



Gemma Bridge

My name is Gemma Bridge. I am PhD student at Leeds Beckett University in the UK. In my thesis I am investigating the use of corporate political activity (CPA) tactics and non-government organisation (NGO) advocacy strategies during the development of the UK's Soft Drink industry Levy (SDIL). I am also interested in how the soft drink industry has responded to the SDIL in terms of reformulation, marketing and product size changes of sugar sweetened beverages (SSBs), and what purchase and consumption changes have occurred in the general public.

In September I started an internship with the WFPHA oral health working group. In this role I am investigating the global spread of soft drink taxes, and how revenue from the taxes is being used. I am currently in the process of identifying key contacts in each country where a tax has been implemented and hope to develop a repository of information on the use of tax revenue. During this internship I am also interested in advocating for the use of tax revenue for oral health improvement, especially in minority groups where overall health is typically poorer.

Since starting my internship I have already learnt a lot about the complexities of policy development, public health promotion and communication between countries. I am looking forward to delving deeper into international health policy and the methods and techniques that can be employed to improve population oral and overall health.