



EL PODER DEL CONSUMIDOR

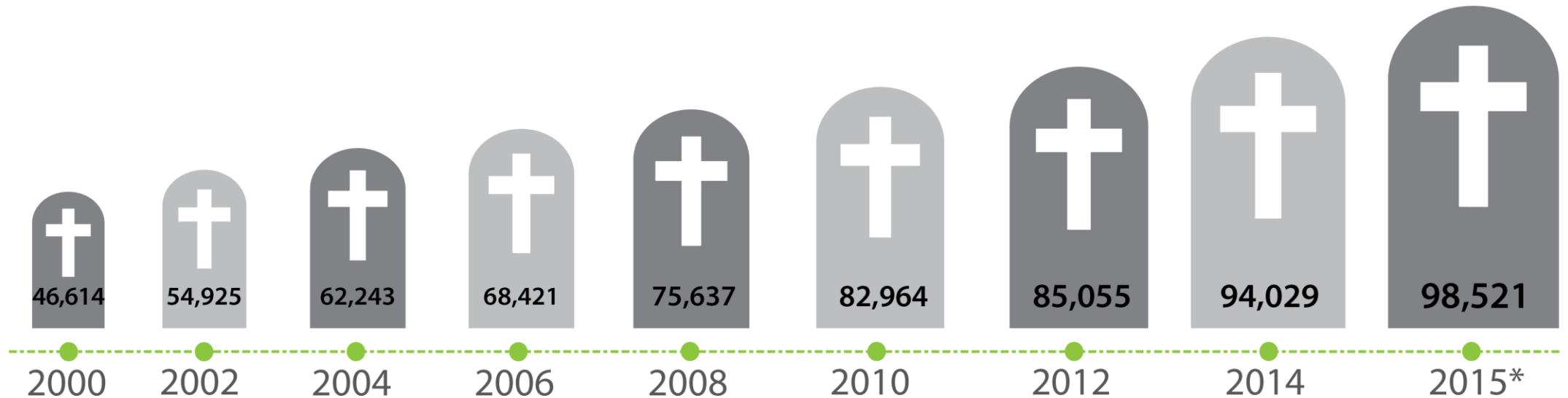
How to win a campaign for a Soda Tax: the Mexican Case

Medicus Mundi Switzerland
“No more bussines-as-usual. Changing Health Care
and Politics to Tackle Non-Communicable Diseases”
Basel, October 2017.



Deaths from diabetes in Mexico

The human drama



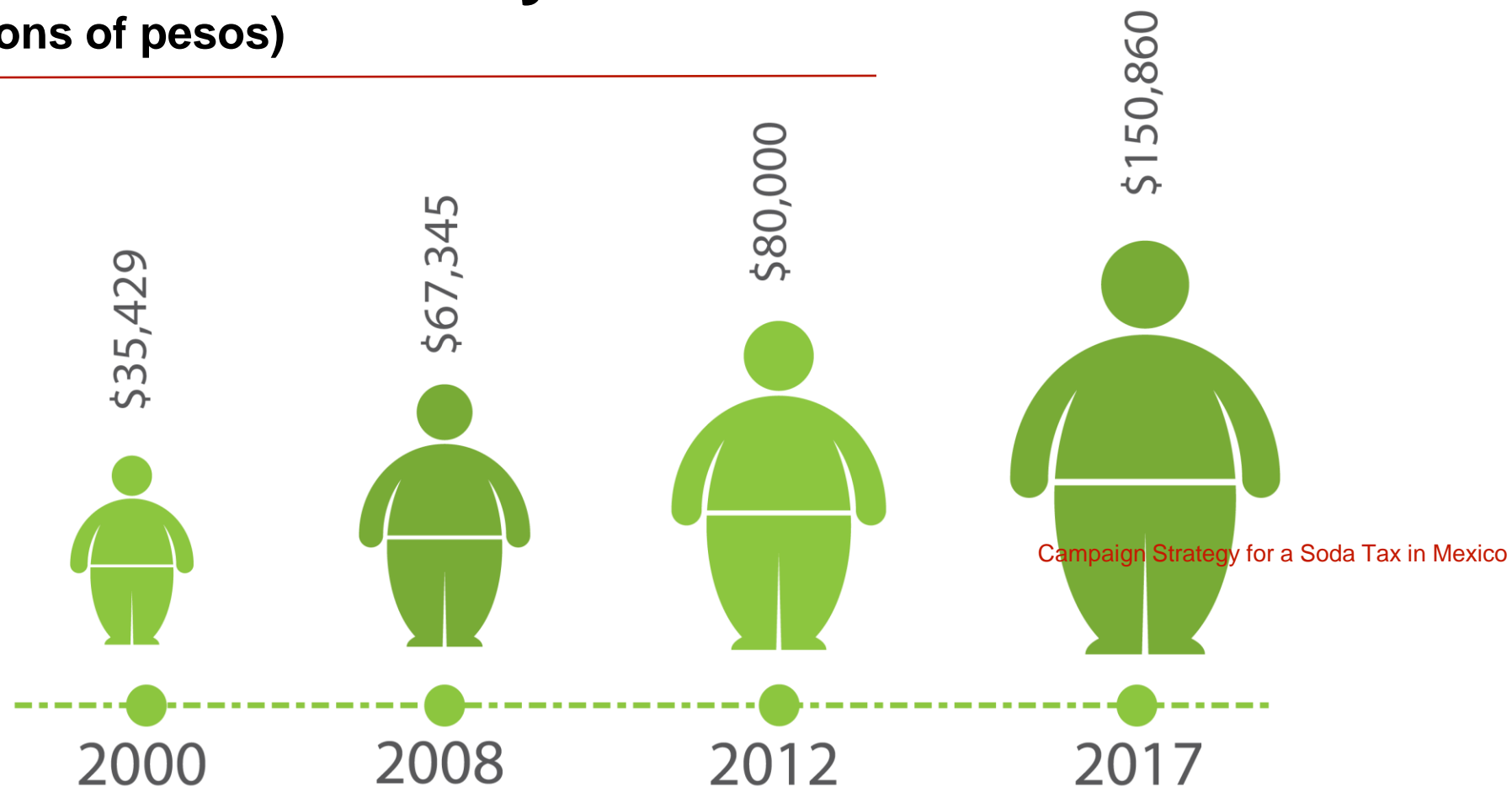
Ministry of Health of Mexico, Mortality Database.

**Most recent data on deaths from diabetes*



Total costs of obesity in Mexico

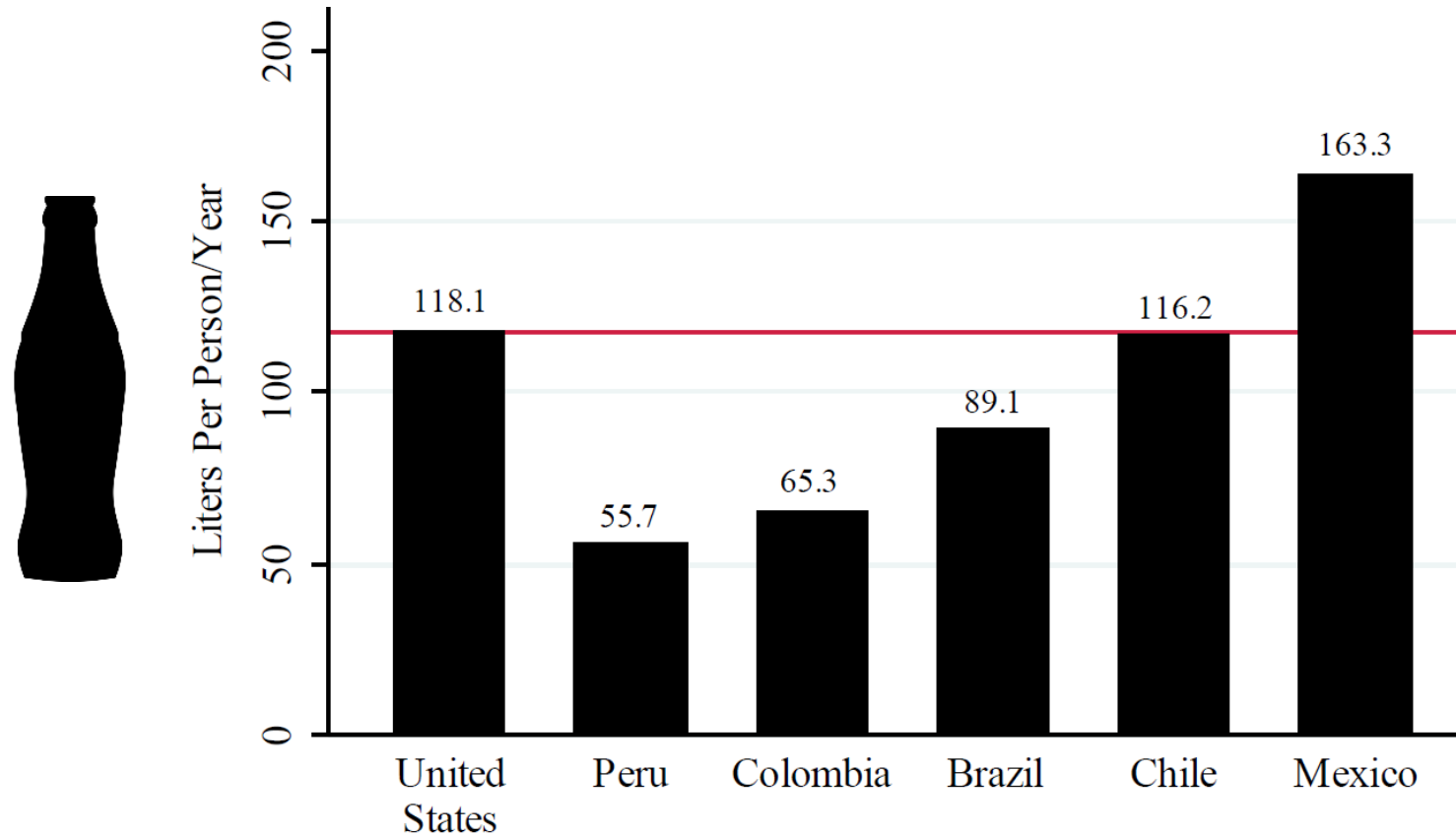
(in millions of pesos)



Gutiérrez C. et al. (2012) in *Obesidad en México: Recomendaciones para una política de Estado*, (Chapter 11, 279-288).



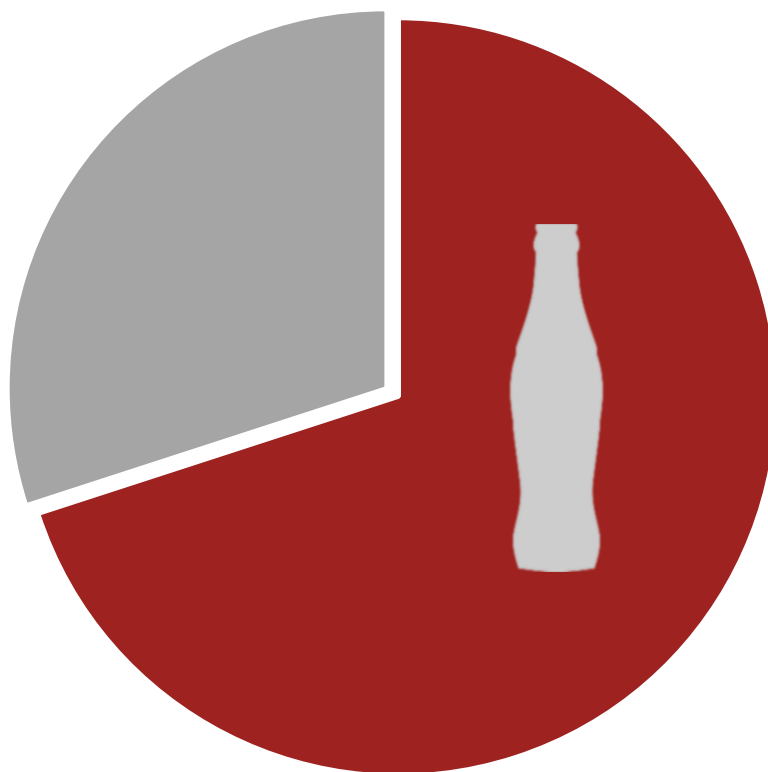
SSB consumption in Mexico



Calculation by Dr. Kelly Brownell, based on data from Datamonitor 2009, Euromonitor 2009, and Andreyeva et al 2011.



Primary source of added sugars

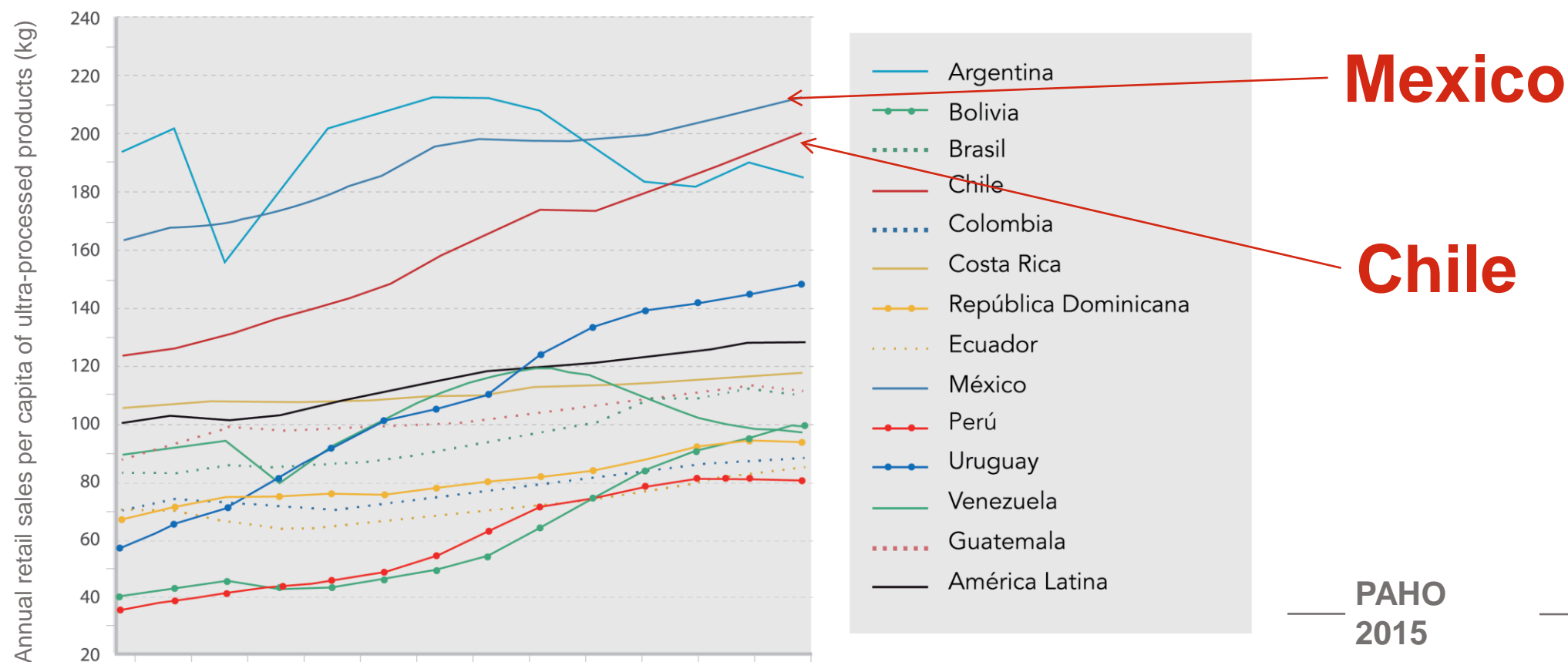


70% of added
sugars in the Mexican
diet come from SSBs

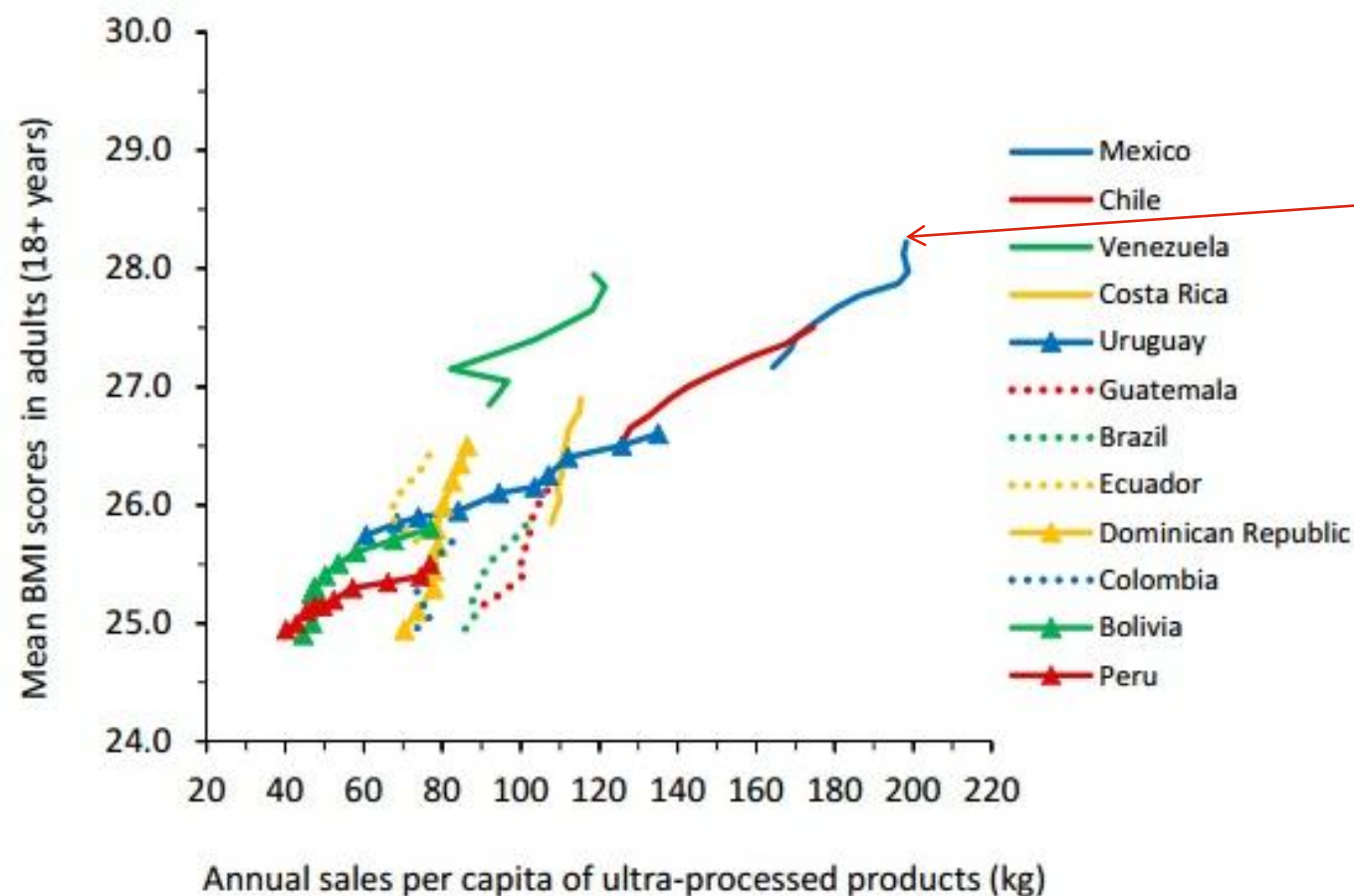
Sánchez-Pimienta et al. J. Nutr. (In press)



Ultraprocessed food & beverage sales in Latin America



Ultraprocessed food & beverage sales and mean BMI

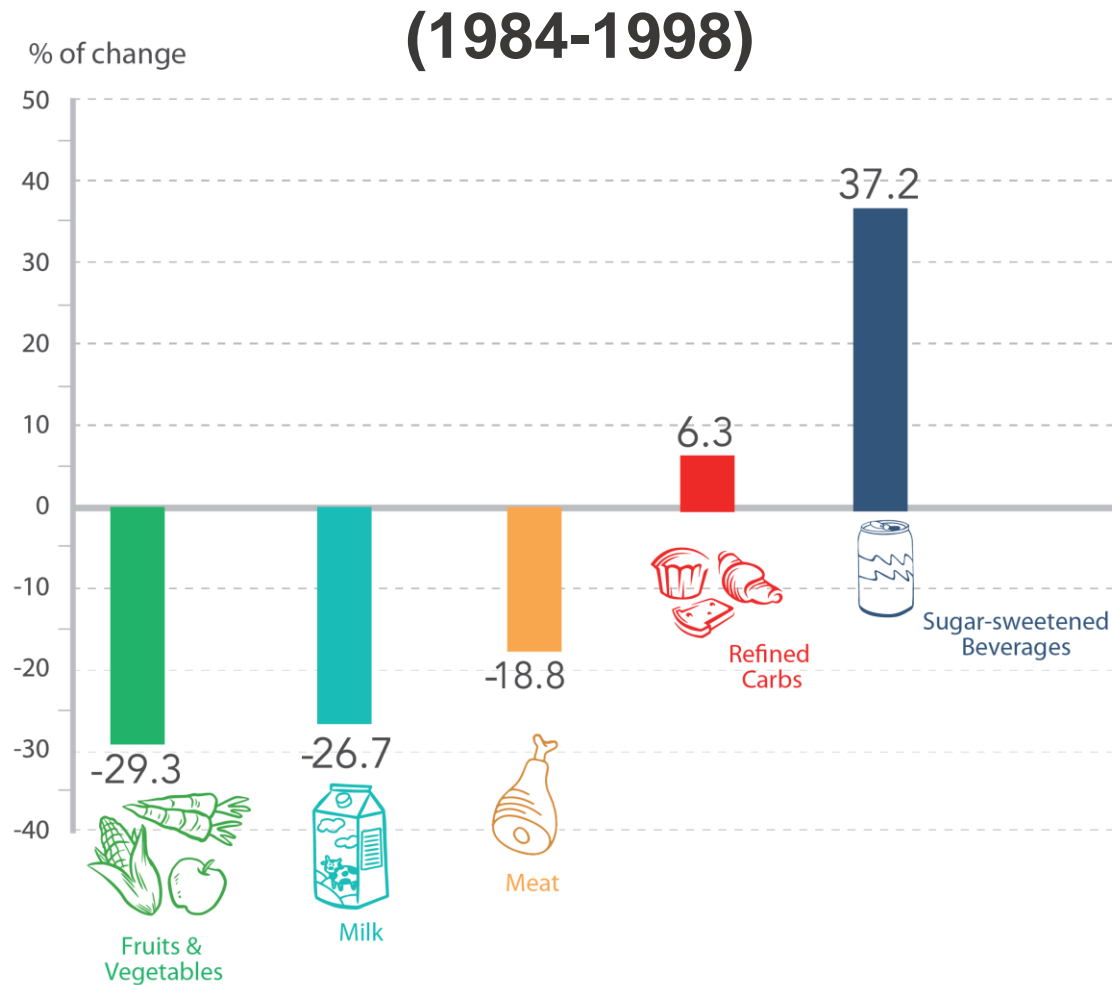


Mexico

PAHO
2015



Changes in Mexican consumption



Rivera JA et al. (2002) Public Health Nutrition, 5:113-122.



The strategy to advocate for a soda tax in Mexico



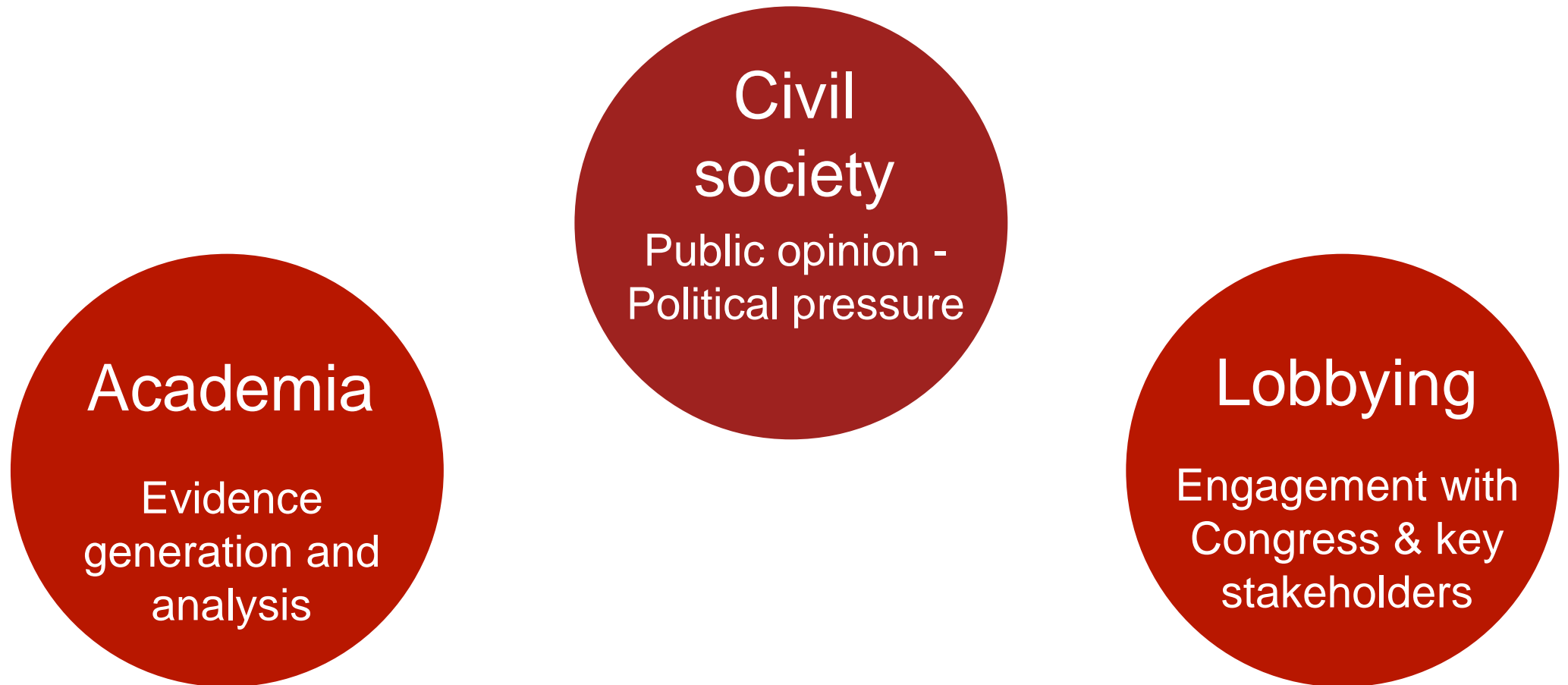
Create and raise a strong, collective voice



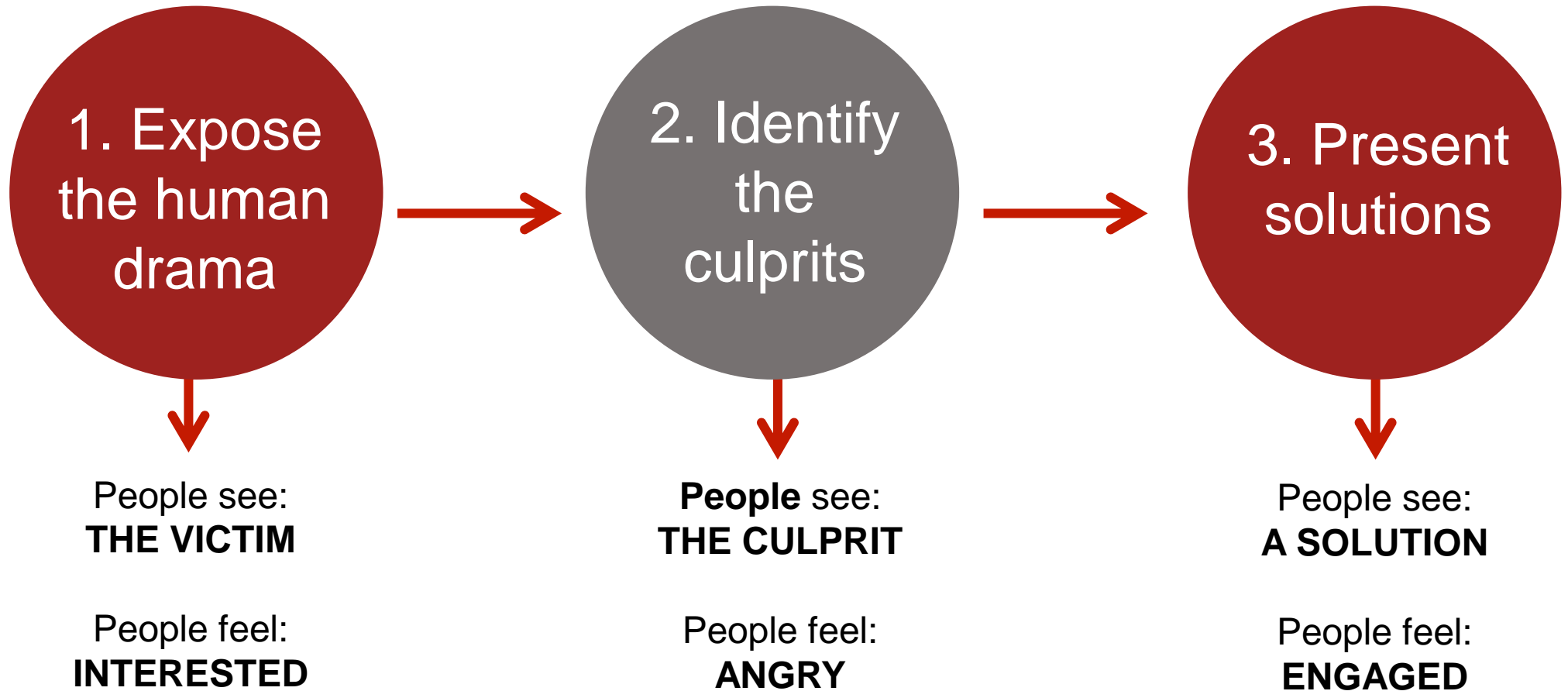
alianza por la salud alimentaria



Complementary partners advocating for policy change



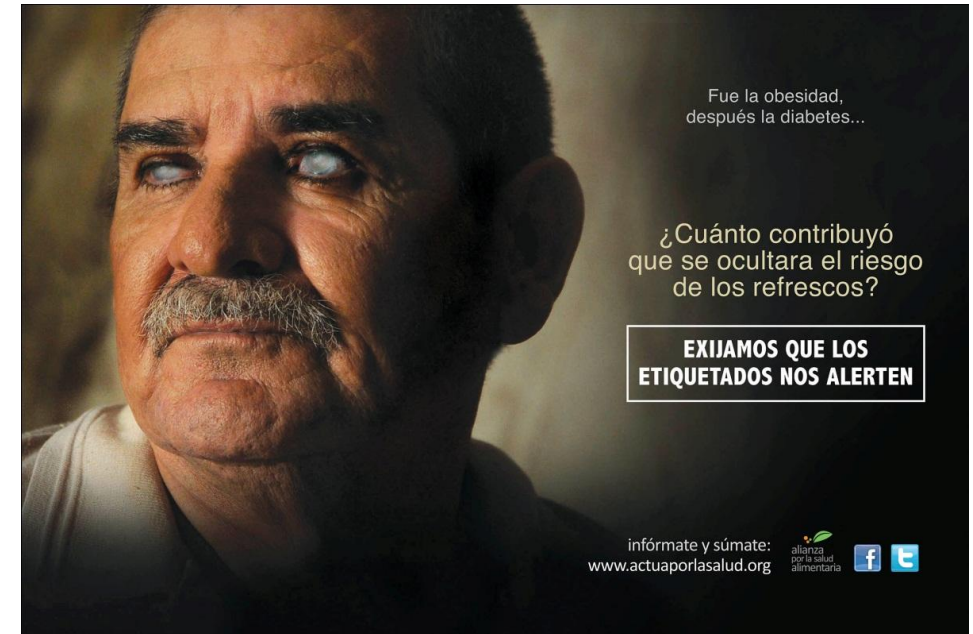
Three essential campaign steps



Campaigning in public spaces

“First Came Obesity, Then Diabetes” *mass media campaign*

1. Human drama



**Campaign in Mexico City
November 2012 to February 2013
Subway, billboards and social media**



Campaigning in public spaces

“First Came Obesity, Then Diabetes” *mass media campaign*



Public demonstrations

“500,000 deaths during the past administration” *media stunt*

1. Human drama



**Event in front of the
Ministry of Health in Mexico City, 2012**



Campaigning in public spaces

“12 Spoonfuls of Sugar” *mass media campaign*

2. Culprits



Campaign in Mexico City
May to August 2013
Subway, billboards, buses, radio and social media



“12 Spoonfuls of Sugar” *mass media campaign*

2. Culprits



Public demonstrations

“500,000 deaths during the past administration” *media stunt*

2. Culprits



Multiactor support soda tax

PAHO/WHO, legislator, academia and civil society

3. Solutions



Campaigning in public spaces

“For a Healthier Mexico” mass media campaign

“With the soda tax drinking fountains in schools and public spaces”

3. Solutions

**Campaign in Mexico City
September to October 2013**

Subway, buses, billboards, paid TV, radio, magazines and social media

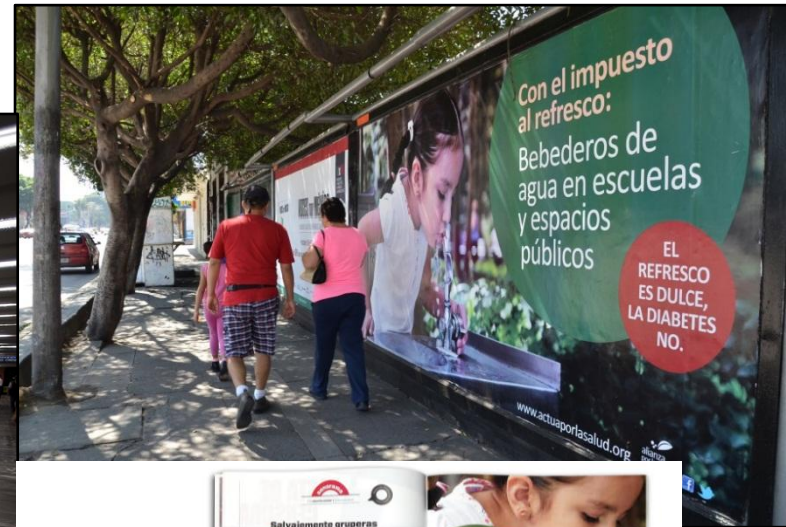


Campaigning in public spaces

“For a Healthier Mexico” *mass media campaign*

“With the soda tax drinking fountains in schools and public spaces”

3. Solutions



Campaign in Mexico City

September to October 2013

Subway, buses, billboards, paid TV, radio, magazines and social media



The industry playbook

- **Industry media control.**

Pressure on media companies to close airways and advertising to the Alliance: All open TV stations, radio stations of a national network and 2 publishing houses

- **Attack the messenger not the message:**

“No to the Bloomberg tax,” “We’ll all pay,” “Get active” and no health merit to tax

- **Media strategy:**

The most powerfull public relation agencies produce the narrative against soda tax through finantial columnists and reporters OpEds and paid ads in national dailies



The industry playbook

- **Industry campaigns:**

Soda industry includes the sugar cane industry and a national association of local store owners in their campaign against soda tax .

Created “consumer associations” with campaigns against the soda tax

- **Messages from the soda industry**

The soda tax:

1. Affects the poorest families
2. Does not have health benefitts
3. Cause job losses



Aliance of Convenience



“A little bit of joy every day - Only 15 calories per spoon - Sugar is natural”

W/ SUGAR CANE PRODUCERS

Competing messages: “Sugar is good for you”

The “Let’s Talk About Sugar” mass media campaign has appeared yearly in Mexico City and other main cities since the summer of 2012, weeks after the Alliance’s “12 Spoonfuls of Sugar” ended. This campaign was renned until 2015 with great investments.



Creation of Different Fronts

Engagement of a “National Association of local store owners” supported by Coca Cola with a poster campaign in 1 million places against soda tax and recollection of 1 million signatures.




Public-Private Partnerships

- Formal engagement in the National Crusade on Hunger: PepsiCo & Nestlé
- Industry participation in the Observatory of the National Strategy to Prevent and Combat Obesity and Diabetes (OMENT)

Salud pública






70 AÑOS
1943 - 2013
A FAVOR DE LA SALUD

SALUD
SECRETARÍA DE SALUD



Acciones de concertación y posicionamiento de la Estrategia

- COMEXICO, Asociación Nacional de Productores Refrescos y Aguas Carbonatadas A.C., FEMSA, UNILEVER, NESTLÉ, Asociación Nacional de las industrias Azucarera y Alcohólica, Asociación Mexicana de la industria Salinera y de McDonald's, ONG's y académicos entre otros para su sensibilización.





Industry hype: denial of science & facts

PAID MEDIA

“No health merit,” “It won’t fix the problem,” “7 of 10 Mexicans don’t agree,” “We’ll all pay,” “No more taxes,” “No to the Bloomberg tax”, among others

10 RAZONES PARA RECHAZAR EL IMPUESTO BLOOMBERG CONTRA LAS BEBIDAS AZUCARADAS

- No es un impuesto recaudatorio que no resuelva el problema de la obesidad.
- No garantiza la disminución del contenido calórico de la dieta.
- Incrementará la inseguridad y el consumo de otros productos con mayor contenido calórico, de superior costo y que no pagan impuestos.
- Los refrescos no son causantes de la obesidad sino los malos hábitos alimenticios y el sedentarismo.
- No existe evidencia internacional que respalde la efectividad de este impuesto en la reducción de la obesidad.
- Se pagará los consumidores y es discriminatorio.

Busquemos juntos la mejor alternativa para México

SEÑORES DIPUTADOS:

EL RECHAZO AL IMPUESTO BLOOMBERG CONTRA LAS BEBIDAS AZUCARADAS ES GENERALIZADO.

7 DE CADA 10 MEXICANOS NO ESTÁN DE ACUERDO CON SU APROBACIÓN.

DIGAN NO

A UN IMPUESTO PROMOVIDO DESDE EL EXTRANJERO QUE NO RESUELVE EL PROBLEMA DE LA OBESIDAD, GENERA DESEMPLEO Y AFECTA A LOS QUE MENOS TIENEN.

BUSQUEMOS JUNTOS LA MEJOR ALTERNATIVA PARA MÉXICO

¿UN IMPUESTO ADICIONAL AL REFRESCO?

¡LO PAGAMOS TODOS!

El refresco que consumes ya paga 16% de IVA

De aprobarse un nuevo impuesto de cada peso que gastes en refrescos 35 centavos son de impuestos

NO MÁS IMPUESTOS AL REFRESCO

La justificación de salud para este impuesto no tiene fundamento

INDUSTRIA REFRESQUERA MEXICANA

BIENESTAR, VALOR, SUSTENTABILIDAD Y RESPONSABILIDAD SOCIAL

ASOCIACIÓN NACIONAL DE PRODUCTORES DE REFRESCOS Y AGUAS CARBONATADAS A.C.

NO AL IMPUESTO BLOOMBERG CONTRA LAS BEBIDAS AZUCARADAS

MICHAEL BLOOMBERG, ALCALDE DE NUEVA YORK, HA FINANCIADO CON 10 MILLONES DE DÓLARES* UNA CAMPAÑA DE SATANIZACIÓN CONTRA LAS BEBIDAS AZUCARADAS.

QUIERE HACER EN MÉXICO LO QUE NO PUDO EN ESTADOS UNIDOS.

SEÑORES DIPUTADOS: ¡NO LO PERMITAN!

BUSQUEMOS JUNTOS LA MEJOR ALTERNATIVA PARA MÉXICO

¡NO AL IMPUESTO A LAS BEBIDAS!

EL MOMENTO DE ACTUAR ES AHORA

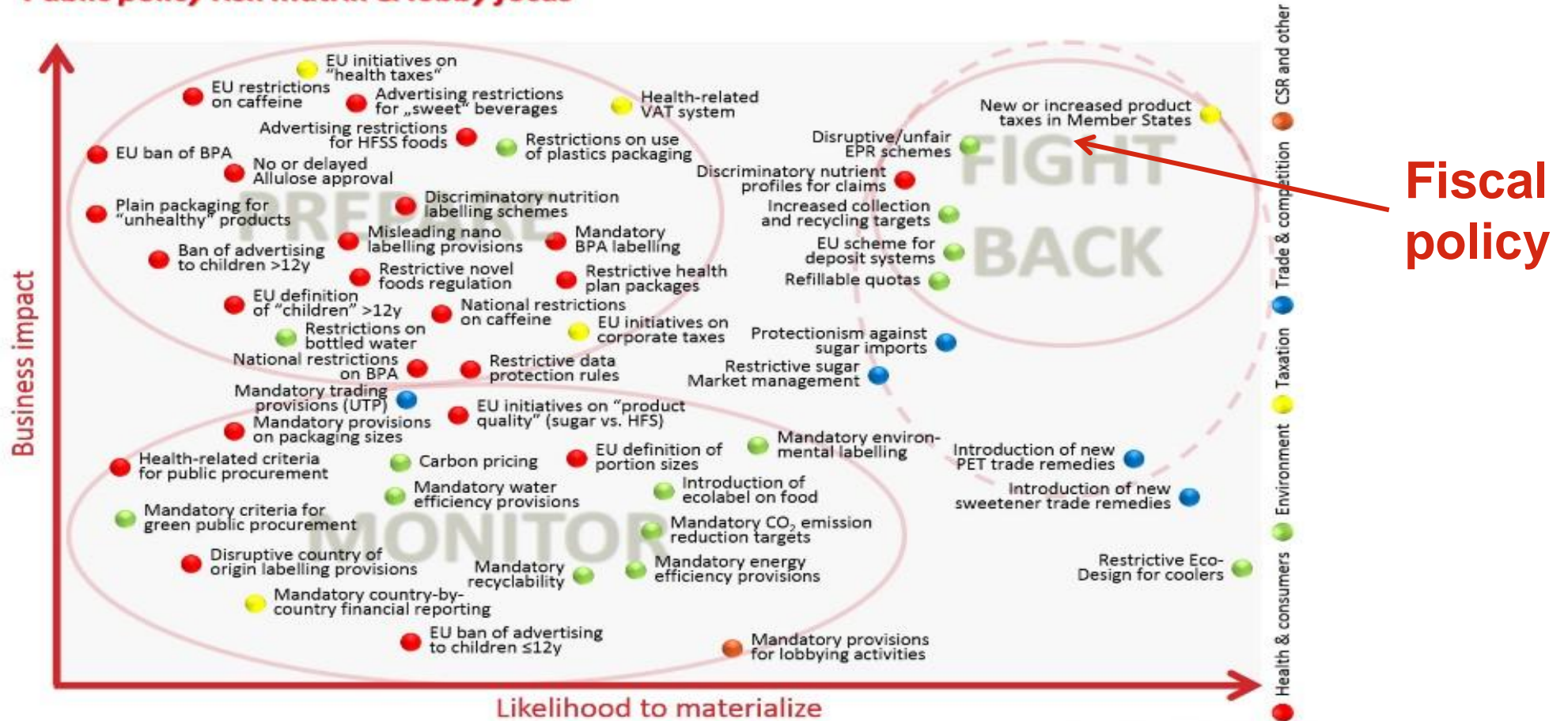
ÚNETE A NOSOTROS. MEXICANOSPORMÉJORES.MX

ALIANZA POR LA PROTECCIÓN DE EMPLEOS



Industry resistance to regulation

Public policy risk matrix & lobby focus



Classified - Internal use

Coca-Cola Europe

Campaign Strategy for a Soda Tax in Mexico



Industry resistance to regulation



Responses to the soda industry

EL IMPUESTO AL REFRESCO VIENE DE LOS EXPERTOS ES POR LA SALUD

La propuesta de un impuesto a los productos cuyo consumo representa un daño a la salud es una de las principales herramientas recomendadas para combatir la epidemia de obesidad y diabetes por los principales organismos internacionales y nacionales y ha sido promovido por organizaciones de la sociedad civil en México desde hace más de 6 años.

Por ello el impuesto al refresco:

Es de la Organización Mundial de la Salud/Organización Panamericana de la Salud
Dra. Maureen Birmingham, representante en México de la OMS/OPS: "Apoyamos en México el impuesto al refresco, porque, basado en la evidencia, existe una falla en el mercado, y esta medida no sólo salva vidas, sino que restituye la pobreza. Las conclusiones sobre los impuestos a bebidas azucaradas muestran que debe ser de al menos 30 por ciento para tener impacto en la obesidad y las enfermedades cardiovasculares". [Declaración pública, 10 octubre 2012]

Es de la Organización para la Cooperación y el Desarrollo Económico
Los estudios de la OCDE indican que en México se necesita adoptar medidas fiscales con base en la calidad de los alimentos para controlar los altos índices de obesidad y diabetes. [OCDE, México: Mejores políticas para un desarrollo incluyente, Septiembre 2012]

Es del Relator de Naciones Unidas por el Derecho a la Alimentación
"Se necesitan más medidas estructurales. Debido a la presión de la industria agroalimentaria, representada por Conadatos, algunas disposiciones importantes para limitar en el comportamiento de los consumidores, como el aumento de los impuestos sobre los refrescos y los alimentos ricos en grasas trans o en azúcares, no se incluyeron en el acuerdo nacional, a pesar del hecho de que entre 1999 y 2006 se duplicó el consumo de bebidas azucaradas y de que, en la actualidad, en torno al 16% de la ingesta total de energía de los mexicanos proviene de estas bebidas". [El Derecho a la Alimentación, Informe de Misión a México, Relator Especial de la ONU sobre el derecho a la alimentación, Naciones Unidas, Derechos Humanos, Oficina del Alto Comisionado, México 2012]

Es de la Secretaría de Salud
La titular de la Secretaría de Salud (SSA), Marolinda Juan, afirmó que la aprobación de un impuesto a los refrescos sería positiva, pues habría más dinero para los programas de combate a la obesidad y la diabetes. [Declaración pública, 9 octubre 2012]

Es del Instituto Nacional de Salud Pública
"En México el sistema tributario es federal, por lo que un impuesto tendría un gran impacto porque se implementaría en todo el país. Un impuesto al refresco puede ser una intervención costo efectiva porque puede reducir la prevalencia de obesidad y a su vez recabar recursos para el país". [Culchery et al. Aspectos económicos relacionados con un impuesto al refresco en México, INSP, México 2012]

Es de la Academia Mexicana de Medicina
"Se debe impulsar una política de salud dirigida a prevenir la obesidad mediante políticas públicas, incluyendo los instrumentos fiscales. Considerar un impuesto a refrescos y bebidas azucaradas con el fin de reducir su consumo, tomando en cuenta que aportan alrededor de 20% de la energía total en niños, adolescentes y adultos y que se asocian con el incremento de sobrepeso, obesidad, diabetes tipo 2 y otras enfermedades". [Obesidad en México. Recomendaciones para una política de Estado, México 2010]

Basta de la guerra sucia de las refresqueras.
Discutamos con base científica y siguiendo las recomendaciones de los organismos nacionales e internacionales.

Por un México más sano

alianza por la salud alimentaria
www.actuaporsalud.org

Responsable de la publicación: Cecilia Rojas
Diseño: Anagela

“The soda tax comes from the experts: It’s for health”

“IOTF supports the soda tax”

International Obesity TaskForce®

Respalda el impuesto a bebidas azucaradas en México

Felicidades y apoyamos al presidente Enrique Peña Nieto por presentar la propuesta de establecer un impuesto a las bebidas azucaradas con el fin de enfrentar la epidemia de obesidad y diabetes en México. Recomendamos que este impuesto se aumente de 1 peso el litro (equivalente a un 10% del precio) a 2 pesos por litro (equivalente a 20% del precio) en consideración de que un incremento de 20% será mucho más efectivo para reducir el consumo de bebidas azucaradas.

Recomendaciones y experiencias internacionales han demostrado que las medidas para combatir la obesidad deben ser integrales, por lo cual recomendamos que los recursos obtenidos con el impuesto se destinen a introducir bebederos de agua en todas las escuelas y espacios públicos. Los mexicanos deben tener acceso universal a agua potable segura, empezando con las y los niños en las escuelas. También se debe destinar recursos del impuesto a otras medidas de prevención de la obesidad y la diabetes, así como la atención de los daños que estas epidemias generan.

Consideramos fundamental que el impuesto a las bebidas azucaradas forme parte de una estrategia más amplia que también comprenda las siguientes medidas: políticas ejecutables y exigibles en torno a alimentos y bebidas saludables en las escuelas para que los niños aprendan buenos hábitos de alimentación; el desarrollo de etiquetados en alimentos y bebidas que permitan a los consumidores realizar elecciones bien informadas y saludables; y regulaciones para la protección efectiva a los niños de la publicidad de alimentos y bebidas no saludables. Siguiendo las recomendaciones internacionales y de expertos nacionales, es importante que estas políticas se establezcan sin conflicto de interés, particularmente sin la intervención de las empresas que se lucran de la venta de las bebidas azucaradas y que se han opuesto permanentemente a estas políticas.

Atentamente,
Co-Presidentes del International Obesity TaskForce

Boyd Swinburn, MBChB, MD, FRACP
Profesor en Nutrición Poblacional y Salud Global,
University of Auckland, New Zealand
Co-Director del Centro de Colaboración OMS
para la Prevención de la Obesidad
Deakin University, Melbourne, Australia

Shiriki K. Kumariyika, PhD, MPH
Vice Rector de Promoción de la Salud y Prevención
de Enfermedades
Profesor de Epidemiología
Facultad de Medicina de la University of Pennsylvania
Philadelphia, Pennsylvania, EE.UU.

“El International Obesity TaskForce (IOTF) es un centro de estudios y análisis de políticas públicas independiente integrado por expertos internacionales, que realiza incidencia en torno a medidas y políticas de prevención y atención a la obesidad. El IOTF es el instrumento de reflexión y construcción de propuestas de políticas públicas basadas en evidencia científica de la Asociación Internacional para el Estudio de la Obesidad (IASO). La Asociación Internacional para el Estudio de la Obesidad es una organización no lucrativa de interés público que articula a 50 asociaciones nacionales y regionales conformadas por más de 30,000 miembros profesionales de organizaciones científicas, médicas y de investigación. Es un paraguas de 53 asociaciones nacionales de combate de la obesidad en 55 países. Durante la última década, IASO se ha establecido como una organización dinámica y profesional que sirve como el centro neurálgico para gobiernos, profesionales y los medios de comunicación interesados en la información más actualizada en torno a la prevalencia de esta epidemia y los avances de la investigación científica en torno a la prevención y control de la obesidad.”

Responsable de la publicación: Cecilia Rojas
Diseño: Anagela



Responses to the soda industry



“Soda industry lobbyists transmit the obesity epidemic”

“It’s time for a change... Senators, you have the floor”



Mexico's national tax on sugar-sweetened beverages

- Passed by Mexican Congress: **October 29, 2013**
- Went into effect: **January 1, 2014**
- Type of tax: **Specific excise tax (called an IEPS in Spanish)**
- Amount of the tax: **1 peso (0.07 USD)* per liter. Approximately 10%.**
- Definition of SSBs: **non-alcoholic and nondairy beverages with added sugar**, including sodas, energy drinks, bottled teas and coffees, and fruit drinks.



The debate attracted international media



THE WALL STREET JOURNAL
US national newspaper
Daily circulation:2,378,827

Another soda tax squabble

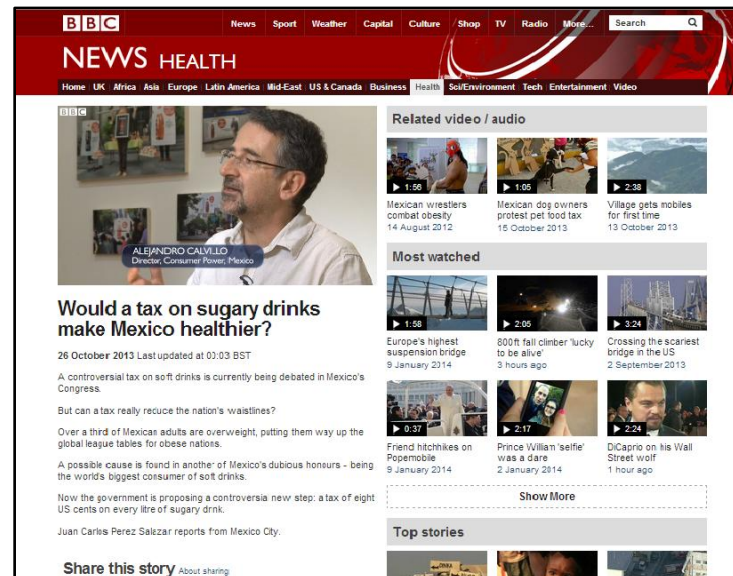
THE NEW YORK TIMES
US national newspaper
Daily circulation:1,865,318

Mexico: Junk food tax is approved



BBC WORLD
Weekly audience of 192 million

Would a tax on sugary drinks make Mexico healthier?

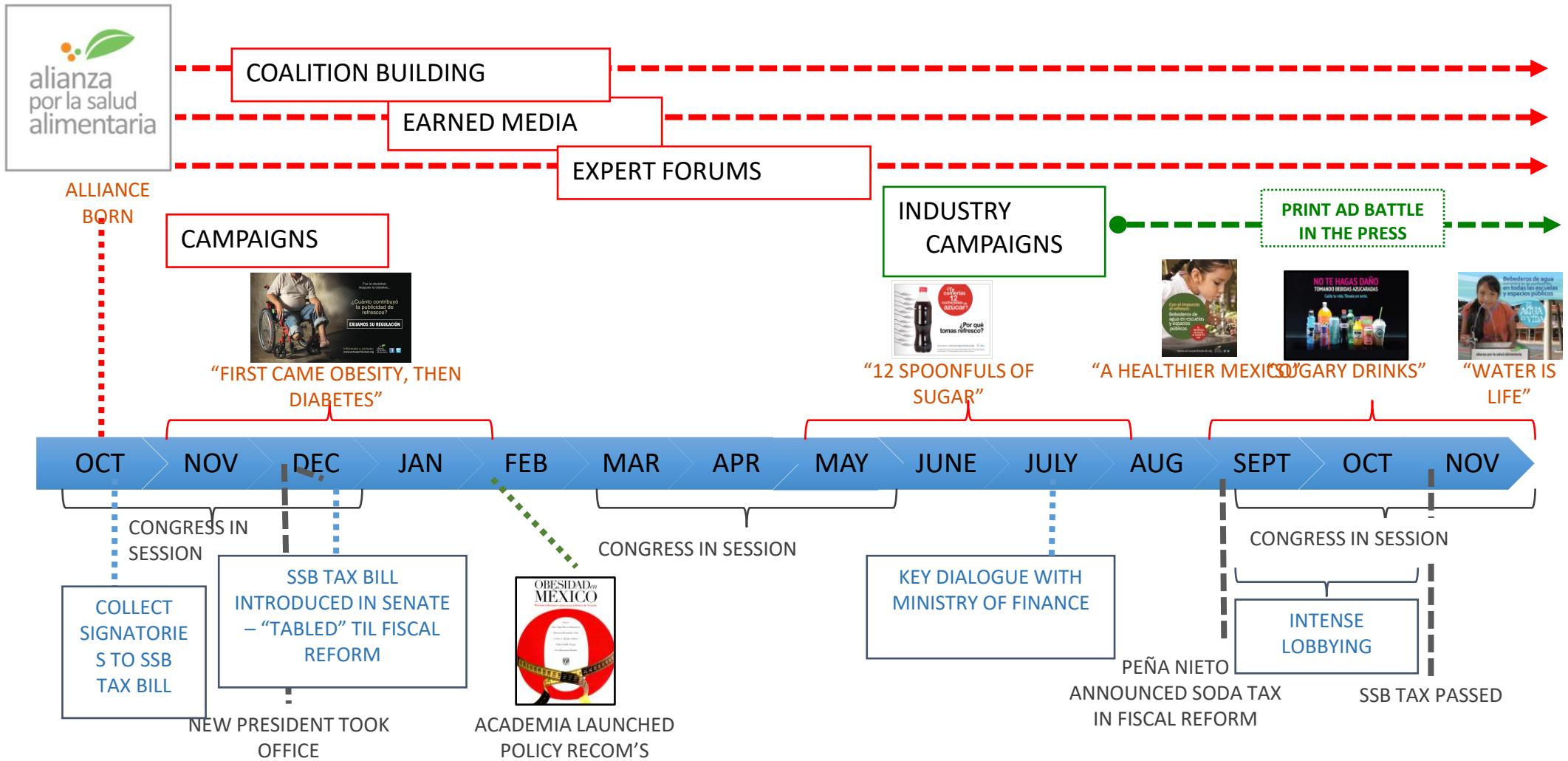


Campaign Strategy for a Soda Tax in Mexico



EL PODER DEL CONSUMIDOR

The Mexican SSB tax timeline



Campaign Strategy for a Soda Tax in Mexico



The tax is working

Post-tax reduction in purchases

RESEARCH



OPEN ACCESS

Beverage purchases from stores in Mexico under the excise tax on sugar sweetened beverages: observational study

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Accepted: 24 November 2015

ABSTRACT

STUDY QUESTION

What has been the effect on purchases of beverages from stores in Mexico one year after implementation of the excise tax on sugar sweetened beverages?

METHODS

In this observational study the authors used data on the purchase of beverages in Mexico from January 2012 to December 2014 from an unbalanced panel of 6253 households providing 205 112 observations in 53 cities with more than 50 000 inhabitants. To test whether the post-tax trend in purchases was significantly different from the pre-tax trend, the authors used a difference in difference fixed effects model, which adjusts for both macroeconomic variables that can affect the purchase of beverages over time, and pre-existing trends. The variables used in the analysis included demographic information on household composition (age and sex of household members) and socioeconomic status (low, middle, and high). The authors compared the predicted volumes (mL/capita/day) of taxed and untaxed beverages purchased in 2014—the observed

WHAT THIS STUDY ADDS

The tax on sugar sweetened beverages was associated with reductions in purchases of taxed beverages and increases in purchases of untaxed beverages. Continued monitoring is needed to understand purchases longer term, potential substitutions, and health implications.

FUNDING, COMPETING INTERESTS, DATA SHARING

This work was supported by grants from Bloomberg Philanthropies and the Robert Wood Johnson Foundation and by the Instituto Nacional de Salud Pública and the Carolina Population Center. The authors have no competing interests. No additional data are available.

Introduction

Myriad studies suggest that added sugar in beverages is linked with obesity and many cardiometabolic problems and have recommended that efforts to reduce consumption of sugar sweetened beverages to obtain meaningful improvement to health would require a tax that leads to price increases.^{1,7} Aside from industry



RESEARCH ARTICLE

Beverages Sales in Mexico before and after Implementation of a Sugar Sweetened Beverage Tax

M. A Colchero¹*, Carlos Manuel Guerrero-López¹, Mariana Molina¹, Juan Angel Rivera²

¹ Center for Health Systems Research, Instituto Nacional de Salud Pública, Cuernavaca, Mexico, ² Center for Research on Nutrition and Health, Instituto Nacional de Salud Pública, Cuernavaca, Mexico

* acolchero@insp.mx



SSB purchases are declining: In 2014, the first year of tax implementation, on average household purchases of taxed beverages dropped by **6%** during 2014 compared to pre-tax trends. By December 2014, this reduction reached **12%**. Studies indicate that the tax continued to reduce consumption by **8%** in 2015.

Mexicans are drinking healthier options: Purchases of non-taxed beverages, mainly bottled water, increased on average by **4%** In 2014, demonstrating an initial substitution effect.

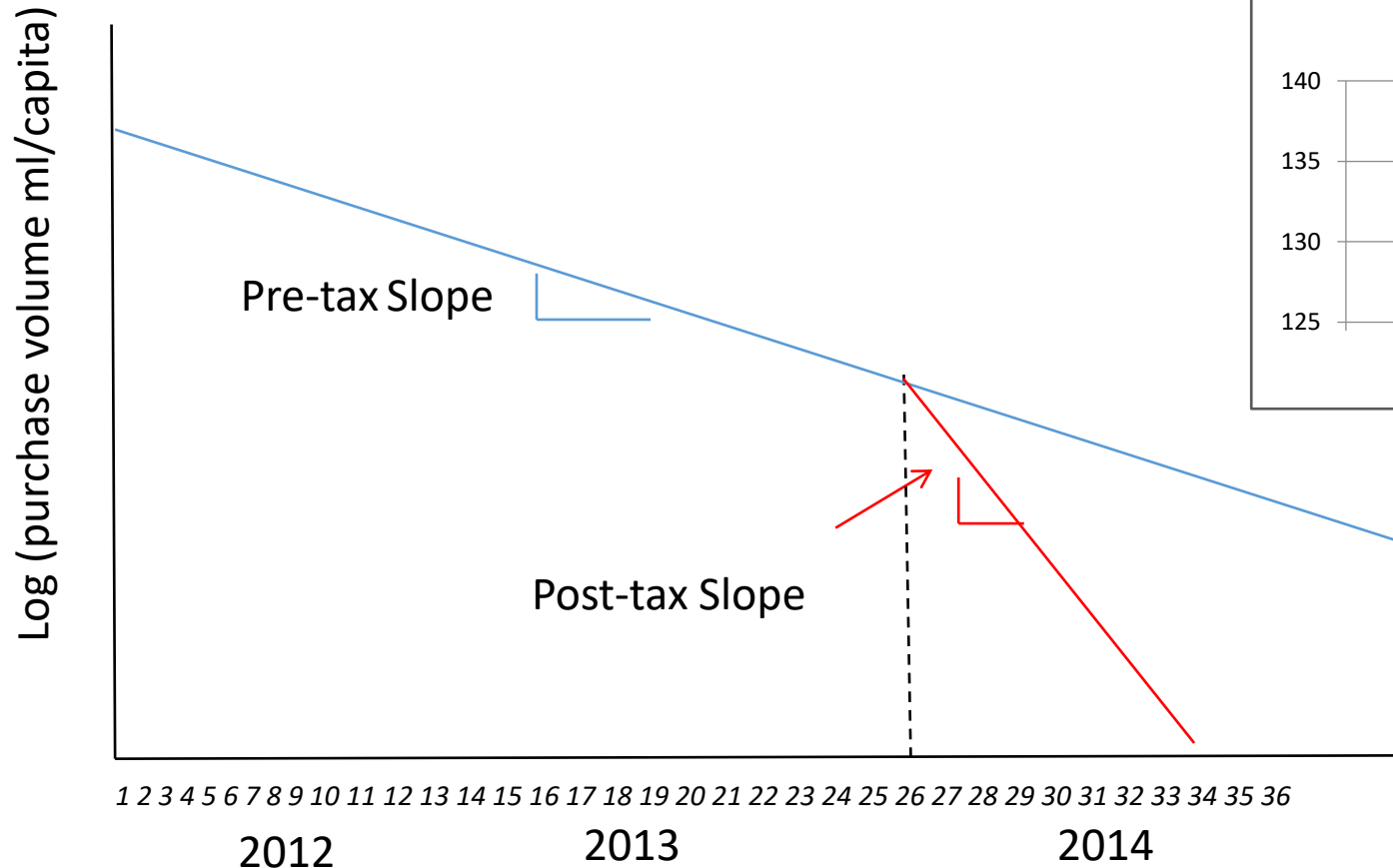
Revenue is being raised: Over 2.6 billion dollars have been raised in revenue during two years time (2014-2015). Initial allocations to obesity prevention have been made. Advocates and champion legislators are working to dedicate the revenue exclusively to obesity and NCD prevention.

Prevention efforts are being financed: The Mexican legislature has made water fountains in schools obligatory and the Mexican educational authority is rolling-out a national drinking fountain program over the current and upcoming school years, using partial revenue allocation from the tax.

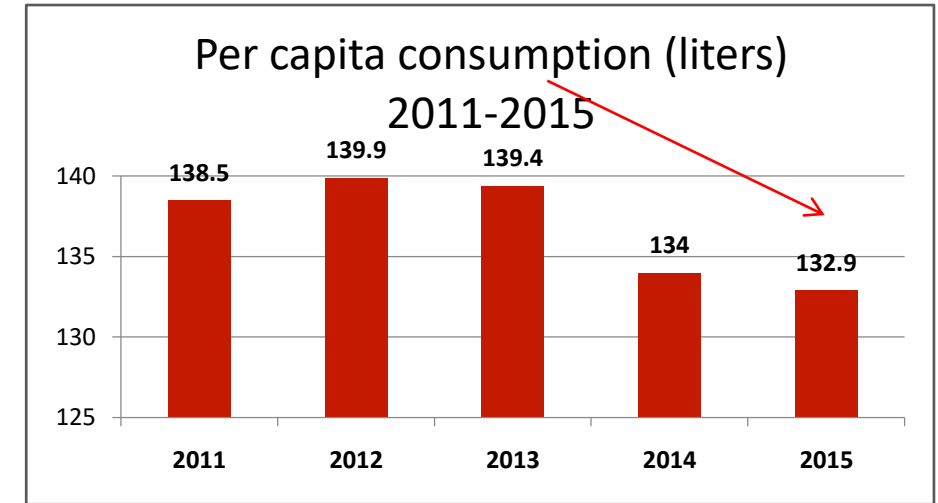


The tax is working

Post-tax reduction in purchases



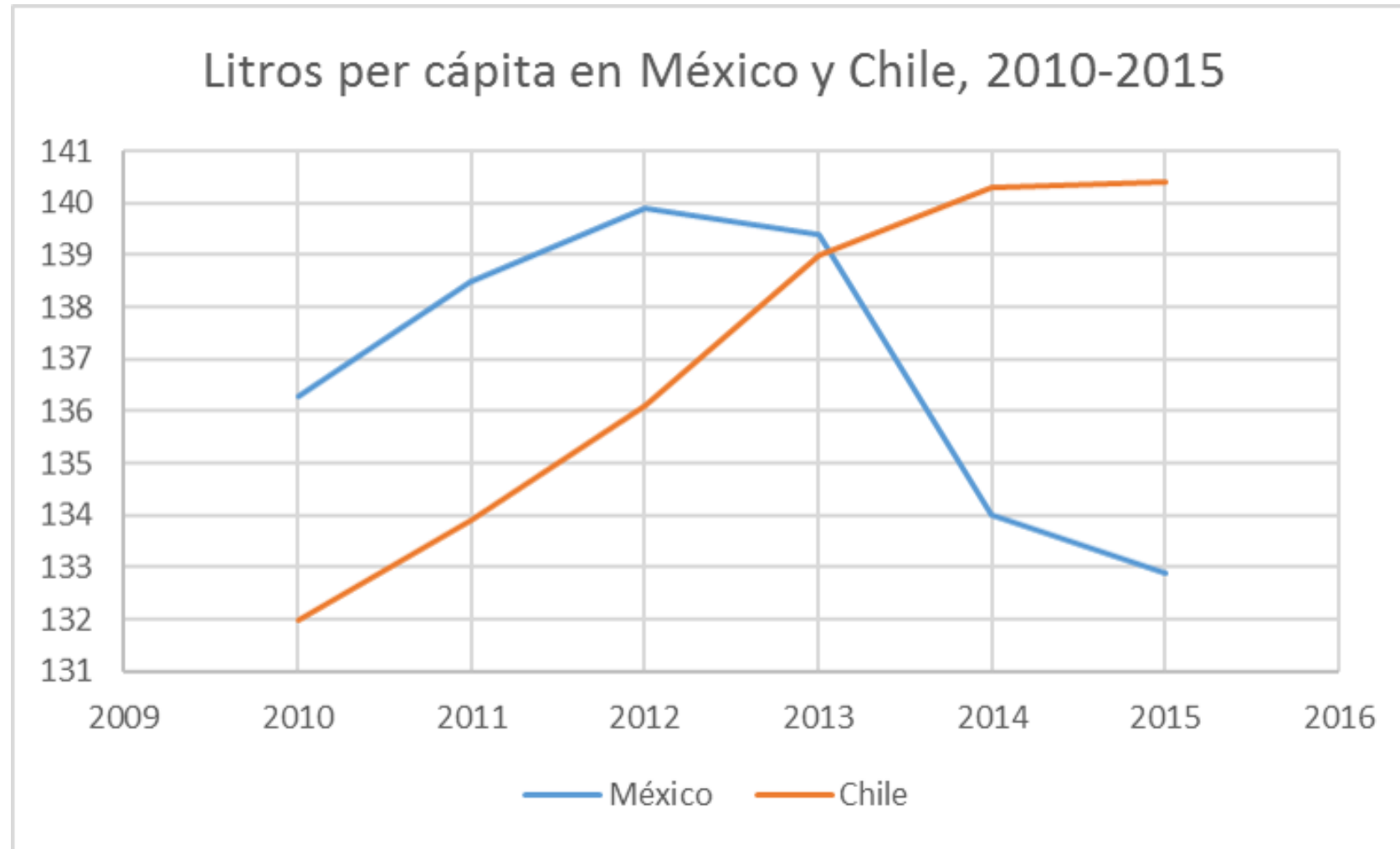
Colchero et al. BMJ (2015)



Euromonitor Data (article in press)



Chile overtake Mexico on SSBs consumption



Euromonitor, carbonated drinks.

Campaign Strategy for a Soda Tax in Mexico



The battle continues

- October 2015. Deputies tried to reduce the soda tax from 10% to 5% for beverages with 5 grams of sugar per 100 milliliters or less (An industry proposal).
- After a two week battle, Senators maintained the soda tax at 10%.

Demonstration in front the Congress against the new epidemic: Big Soda mosquito lobbyist.



Campaign Strategy for a Soda Tax in Mexico



Expose conflicts of interest



Tax reduction
would affect children
Oct 2015

Public activity at the Senate to oppose tax
reduction Oct 2015



Buying scientists, creating doubts

1. Affects the poorest families
2. Does not have health benefits
3. Cause job loss



Estudios de los efectos sobre el bienestar
de la política de impuestos sobre alimentos
con alto contenido calórico
(2016).



Taxing Calories in Mexico
(2016).



El impuesto en las bebidas azucaradas
y el consumo de refrescos en México
(2016).

Todos muestran una reducción en el consumo de bebidas azucaradas
pero desvían la atención con argumentos a favor de la industria



One example The ILSI case against the soda tax

International Life Sciences Institute (ILSI) of México,

Associated members: Coca Cola, Bimbo, Danone de México, Kellogg's de México, Kraft Foods de México, Mars México, Nestlé México, Monsanto Comercial y PepsiCo, entre otros.

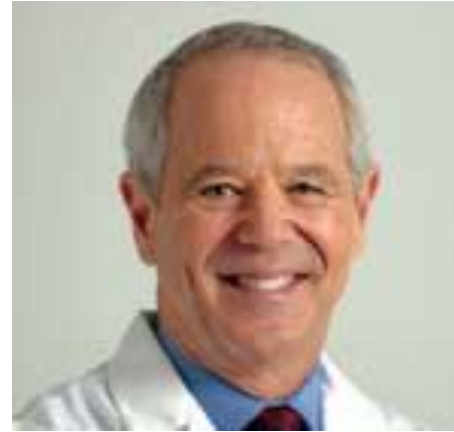
ILSI M[exico director: Raúl Portillo A. director of science from Coca Cola Mexico.

2015 ILSI Mexico organized an international academic event together with the Rippe Institut. Months before the proposal to reduce the soda tax.

Main speaker invited James Rippe. Academic event conclusions> SSB not have relation with obesity and diabetes, soda tax disdn't work and non caloric sweteeners are safe.



ILSI and Rippe Institute



James Rippe and his Rippe Institute received 10 million dollars from the Corns Refinery Association to develop a research about the relation between High Fructose Corn Syrup consumption and cardiovascular diseases. The conclusion was not relation.

The Rippe Institute had been receiving resources from Kraft Foods, ConAgra Foods, Coca Cola, Dr. Pepper, Snapple Group, McDonald's, Kellogg's and General Mills

The action from ILSI against the public health policy promoted by the Mexican government was so obvious



Response from ILSI INternational

International Life Sciences Institute Suspends ILSI Mexico's Charter



10 November 2015 The International Life Sciences Institute (ILSI) suspends its affiliation with ILSI Mexico for violating ILSI's Code of Ethics and Standards of Organizational Conduct

ILSI has suspended its affiliation with ILSI Mexico for engaging in activities that can be construed to be policy advocacy and/or public relations efforts to influence policy. ILSI Mexico has been directed to cease all activities until further notice, including the use of "ILSI," "International Life Sciences Institute," and all translations or variations on those names, and to stop using ILSI's logo.

For 37 years, ILSI has been a leader in forging global, public-private partnerships on science with the express purpose of making the world a safer, healthier place. ILSI assembles leading academic and government researchers who partner with their industry counterparts to anticipate questions, summarize what we know, and describe gaps in our understanding of the scientific evidence. We use the funding our industry members grant us to create a neutral forum where all parties can work together on science that ultimately helps improve human and environmental health.

ILSI actively seeks input from academia, government, industry, and other sectors of society in the belief that differing perspectives enrich the scientific process. Out of respect for all partners involved in our work and in the true spirit of public-private partnerships, ILSI has maintained,

since its inception, a strict policy precluding any activities related to lobbying or advocacy for or against specific legislation or regulatory decisions. We make no exceptions to this rule, and all ILSI affiliates worldwide must adhere to it.

ILSI also has high standards of conduct relating to transparency. We require researchers, speakers, and authors with whom we work to declare conflicts of financial interest and other bias. We require all financial support for all activities to be declared.

One of ILSI's greatest strengths is our international network of affiliated branches, in which experts in a variety of disciplines can collaborate on science and health topics at the local, regional, and global level. We are proud of this network's reputation for being able to mobilize human and financial resources to study and resolve health and science concerns of common interest to all members of society in a neutral and transparent manner.

We've taken the unprecedented step of suspending our affiliation with ILSI Mexico to reassure all of our supporting member companies, public trustees and scientific advisors, research partners, and the scientific community at large that this reputation is deserved.

Over the course of the next couple of months, ILSI will be working with ILSI Mexico's leadership to implement a series of steps designed to ensure ILSI Mexico's future activities conform to the principles set by ILSI Code of Ethics and embrace spirit in which they were written. The ILSI Board of Trustees will reconsider ILSI Mexico's status after monitoring progress to achieve the high standards ILSI demands.

ILSI believes researchers from the public and private sectors can and should work together on science in an open and transparent manner. For this reason, ILSI maintains and enforces strict standards of conduct to ensure trust and foster collaboration.

RESOURCES

ILSI website
www.ilsil.org/Pages/Mexico.aspx

Code of Ethics
www.ilsil.org/Documents/ILSICodeofEthicsSoFC2009.pdf

For Press Inquiries contact Michael Shreffers, ILSI Director of Communications, at mshreffers@ilsil.org.

The International Life Sciences Institute (ILSI) is a 501(c)(3) charity established in Washington, DC, USA in 1978. It has branches in Africa, Asia/Pacific, Europe, and North, Central, and South America. ILSI's mission is to provide science that improves human and environmental health and safety. www.ilsil.org

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Three actors targeted by Pegasus espionage

Civil society



Alejandro Calvillo
Director El poder del Consumidor

Academia



Dr. Simon Barquera
National Institute of Public Health

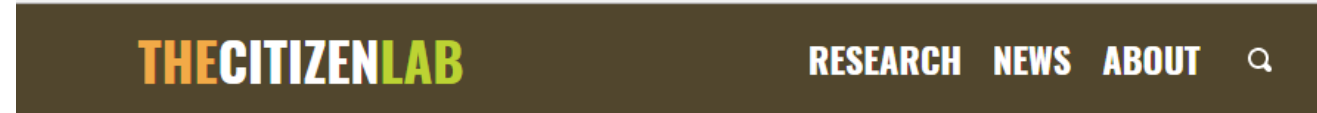
Lobbying



Luis Manuel Encarnación
Coordinator of Contrapeso



Technical report about the spyware from Citizen Lab, University of Toronto



[Research](#) / [Targeted Threats](#)

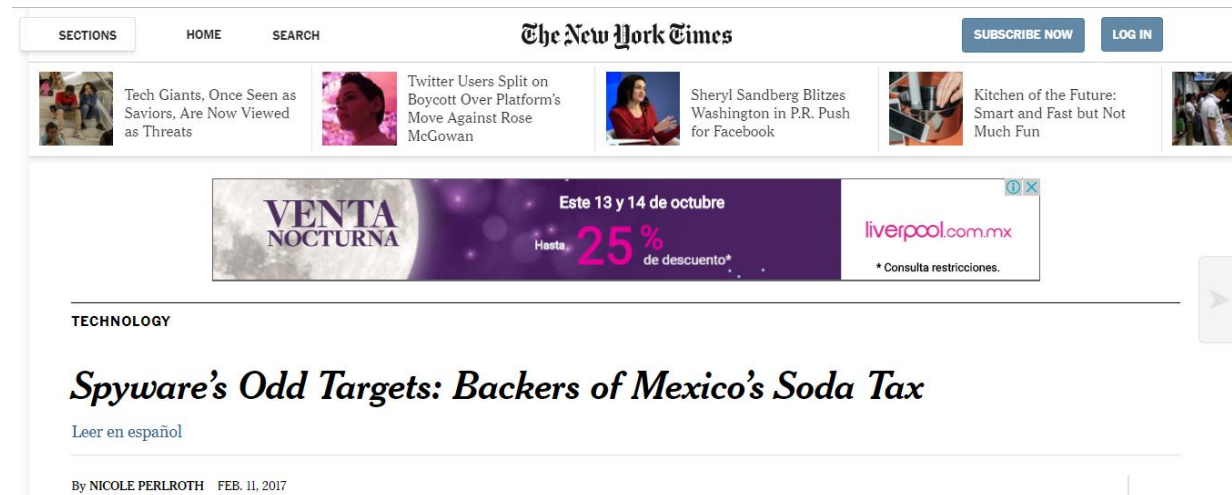
BITTER SWEET

Supporters of Mexico's Soda Tax Targeted With NSO Exploit Links

By John Scott-Railton, Bill Marczak, Claudio Guarnieri, and Masashi Crete-Nishihata

February 11, 2017

Spyware case published in the front page of the New York Times



The need for comprehensive policy

Exemplary front of pack warning labels



CHILE

“High in sugar/calories/
saturated fats/sodium”



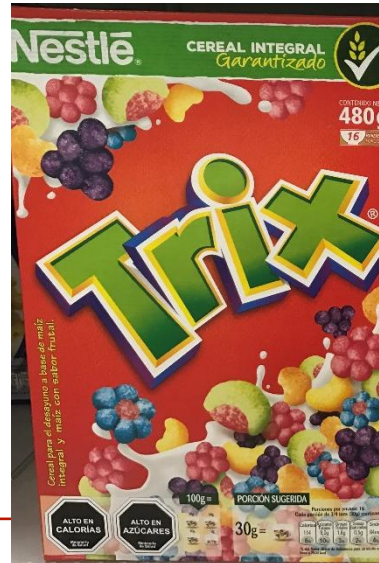
ECUADOR

“Traffic light” label



The need for comprehensive policy

Exemplary regulation of marketing to children





**Our children's
health is not
negotiable**





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Thank you!

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