

**Author:** Alejandro Calvillo

**Topic:** Law and regulation in public health nutrition

**Title:** The People vs. Big Beverage: The Role of Civil Society in Advocating for a National Mexican Soda Tax

**Presentation Type:** Oral

In January 2014, a federal excise tax of one peso per liter was implemented in Mexico on all sugar-sweetened beverages (SSBs). This presentation will describe civil society's multi-pronged advocacy strategy to push forward the tax on SSBs, the tactics used by industry to hinder advocacy efforts and current and future challenges.

Part I: The multi-pronged advocacy strategy of civil society will be described, which includes i) utilizing the strong scientific evidence base to identify the problem and design the policy solution, ii) positioning the problem of SSBs and the effectiveness of a tax to address the social costs of SSBs—in the media, among decision-makers and the public with a communications campaign and public acts, iii) linking tax revenue to the provision of water fountains in schools and public spaces, and, iv) building alliances and support from international and national academics, professional associations, NGOs and non-governmental organizations, and v) securing funding.

Part II: The incisive tactics used by the Big Beverage industry to prevent the tax from being passed, to lobby that the tax be reduced, to minimize the effects of the tax and to argue that it has been ineffective will be analyzed.

Part III: Current and future challenges such as advocating for an increase in the tax from 10 to 20% per liter and increasing the amount of revenue earmarked and utilized to install water fountains and support obesity prevention will be discussed; complimentary initiatives to ensure comprehensive obesity and diabetes prevention strategy will be explored.