

SUGAR SMART BRISTOL

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Why Sugar?

Children today are the first generation predicted to live shorter lives than their parent because of diet and inactivity.

Reducing the amount of sugar in sweetened drinks by 40% could prevent 300,000 cases of Type 2 diabetes and one million less people who are obese over a decade.



A Sugar Society

- Sugar accounts for 12 – 15% of energy across all age groups and is up to three times our daily recommended intake
- Sugar-sweetened drinks and fruit juices biggest source of sugar in pre-school children
- Takeaways and eating out the new social norm
- How we shop, what we eat, availability of food promotion and marketing have changed
- Nudge towards over-consumption – requires systematic change

The evidence

- Recommended average population maximum intake of sugar should be halved (5% total dietary energy) (SACN, 2015)
- 1% reduction in obesity could prevent 64,000 new cases of cancer in the UK by 2035 (Cancer Research UK, 2015)
- Type 2 diabetes directly linked with obesity – 36% adults have pre-diabetes
- Dental decay affects over 25% of five year olds

Our Bristol story...



MAKE A PLEDGE TODAY!



Nutrition Facts	
Serving Size 1 cup (228g)	
Servings Per Container 2	
Amount Per Serving	
Calories 200	Calories from Fat 100
% Daily Value*	
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 470mg	94%
Potassium 700mg	20%
Total Carbohydrate 31g	15%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	2%
Iron	4%

*Percent Daily Values are based on a diet of other people's secrets. Your % Daily Values may be higher or lower, depending on your unique needs.

	Calories	2,000
Total Fat	12g	10g
Saturated Fat	3g	20g
Cholesterol	30mg	300mg
Sodium	470mg	2,400mg
Total Carbohydrate	31g	275g
Dietary Fiber	0g	25g

Start here

Check calories

Quick guide to % DV

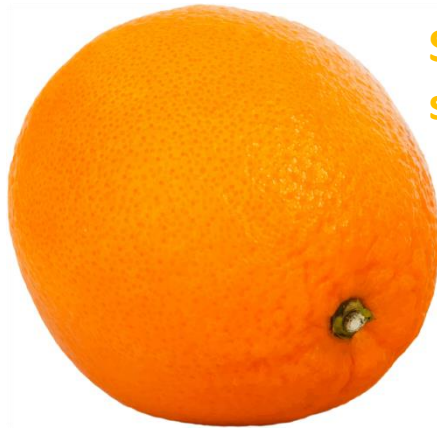
5% or less is low
20% or more is high

Limit these

Get enough of these

Footnote

Check the labels – some common products contain a lot of sugar



Swop one sweet snack

Fizzy drinks and energy drinks as a treat

