Knowledge, Attitudes, and Behaviors on Soft Drinks and Energy Drinks Taxation Among Adults in Al Madinah Al-Munawara

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Abstract

Background: Over the last few decades, most governments have implemented taxation on foods and beverages associated with adverse health effects to decrease the risk of health-related problems and to support the quality of life of people. The objective of the study is to assess participants' knowledge, attitudes, and behaviors on soft drink (SD) and energy drink (ED) taxation in Al Madinah Al-Munawara. Methods: A total of 384 adults aged 18-45 years were randomly interviewed in different food markets. The interview lasted for 20 minutes, and it included questions to assess demographics and knowledge, attitudes, and behaviors regarding health-related problems and taxation of SDs and EDs. Results: The results showed that a high percentage of the participants did not drink SDs and EDs (52% and 65%, respectively). Although age was significantly associated only with EDs, not consuming SDs and EDs was significantly associated with education and body mass index (BMI). After adjusting for demographic characteristics, 56% of SD consumers supported taxation, with the greatest support among those aged 40-45 years old, who had graduated from college and who were classified as overweight or obese. ED consumers supported taxation by 60%, with th e greatest support among females who aged 25-39 and those who were classified as overweight or obese. Conclusions: The findings suggest that high SD and ED taxation is likely to reduce the harmful effects of SD and ED consumption on health by reducing the amount purchased.

The Odds Ratios of Support for Taxation on SDs by Demographic Characteristics.

Model†	N (%) 216 (56%)	OR	95% CI for adjusted OR*	
			Lower	Upper
Sex				
Male	101 (46%)	1.0	References	
Female	115 (54%)	1.29	0.780	2.13
Age				
18-24	112 (52%)	1.0	References	
25-39	78 (36%)	0.782	0.317	1.93
40-45	26 (12%)	0.719**	0.300	0.920
Education				
High school or less	61 (29%)	1.0	References	
Some colleges	151 (70%)	0.380	0.038	10.340
College graduate	4 (1%)	0.835**	0.231	0.914
BMI				
Normal	12 (6%)	1.0	References	
Overweight	93 (42%)	0.361**	0.015	0.684
Obese	111 (52%)	0.512**	0.023	0.715

† Model was adjusted for sex, age, income, education, and BMI.
* Significance at the 5% level of significance: $p<0.05$. OR: odds ratio; CI: confidence interval.

Recent Publications (minimum 5)

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Photograph



Biography

Rola Jalloun has completed her PHD and had her second BA in Clinical Nutrition from Utah State University, USA in 2015. She had her internship in Encino Hospital Medical Center (Inpatient, longterm care, nutrition support), Diabetes Care Pharmacy & Health Education Program (Outpatient Clinical), The Conejo Valley Unified School District (Child nutrition), and Women, Infants, and Child program (WIC), PHFE (Community nutrition) for almost a year. She was the department head of Food Science and Nutrition Department and the head of the research Center in Family Science College. She has eight publications in different journals. She participated 4 conferences as an oral presenter. She also participated in 18 specialized training and short courses in clinical nutrition during the last six years that was approved by The Saudi Commission for Health Specialties.

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Notes/Comments: