

# **Title: Sugar Taxes Are Essential for Reducing Obesity Rates**

## **Introduction**

When Mexico implemented a 10% tax on sugar-sweetened beverages in 2014, public health advocates celebrated while industry groups predicted economic disaster. Five years later, the data told a clear story: consumption of taxed beverages dropped 12%, while sales of untaxed beverages like bottled water increased all without the predicted job losses or economic harm (Colchero et al., 2024). This success story should guide American policy. Despite fierce opposition from the beverage industry, sugar taxes are an essential tool for reducing obesity rates because they effectively decrease consumption of harmful products, generate revenue for health programs, and address the market failures that make unhealthy products artificially cheap.

**[Analysis: Compelling opening with real-world case study, preview of opposition to acknowledge controversy, clear three-part thesis]**

## **Body Paragraph 1: Sugar Taxes Effectively Reduce Consumption**

The evidence is clear: sugar taxes work. Berkeley, California's 2015 penny-per-ounce tax on sugar-sweetened beverages reduced consumption by 21% in the first year, with sustained reductions in subsequent years (Silver et al., 2024). Philadelphia's 1.5-cent-per-ounce tax decreased purchases by 38% in the first two months (Roberto et al., 2024). Internationally, the United Kingdom's two-tier sugar tax prompted major beverage companies to reformulate products to avoid the higher tax rate, reducing sugar content across hundreds of products before the tax even took effect (Scarborough et al., 2023). These aren't marginal changes they represent significant reductions in sugar consumption at population level. Critics argue that consumers simply purchase sugary drinks in neighboring jurisdictions, but research shows this "border-crossing" accounts for less than 10% of the decline, meaning 90% represents genuine consumption reduction (Silver et al., 2024).

**[Analysis: Topic sentence with clear position, three specific examples from different locations, addresses counter-argument about border-crossing with evidence, demonstrates sustained rather than temporary effects]**

## **Body Paragraph 2: Generated Revenue Funds Health Programs**

Beyond reducing consumption, sugar taxes create dedicated funding for the very health programs needed to address obesity. Philadelphia's tax generated \$77.7 million in its first two years, funding pre-kindergarten programs, community schools, and recreation centers infrastructure that creates long-term health benefits beyond the tax itself (Lawman et al., 2024). Berkeley directed its revenue to nutrition education and school meal programs in low-income neighborhoods. This dual benefit reducing harmful consumption while funding health promotion makes sugar taxes more effective than regulation alone. The revenue also helps offset the argument that such taxes are regressive. While low-income consumers pay a higher percentage of income, they also benefit most from funded programs and from reduced consumption of

products causing disproportionate harm to their communities. The tax essentially redirects money from beverage companies' profits to community health investments.

**[Analysis: Topic sentence establishing second argument, specific revenue figures with concrete examples of funded programs, addresses equity/regressivity concern directly, reframes tax as redistributing resources from corporations to communities]**

### **Body Paragraph 3: Taxes Correct Market Failures**

Sugar taxes address a fundamental market failure: the price of sugar-sweetened beverages doesn't reflect their true cost to society. When someone develops Type 2 diabetes from excessive soda consumption, taxpayers bear those medical costs through Medicare and Medicaid estimated at \$327 billion annually for obesity-related conditions (Cawley & Meyerhoefer, 2024). The beverage industry profits from sales while society pays for the health consequences. Economists call this a "negative externality" when market prices don't account for social costs. Sugar taxes internalize these externalities, making the price reflect closer to the true cost. This isn't unprecedented: we tax tobacco and alcohol for the same reason. The principle is consistent products that create significant public health costs should be priced accordingly.

**[Analysis: Topic sentence introducing economic argument, explains market failure concept clearly, provides specific cost figure, connects to established precedent with tobacco/alcohol taxes, demonstrates sophistication beyond simple "sugar is bad" argument]**

### **Counter-Argument**

Industry groups and some economists argue that sugar taxes represent overreach into personal choice and unfairly target low-income consumers who spend a larger percentage of income on beverages. They contend that obesity is complex, caused by many factors, and that singling out one product category is simplistic. These concerns deserve serious consideration. Personal freedom matters, and regressive impacts on poor consumers are real concerns. However, these arguments ignore critical context: children are the largest consumers of sugar-sweetened beverages, and their consumption is heavily influenced by price. Protecting children's health justifies intervention. Furthermore, the "complexity" argument becomes a convenient excuse for inaction. Yes, obesity has multiple causes which is why we need multiple interventions, including sugar taxes. Finally, the regressivity concern is addressed by directing revenue to programs benefiting low-income communities, creating a net progressive effect.

**[Analysis: Presents opposing views fairly and specifically, acknowledges valid concerns, systematically refutes each point with evidence and reasoning, demonstrates nuance rather than dismissing opposition]**

### **Conclusion**

The question isn't whether sugar taxes are perfect policy no intervention is. The question is whether they effectively reduce consumption of harmful products while generating resources for health programs. The evidence from Mexico, Berkeley, Philadelphia, and the United Kingdom

demonstrates they do exactly that. As obesity rates continue climbing, costing billions in medical expenses and reducing quality of life for millions, we need every effective tool available. Sugar taxes work. They're politically feasible. They generate revenue. They save lives. Opposition from industry groups whose profits depend on selling products that cause disease shouldn't prevent implementation of evidence-based policy. The real overreach would be allowing corporate profits to take precedence over children's health.

**[Analysis: Reframes debate from perfection to effectiveness, synthesizes evidence from multiple examples, acknowledges costs but emphasizes benefits, ends with strong statement about whose interests should prevail]**

