

Candidate 2 evidence

Assignment Research sheet

Assignment Research sheet: Source A - [Pros and Cons of Fat Tax - Economics Help](#)

1. **Social cost.** A fat tax would make people pay the social cost of unhealthy food. Consumption of fatty foods have external costs on society. For example, eating unhealthy foods contributes to the problem of obesity. Obesity is estimated to cost the UK economy around £6.6-7.4 billion a year. (Blackwell-Synergy). These costs are due to
- NHS costs of treating disease related to obesity, such as heart disease, angina, diabetes, strokes.
 - Time lost at work due to obesity issues.
 - Lost earnings from obesity-related disease and premature death.
 - Those who are obese are 25% less likely to be in employment, leading to lower tax revenue and higher welfare spending on benefits. A tax on fatty foods would make people pay the social cost of these foods. Increasing the cost of unhealthy foods, would reduce demand and play a role in reducing obesity levels. Making people pay social cost would achieve a more efficient allocation of resources. (see theory of tax on negative externality)

Source B - [Pros and Cons of Fat Tax - Economics Help](#)

Which foods? Difficult to know which foods deserve a fat tax. e.g. cheese has high-fat content. Many foods could contribute to obesity if consumed in sufficient quantities.

Source C - [Poorer families spend £250m more on unhealthy food, report finds | News | The Grocer](#)

Lower-income households are spending £250m more annually on unhealthy food and drink than those on higher incomes, according to a new report.

Source D - [Intervention empowerment of families in preventing and controlling overweight and obesity in children: A systematic review - PMC \(nih.gov\)](#)

The most effective way of preventing and controlling overweight and obesity is through family empowerment. Social reality context, parents of children that are overweight and obese are able are able to control the risk factors for obesity through family empowerment. In other contexts the empowerment of family and parents include the parental knowledge about nutrition, its influence on the choices and structures of food, and eating patterns. Furthermore, it also include sedentary habits such as watching TV, movies, playing games, cellphones, and everything influential in the development of children's lifetime habits that contribute to normal weight, overweight or obesity.¹⁵ The construction of other measured empowerment of parenting self-efficacy is important in maintaining obesity-risk behaviors. It also include the beliefs of parents if promotion and health lifestyle through by parents can effectively make a difference to their children.¹⁶ The reason for choosing family empowerment interventions is because it is one of the most effective and successful methods of managing and preventing obesity in children.¹⁷

Source E - [Primary prevention programs for childhood obesity: are they cost-effective? - PMC \(nih.gov\)](#)

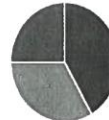
Differences in BMI, WC and WHtR were calculated. Intervention costs were €24.09 per child.⁷

Source F - <https://forms.office.com/e/5D87JT2kyU>

7. Is healthy eating promoted enough in schools or to parents?

[View Data](#)

<input checked="" type="radio"/> Yes	5
<input type="radio"/> No	4
<input type="radio"/> Not in school or at parents	3
<input type="radio"/> Don't know	2

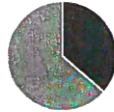


Assignment Research sheet

Source G - <https://forms.office.com/e/5D87JT2kyU>

1. Would you listen to advice on nutrition

[View Data](#)



Source H - [Junk food advertising restrictions prevent almost 100,000 obesity cases and is expected to save the NHS £200m | News | The University of Sheffield](#)

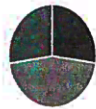
Researchers estimate the policy, which has been in place since 2019, has directly led to 94,867 fewer cases of obesity than expected (a 4.8 per cent decrease), 2,857 fewer cases of diabetes, and 1,915 fewer cases of cardiovascular disease.

In addition to health benefits for individuals, the analysis found the current advertising policy would save the NHS £218 million over the lifetime of the current population.

Source I - <https://forms.office.com/e/5D87JT2kyU>

3. Do you support the government banning unhealthy food adverts before 9pm

[View Data](#)



2. Do you think advertising should be restricted on high fat/sugary foods?

[View Data](#)



Source J - [Eight Countries Taking Action Against Harmful Food Marketing – Food Tank](#)

Quebec's law passed in 1980 restricting junk-food marketing to kids was the first of its kind, banning fast food marketing aimed at children under 13 in print and electronic media. Fast-food expenditures subsequently decreased 13 percent. While the rest of

Source K-

The Government has been repeatedly warned that their mad ad ban plan will hurt consumers and burden British businesses without making a dent in the obesity rate for adults or children. But they would rather listen to paternalist grifters than their own pitiful impact assessment (which shows the measures would result in a reduction of just 2.7 calories a day per child), because we now know they're going ahead with it regardless.



Childhood obesity in the UK

Options:

Introduce a fat tax into the UK

Educate families more on nutrition and having a healthy diet

Further restrict advertising for high fat and sugary foods

Introduction

Childhood obesity is when a child is extremely overweight, it is a massive issue in the UK as in 2021 approximately 23.4% of children are classed as obese this has risen as in 2018 approximately 20% were obese. Childhood obesity can cause numerous issues such as high blood pressure and later in life if carried into adulthood obesity can cause coronary heart disease and strokes, it can also cause mobility issues and conditions like diabetes. Children having these issues can cause them to miss school and not be able to have many friends as they are a likely target for bullying. Children who live in the most deprived areas of the UK are twice as likely to be obese compared to the rest and at age 11 these same kids are three times as likely to be obese. This shows a clear link between poverty and obesity in the UK. The government have tried quite a few policies to try and lower rates of childhood obesity, one of these is the Sugar Tax, this is a tax that is targeted at raising the price of high sugary things so they aren't bought as much as they were, it was mainly targeted at soft drinks as they are one of the most bought high sugary things in the whole of the UK. The Sugar Tax was a success with year 6 girls as their sugar intake fell and prevented 5234 cases of childhood obesity in the UK, overall however it was not much of a success as the overall intake of high sugary foods and drinks rose, this shows that the government need to come up with different ways to prevent childhood obesity as the Sugar Tax does not work very effectively. One potential solution is the introduction of a Fat Tax for foods as this could bring down the consumption of the high fat foods people eat on a regular basis, another potential solution is educating families on nutrition and a healthy diet so that they can prevent their children becoming obese themselves and a final potential solution is the further implementing a restricting of adverts on high fatty and high sugar foods.



Introducing a Fat Tax

For

A Fat Tax would be taxing high fat foods so that childhood obesity can be reduced as kids will potentially buy other foods at their school lunchtime and that parents will hopefully buy healthier alternatives for their house. In source A it states that the obesity costs the UK economy £6.6 billion to 7.4 billion a year. This shows that the UK has to spend a significant amount on this issue which will likely rise as well if nothing is done to address this issue. This shows that a potential fat tax will help bring this cost down as less people will buy fatty foods meaning childhood obesity will become less of an issue. It also states in Source A that people that are obese are more likely to be unemployed which can be transferred over to children with them missing school as they may have to spend more time off school compared to their peers as they are more likely to get ill and have to spend time at the hospital since they have childhood obesity. This shows that children being obese makes it very likely that they will have a worse childhood and likely end up with many medical issues, this shows that a fat tax would help prevent these issues as children will be more likely to be eating healthy alternatives rather than the high fat foods.

Against

A Fat Tax could also be bad as it may be hard to know what type of foods to have taxed (Source B) as foods like avocados are high in fat but are considered healthy this means that the Government would have to go through a lengthy process of choosing exactly what high fat foods to tax which they will likely find that it is not worth it as they have other matters to address as well. This shows that a fat tax would be very hard to introduce since it would be hard to tax everything correctly due to some healthier foods being high in fat. A Fat Tax may also be bad because in source C it shows that lower income households spend £250 million more annually on unhealthy food and drinks than higher income households. This shows that a Fat Tax will potentially make lower income households even poorer as they may not want to change their diet from the unhealthy food and drinks meaning that they will have to spend an increased amount on food and drinks for their household. This means that a Fat Tax will likely not have a big effect at all as lower income families have the most unhealthy food and drink and all it will end up doing is making them poorer as they are unlikely to change their diet because they are unlikely to have a good knowledge of nutrition to be able to cook a balanced diet with healthy ingredients. Overall, a Fat Tax seems well effective if the government puts the correct amount of resources to implementing it into the country as it will at least stop some children and families buying as much unhealthy products constantly.


Educate families more on nutrition and a healthy diet**For**

Educating families can go a long way in preventing childhood obesity as if families are educated on nutrition and having a healthy diet they are likelier to follow through with a healthy diet for their child. In Source D it shows that families having good nutritional knowledge is one of the best ways to prevent childhood obesity. This shows that just simply teaching families about a healthy diet can potentially help significantly reduce the rate of childhood obesity in the UK. Another reason for educating families on nutrition and a healthy diet is because it is likely to be one of the cheapest ways to take care of this big issue. In source E it states that studies in Europe showed that educating families only costs around 24.09 euros which is quite relatively cheap since this issue costs the UK economy billions a year. This shows that educating families is cheap meaning that it is a good way to get loads of families educated as many can be educated at once in classes.

Against

A reason for not educating families on nutrition and a healthy diet is that according to the survey (Source F) the majority of people think that healthy eating is already promoted enough in school and to parents. This means that people already have the knowledge to be able to eat healthy but they choose not to, this shows that this method of trying to prevent childhood obesity is not the most effective as people are not doing it know when they already have the knowledge. Another reason to not educate families on nutrition is because in the survey it showed that the majority of people would not listen to advice on nutrition in the first place. This shows that the government educating families on nutrition and a healthy diet would be a waste of time as not many people would take it on board. Overall, educating families is a somewhat effective way to prevent childhood obesity as some families will take on the nutritional information which will likely result in a reduction of the risk of childhood obesity happening.

Further restricting advertising on high fatty and high sugary foods**For**

Restricting advertising on high fatty foods and high sugary foods is when for example McDonalds can only show an advert at a certain time or even not at all. From the current restrictions in place there has been a reduction of 94,867 cases of obesity, this shows that the current restrictions have been effective this can be because children are much more easily manipulated so these food adverts are much more likely to work of them to want to buy the product or ask their parents for it. In source I it shows from a survey that the vast majority of people think that advertising should be restricted for high fat and high sugar foods. This shows that the people support restricting the advertising as it is directly helping to reduce childhood obesity. Another reason for is other countries such as Canada have done the same thing in restricting advertising for these types of foods and it decreased fast food sales by 13%. This policy in Canada was directed at childhood obesity, this shows that banning unhealthy food advertising that is directed at children works very effectively as children are easily drawn to these adverts that will make them want that food.

**Against**

Restricting advertising may not be as effective as people think as in Source K it states that these ad bans will be harmful to UK businesses which also means it will be harmful to the country's economy. It also states that the measures would only result in a reduction of 2.7 calories per child, this will barely put a dent in the issue of childhood obesity as a 2.7 calorie reduction will basically do nothing. This shows that restricting advertising in the UK on high fat and high sugary foods will not be very effective meaning that other potential measures may be better than implementing a further advertising ban. Overall, restricting advertising for high fat and high sugary foods in the UK doesn't seem very effective as it will barely reduce the calorie intake of children at risk of childhood obesity meaning that the issue will not be helped

Conclusion

In conclusion, all the options will be somewhat effective in their own way however it is clear that introducing a fat tax will be the most effective way as it will have an impact straight away and will potentially change people's diet, option 2 (educating families on nutrition and a healthy diet) is not as effective because it is likely people will not listen to the knowledge on nutrition and a healthy diet they are being given, finally, option 3 (further restricting advertising on high fat and high sugary foods) is not the most effective as research in the UK states that only a 2.7 calorie reduction will happen which is very little and will very likely not change anything to the issue of childhood obesity.

Source Evaluation

One of my sources was a Microsoft Forms survey (Source F, G and I) it was not a good source of information as only 22 people answered it which means that it wouldn't have had many varying opinions it was also mostly answered by the same age group (under 18s). In the future I will use a survey from a recognised polling organisation such as YouGov so that the results are more accurate.

Another one of my sources was Economics.org (Source A and B) it was not a very good source of information as it was from 2019 which makes it out of date as things such as COVID 19 and the cost-of-living crisis has happened since then which can majorly change the information for this. In the future I will use an article that is in date for my information so that the statistics and information I gather is the most in date it can be.