Tax on Soda
Some Facts: Obesity, Diabetes, Cost, Sugar

The Problem

The Solution

The Future

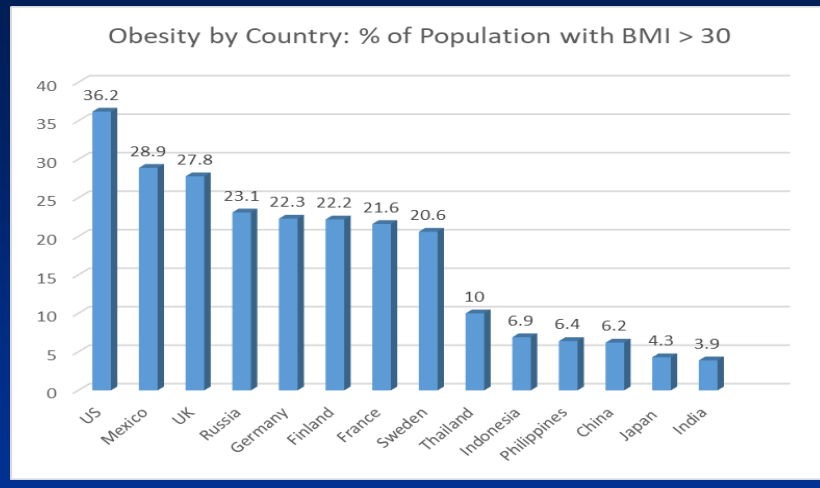

Government?

Education?


Other ?

1

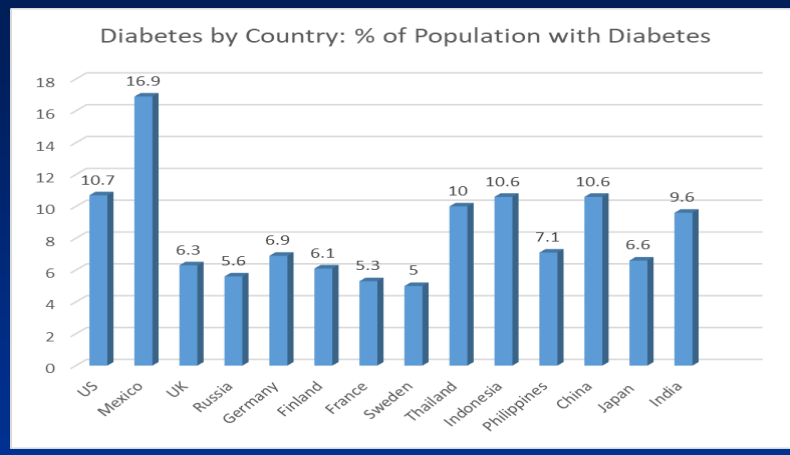
Perspective: Country Obesity



<https://www.cia.gov/the-world-factbook/field/obesity-adult-prevalence-rate/country-comparison>

2

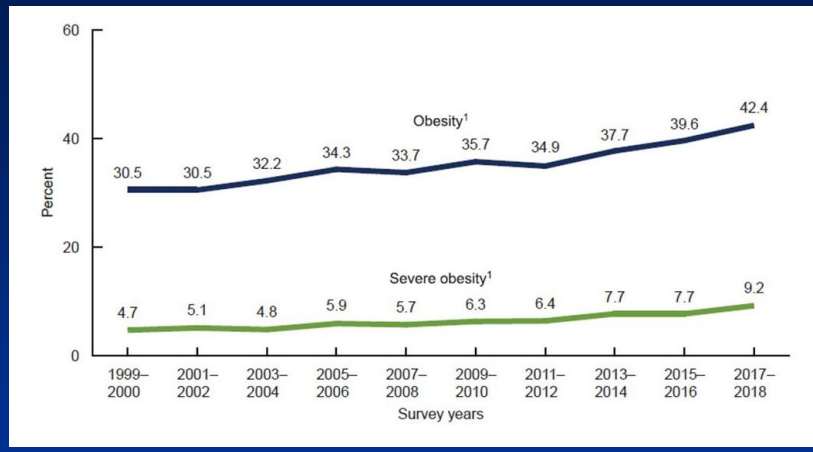
Perspective: Country Diabetes (excludes estimate of “undiagnosed”)



International Diabetes Federation
https://diabetesatlas.org/idfawp/resource-files/2021/11/IDFDA10-global-fact-sheet.pdf

3

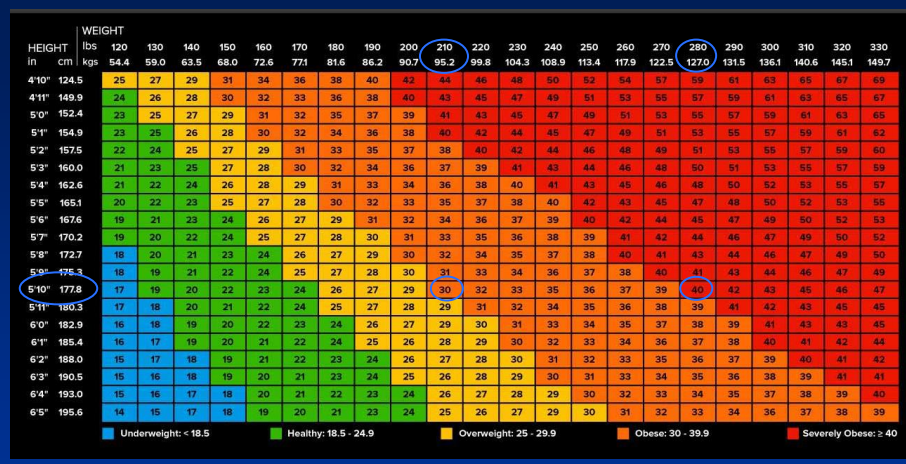
Trend: Obesity (BMI >30) & Severe Obesity (BMI>40)



International Diabetes Federation
https://diabetesatlas.org/idfawp/resource-files/2021/11/IDFDA10-global-fact-sheet.pdf

4

BMI Chart: Obesity & Severe Obesity



HEIGHT in	HEIGHT cm	WEIGHT lbs	120	130	140	150	160	170	180	190	200	210	220	230	240	250	260	270	280	290	300	310	320	330
		kgs	54.4	59.0	63.5	68.0	72.6	77.1	81.6	86.2	90.7	95.2	99.8	104.3	108.9	113.4	117.9	122.5	127.0	131.5	136.1	140.6	145.1	149.7
4'10"	124.5		25	27	29	31	34	36	38	40	42	44	46	48	50	52	54	57	59	61	63	65	67	69
4'11"	149.9		24	26	28	30	32	33	36	38	40	43	45	47	49	51	53	55	57	59	61	63	65	67
5'0"	152.4		23	25	27	29	31	32	35	37	39	41	43	45	47	49	51	53	55	57	59	61	63	65
5'1"	154.9		23	25	26	28	30	32	34	36	38	40	42	44	45	47	49	51	53	55	57	59	61	62
5'2"	157.5		22	24	25	27	29	31	33	35	37	38	40	42	44	46	48	49	51	53	55	57	59	60
5'3"	160.0		21	23	25	27	28	30	32	34	36	37	39	41	43	44	46	48	50	51	53	55	57	59
5'4"	162.6		21	22	24	26	28	29	31	33	34	36	38	40	41	43	45	46	48	50	52	53	55	57
5'5"	165.1		20	22	23	25	27	28	30	32	33	35	37	38	40	42	43	45	47	48	50	52	53	55
5'6"	167.6		19	21	23	24	26	27	29	31	32	34	36	37	39	40	42	44	45	47	49	50	52	53
5'7"	170.2		19	20	22	24	25	27	28	30	31	33	35	36	38	39	41	42	44	46	47	49	50	52
5'8"	172.7		18	20	21	23	24	26	27	29	30	32	34	35	37	38	40	41	43	44	46	47	49	50
5'9"	175.3		18	19	21	22	24	25	27	28	30	31	33	34	36	37	38	40	41	43	44	46	47	49
5'10"	177.8		17	19	20	22	23	24	26	27	29	30	32	33	35	36	37	39	40	42	43	45	46	47
5'11"	180.3		17	18	20	21	22	24	25	27	28	29	31	32	34	35	36	38	39	41	42	43	45	45
6'0"	182.9		16	18	19	20	22	23	24	26	27	29	30	31	33	34	35	37	38	39	41	43	43	45
6'1"	185.4		16	17	19	20	21	22	24	25	26	28	29	30	32	33	34	36	37	38	40	41	42	44
6'2"	188.0		15	17	18	19	21	22	23	24	26	27	28	30	31	32	33	35	36	37	39	40	41	42
6'3"	190.5		15	16	18	19	20	21	23	24	25	26	28	29	30	31	33	34	35	36	38	39	41	41
6'4"	193.0		15	16	17	18	20	21	22	23	24	26	27	28	29	30	32	33	34	35	37	38	39	40
6'5"	195.6		14	15	17	18	19	20	21	23	24	25	26	27	29	30	31	32	33	34	36	37	38	39

Underweight: < 18.5 | Healthy: 18.5 - 24.9 | Overweight: 25 - 29.9 | Obese: 30 - 39.9 | Severely Obese: ≥ 40

Example

BMI	Height	Weight
30	178 cm (5"10")	95 kg (210 lb)
40	178 cm	127 kg (280lb)

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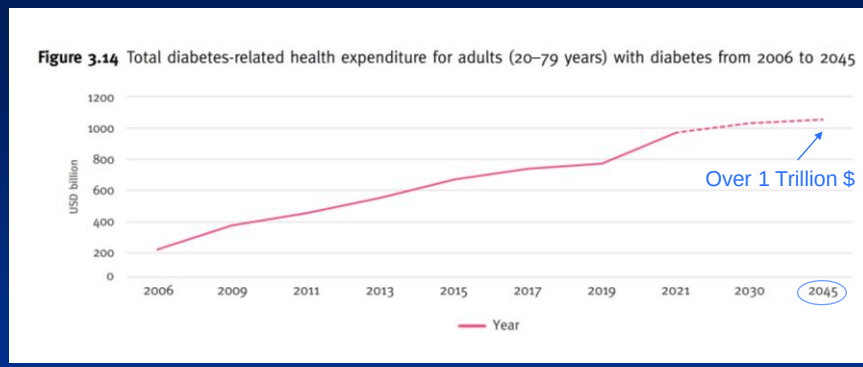
Trend: Worldwide Cost of Diabetes



International Diabetes Federation; 2021 Atlas; page 63
<https://diabetesatlas.org/idfawp/resource-files/2021/07/IDF_Atlas_10th_Edition_2021.pdf>

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Cost of Diabetes / Person: 2021 Top 10 Countries

Table 3.23 Top 10 countries or territories for diabetes-related health expenditure (USD) per person with diabetes (20–79 years) in 2021

Rank	Country or territory	Diabetes-related health expenditure (USD) per person with diabetes (20–79 years)
1	Switzerland	12,828
2	United States of America	11,779
3	Norway	11,166
4	Iceland	8,401
5	Luxembourg	8,193
6	Denmark	7,844
7	Ireland	7,843
8	Sweden	7,675
9	Germany	6,661
10	Austria	6,575

International Diabetes Federation;
2021 Atlas; page 66

<https://diabetesatlas.org/idfawp/resource-files/2021/07/IDF_Atlas_10th_Edition_2021.pdf>

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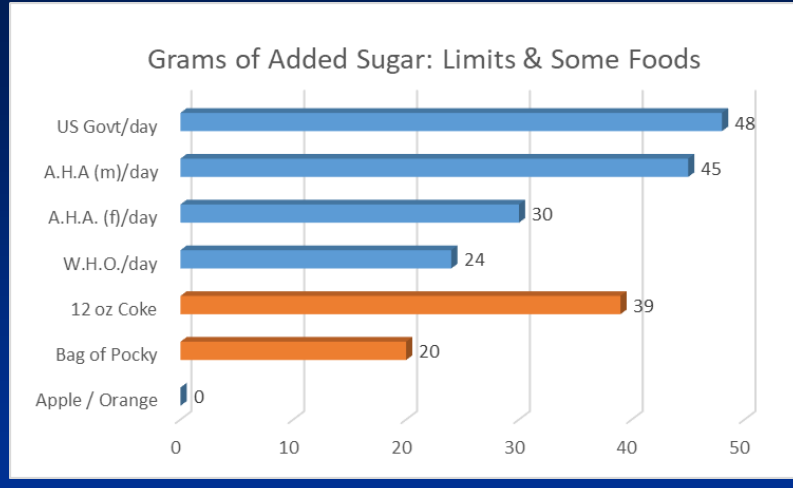
Amounts of Sugar



= 141% of daily limit (Word Health Organization)

8

Amounts of Sugar

9

Sugar: Grams, Teaspoons, Calories

Conversions	4 grams	1 teaspoon	16 calories

Maximum / Day (Recommended Daily Allowance = RDA)

US Government	48 grams	12 teaspoons	192 calories
World Health Organization	24 grams	6 teaspoons	96 calories

39 grams	~ 10 teaspoons	156 calories

= 141% of daily allowance (Word Health Organization)

UC Berkeley Wellness Letter, Vol. 31, Issue 13, August 2015

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Tax on Soda

How much more would you pay?

Vending Machine = Y100

Y110? Y125? Y200?

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