

A New Economic Model for Better Health

Lessons from Best ReMap and STOP

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Obesity

- A growing problem
- A global problem
- An individual choice problem driven by external influences
- A wicked problem (*BMJ, 2008*)
 - Complex
 - Highly resistant to solutions



Science and Technology in childhood Obesity Policy

The STOP Legacy – What Works

- 60 papers in peer-reviewed journals
- Policy Briefs
- Workshops and symposia
- Stakeholder dialogues
- www.stopchildobesity.eu



Special Issue: Determinants of Childhood Obesity

Policies to Tackle Childhood Obesity

NUTRITION LABELLING: POLICY BRIEF

REFORMULATION OF FOOD AND BEVERAGE PRODUCTS FOR HEALTHIER DIETS: POLICY BRIEF

FISCAL POLICIES TO PROMOTE HEALTHY DIETS: POLICY BRIEF

PROTECTING CHILDREN FROM THE HARMFUL IMPACT OF FOOD MARKETING: POLICY BRIEF

NUDGES TO PROMOTE HEALTHY EATING IN SCHOOLS: POLICY BRIEF

PROMOTING PHYSICAL ACTIVITY THROUGH SCHOOLS: POLICY BRIEF



Joint Action on Implementation of Validated Best Practices in Nutrition (Reformulation, Marketing and Public Procurement)

Focus on tool development and best practice dissemination:

- Data resources
- Frameworks
- Legislation templates



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the Health Programme
of the European Union



Spain Agrifood System

- 2.9% of Gross Value Added of the Spanish economy, 7.3% including indirect impacts
- 20.3% of GVA and 18.8% of employment in the manufacturing sector

Source: CaixaBank Research, 2019

Es la primera rama industrial en valor añadido y empleo

20,3% del VAB de la industria manufacturera

2,9% del VAB del total de la economía española, 7,3% incluyendo los efectos indirectos

519.600 ocupados, un 18,8% del empleo manufacturero

Está muy abierta al exterior



31.097 millones de euros en exportaciones

Saldo comercial positivo (0,6% del PIB)

Ocupa el cuarto puesto entre los países de la UE, en términos de VAB



Contribución del sector español al total de la UE:

10,5% del valor añadido bruto

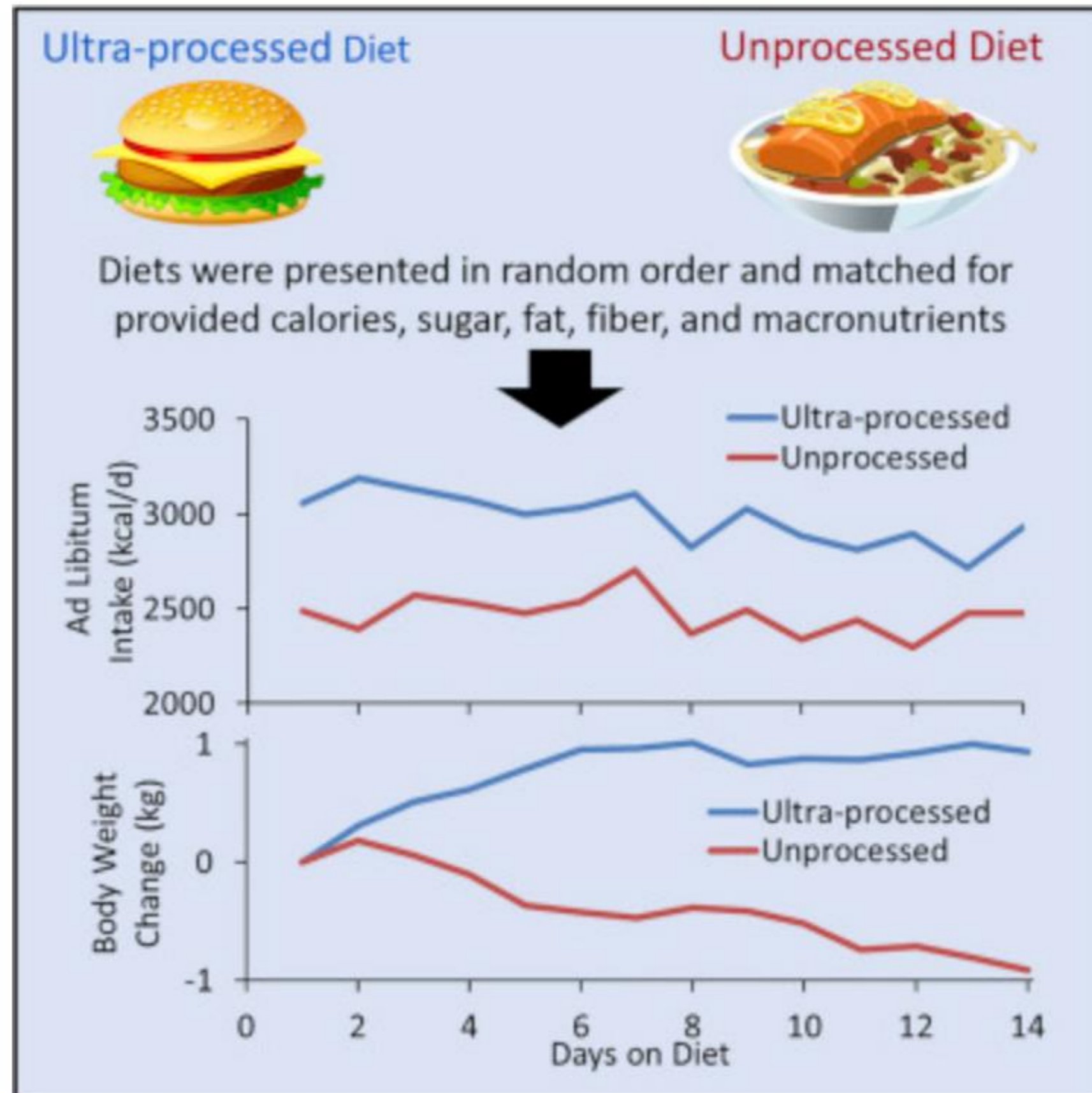
10,9% de los ocupados

10,7% de las empresas

Ultra-processed Food in Spain

- One in four calories in the diet of people in Spain is estimated to be from UPFs
- This is more than in other southern European countries like Portugal, Italy or Greece
- But less than other European countries such as France, Germany or the United Kingdom





Source: Hall et al., Cell Metabolism 30:1-11 (2019)

FAO – The True Cost of Agrifood Systems

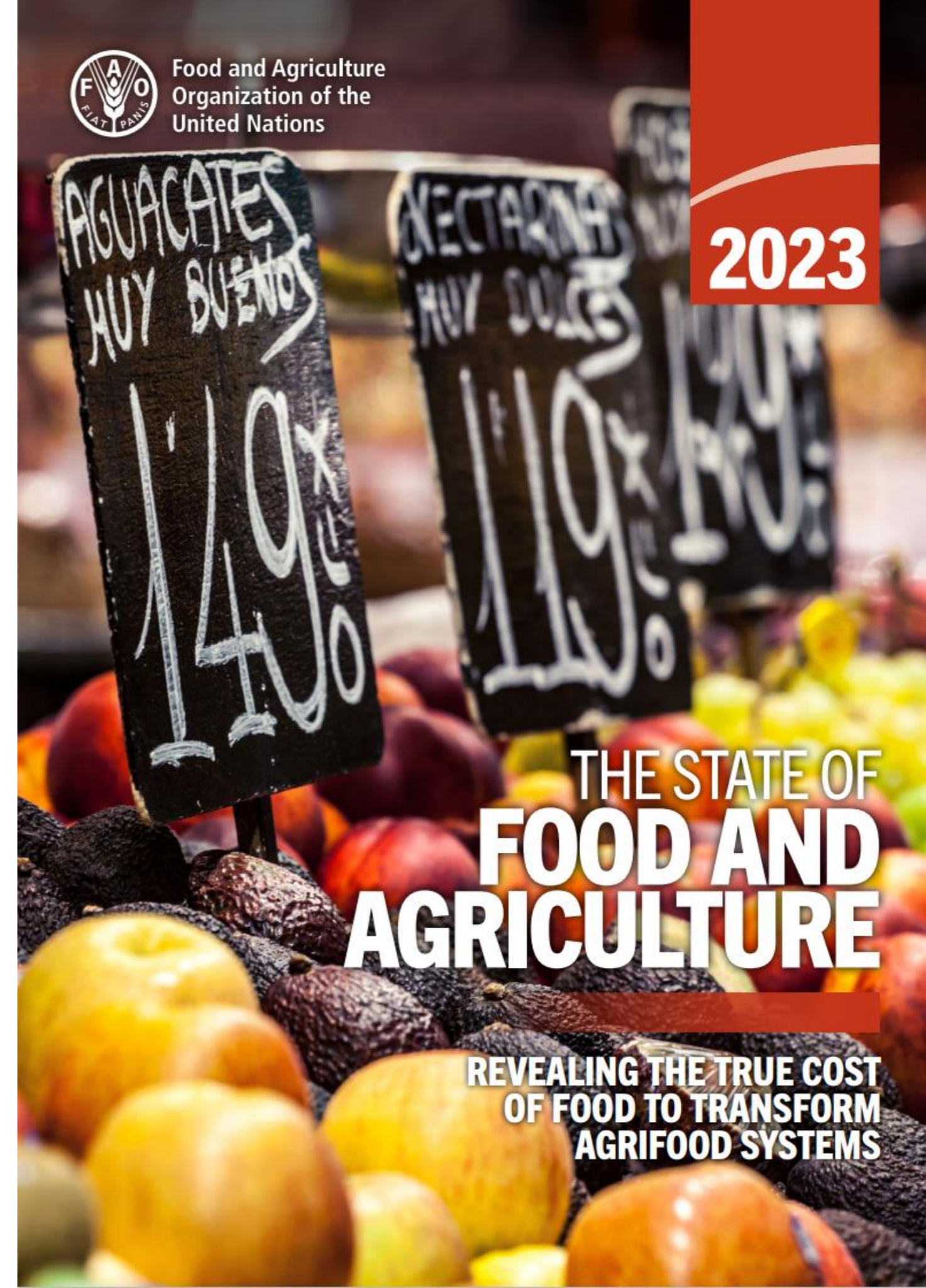
- Environmental, social and health externalities of the agrifood system in Spain amount to about 93 Billion Euros per year, or 7.9% of GDP
- 71 Billion Euros is attributable to health costs



2023

THE STATE OF
**FOOD AND
AGRICULTURE**

REVEALING THE TRUE COST
OF FOOD TO TRANSFORM
AGRIFOOD SYSTEMS



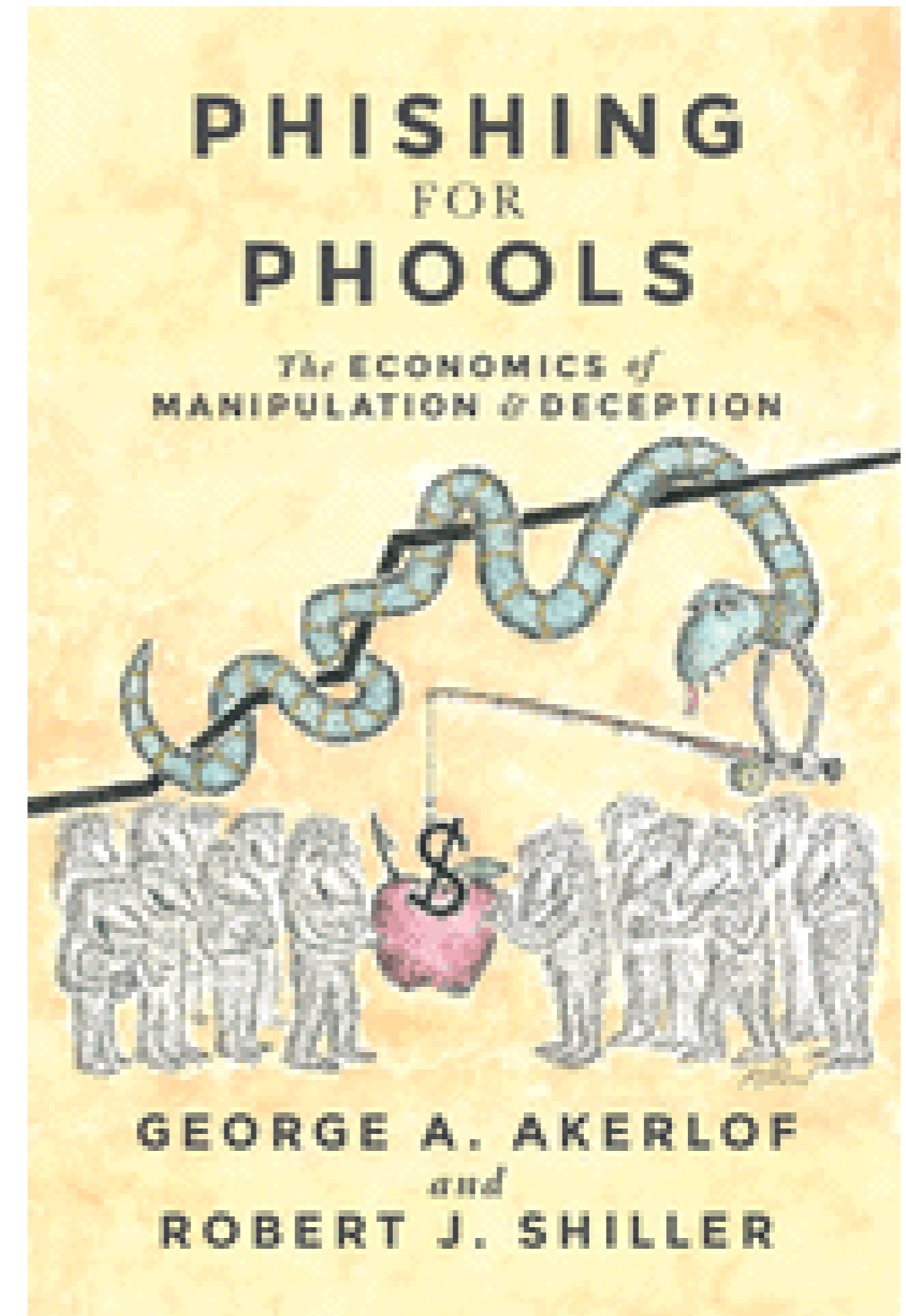
The Changing Landscape of Obesity Treatment

An Obesity Drug Manufacturer

- Market capitalisation **increased fourfold** since 2018
- Capitalisation peaked at **\$423Bn** in August 2023, after the publication of preliminary trial data showing a **20% reduction in serious cardiac events** against placebo
- Current value of the company is **larger than the size of the economy** of the country where company is based
- Last year, the company accounted for **two thirds of the economic growth** of that country

A Doomed Economic Model

- Children whose diet contains more than 30% of highly industrially processed foods have biomarkers associated with obesity (STOP)
- Major digital players control the online advertising market - attempts to limit their influence have had limited success so far
- A market that manipulates consumers into choices that are not in their best interest is a **failed market**
- An economy that grows by making people sick and then treating them is a **failed economy**



For a New Economic Model

- A more virtuous economic model requires a stronger government role
- More regulation of economic activities
- More consumer protection
- More intervention through fiscal levers

Effective Policy Approaches

- Health taxes on food and soft drinks
- Social marketing campaigns and nudges
- School-based interventions, both on diet and physical activity
- Regulation of food marketing targeting children
- Front-of-pack nutrition labelling of foods
- Family-based childhood obesity interventions in primary care, supported by digital technologies

STOP/PEN Food-EPI Analysis

Level of implementation of key policies in 11 EU countries

	POLICIES						INFRASTRUCTURE SUPPORT					
	Food composition	Food labeling	Food marketing	Food prices	Food provision	Food retail	Leadership	Governance	Monitoring	Funding	Platforms	Health in all policies
Finland	HIGH	LOW	MEDIUM	MEDIUM	HIGH	MEDIUM	HIGH	HIGH	HIGH	MEDIUM	HIGH	HIGH
Estonia	LOW	LOW	LOW	LOW	MEDIUM	LOW	MEDIUM	MEDIUM	MEDIUM	MEDIUM	LOW	MEDIUM
Germany	LOW	LOW	LOW	LOW	LOW	VERY LOW	LOW	LOW	LOW	LOW	LOW	LOW
Ireland	LOW	LOW	LOW	MEDIUM	MEDIUM	LOW	MEDIUM	HIGH	MEDIUM	MEDIUM	MEDIUM	MEDIUM
Italy	LOW	LOW	LOW	LOW	MEDIUM	LOW	MEDIUM	MEDIUM	MEDIUM	LOW	VERY LOW	LOW
Netherlands	LOW	LOW	LOW	LOW	LOW	LOW	MEDIUM	MEDIUM	HIGH	MEDIUM	MEDIUM	LOW
Norway	MEDIUM	MEDIUM	MEDIUM	LOW	MEDIUM	LOW	MEDIUM	HIGH	MEDIUM	HIGH	MEDIUM	MEDIUM
Poland	MEDIUM	MEDIUM	LOW	MEDIUM	LOW	VERY LOW	LOW	LOW	MEDIUM	MEDIUM	MEDIUM	LOW
Portugal	HIGH	LOW	MEDIUM	MEDIUM	MEDIUM	LOW	HIGH	MEDIUM	MEDIUM	LOW	MEDIUM	LOW
Slovenia	MEDIUM	LOW	MEDIUM	VERY LOW	MEDIUM	VERY LOW	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM
Spain	LOW	LOW	LOW	LOW	LOW	VERY LOW	MEDIUM	LOW	MEDIUM	LOW	LOW	LOW

Source: Pineda et al., Lancet Regional Health for Europe

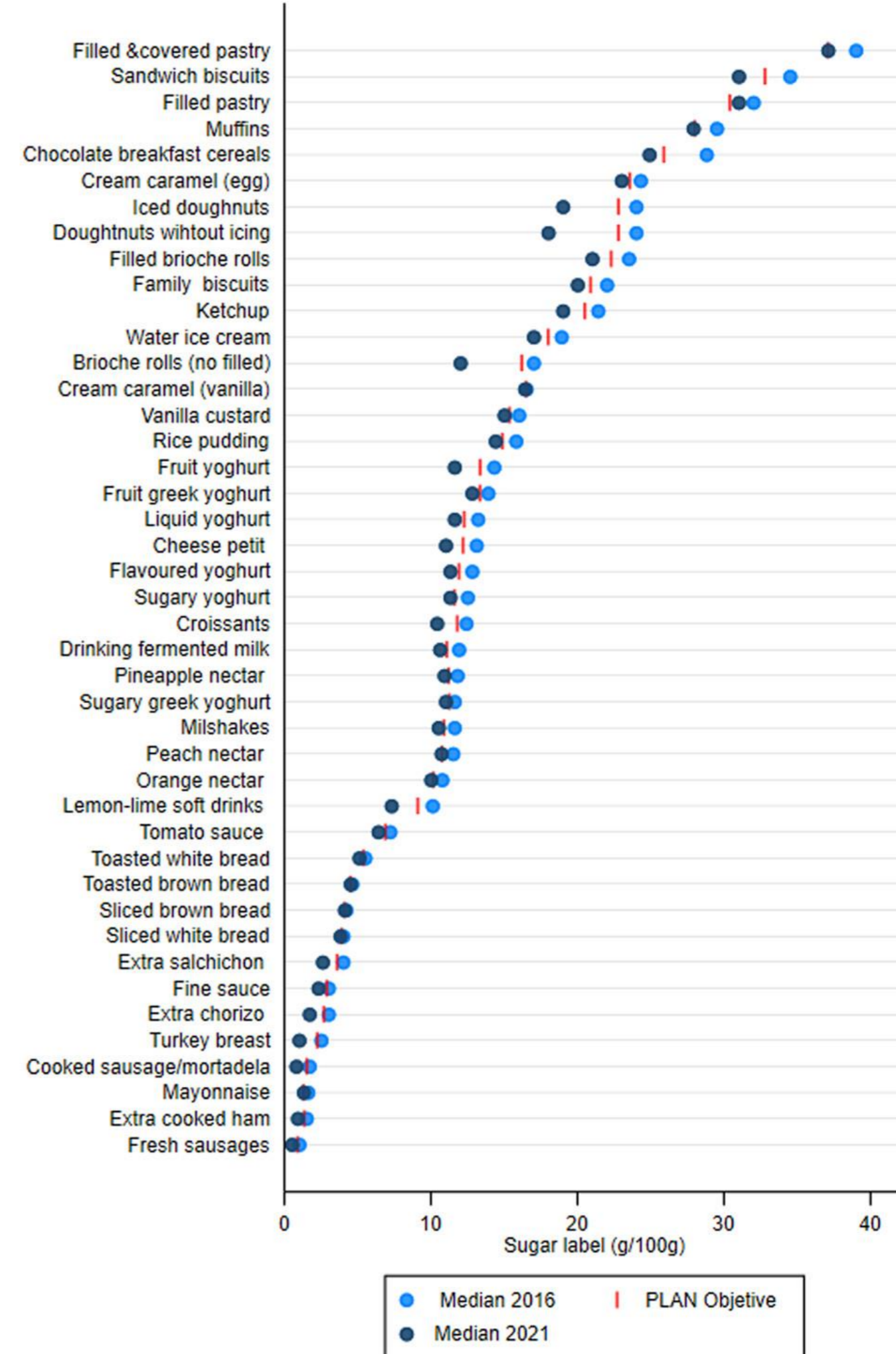
ARTICLE

Reduction of sugar, salt and fat content in foods over the period 2016–2021 in Spain: the National Food Reformulation Plan

María José Yusta-Boyo ¹, Enrique Gutiérrez González ², Marta García-Solano ¹, Almudena Rollán Gordo ¹, Isabel Peña-Rey ¹ and Fernando Rodríguez-Artalejo ^{3,4,5}

Check for updates

- Added sugars reduced by 0.6% to 60%
- 99% compliance with nutrient reduction agreements





Science and Technology in
childhood Obesity Policy

Food Product Reformulation

- A STOP systematic review shows improved nutrient intakes in three quarters of studies measuring that outcome, with strongest evidence for TFA (Gressier et al., 2020)
 - Most studies focused on individual nutrients, rather than overall diet
- Sugar reduction programmes in NL and UK were effective in reducing sugar content of dairy products; the threat of a sugar tax strengthened the effect

Change in Sugar Density, Food Categories Included in UK Programme

(products purchased for at-home consumption)

	Sugar density 2015 (g/100g)	Reformulation effect	Consumer switch effect	Product renewal effect	Sugar density 2019 (g/100g)	% change in sugar density
SOFT DRINKS	3.6	-19%	-9%	-13%	2.1	-41%
BREAKFAST CEREAL	16.8	-10%	-1%	-3%	14.3	-15%
YOGHURTS	12.4	-4%	1%	-10%	10.7	-13%
CAKES	34.5	-3%	0%	-5%	31.9	-7%
ICE CREAM	18.7	-7%	3%	-2%	17.5	-6%
EXCLUDED	5.7	-1%	-2%	-3%	5.3	-6%
PUDDINGS	18.9	-2%	3%	-4%	18.3	-3%
SPREADS & SAUCES	28.8	2%	5%	-10%	28.1	-2%
BISCUITS	31.2	-1%	-1%	1%	30.9	-1%
SWEET CONFECTIONERY	60.4	-1%	0%	0%	60.4	0%
CHOCOLATE						
CONFECTIONERY	53.8	1%	0%	0%	53.9	0%
MORNING GOODS	12.1	0%	6%	7%	13.6	13%

Colour coding:

- Decrease in sugar density
- Increase in sugar density

Table: Decomposition of the change in the sugar density of the different categories included in the sugar reduction programme, for foods consumed at home. Data from Kantar household panel. The colour coding reflects the intensity of the change

Product Reformulation in the UK SSB Market

Definition of reformulation: a beverage is reformulated if the sugar density decreases

Figure 1: number of reformulated and non-reformulated levy liable soft drinks

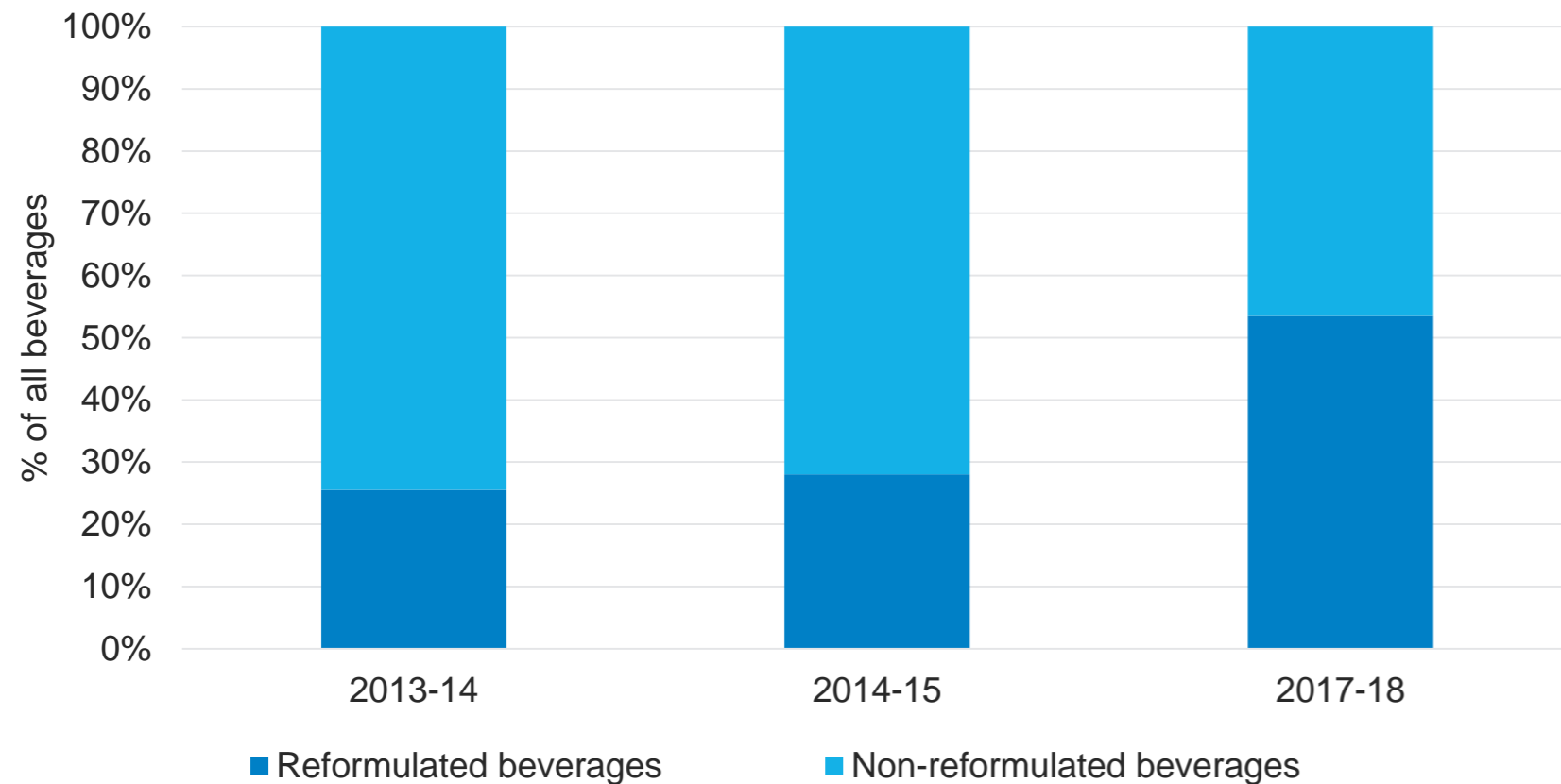
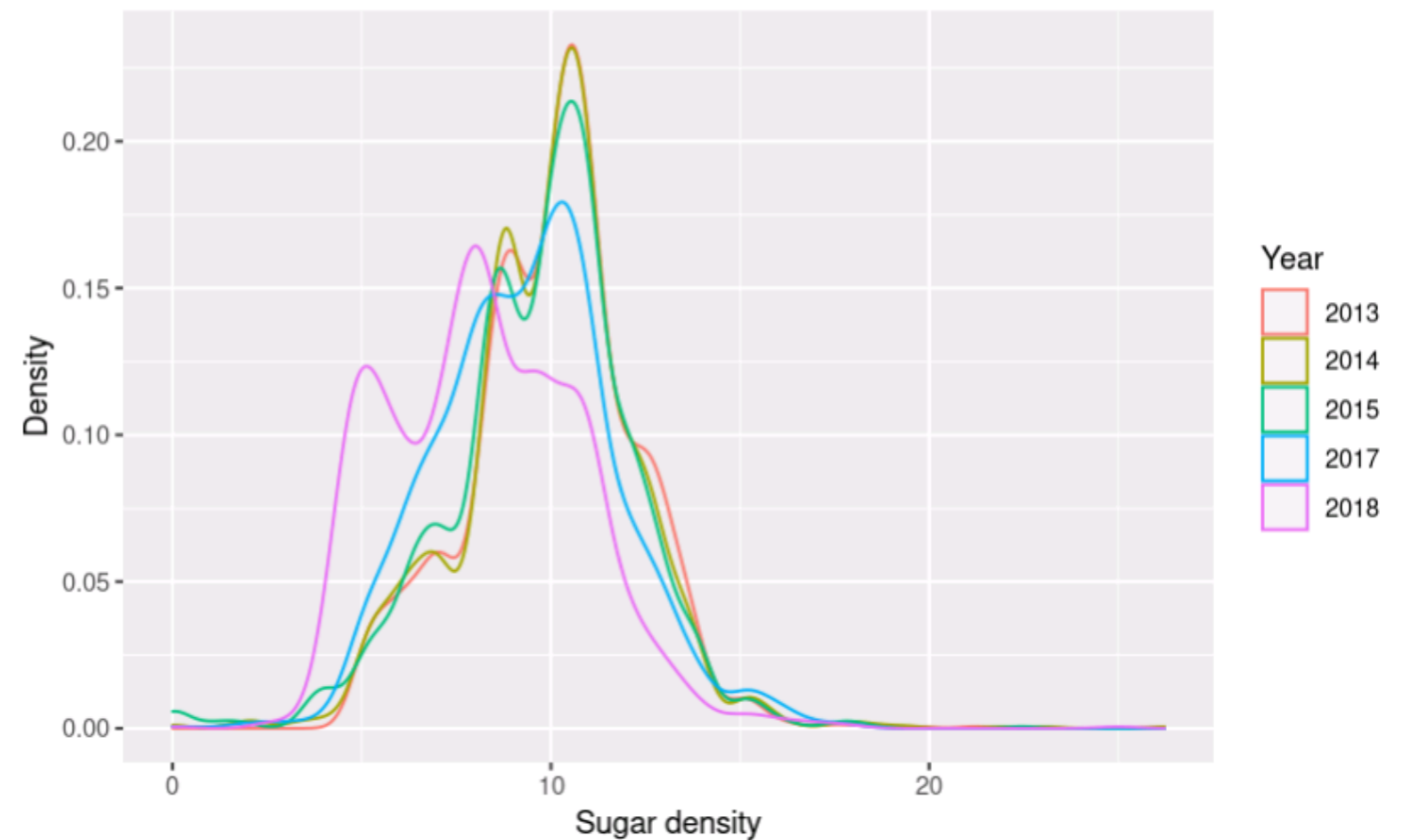
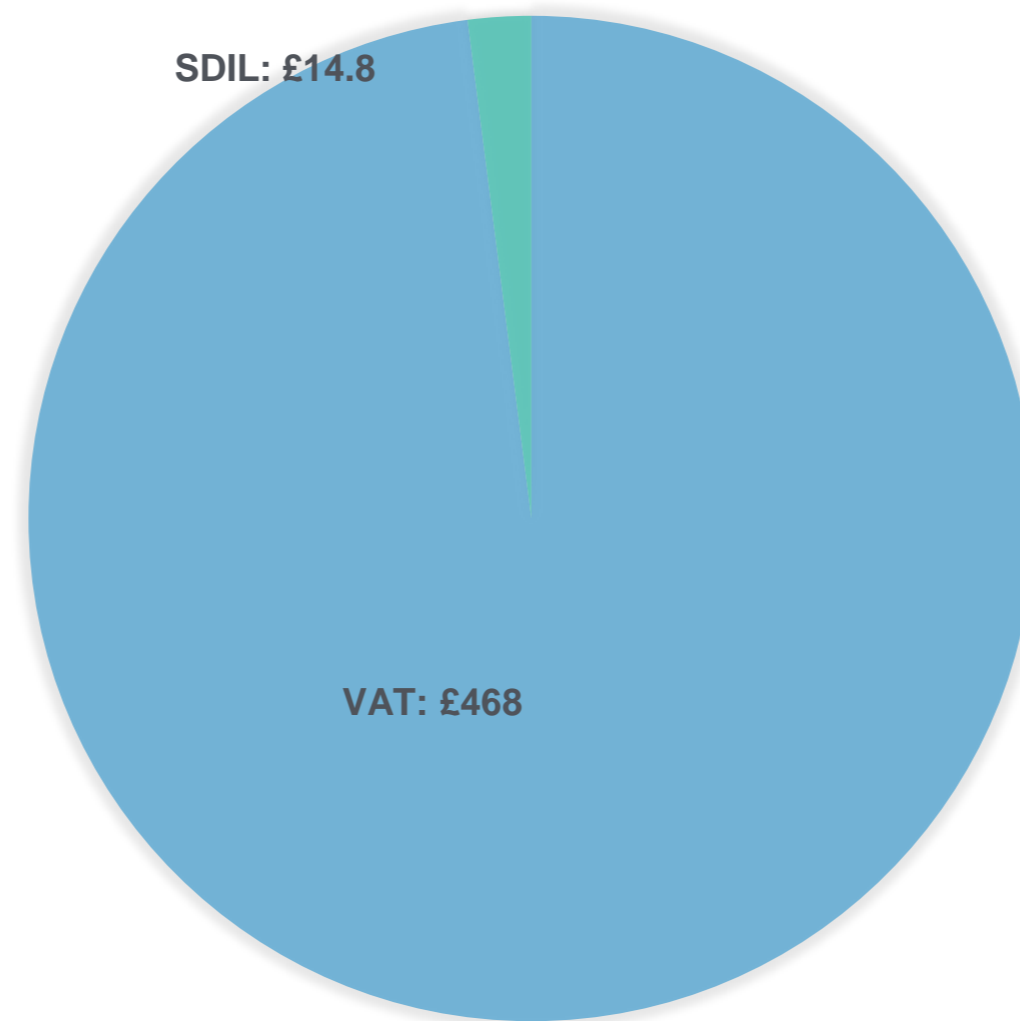


Figure 2: sugar density of levy liable soft drinks by year



Taxing Food for Health?

Taxes on food and non-alcoholic beverages paid by a UK household in a year



Source: CHEPI analysis of LCF 2018/19 and NDNS 2016/17

Can we Learn from Taxes on SSBs in Spain?



Contents lists available at [ScienceDirect](#)

Economics and Human Biology

journal homepage: www.elsevier.com/locate/ehb



Contents lists available at [ScienceDirect](#)

Social Science & Medicine

journal homepage: <http://www.elsevier.com/locate/socscimed>

Impact of SSB taxes on sales

Judit Vall Castelló^{a,*}, Guillem Lopez Casasnovas^b

How do consumers respond to “sin taxes”? New evidence from a tax on sugary drinks

Eleonora Fichera^{a,*}, Toni Mora^b, Beatriz G. Lopez-Valcarcel^c, David Roche^b

Royo-Bordonada *et al.*
Int J Behav Nutr Phys Act (2022) 19:24
<https://doi.org/10.1186/s12966-022-01262-8>

International Journal of Behavioral
Nutrition and Physical Activity

RESEARCH

Open Access

Effect of excise tax on sugar-sweetened beverages in Catalonia, Spain, three and a half years after its introduction



Miguel Ángel Royo-Bordonada^{1*}, Carlos Fernández-Escobar¹, Carlos José Gil-Bellosta² and Elena Ordaz¹

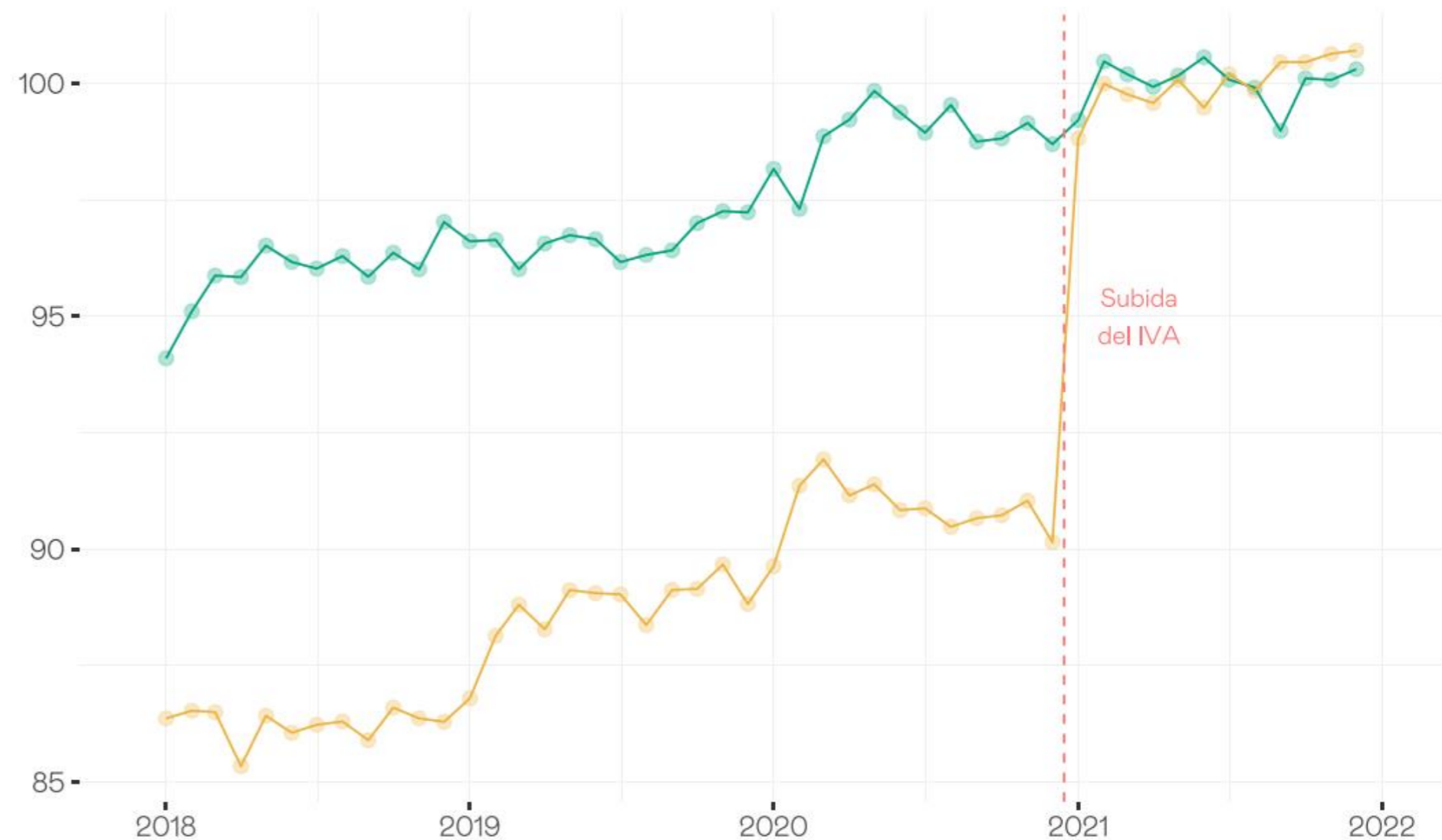
Can we Learn from Taxes on SSBs in Spain?

Los efectos del aumento del IVA en el consumo de las bebidas azucaradas en España

ÁNGEL MARTÍNEZ JORGE, JAVIER MARTÍNEZ SANTOS, JORGE GALINDO
29 NOV, 2022

- Tax passthrough of 92%
- Greatest effect in low-income families with children (-20%)
- Low-income families without children -7%

Evolución de los niveles de precios de **agua embotellada** y **refrescos**



Views are Changing on Food Taxation...

Amendment 27 to the Farm2Fork strategy [September 2021]: the EU parliament "supports giving Member States **more flexibility to differentiate in the VAT rates on food** with different health and environmental impacts, and enable them to choose a zero VAT tax for healthy and sustainable food products such as fruits and vegetables, as is already implemented in some Member States but not possible for all at this moment, and a higher VAT rate on unhealthy food and food that has a high environmental footprint".

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Thank you

