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!

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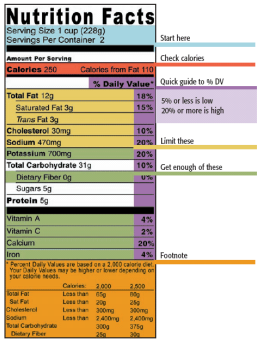
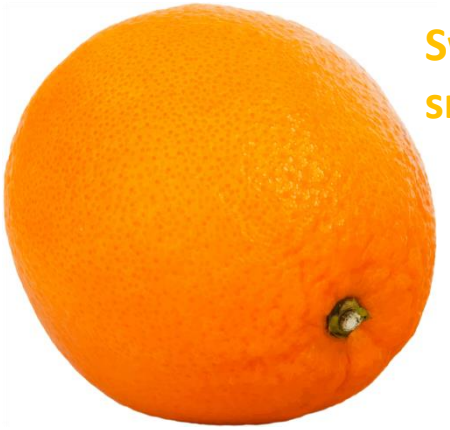


Check the labels – some common products contain a lot of sugar



Swop one sweet snack

Fizzy drinks and energy drinks as a treat