



Why Soda Taxes Can Address Pandemics and Direct Public Dollars to Equity

Wednesday, September 30th

12:00 - 1:00pm

In light of the community concerns regarding COVID-19, this talk will be given as a webinar. The link will be provided on September, 29th to those that have registered by 5:00 pm on Monday, September 28th at uccs.ucdavis.edu.

Between 2014 and 2018, eight jurisdictions in the United States implemented taxes on sugar-sweetened beverages (SSBs). In parallel, via efforts of the beverage industry, multiple states passed laws to prevent the passage of any further local SSB taxes. Dr. Madsen will present the most recent evidence on the impact of SSB taxes on public health and how such taxes can save billions of dollars in health-care spending. She will share new research documenting how revenues from soda taxes in the U.S. are being used, including how they have supported a rapid response to the COVID-19 crisis. She will also discuss the potential impacts of these revenues being invested in historically disenfranchised neighborhoods and communities.



Dr. Kristine Madsen, MD, MPH is an Associate Professor at UC Berkeley's School of Public Health and the Faculty Director for the Berkeley Food Institute. She is a pediatrician and research scientist with expertise in the design and evaluation of interventions related to cardiovascular risk in youth and health inequities. Her research is focused on identifying policies and programs that will improve the nutrition and physical-activity environments for youth and their families, and reduce health inequities.