

# Transforming Public Health through Strategic Taxation

📅 31 March 2025 • 4:00-5:00pm Manila Time

📍 Live on [Zoom](#) | Password: ADBhsd2025

## Overview

As the world deals with multiple public health and economic crises, innovative solutions are urgently needed. Health taxes, such as excise taxes on tobacco, alcohol, and sugary beverages, have emerged as a powerful tool to address these challenges. These taxes not only discourage the consumption of harmful products but also generate significant revenue for governments, which can be reinvested in public health initiatives.

SG-PSMG and SG-HSD are organizing a webinar on "**Transforming Public Health through Strategic Taxation**" to discuss the potential of health taxes in mitigating public health crises and supporting economic resilience. This webinar, organized in collaboration with the [Asia Pacific Tax Hub](#) and the [Center for Global Development \(CGD\)](#), will provide a platform for experts to share insights and discuss the latest research and regional experiences.

The webinar will feature key presentations, including a summary of the Task Force on Fiscal Policy for Health report, the Philippine experience with health taxes, and recent ADB work on excise tax policies by the Asia Pacific Tax Hub. Participants will have a deeper understanding of how health taxes can contribute to a healthier and more economically stable future.

Join us on **31 March 2025**, from **4-5 PM Manila time** (9-10 AM BST) via [Zoom](#), (password: ADBhsd2025) to learn more about the transformative potential of health taxes and engage with leading experts in the field.

## Agenda

Welcome Remarks	• Eduardo Banzon, ADB
Introduction	• Pete Baker, Center for Global Development
Summary of Task Force Report and the Philippine experience	• Cesar Purisima, Milken Institute
ADB work on health taxes	
• Excise tax policy on cigarette use	• Sandeep Bhattacharya, ADB
• Tobacco taxation	• Hana Ross, Vienna Institute for International Economic Studies
• Alcohol taxes	• Rajeev Cherukapalli, ADB
• Indonesia experience on cross price elasticities for tobacco taxes	• Jeffrey Drope, Johns Hopkins Bloomberg School of Public Health
	• Krisna Gupta, Johns Hopkins Bloomberg School of Public Health
Q and A	• Eduardo Banzon, ADB

## Meet the Speakers



**Cesar Purisima, *Milken Institute***

He served as the Secretary of Finance of the Philippines from 2010 until 2016. He was previously Chairman of the Asian Development Bank Board of Governors and is currently a Senior Fellow at the Milken Institute. He is also a member of the [Task Force on Fiscal Policy for Health](#) which works to draw attention to the role of fiscal policies in addressing the growing burden of non-communicable diseases worldwide.



**Pete Baker, *Center for Global Development***

He is the deputy director of the global health policy programme at the Center for Global Development, and the deputy director of the international Decision Support Initiative. He is a public health specialist doctor, Fellow of the UK's Faculty of Public Health, and member of NICE Technical Appraisal Committee A, which advises the NHS on resource allocation decisions. He is also part of the Secretariat for the Task Force on Fiscal Policy for Health.



**Rajeev Cherukapalli, *Johns Hopkins Bloomberg School of Public Health***

He is an economist at Johns Hopkins University's Bloomberg School of Public Health with research and practice experience in public finance, health, development, labor markets and policy evaluation. He has collaborated with the World Health Organization in the area of health taxes since 2009 including leading analysis of tobacco taxation. He serves as a technical reviewer for the Task Force on Fiscal Policy for Health. He previously edited a series of white papers on tobacco taxation in low- and middle-income countries for the Bloomberg Initiative to Reduce Tobacco Use.



**Hana Ross, *Vienna Institute for International Economic Studies***

She has over 25 years of experience conducting studies on the economic impact of excise tax policies and other interventions focusing on reducing consumption of tobacco, alcohol, and sugar sweetened beverages. She also works on issues related to illicit trade in tobacco and alcohol, including measuring the size of tax gap and developing strategies to control the illegal cigarette and alcohol markets. She currently supports research capacity building, in Europe, in Southeast Asia and in Africa.



**Jeffrey Drope**, *Johns Hopkins Bloomberg School of Public Health*

He is a research professor at the Johns Hopkins Bloomberg School of Public Health, the Director of the Economics for Health research project (formerly Tobacconomics), and the lead author/editor of the Tobacco Atlas project.



**Krisna Gupta**, *Center for Indonesian Policy Studies*

He is a lecturer at Politeknik APP Jakarta and a senior fellow at Center for Indonesian Policy Studies (CIPS).



**Sandeep Bhattacharya**, *Asian Development Bank*

He focuses on domestic tax policy initiatives and managing the Secretariat of ADB's Asia Pacific Tax Hub. Dr. Bhattacharya has over 25 years of experience in tax policy and administration, consulting, and academia. Prior to joining ADB, he taught classes in taxation, public economics, statistics, and econometrics, as well as supervised student research at Duke University. He has also worked for close to a decade in tax and customs administration.



**Eduardo Banzon**, *Asian Development Bank*

He is Director, Human and Social Development Sectors Office who champions Universal Health Coverage and has long provided technical support to countries in Asia and the Pacific in their pursuit of this goal. Before joining ADB in 2014, he was President and CEO of the Philippine Health Insurance Corporation, World Health Organization (WHO) regional adviser for health financing for the Eastern Mediterranean region and WHO health economist in Bangladesh, and World Bank senior health specialist for the East Asia and Pacific region. He was also a faculty member of the University of the Philippines' College of Medicine and Ateneo Graduate School of Business and was an honorary visiting associate professor at the National University of Singapore Saw Swee Hock School of Public Health.



**How to Join**

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