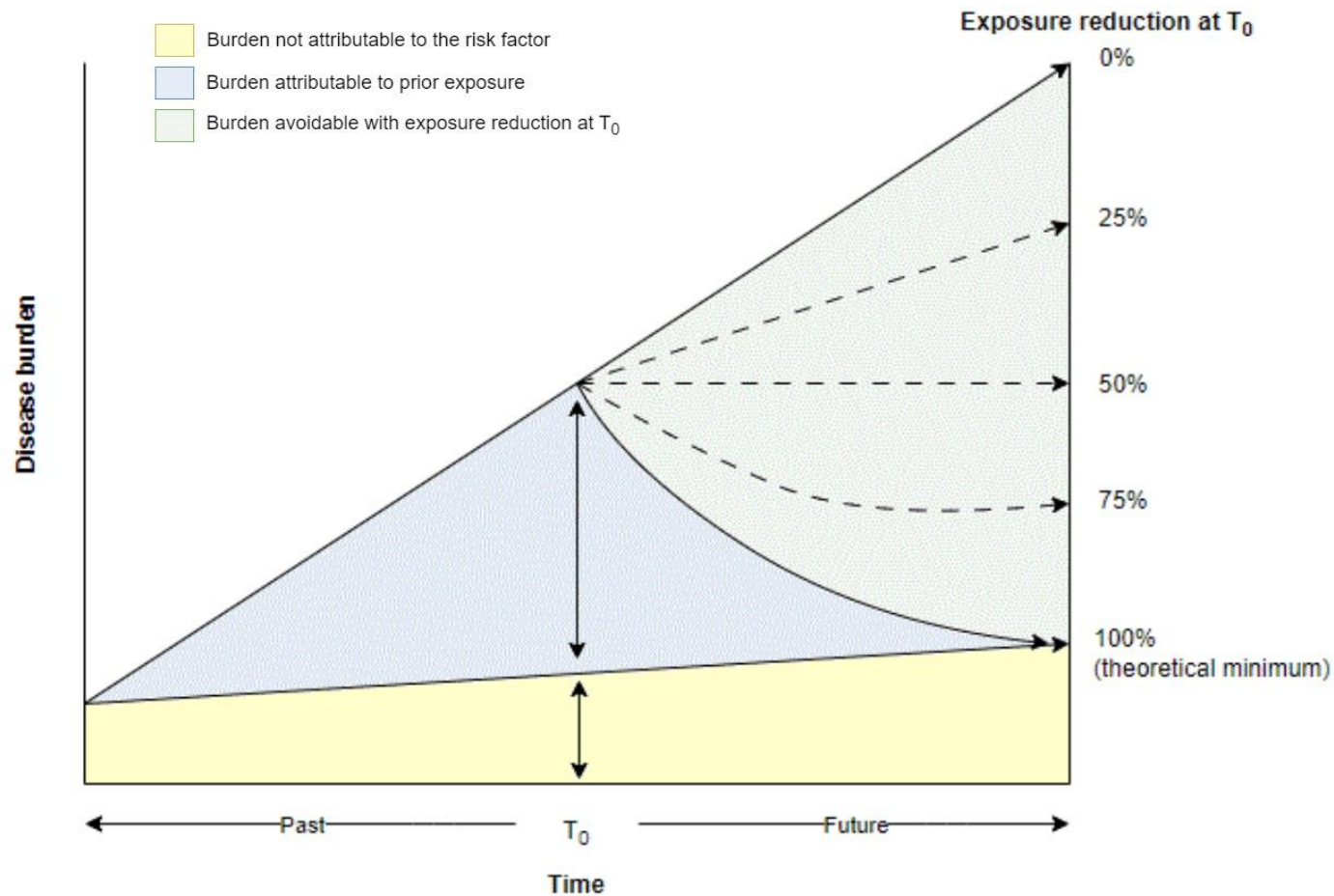


# HEALTH IMPACT OF SELECTED INTERVENTIONS TO ADDRESS UNHEALTHY FOOD ENVIRONMENTS IN BELGIUM

use of population impact fractions

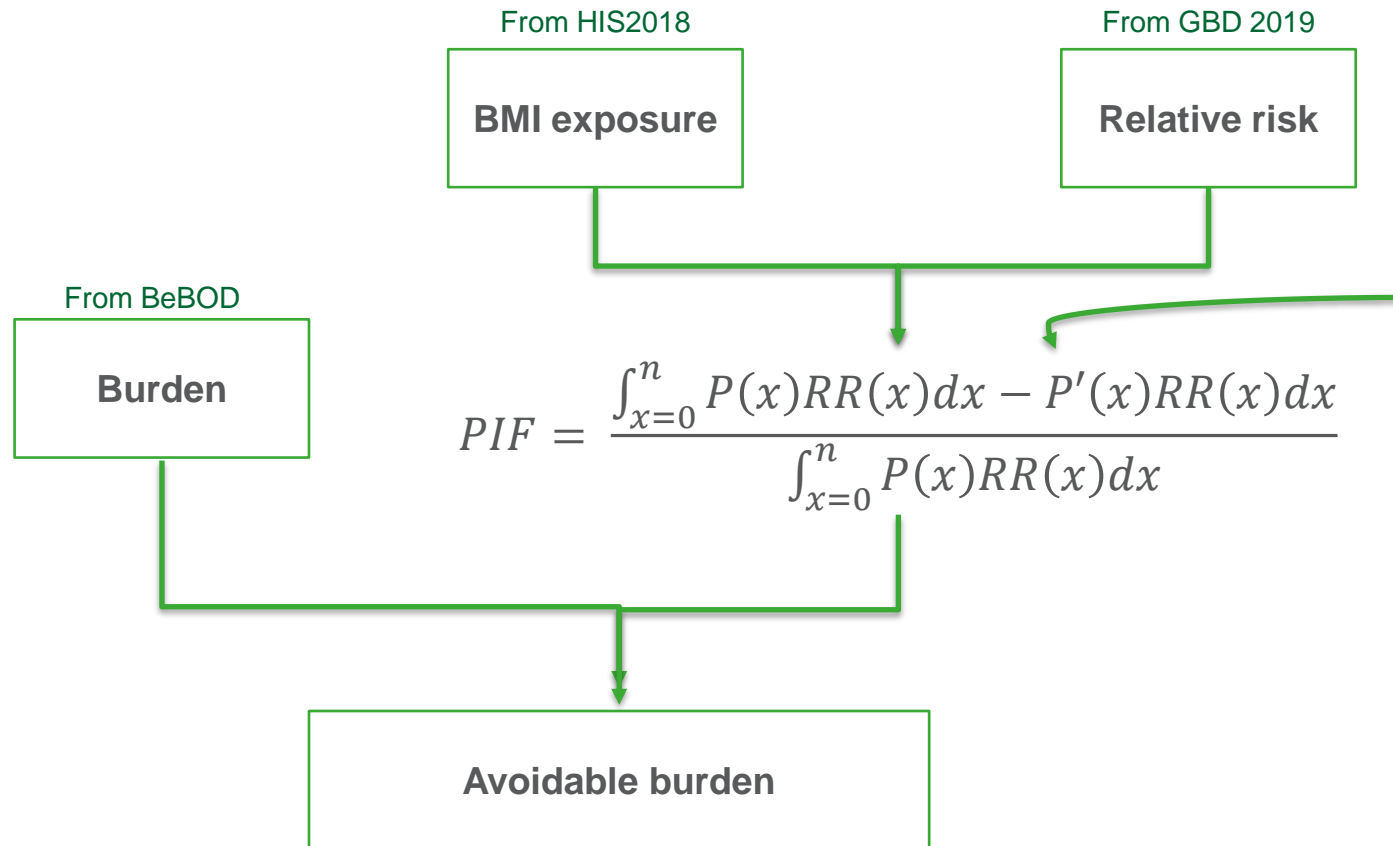
# Why health impact assessment is important?

## The societal responsibility of living in an obesogenic environment



# Computing avoidable burden

## Using comparative risk assessment



Fix increase in price of **20%** in sugar and sweetened beverages



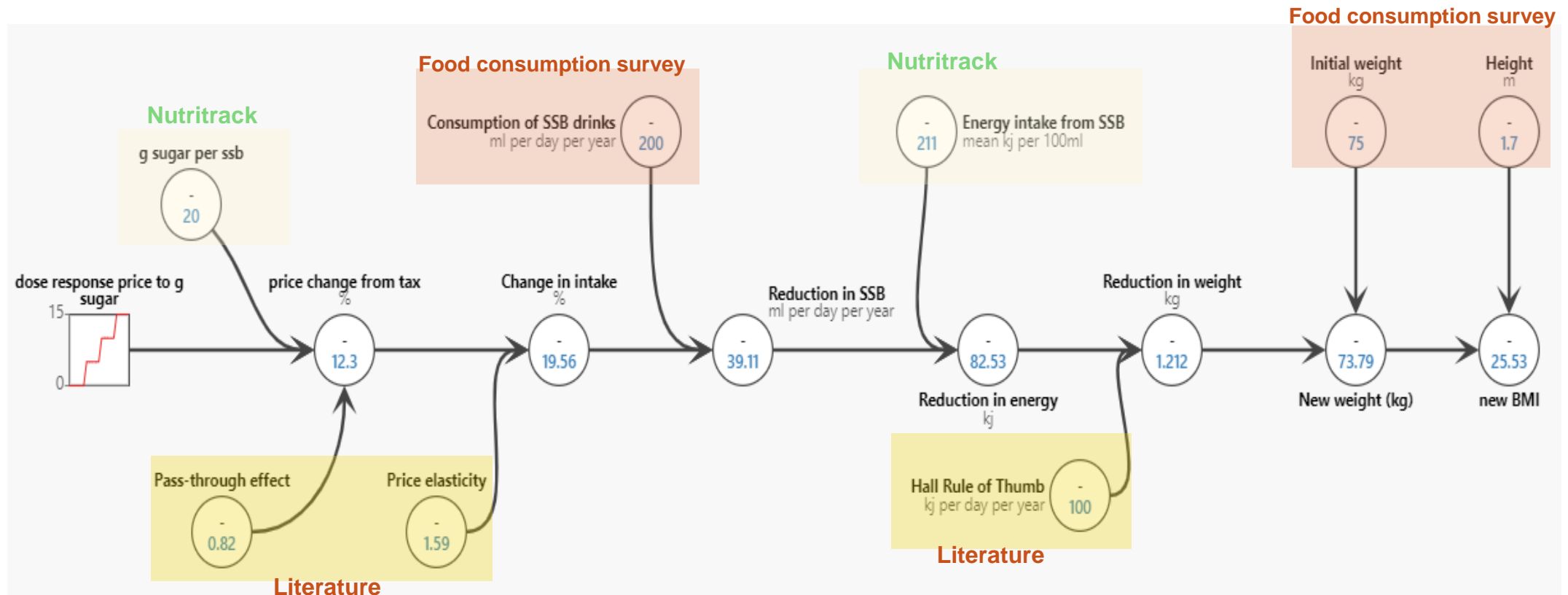
Model a tax that **depends on the amount of sugar of beverages**

- Starting from 5gr every 5gr of sugar there is 20% increase



**Mandatory front-of-package Nutriscore**

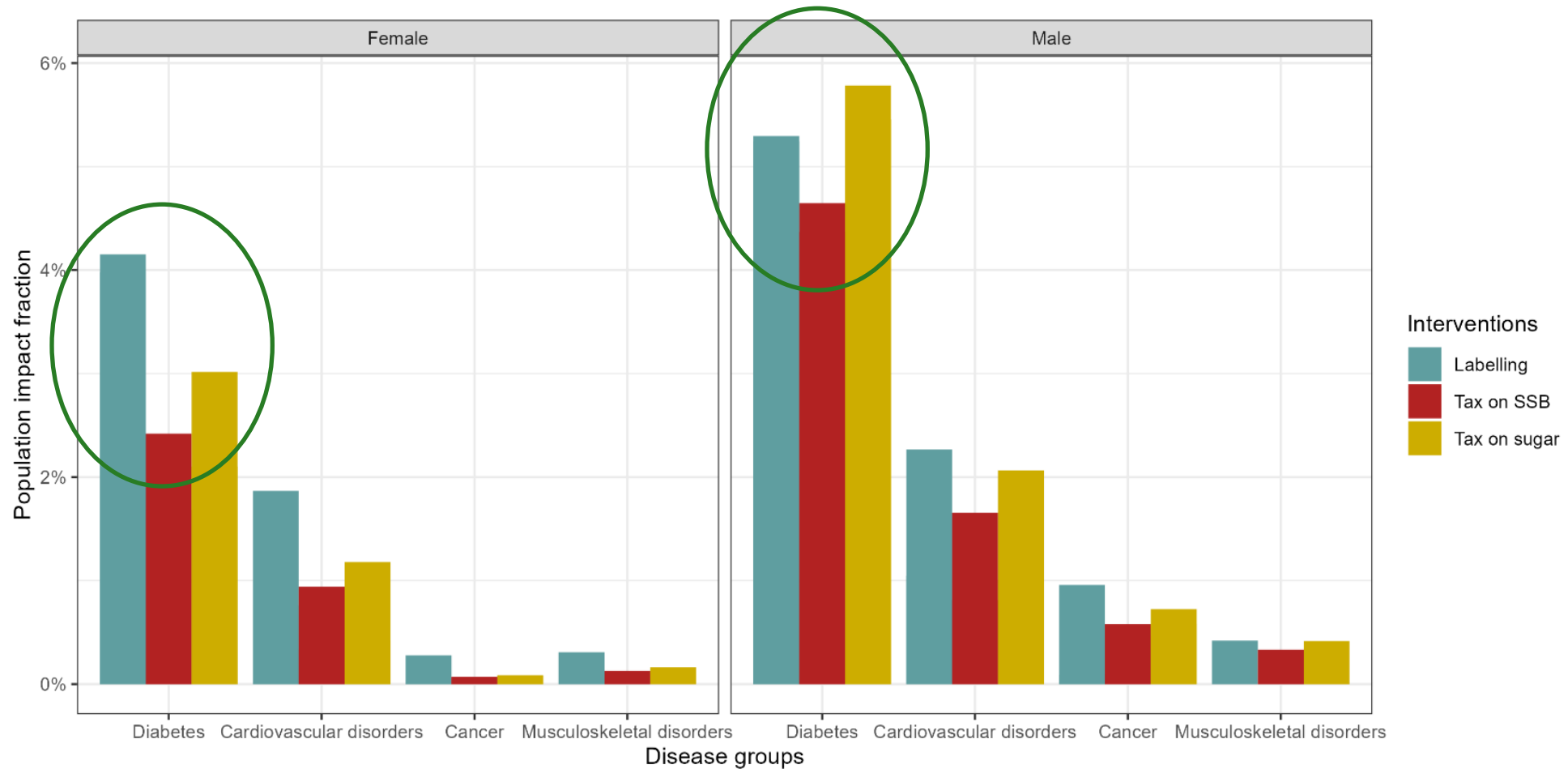
# Data needs



# Impact of interventions on population BMI

	Baseline		Labelling		Volumetric tax on SSB		Tax on sugar content of SSB	
All	25.9		25.6 (p<0.0001)		25.6 (p<0.0001)		25.5 (p<0.0001)	
Age-groups	Female	Male	Female	Male	Female	Male	Female	Male
<b>15-34</b>	24.2	23.9	23.8	23.5	23.8	23.3	23.7	23.2
<b>35-54</b>	25.9	27.4	25.6	27.1	25.7	27.1	25.7	27.0
<b>55-64</b>	27.7	28.7	27.4	28.3	27.6	28.4	27.6	28.4

# Population impact fractions




# Knowledge translation

Engage stakeholders throughout the process →

- Selection of the interventions
- Qualitative evaluation of the interventions

Communication of results to stakeholders ↴



## Tax on sugary and sweetened beverages

could avoid every year:


1,450 YLD

1,600 YLL

€105 million\*  
\* in healthcare costs

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- + Evidence of real-world effectiveness
- + Evidence on additional impact via reformulation




- As Belgium is a small country, citizens may shop across the borders
- May have more impact on vulnerable groups

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Requires clear **communication campaigns**



- Current SSBs tax → no effects on health
- Strong industry lobby
- Unpopular measure (especially during high-inflation and economic crises)



## Mandatory FOP Nutriscore label

could avoid every year:


1,650 YLD

2,000 YLL

€115 million\*  
\* in healthcare costs

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- + Easy to interpret for less literate/lower educated groups
- + Can be paired with other labels/information (e.g. content information, eco-score)



- Little evidence of real-world effectiveness

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• Extensive discussion for **implementation at the EU level**



- Risk on vulnerable groups, as there is no focus on dietary patterns

Thank you for the attention

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# Backup

## The avoidable burden

