

Date: To encourage healthy eating, higher taxes should be imposed on soft drinks & junk food.

## I. Introduction

- a) Importance of healthy eating to ensure increased lifespan, energy levels, improved physical & mental health.
- b) Thesis: While higher taxes may deter consumers from buying junk food, it may not be necessarily the best option to ensure healthy eating. This necessitates more concerted and informed policies for a shift to healthy eating.

## II. Markers of Healthy eating

a) Concept of 'Balanced Diet' according to WHO.

b) Importance of Intermittence between periods of food consumption to ensure healthy eating.

## III. How do soft drinks and junk food are inimical to healthy eating

a) Raise blood sugar levels in body

CIP: In 2022, more than 2 Million people died from diabetes (WHO)

b) Raise cholesterol and triglyceride levels in body

CIP: Heart diseases are the leading cause of death worldwide.

c) Result in poor physical and mental well-being

CIP: Consuming carbohydrate-rich fast food slows brain productivity

## V. How can higher taxes on soft drinks and junk food ensure healthy eating?

a) Higher prices of junk food deter consumers, especially low-income groups from buying them

CIP: Mexico's Soda tax dropped consumption of sugary drinks and

b) Directs consumers to cheaper, healthier alternatives like fruits and vegetables

c) Generates revenue for health programs

CIP: Can be reinvested in health campaigns

d) Improves public health <sup>by</sup> and reducing prevalence of obesity, and healthcare heart diseases

V Why higher taxes may not ensure healthy eating

- a) Higher prices of junk food may create a psychological impression of these products being of good quality and luxury items.
- b) May create black markets where consumers purchase smuggled and untaxed products
- c) Disrupt businesses of small vendors who rely on soft drinks and junk food businesses.
- d) Taxed products may be replaced <sup>by</sup> with more harmful, untaxed products
- e) Disproportionately reduce the purchasing power of low-income groups to buy junk food while rich elite will still be able to afford
- f) Taxes alone can not ensure healthy eating without accompanying public awareness and education campaigns

VI Recommendations for promoting healthy eating

- a) Health education campaigns to raise awareness about detrimental impacts of junk food.
- b) Policy reforms to give tax cuts and subsidies to healthy food businesses
- c) Improve food labelling to mandate clearer nutritional information to empower informed choice. Warnings on high-fat and sugary foods.
- d) Diversify healthy eating options to incorporate fresh and tasty food.
- e) Change the rationale of 'snacking' by introducing fruit-based jellies and snacks

V Conclusion