Lessons learnt from interventions, actions and policy changes

The Mexican case

El Poder del Consumidor
Dietary Change in Mexico

Changes in Mexican household expenditure, 1984-1999

69% of added sugar in the diet comes from sugar-sweetened beverages (SSBs).

65% of children between 1-2 years of age consume SSBs.

High Consumption of Ultra-processed Foods & Beverages
Overweight & Obesity Prevalence in Mexico

35% of children
35% of adolescents
70% of adult men
73% of adult women

Overweight and Obesity (%) in Mexican women (20-49 years) 1988-2012

Diabetes is the second leading cause of death in Mexico.

Incidence of diabetes has doubled in Mexico every ten years since 1960.

1 in 3 Mexican children is at risk to develop diabetes type II in their lifetime.
The Nutritional Health Alliance
Marketing to Children Regulation

• Prohibition of marketing of “junk food” during “children’s hours” on television 2:30pm-7:30pm weekdays and 7am-7:30pm on weekends during certain programs and during children’s films in cinemas.

• A regulation of exceptions.

Fuente: Instituto Federal de Telecomunicaciones (IFT) 2015
Hours Most Popular with Children are not regulated

Junk food ban ends at 7:30pm when peak is starting...

Fuente: Instituto Federal de Telecomunicaciones (IFT) 2015
The Big Food and Beverage Industry in Mexico promoted a label based on GDA values since 2011.

- Study carried out by the Mexican National Institute of Public Health (INSP) indicated that only 1.8% of nutrition students were able to respond correctly to questions about the label in a limited time period.

- Nevertheless, the government utilized the format promoted by the food industry in the development of its own FOP label.

Stern, Tolentino & Barquera, Revisión del etiquetado frontal, 2011.
New WHO Recommendation: Free Sugars

**WHO Strong Recommendation**
Adults: 50 grams  
Children: 37.5 grams

**Conditional Recommendation for Additional Benefits to Health**
Adults: 25 grams  
Children: 19 grams

**Mexican FOP Regulation**
Adults/Children: 90 grams

*Considering the epidemic of obesity and diabetes in Mexico, it is prudent to consider taking the WHO conditional recommendation in Mexico.*

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FRONT OF PACK WARNING LABELS

CHILE

“Excess in Sugar/Calories/Saturated Fats/Sodio”

ECUADOR

“Traffic Light” Label
Healthy School Food Regulation

- This regulation indicates that only whole grains, fruits, vegetables, water and beans should be sold in schools from Monday to Thursday.

- This regulation indicates that only on Friday may processed foods (that meet certain criteria) be sold in schools.

- A study by the Mexican National Institute for Public Health in 2014 indicates that between 40-60% of school directors were not aware of the regulation and 40% of schools had not received capacity-building materials on the regulation.
¿Sabías que uno de cada tres niñas y niños mexicanos podría sufrir diabetes en su vida?
My Healthy School: Citizen Monitoring Tool

Escuelas reportadas del ciclo escolar 2015-2016
DEMONSTRATIONS

“500,000 DEATHS IN SIX YEARS”

Event took place in front of Ministry of Health
CAMPAIGNING IN PUBLIC SPACES

“12 Spoonfuls of Sugar”
MASS MEDIA CAMPAIGN

“Don’t harm yourself drinking sugary drinks”
(in metro, buses, billboards and radio)
CAMPAIGN STRATEGY: PROMOTE THE TAX

“With the soda tax:
Drinking fountains in schools and public spaces
Soda is sweet.
Diabetes isn’t.”

www.actuaporlasalud.org
Beverage purchases from stores in Mexico under the excise tax on sugar sweetened beverages: observational study

M Arantxa Colchero,1 Barry M Popkin,2 Juan A Rivera,3 Shu Wen Ng2

ABSTRACT
STUDY QUESTION
What has been the effect on purchases of beverages from stores in Mexico one year after implementation of the excise tax on sugar sweetened beverages?

METHODS

WHAT THIS STUDY ADDS
The tax on sugar sweetened beverages was associated with reductions in purchases of taxed beverages and increases in purchases of untaxed beverages. Continued monitoring is needed to understand purchases longer term, potential substitutions, and health implications.

RESEARCH ARTICLE
Beverages Sales in Mexico before and after Implementation of a Sugar Sweetened Beverage Tax

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Mexico’s national tax on sugar-sweetened beverages

- Passed by Mexican Congress: October 29, 2013
- Went into effect: January 1, 2014
- Type of tax: Specific excise tax (called an IEPS in Spanish)
- Amount of the tax: 1 peso (0.07 USD)* per liter. Approximately 10%.
- Definition of SSBs: non-alcoholic and nondairy beverages with added sugar, including sodas, energy drinks, bottled teas and coffees, and fruit drinks.
Mexican Soda Tax is Working

- **SSB purchases are declining:** In 2014, the first year of tax implementation, on average household purchases of taxed beverages dropped by 6% during 2014 compared to pre-tax trends. By December 2014, this reduction reached 12%. Preliminary studies indicate that the tax continued to reduce consumption by 8% in 2015.

- **Mexicans are drinking healthier options:** Purchases of non-taxed beverages, mainly bottled water, increased on average by 4% in 2014, demonstrating an initial substitution effect.

- **Revenue is being raised:** Over 2.6 billion dollars have been raised in revenue during two years time (2014-2015). Initial allocations to obesity prevention have been made. Advocates and champion legislators are working to dedicate the revenue exclusively to obesity and NCD prevention.

- **Prevention efforts are being financed:** The Mexican legislature has made water fountains in schools obligatory and the Mexican educational authority is rolling-out a national drinking fountain program over the current and upcoming school years, using partial revenue allocation from the tax.

Colchero et al. BMJ, 2015; INSP “Why is it not possible to make determinations on the usefulness of the tax on sugar-sweetened beverages in Mexico during 2015 using raw sales data”, (online).
For more information:

www.elpoderdelconsumidor.org
www.actuaporlasalud.org

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