10% tax on SSBs purchased increases the price of SSBs drunk. The quantity of SSBs purchased changes depending on the pass on rate of tax (80-100%). This change in quantity is estimated with price elasticity values (0.8 to 1.0) using SLAN 2007 soft drink consumption data. The change in quantity purchased results in a change in the quantity of SSBs drunk, which is assumed to be the same change as the change in quantity purchased. The change in the quantity of SSBs drunk results in a change in the liquid calories consumed, which is estimated from the change in consumption, using SLAN 2007 food composition table. The change in liquid calories consumed results in a change in total calories consumed, which is assumed to be the same change as the change in liquid calories. The change in total calories consumed results in a change in energy balance, which is assumed to be the same change as the change in total calories consumed. The change in energy balance results in a change in weight, which is based on Christiansen & Garby. The change in weight results in a change in obesity, which is based on the Irish population, using SLAN 2007. The modelled changes in weight and obesity are using PRIME.