

Item #20

Emails regarding December ELT discussion of sugar tax

Emails discussing a potential December ELT meeting to discuss sugar taxes and its cancellation, 5 December 2016 to 13 December 2016

Sent By: Bronwyn Croxson/MOH on 5/12/2016 10:58:04 p.m.  
To: Andrew Simpson/MOH, [REDACTED], Jane O'Malley/MOH, Jill Bond/MOH, Jill Lane/MOH, Monique Waayer/MOH, [REDACTED]  
Copy To: Fran McGrath/MOH  
Subject: Re: points for a discussion for understanding at ELT - due for circulation and comment by noon Wed 7 December please

It is highly likely you will not have this by Weds at noon sorry, given other deadlines. I will do my best though.

B

Bronwyn Croxson  
Chief Economist  
Client Insights and Analytics  
Ministry of Health  
[REDACTED]  
04 8162473

From: Deb Struthers/MOH  
To: Bronwyn Croxson/MOH@MOH,  
Cc: Andrew Simpson/MOH@MOH, Jill Lane/MOH@MOH, Monique Waayer/MOH@MOH, Jane O'Malley/MOH@MOH, Jill Bond/MOH@MOH, [REDACTED]  
Date: 05/12/2016 03:19 p.m.  
Subject: points for a discussion for understanding at ELT - due for circulation and comment by noon Wed 7 December please

Hi Bronwyn

As discussed and agreed it would be difficult to get a time for smaller group to meet and workshop Sugar Tax developments before Friday this week as Chai had requested.

**ACTION:** So to ensure we have something to use that relevant people have had the chance to contribute to, Bronwyn please have drafted responses to the points below.

Then once the rest of the group are ok with it and anyone else you think should be included, (John Potter?) we will use this document (or a variation) to support a discussion at Tuesday's long ELT, which I would like you to lead please Bronwyn.

**ELT members - please nominate someone if you would like them to contribute and let Bronwyn or [REDACTED] know.**

1. Background to Sugar Tax - how this proposal first came about and the 'problem' it was intended to address.
2. What we know and don't know about what works and what doesn't work based on current evidence (referencing our priorities - short context related to our goals around obesity, diabetes etc.)
3. Current positions on relative benefits of a sugar tax and other alternatives proposed being held in NZ including views of Sir Peter Gluckman. What they believe and why and our response. Include MOTU seminar by John Gibson please and the 'economic model'.

4. Any emerging evidence and any insights into where this issue is going next, eg gaining momentum? alternatives being suggested? Public perceptions?

And please anything else I have missed that will be important for building ELT understanding in this area.

Happy to discuss of course.

Cheers

Deb Struthers  
Chief Client Officer  
Client Insights and Analytics



<http://www.health.govt.nz>  
[mailto:Deb\\_Struthers@moh.govt.nz](mailto:Deb_Struthers@moh.govt.nz)



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From: Bronwyn Croxson/MOH  
To: Andrew Simpson/MOH@MOH, Jane Anderson/MOH@MOH, Jane O'Malley/MOH@MOH, Jill Bond/MOH@MOH, Jill Lane/MOH@MOH, Monique Waayer/MOH@MOH, John Potter/MOH@MOH, Fran McGrath/MOH@MOH, Hannah Cameron/MOH@MOH, John Doyle/MOH@MOH,  
Cc: Deb Struthers/MOH@MOH, [REDACTED]  
Date: 07/12/2016 02:01 p.m.  
Subject: Re: points for a discussion for understanding at ELT - due for circulation and comment by noon Wed 7 December please

Dear all

In haste, here is a draft of what we might use for the discussion. Afraid it is a bit rushed, so please forgive any "howlers" and be tolerant of errors. I welcome any feedback of course - afraid that if we are to provide it by Friday I will need feedback by Friday morning.



**Draft ELT sugar tax discussion Version 7 12 2016.pptx**

Here is the first draft of a non-technical outline of John Gibson's work (which he presented at a MOTU seminar last week). It is not yet non-technical - we will work with him on its accessibility. One thing to note is that references to "changes in quality" actually include changes in brand and size as well as "quality" as it is usually understood.



**Draft\_non-technical\_summary John Gibson 7 December.docx**

Bronwyn

Bronwyn Croxson  
Chief Economist  
Client Insights and Analytics  
Ministry of Health  
[REDACTED]

04 8162473

From: Deb Struthers/MOH  
To: Bronwyn Croxson/MOH@MOH,  
Cc: Andrew Simpson/MOH@MOH, Jill Lane/MOH@MOH, Monique Waayer/MOH@MOH, Jane O'Malley/MOH@MOH, Jill Bond/MOH@MOH, [REDACTED]  
Date: 05/12/2016 03:19 p.m.  
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Hi Bronwyn

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**ACTION:** So to ensure we have something to use that relevant people have had the chance to contribute to, Bronwyn please have drafted responses to the points below.

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4. Any emerging evidence and any insights into where this issue is going next, eg gaining momentum? alternatives being suggested? Public perceptions?

And please anything else I have missed that will be important for building ELT understanding in this area.

Happy to discuss of course.

Cheers

Deb Struthers  
Chief Client Officer  
Client Insights and Analytics  
[REDACTED]

<http://www.health.govt.nz>  
[mailto:Deb\\_Struthers@moh.govt.nz](mailto:Deb_Struthers@moh.govt.nz)

Document "Draft ELT sugar tax discussion Version 7 12 2016.pptx" has been removed as it is a duplicate of slides in item "Sugar tax presentation slides"

Document "Draft non-technical\_summary John Gibson 7 December.docx" has been removed as it is a duplicate of the attachment in item "Non-technical summary of Professor John Gibson's work on sugar taxes"

Sent By: Fran McGrath/MOH on 7/12/2016 4:24:41 p.m.

To: Bronwyn Croxson/MOH

Copy To: Andrew Simpson/MOH, [REDACTED], Jane O'Malley/MOH, Jill Bond/MOH, Jill Lane/MOH, Monique Waayer/MOH, John Potter/MOH, Hannah Cameron/MOH, John Doyle/MOH, Deb Struthers/MOH, [REDACTED]

Subject: Fran's comments: Re: points for a discussion for understanding at ELT - due for circulation and comment by noon Wed 7 December please

Hi Bronwyn, thank you for this draft.

I'm happy to have another look as this develops.

Two additional thoughts:

- Should overhead #11 include the cost of raising a tax?
- I strongly suggest a final overhead that gives 'other/better ways of reducing sugar/calories from sugar-sweetened beverages' e.g. minimum price per volume of sugar with sufficient lead time to enable industry reformulation - is this what the UK has put in place?
- 

Cheers, happy to review/comment on next version. Thanks

Fran

**Dr Fran McGrath** | Chief Advisor, Long Term Conditions/NCDs | Chief Medical Officer | Ministry of Health  
| DDI: 04 816 2039



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Sent By: "Potter, John D" <[REDACTED]> on 9/12/2016 12:39:41 p.m.  
To: Stewart Jessamine <stewart\_jessamine@moh.govt.nz>, Andrew Simpson <Andrew\_Simpson@moh.govt.nz>, "Jane\_O'Malley@moh.govt.nz" <Jane\_O'Malley@moh.govt.nz>, Giles Southwell <Giles\_Southwell@moh.govt.nz>, "Jill\_Bond@moh.govt.nz" <Jill\_Bond@moh.govt.nz>, "fran\_mcgrath@moh.govt.nz" <fran\_mcgrath@moh.govt.nz>  
Copy To: Bronwyn Croxson <Bronwyn\_Croxson@moh.govt.nz>  
Subject: John Potter latest version

Dear colleagues,

As I have not been asked to participate in any ELT discussion of an SSB-tax etc., but as I have also worked quite extensively on the topic, and as I do not find either Bronwyn Croxson or John Gibson's position on this very compelling (which Bronwyn knows), and as I think a combination of public health and econometrics makes more sense as a way to approach this topic - especially within the MoH, I am therefore attaching a copy of a paper I have prepared.

There is a brief summary at the front and a rebuttal of Gibson on pages 13-16.

Thank you for your courtesy in looking at this.

jp

**From:** "John\_AtPotter@moh.govt.nz" <John\_Potter@moh.govt.nz>

**Date:** Friday, December 9, 2016 at 12:21 PM

**To:** "Potter, John D" <[REDACTED]>

**Subject:** Fw: points for a discussion for understanding at ELT - due for circulation and comment by noon Wed 7 December please



jpSugar Tax Paper v5UNL.docx

Document “jpSugar Tax Paper v5UNL.docx” has been removed as it is a duplicate of the attachment in item “Email discussing sugar tax with attached paper ‘On Taxing Sugar-sweetened Beverages as a Public-health Measure’ ”

Sent By: Fran McGrath/MOH on 12/12/2016 12:11:13 p.m.  
To: "Potter, John D" <[REDACTED]>  
Copy To: Andrew Simpson <Andrew\_Simpson@moh.govt.nz>, Bronwyn Croxson <Bronwyn\_Croxson@moh.govt.nz>, Giles Southwell <Giles\_Southwell@moh.govt.nz>, "Jane\_O'Malley@moh.govt.nz" <Jane\_O'Malley@moh.govt.nz>, "Jill\_Bond@moh.govt.nz" <Jill\_Bond@moh.govt.nz>, Stewart Jessamine <stewart\_jessamine@moh.govt.nz>  
Subject: Thoughts on policy implications: Re: FW: points for a discussion for understanding at ELT - due for circulation and comment by noon Wed 7 December please

Thanks very much for this John.

Some further thoughts on the policy implications of this review are that

- an **SSB tax should be volumetric** (ie tax by volume of SSB which reduces the likelihood of just switching brands), probably above a sugar content threshold
- tax of at least 10%, preferably 20%
- greatest beneficial impact on Maori, Pacific, low socio-economic populations, and young people
- with sufficient lead time for manufacturers to reformulate and allow **reformulation** to add to the reduction in sugar/calories in SSBs
- as well as giving a clear message about the negative health impacts from SSBs, any tax needs to be **combined with public information and communications** to enhance the beneficial effect on consumption
- strong WHO evidence of the need for **comprehensive mutually reinforcing interventions** around healthy living (exercise) healthy eating, as well as easy recipes, changes in social norms
- other evidence is that **positive public response** is enhanced by allocating the tax revenue to improve health e.g. to child/general healthy living/eating programme

One question is what would be the cost of implementing a volumetric SSB?

Fran

**Dr Fran McGrath** | Chief Advisor, Long Term Conditions/NCDs | Chief Medical Officer | Ministry of Health  
| DD: 04 816 2039



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Sent By: Bronwyn Croxson/MOH on 12/12/2016 11:01:36 a.m.  
To: [REDACTED]  
Copy To: Hannah Cameron/MOH, Monique Waayer/MOH, [REDACTED], Deb Struthers/MOH  
Subject: Re: Fw: Draft background for discussion on sugar tax next Weds

Thanks [REDACTED]. Is the meeting Weds or Tuesday please?

Bronwyn Croxson  
Chief Economist  
Client Insights and Analytics  
Ministry of Health  
[REDACTED]  
04 8162473

From: [REDACTED]  
To: Hannah Cameron/MOH@MOH,  
Cc: Monique Waayer/MOH@MOH, [REDACTED], Deb Struthers/MOH@MOH, Bronwyn Croxson/MOH@MOH  
Date: 12/12/2016 10:25 a.m.  
Subject: Re: Fw: Draft background for discussion on sugar tax next Weds

Hi Everyone

Sugar tax is on the agenda for 9.30 am. We should be receiving the agenda later today.

Cheers [REDACTED]

[REDACTED]  
Senior Executive Assistant  
Client Insights and Analytics  
Ministry of Health  
DDI: 04 496 2454

[REDACTED]  
Fax: 04 496 2344

<http://www.moh.govt.nz>  
[REDACTED]

From: Hannah Cameron/MOH  
To: Monique Waayer/MOH@MOH, [REDACTED]  
Cc: Deb Struthers/MOH@MOH, Bronwyn Croxson/MOH@MOH, [REDACTED]  
Date: 12/12/2016 09:21 a.m.  
Subject: Re: Fw: Draft background for discussion on sugar tax next Weds

Only problem is that I may have to go to SOC.  
Not sure what time this ELT discussion is...SOC is currently timetabled for 9.15 to 10.30.

[REDACTED] - can you liaise with [REDACTED]?

Hannah Cameron

Group Manager  
Regulatory Policy  
Strategy and Policy  
Ministry of Health  
DDI: 04 816 2274  
[REDACTED]

mailto:Hannah\_Cameron@moh.govt.nz

From: Monique Waayer/MOH  
To: Deb Struthers/MOH@MOH,  
Cc: Bronwyn Croxson/MOH@MOH, Hannah Cameron/MOH@MOH, [REDACTED]  
Date: 09/12/2016 04:48 p.m.  
Subject: Re: Fw: Draft background for discussion on sugar tax next Weds

I'm all for it.

Cheers  
Monique

**Monique Waayer** | Deputy Chief Strategy and Policy Officer | Ministry of Health | DDI: 04 816 2965 |  
[REDACTED]



From: Deb Struthers/MOH  
To: Monique Waayer/MOH@MOH, Hannah Cameron/MOH@MOH,  
Cc: Bronwyn Croxson/MOH@MOH, [REDACTED]  
Date: 09/12/2016 04:12 p.m.  
Subject: Fw: Draft background for discussion on sugar tax next Weds

Hi Monique and Hannah

How would you feel about Hannah being a part of the "achieving understanding of sugar tax" discussion next week Tuesday am to provide the bigger context that we discussed? Bronwyn agrees that this would help ELT have a different kind of conversation rather than get into the who it right debate?

Browyn will send her slide deck and John Potter's paper which will go to ELT on Monday with the agenda. AT this stage sugar tax is the last item.

Cheers

Deb Struthers  
Chief Client Officer  
Client Insights and Analytics

Mobile: [REDACTED]

<http://www.health.govt.nz>  
[mailto:Deb\\_Struthers@moh.govt.nz](mailto:Deb_Struthers@moh.govt.nz)



----- Forwarded by Deb Struthers/MOH on 09/12/2016 04:01 p.m. -----

From: Bronwyn Croxson/MOH  
To: Alice Ropata/MOH@MOH,  
Cc: [REDACTED], Deb Struthers/MOH@MOH, [REDACTED]  
Date: 09/12/2016 10:51 a.m.  
Subject: Draft background for discussion on sugar tax next Weds

Hi Alice

I think good to send out with other papers - so here is draft :)

[attachment "Draft ELT sugar tax discussion Version 9dec16.pptx" deleted by Monique Waayer/MOH]

Bronwyn Croxson  
Chief Economist  
Client Insights and Analytics  
Ministry of Health

[REDACTED]  
04 8162473

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Document "Draft ELT sugar tax discussion Version 9dec16.pptx" has been removed as it is a duplicate of slides in item "Sugar tax presentation slides"

Sent By: Bronwyn Croxson/MOH on 12/12/2016 4:42:06 p.m.  
To: [REDACTED]  
Copy To:  
Subject: Re: Have been asked to check that the sugar tax info you put together and John's paper have been sent to Alice for ELT tomorrow ? END

Thanks [REDACTED] and yes :)

Bronwyn Croxson  
Chief Economist  
Client Insights and Analytics  
Ministry of Health  
[REDACTED]  
04 8162473

From: [REDACTED]  
To: Bronwyn Croxson/MOH@MOH,  
Date: 12/12/2016 01:23 p.m.  
Subject: Have been asked to check that the sugar tax info you put together and John's paper have been sent to Alice for ELT tomorrow ? END

[REDACTED]  
Senior Executive Assistant  
Client Insights and Analytics  
Ministry of Health  
[REDACTED]

Fax: 04 496 2344

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[REDACTED]

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Sent By: Bronwyn Croxson/MOH on 13/12/2016 10:59:50 a.m.  
To: Fran McGrath/MOH, John Potter/MOH  
Copy To:  
Subject: Re: Thoughts on policy implications: Re: FW: points for a discussion for understanding at ELT - due for circulation and comment by noon Wed 7 December please

Hi Fran and John - just letting you know that the discussion on this at ELT was cancelled at the last minute ... I guess will be taken up in the new year. So my purchase of props (in the form of cheezels and chippies) was in vain :)

Bronwyn Croxson  
Chief Economist  
Client Insights and Analytics  
Ministry of Health  
[REDACTED]  
04 8162473

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