

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 diet 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 ~~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 by with more harmful, untaxed products

e) Disproportionately reduce the purchasing power of low-income ~~rich elite~~ while rich elite will ~~benefit~~

f) Taxes alone ~~cannot ensure healthy eating~~ without accompanying ~~business~~ and educational ~~campaigns~~

4. Improve Word Choice

- Be precise: Instead of using vague or general words, choose words that are more specific and descriptive. For example, instead of saying "good," say "effective," "efficient," "outstanding," or another word that better conveys your meaning.

- Avoid repetition: Repeating the same word or phrase too often can make your writing monotonous. Use synonyms or restructure sentences to keep the language fresh and dynamic.

- Consider connotation: Pay attention to the emotional undertone of words. Words carry connotations beyond their dictionary definitions, so choosing the right word can make your writing more compelling.

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. CIP: 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