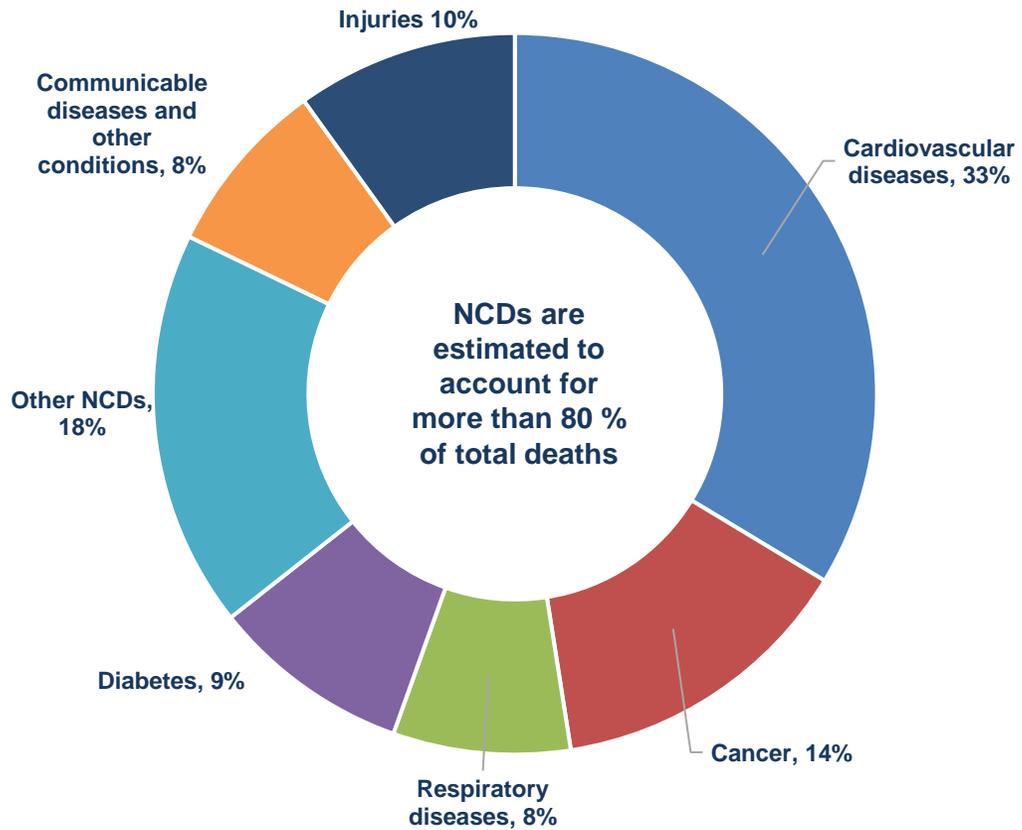




# Background

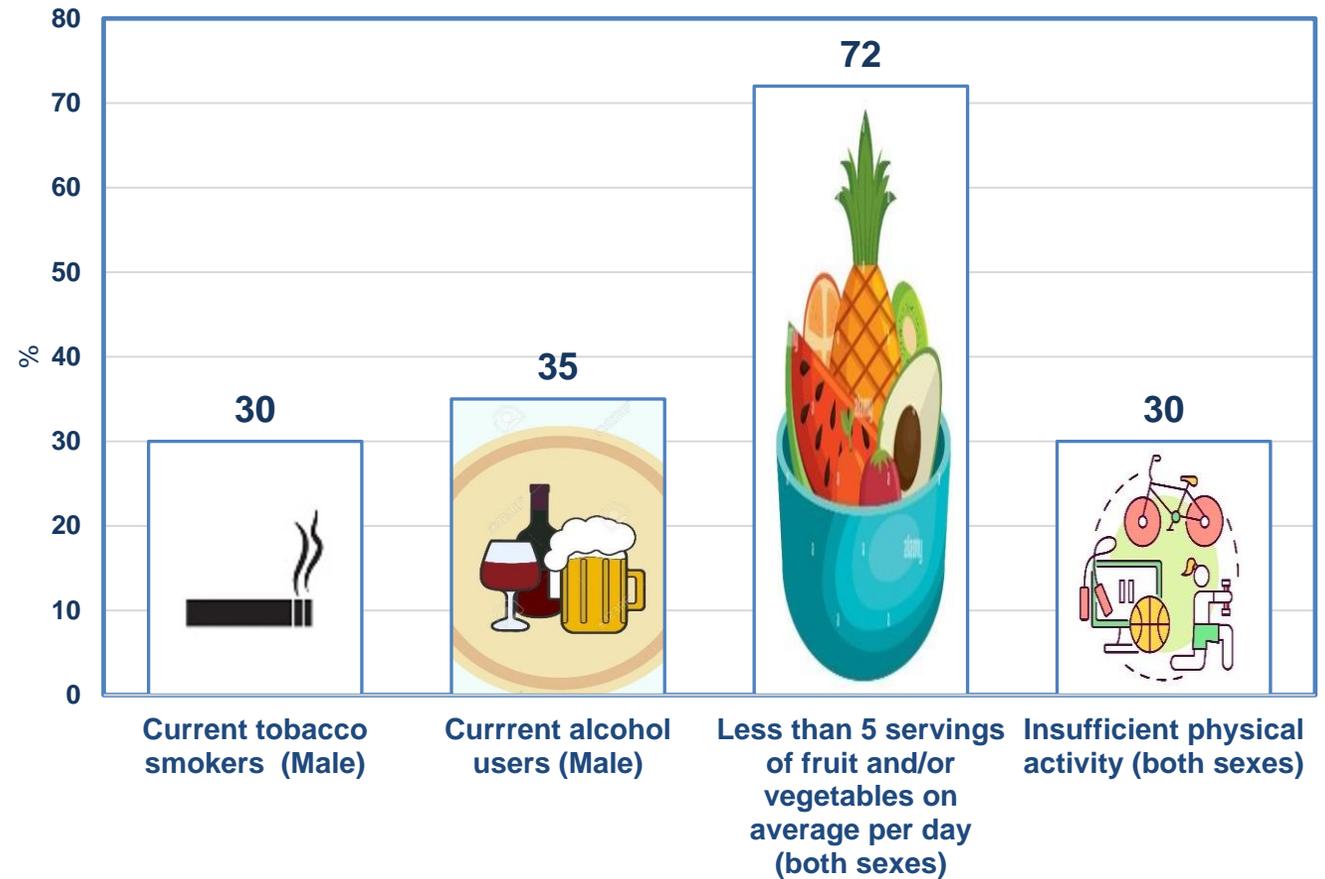
## Cause Specific Mortality Sri Lanka 2016



Source: WHO 2018

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## Prevalence of Behavioural NCD Risk Factors -2015



Source: WHO STEP Survey 2015

# Background

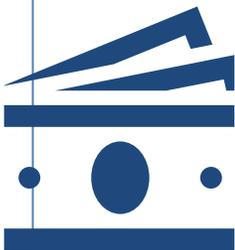
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**26.5% of children consume a carbonated beverage one or more times/day.**



**An estimated 52,000 years of health life are lost due to consumption of SSBs annually.**



**Every year, about Rs 28 billion are lost due to SSB consumption**



**Poorer urban households spend more on SSBs than on fruits, milk and healthcare combined**

# Introduction

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## Strengthening fiscal policies and regulations to promote healthy diets in Sri Lanka

### Main objective

- Review how to use **fiscal and regulatory policies** to improve **food environments and diets** of all Sri Lankans

### 3 strands

- Assessing effectiveness of SSB taxes and TLL system
- Assessing food environments, household diets and COVID-19 impacts
- Political Economy Analysis (PEA)

# Objectives

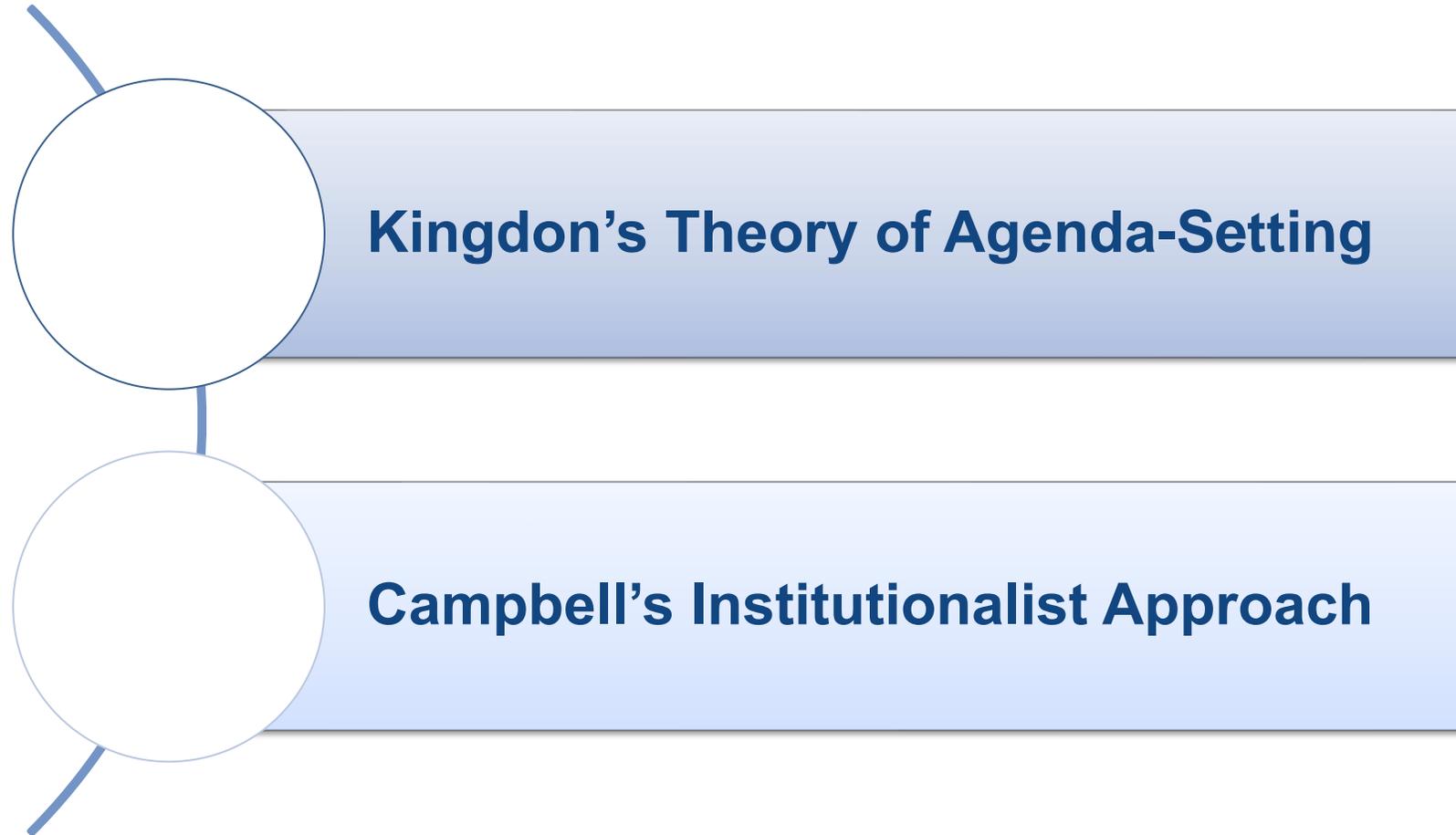
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- Understand the political economy setting of;
  - ✓ Tax on sugar sweetened beverages (SSB) - 2017
  - ✓ Traffic light labeling system in SSBs - 2016
  - ✓ Food environment of the country
- Facilitate the **identification of strategies** for public health actors to advocate for more effective policy strategies in the Sri Lankan context
- Help to improve the **efficiency of fiscal and regulatory measures** related to FE in SL by setting realistic expectations of **what can be achieved, over what timescales, and the risks** involved.



# Theoretical Approach

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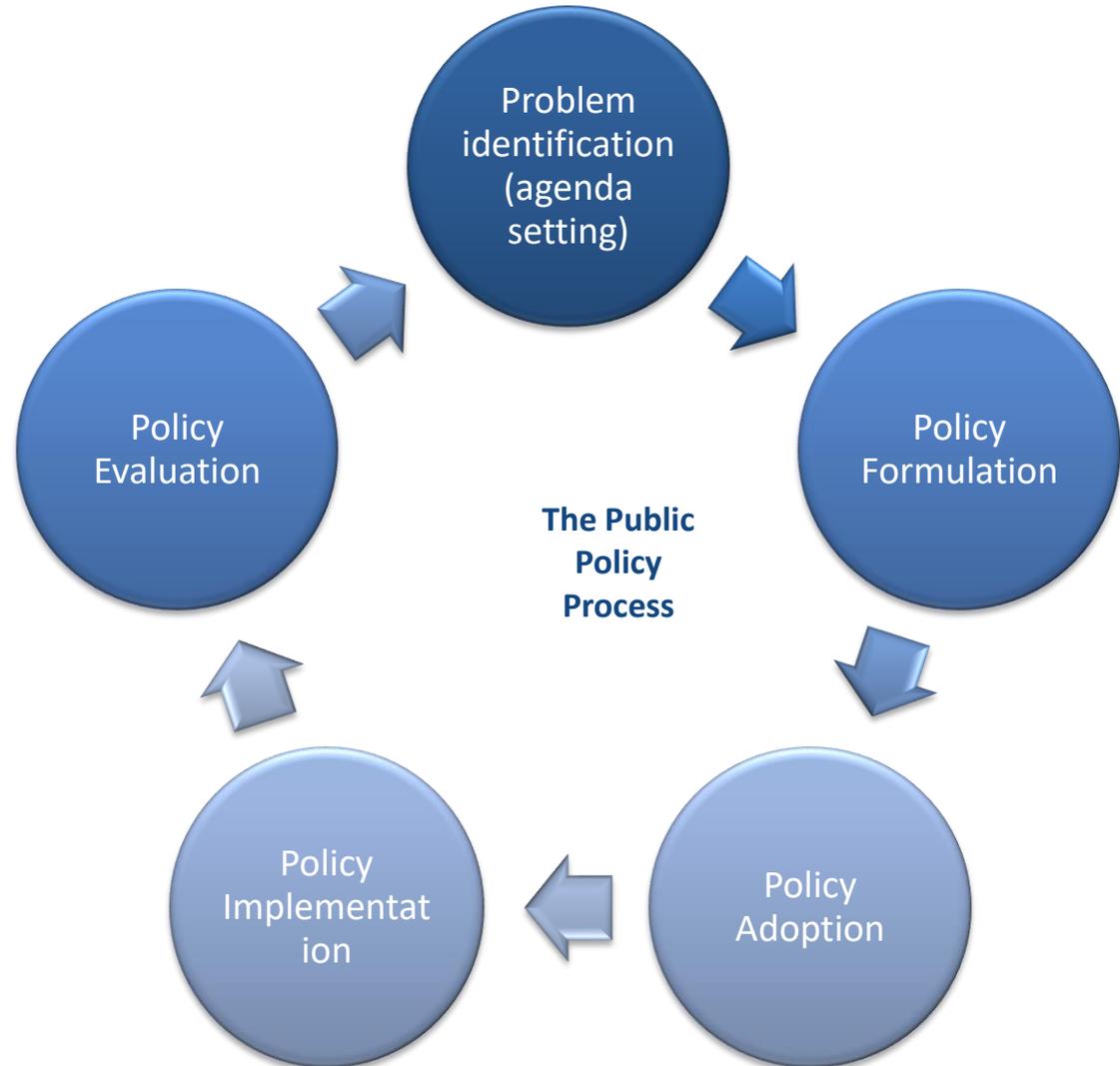


# Theoretical Approach

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## Kingdon's Theory of Agenda-Setting

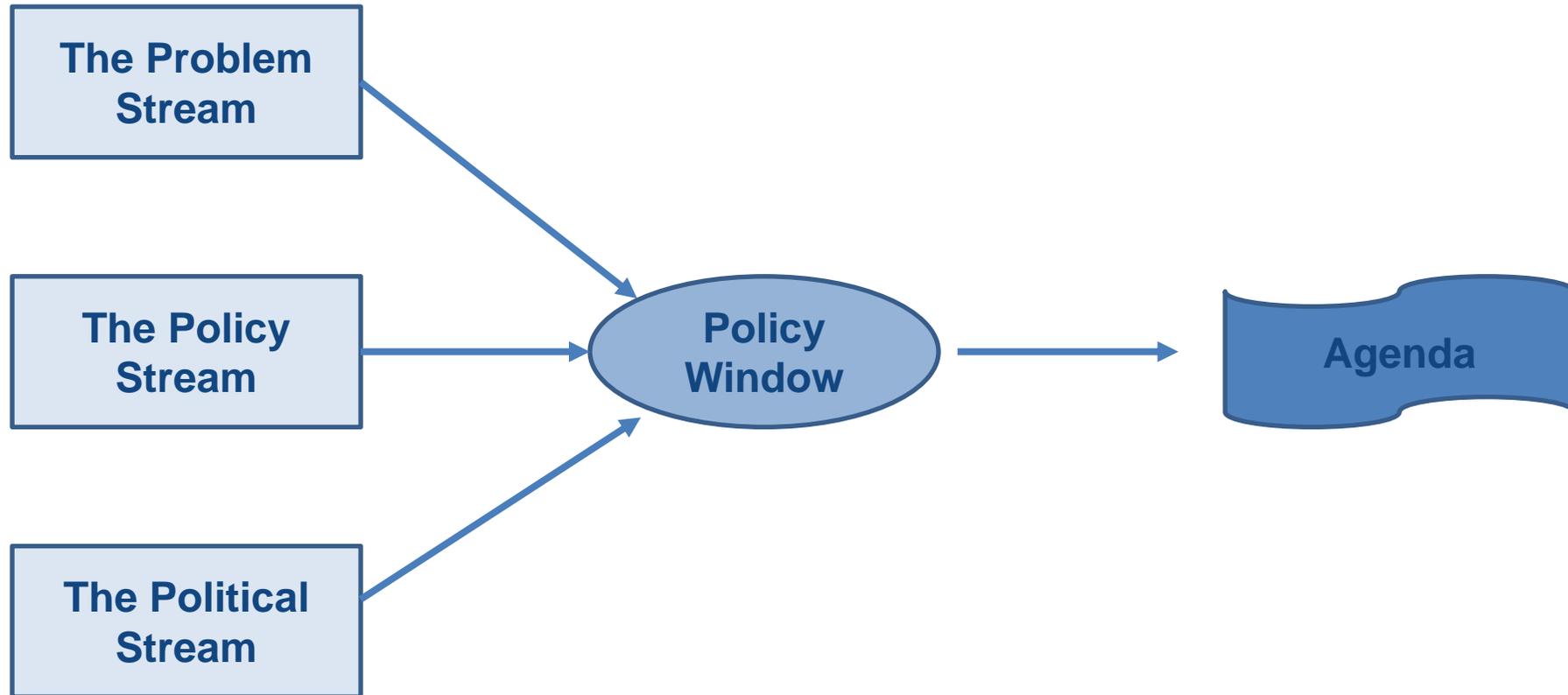
Focuses on how problems are **conceptualized** and **understood**, **policy solutions proposed**, and the **role of politics and actors** on a given policy decision (or non-decision).



# Theoretical Approach

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## Kingdon's Theory of Agenda-Setting

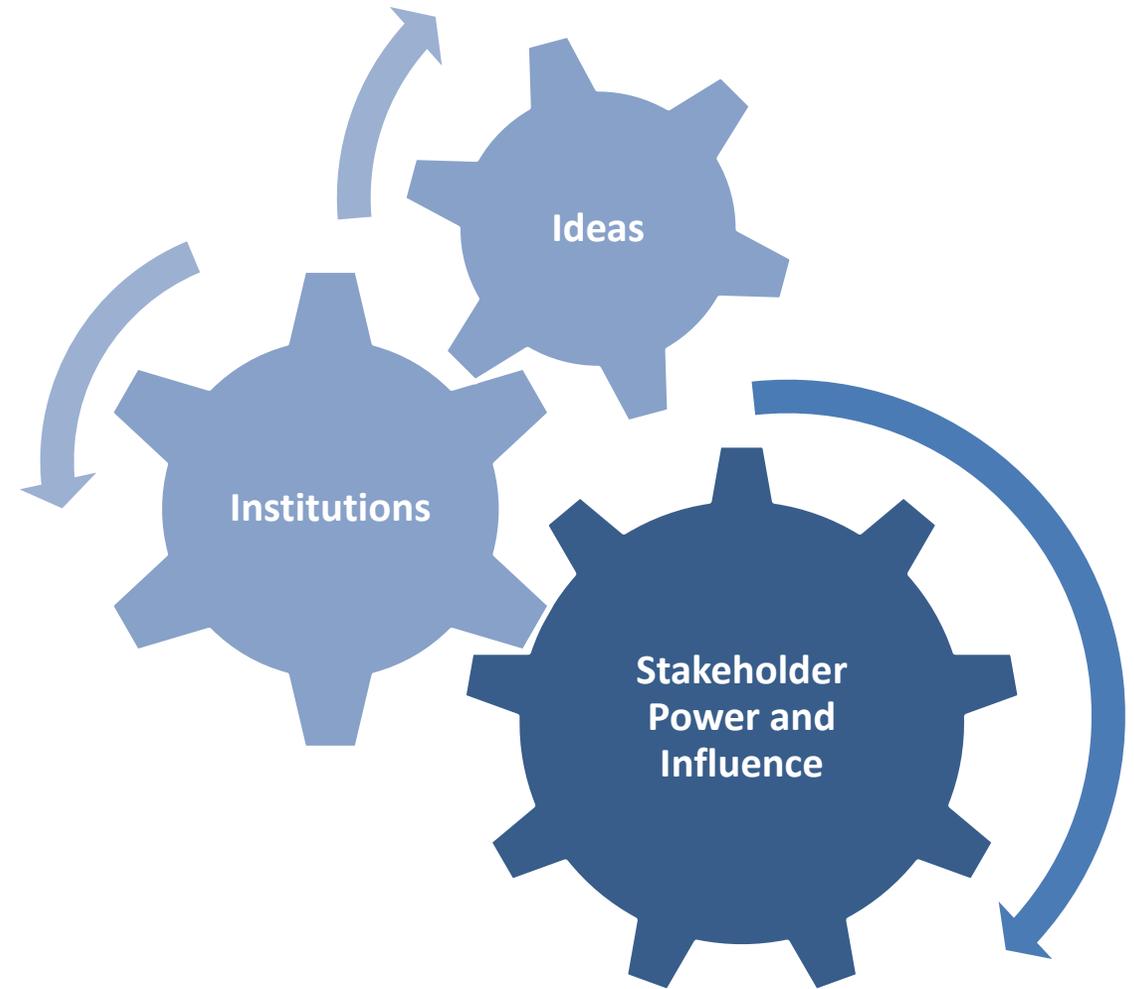


# Theoretical Approach

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## Campbell's Institutional Approach

Emphasizes the importance of understanding **ideas and paradigms** that underlie policy decisions as well as the **institutional and stakeholder** context in which decisions are made.



# Theoretical Framework

	<b>Development (agenda setting and policy design)</b>	<b>Implementation</b>
<b>Ideas</b>	Problem frames Policy frames (for the solution)	Responsibility for solution
<b>Institutions</b>	Political Sectoral policy responsibilities	Sectoral policy responsibilities
<b>Power/influence</b>	Stakeholders	Stakeholders
<b>Evidence</b>	Use of evidence	Use of evidence / generating evidence (reporting frameworks etc.,) Indicators

# Data Sources, Tools, and Methodology

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- **Data Sources**
  - **Documents – Documentary Review**
    - Policy documents
    - Other relevant literature
  - **People – Key Informant Interviews**
    - Government sectors with formal policy responsibility for the policies
    - Government sectors with mandates that relate to the policies or their potential outcomes
    - Private sector actors whose interests may be affected by the policies
    - Civil society organizations (CSO) actors with interest related to the policies
    - Multilateral agencies with relevance to health and nutrition
- **Methodology- Deductive Framework Analysis**



# Findings

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## Ideas

- NCDs, nutrition, and food environment are **duly recognized as important policy issues and framed well** in health sector policy documents.
- But many have **not devoted adequate attention** to some crucial aspects (**funding sources, governance, gender sensitivity, stakeholder identification**).
- **Healthy food consumption, production of healthy foods, social marketing and health promotion campaigns, nutrition labelling, nutrition education and retail of healthy food** are the areas **covered relatively well** in the policy documents reviewed.
- In many cases, **there is no commitment to fiscal measures** in the policy documents.

# Findings

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## Institutions -

- The **Ministry of Health plays the central role** in developing policies and regulations to promote healthy diets.

## Interest –

- **Little recognition of NCDs and FE issues** in policies formulated by **institutes in other sectors**, except health and agriculture.

## Stakeholders -

- Ministry of Health
- Ministry of Finance/ National Planning Department
- Industry
- INGOs

# Conclusion

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These findings highlight **the need of taking a more holistic and cohesive approach in developing the policies**, which aim to address the NCDs challenge and promote healthy dietary patterns in Sri Lanka.

- Covering all important elements
- Involving all the stakeholders



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