

# FIGHTING OBESITY IN MEXICO: SUPPORTING THE DESIGN AND EVALUATION OF EFFECTIVE OBESITY PREVENTION POLICIES

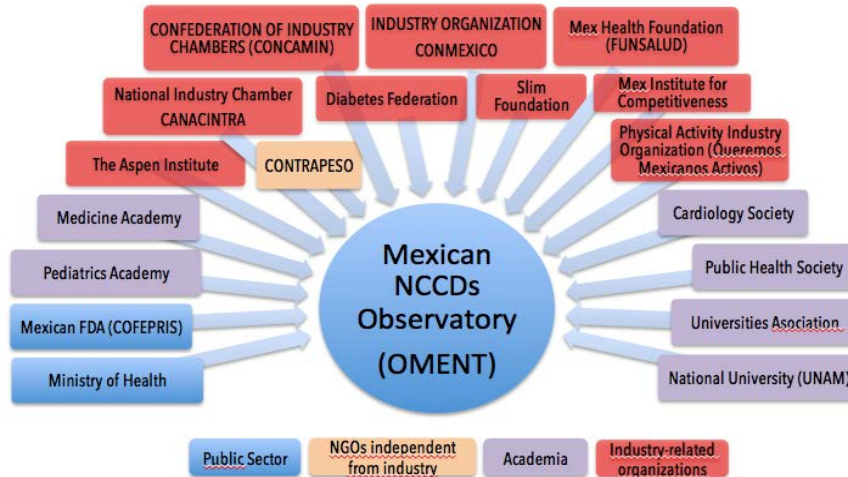
Second year evaluation of soda tax policy in Mexico: sustained reduction in SSBs purchases:

2014-2015: average ↓ 7.6%

-5.1 Liters/capita/year

## MAIN EFFORTS:

- Bloomberg project: evidence for policy change developing an alliance to identify and promote policy change: Soda Tax
- Other initiatives: Labeling, Marketing, School regulations
- INFORMAS Food Environment Policy Index



## FEEDBACK LOOPS:

- Trade: Subsidies to sugar producers
- Breast-Feeding practices and SSBs consumption strong pressure from industry (marketing, labeling, PR)
- Conflict of interests in policies