Role of civil society in the promotion of SSB taxes as instrument of public health policies

Rachel Morrison, Senior Advisor, GHAI
Clusters of work

- **Health Systems Strengthening and Budget Advocacy**, including Data for Health and Prevent Epidemics
- **Food Policy and Nutrition**, including Cardiovascular Health and the Healthy Food Policy Programme (Advocacy on SSB Taxes, School food environments and FOPWL)
- **Injury Prevention**, including Child Drowning Prevention and Road Safety
Civil Society Organizations

CSO’s because of their roles and functions critically support public health policies. Across the region there are several CSO’s that have been working on evidence-based policy implementation. GHAI engages directly with CSO’s to assist in legislative and policy reforms that impact the lives of people across the region.
CSO’s are critical in building and sustaining stakeholder support amongst key groups, individuals, creating powerful coalitions that can support policy development or implementation.
CSO’s create high impact engaging public communications includes advertisements, billboards, posts on social media.
CSO’s have been strong supporters of evidence generation, dissemination and simplification.
CSO’s have been able to counter misleading claims by private sector interests seeking to disrupt health policy development.
CSO’s have been able to create opportunities for young people to express themselves and share their perspectives on how public health policies should be constructed to support their health needs.
CSO’s play an important role in maintaining the prioritization of Public Health policy issues on government ministry agendas.
CSO’s have supported legal actions in defense of public health policy instruments.
“CSO’s by their very nature play an integral role in creating and sustaining critical health policy instruments like SSB Taxes”

R.Morrison- PAHO SSB TAX Workshop, November 2023