

Lab Three: That Sugar Film

	Introduction:
00 1	<p>That Sugar Film</p> <p>"THAT SUGAR FILM is one man's journey to discover the bitter truth about sugar. Damon Gameau embarks on a unique experiment to document the effects of a high sugar diet on a healthy body, consuming only foods that are commonly perceived as 'healthy'. Through this entertaining and informative journey, Damon highlights some of the issues that plague the sugar industry, and where sugar lurks on supermarket shelves. THAT SUGAR FILM will forever change the way you think about 'healthy' food."</p> <p>http://thatsugarfilm.com/</p>
00 2	<p>Ability to Concentrate</p> <p>"The premise of That Sugar Film, Gameau's debut as a feature film-maker and documentarian, rests on a decision three years ago to eliminate refined sugar from his diet. This means the slate was clean to test what would happen if he returned to the sweet stuff. In short: aforementioned liver disease, 10cm of visceral fat around his waist, mood swings and (according to doctors) early signs of what could lead to coronary problems."</p> <p>https://www.theguardian.com/film/2015/mar/03/that-sugar-film-how-60-days-eating-health-food-led-fatty-liver-disease</p> <p>http://www.independent.co.uk/arts-entertainment/films/reviews/that-sugar-film-film-review-exposing-the-link-between-sugar-and-chronic-diseases-10346340.html</p>
00 3	<p>Easy to Digest</p> <p>The food-doc shelf is crowded with good-for-you movies, including "Fed Up," "Fast Food Nation," "Food Inc." and, yes, "Super Size Me." "That Sugar Film" is a worthy addition, entertaining while informing. Timely, too: Just last week, the Food and Drug Administration proposed requiring companies to list added sugar in their labeling. http://www.nytimes.com/2015/07/31/movies/review-in-that-sugar-film-a-bitter-truth.html?_r=1</p>
00 4	<p>Highly Processed</p> <p>That Sugar Film is so highly processed, and so laden with chintzy, artificial arguments, that its many weaknesses are hidden from consumers.</p> <p>http://www.slate.com/articles/health_and_science/medical_examiner/2015/08/that_sugar_film_science_debunking_links_to_mood_health_fatty_liver_disease.html</p>
00 5	<p>Summary & Discussion Points</p> <p>Having spent the most recent 3 years of his life in a sugar-free state and awaiting the birth of his first child, Gameau contemplates the effects a more "average person diet" would have on his body and mind. Compiling a team of doctors, scientists, and other health-related specialists, he decides to eat 40 teaspoons of sugar per day for 60 days - the amount an average Australian consumes on a daily basis.</p> <p>http://influencefilmclub.com/wp-content/uploads/2015/12/That-Sugar-Film-Discussion-Guide.pdf</p> <p>Questions</p> <ul style="list-style-type: none"> • How does the experience depicted in That Sugar Film relate to your own consumption of sugar? • How balanced is the argument? Does it depict sugar consumption fairly? • What did you think of the format and style of the film, did this add to the strength of the message?
00 6	<p>Sugar In Your Diet</p> <p>"Added sugar", such as table sugar, honey and syrups, should not make up more than 5% of the total energy we get from food and drink each day. This is around 30g a day of added sugar for anyone aged 11 and older. But the National Diet and Nutrition Survey reveals Britons are having far too much, especially children aged 11 to 18 years – 15% of their daily calories are from added sugar. "Sugar is sugar," says dietitian Catherine Collins. "Whether it's white, brown, unrefined sugar, molasses or honey, don't kid yourself: there is no such thing as a healthy sugar." http://www.nhs.uk/Livewell/Goodfood/Pages/Top-sources-of-added-sugar-in-our-diet.aspx</p>

00 7	<p>Preventing people from dying early</p> <p>In the future, we would want to see people living healthier lifestyles and avoiding developing Type 2 diabetes in the first place. We would want to see that the complications of the disease are prevented or delayed by ensuring that those who develop Type 1 diabetes achieve treatment targets while people with Type 2 diabetes are diagnosed early and treated effectively.</p> <p>https://www.england.nhs.uk/wp-content/uploads/2014/01/act-for-diabetes.pdf</p>
00 8	<p>Obesity Trends</p> <p>"One-fifth of adults worldwide will be obese by 2025," The Guardian reports, while The Sun warns that the "UK's population to be fattest in Europe" by the same date. These are just some of the conclusions of a major modelling study of global obesity trends.</p> <p>http://www.nhs.uk/news/2016/04April/Pages/Global-obesity-rates-expected-to-soar-in-next-decade.aspx</p> <p>National Statistics - Statistics on Obesity, Physical Activity and Diet - England, 2015 [NS]</p> <p>The consultation on the Lifestyles compendia reports has now closed. Please see the related link at the bottom of this page for more information. This statistical report presents a range of information on obesity, physical activity and diet, drawn together from a variety of sources. The topics covered include: - Overweight and obesity prevalence among adults and children - Physical activity levels among adults and children - Trends in purchases and consumption of food and drink and energy intake - Health outcomes of being overweight or obese. http://content.digital.nhs.uk/catalogue/PUB16988</p>
00 9	<p>World Health Organisation Report</p> <p>The Global Action Plan for the Prevention and Control of Noncommunicable Diseases 2013–2020 proposes that "as appropriate to national context, countries consider the use of economic tools that are justified by evidence, and may include taxes and subsidies, to improve access to healthy dietary choices and create incentives for behaviours associated with improved health outcomes and discourage the consumption of less healthy options". http://www.who.int/dietphysicalactivity/publications/fiscal-policies-diet-prevention/en/</p>
01 0	<p>Debate</p> <p>The debate about whether to impose a tax on sugary drinks raises interesting economic arguments. Firstly, economics attempts to achieve the optimal allocation of resources, but the free market doesn't always achieve this. If a good has a negative externality, (cost to third party), then there is a strong case for the government to put a tax on a good and make consumers pay the full social cost – and not just the market price. This higher tax reduces demand, raises revenue for government and achieve a more socially efficient level of consumption.</p> <p>http://www.economicshelp.org/blog/14884/economics/sugar-tax-debate/</p> <p>Sugar tax – are you for or against?</p> <p>Here, two respected members of the dental profession – Claire Stevens, on behalf of the British Society for Paediatric Dentistry; and Alun Rees, a dental business coach and former dentist – lay down the argument for and against the sugar tax. http://www.dentistry.co.uk/2016/04/14/sugar-tax-are-you-for-or-against/</p> <p>Should the UK Introduce a Sugar Tax? This Morning</p> <p>https://youtu.be/McTNFVkrKt0</p> <p>Sam Bowman debates the Sugar Tax on Sky News</p> <p>https://youtu.be/eP3PsoixBOW</p> <p>Would a sugar tax even work? The facts you need to know - Alberto Nardelli Comment is Free</p> <p>https://youtu.be/gFObfXUAU4</p> <p>Jamie Oliver on a sugar tax and childhood obesity at the Health Select Committee</p> <p>https://youtu.be/wZljQenJktg</p> <p>Day Two of budget debate - disability, foodbanks and the sugar tax</p> <p>https://youtu.be/CHbAC19yefw</p>

	<p>Jamie Oliver: Time to get 'medieval' on sugar - Newsnight https://youtu.be/s3k1BFjq2UA</p> <p>DISCUSSION: The proposed sugar tax https://youtu.be/s3k1BFjq2UA</p>
01	<p>For Sugar Tax</p> <p>1 Action on Sugar is a group of specialists concerned with sugar and its effects on health. It is successfully working to reach a consensus with the food industry and Government over the harmful effects of a high sugar diet, and bring about a reduction in the amount of sugar in processed foods. Action on Sugar is a registered charity and is funded by charitable donations. We do not accept any funding from the food or soft drinks industry. http://www.actiononsugar.org/</p>
01	<p>Celebrity Campaign</p> <p>2 "Jamie Oliver 'expects kicking' over sugar tax. TV chef poised to step up fight for levy on sweetened soft drinks amid reports government has vetoed measure." https://www.theguardian.com/politics/2015/oct/22/jamie-oliver-expects-kicking-sugar-tax-sweetened-drinks</p>
01	<p>Health Campaign</p> <p>3 Ministers urged to introduce sugar tax in childhood obesity report. Study calls for tax on sugary foods and drinks – a proposal that David Cameron has dismissed – and crackdown on marketing unhealthy products to children. https://www.theguardian.com/society/2015/oct/22/sugar-report-delayed-jeremy-hunt-tax-radical-action-obesity</p> <p>WHO Report World Health Organisation urges all countries to tax sugary drinks. WHO says a tax of 20% results in a drop in sales and consumption of sugary drinks, which are driving obesity crisis. https://www.theguardian.com/society/2016/oct/11/world-health-organisation-who-countries-tax-sugary-drinks</p> <p>WHO Calls for Sugar Tax to Fight Obesity and Diabetes. Obesity more than doubled worldwide between 1980 and 2014. The World Health Organization said on Tuesday governments should raise taxes on sugary drinks to fight what it says are global obesity and diabetes epidemics. If retail prices of sugar-sweetened drinks are increased by 20 percent through taxation, there is a proportional drop in consumption, it said in a report titled "Fiscal Policies for Diet and Prevention of Noncommunicable Diseases". https://www.scientificamerican.com/article/who-calls-for-sugar-tax-to-fight-obesity-and-diabetes/</p>
01	<p>Official Reports</p> <p>4 Revealed: 'Sugar tax report' which was suppressed by Government. The review, which was originally due to be published last July, warns that Britain's sweet tooth is fuelling its obesity crisis. http://www.telegraph.co.uk/news/health/news/11947892/Revealed-Sugar-tax-report-which-was-suppressed-by-Government.html</p>
01	<p>Scientific Argument</p> <p>5 The tax caused sugary drink consumption in Mexico to drop 6%. The Instituto Nacional de Salud Publica (the public health officials) called this a success; Hacienda (the treasury department) called it a failure. Why did they gut the tax when it provided revenue to a cash-strapped exchequer? https://www.theguardian.com/commentisfree/2015/oct/27/science-new-study-case-sugar-tax</p>
01	<p>Against Sugar Tax</p> <p>6 Campaign group opposed to a sugar tax in the UK. We're not funded by any food or drinks companies. We're on your side. https://twitter.com/againstsugartax</p>

01 7	<p>Sugar Tax Impact</p> <p>My main worry about the sugar tax is that it could drive down sales overall. I read in Retail Newsagent magazine that there may be a 15 per cent decrease in sales; if that was the case, something would have to give. I could probably take it, but a lot of other independent retailers, especially if they're more heavily dependent on soft drinks, will have to close.</p> <p>http://www.newstatesman.com/2016/10/convenience-store-owner-sugar-tax-could-be-dangerous-tipping-point</p>
01 8	<p>Sugar Tax Won't Work</p> <p>10 reasons why the sugar tax is a terrible idea</p> <p>http://blogs.spectator.co.uk/2016/03/10-reasons-why-the-sugar-tax-is-a-terrible-idea/</p> <p>The WHO is lying about food and drink taxes</p> <p>That, apparently, is the 'growing evidence' for taxing food and soft drinks. This unelected, secretive agency is pushing governments to introduce regressive taxes that it does not understand and willfully misrepresents.</p> <p>http://velvetgloveironfist.blogspot.co.uk/2016/10/the-who-is-lying-about-food-and-drink.html?m=1</p>
01 9	<p>Will a Sugar Tax Work?</p> <p>But will a sugar tax actually reduce the amount of sugar Britain consumes? The links between sugar, and sugary drinks in particular, and Britain's obesity crisis are well documented. They account for 29% of 11 - to 18-year-olds' daily sugar intake. Fewer still would argue that a national obesity epidemic does not merit intervention by government. The question, then, is what a government should do?</p> <p>https://www.theguardian.com/news/datablog/2016/mar/16/will-a-sugar-tax-actually-work-budget</p>
02 0	<p>Prices Up</p> <p>Coca-Cola and other soft drinks firms hit back at sugar tax plan. Drinks makers say Osborne's new levy will not reduce obesity, while analysts suggest it could be hidden in smaller pack sizes</p> <p>https://www.theguardian.com/business/2016/mar/17/coca-cola-hits-back-at-sugar-tax-plan</p> <p>Going against the sugar grain: Will the sugar tax spark a new wave of soft drink innovation? But while they strongly consider a legal challenge to the shock tax, the fizzy drink giants will also be scrambling to mobilise their innovation teams to answer the threat. What are their options?</p> <p>http://www.thedrum.com/opinion/2016/04/06/going-against-sugar-grain-will-sugar-tax-spark-new-wave-soft-drink-innovation</p>
	<p>Questions</p> <ul style="list-style-type: none"> • Are you in favour or against a sugar tax? • What impact do you think a sugar tax will have in practice? • What are the limits to government intervention in the market? • What are the alternative forms of education we need to develop?
	<p>References:</p>