How the sugary drinks tax was won: 10 lessons for committed campaigners

The lessons developed for the successful implementation of the sugary drinks tax are as follows:

**Lessons 1:** It pays to be bold  
**Lesson 2:** Build a broad coalition  
**Lesson 3:** Make it personal  
**Lesson 4:** Get the cause known  
**Lesson 5:** Seize the moment  
**Lesson 6:** Stay on the front foot  
**Lesson 7:** Work with the (right) big name  
**Lesson 8:** Use different and new campaign tools  
**Lesson 9:** Get the public on side  
**Lesson 10:** Don’t celebrate too early – the fight goes on