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WEBINAR AT
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TAKING ACTION ON SUGAR: CHILDREN'S SNACKS

DR KAWTHER HASHEM &
HOLLY GABRIEL

Webinar key messages
summarised for you.

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1

WHY SUGARS MATTER



WHAT ARE FREE SUGARS?

Free sugars are all sugars that are added to products, plus naturally occurring sugars in fruit purees, juices and pastes.

These naturally occurring sugars are included because the structure of the cell has been broken down during processing and 'freeing' the sugar from the plant cell wall.

INTAKE RECOMMENDATIONS FOR CHILDREN

6 MONTHS - 2 YEARS OLD:	NONE RECOMMENDED
2 - 3 YEARS OLD:	BOYS: <15G/DAY GIRLS: <13G/DAY
4 - 6 YEARS OLD:	19G/DAY MAXIMUM (5 SUGAR CUBES)
7 - 10 YEARS OLD:	24G/DAY MAXIMUM (6 SUGAR CUBES)

DAILY SUGAR INTAKES OF CHILDREN IN THE UK FAR EXCEED RECOMMENDATIONS.

Children as young as 18 months consuming **28G/DAY** on average. Older children aged 4-10 years are consuming **47G/DAY** on average.

HOW DOES IT IMPACT THE HEALTH OF CHILDREN?

INTAKE OF EXCESS FREE SUGAR IS ASSOCIATED WITH:

- ✓ GREATER RISK OF TOOTH DECAY
- ✓ INCREASED ENERGY INTAKE
- ✓ INCREASED RISK OF TYPE 2 DIABETES (FROM SUGAR SWEETENED BEVERAGES)

A **QUARTER** of 5 year olds have tooth decay affecting 3-4 teeth on average.



NEARLY 8,000 children under 5 years have had one or more teeth extracted in hospital as a result of decay.



Yet, the majority of tooth decay in young children is left untreated.

THE PREVALENCE OF EXCESS WEIGHT IN CHILDREN IN THE UK IS ALARMING.



OVER 1 IN 5 children aged 4-5 is overweight or obese.

OVER 1 IN 3 children aged 10-11 is overweight or obese.



High sugar intake is associated with excess energy intake.

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SNACKING IN CHILDREN



THE FIRST 1,000 DAYS OF LIFE - FROM CONCEPTION TO THE AGE OF 2 YEARS - OFFERS A CRUCIAL WINDOW OF OPPORTUNITY TO SHAPE A CHILD'S HEALTH AND EATING PATTERNS FOR THE FUTURE.

SNACKING ADVICE FOR BABIES & TODDLERS



↓12M

NO NEED FOR SNACKS, OFFER MINI MEALS INSTEAD

12M+

TYPICAL DIETARY PATTERN - 3 MEALS, 2 NUTRITIOUS SNACKS

SUGARY FOODS, INCLUDING DRIED FRUIT, SHOULD NOT BE PROVIDED BETWEEN MEALS TO PROTECT DENTAL HEALTH



Not all parents or carers will be able to provide minimally processed, homemade food, which is why there is a huge amount of commercially made baby and toddler foods available.



THE BIG SUGAR DEBATE

Many manufacturers like the idea of a 'clean label', but what does that mean?

A 'clean label' is usually something that consumers can read and understand without too many ingredients or things that sound scary such as long scientific names or E-numbers.



This leads to lots of fruit sugars being used in products, such as date sugar, fruit purees and fruit juice concentrates.

THE ISSUE IS THAT ALTHOUGH THESE MAY SOUND HEALTHIER TO THE CONSUMER, THEY ARE STILL FREE SUGARS.



ACTION ON SUGAR SURVEYED COMMON FRUIT SNACKS OFFERED TO CHILDREN TO REVEAL THE FREE SUGAR CONTENT.

They found that although these products were made of 100% fruit purees and advertised as 1 of 5 A Day, they contained very high quantities of free sugars.



TAKING ACTION ON SUGAR: → CURRENT GOVERNMENT POLICIES

SUGAR REDUCTION PROGRAMME

As part of the UK Government's Childhood Obesity Programme, the voluntary Sugar Reduction Programme was introduced with the aim of creating a healthier food environment for all.

The target for industry to meet by 2020 was a **20% REDUCTION** in the sales of sugar from the biggest contributors in the UK diet.

Companies were asked to look at how they could reformulate, reduce portion size or shift sales towards healthier, lower sugar alternatives.

2020 data is still to be published, but initial data from the first 3 years of the programme suggest more action needs to be made. In 2018, data showed just a **3% REDUCTION** in sugar across all categories, a far cry from the 20% target.

CATEGORIES INCLUDED:

- ✓ BREAKFAST CEREALS
- ✓ YOGURTS & FROMAGE FRAIS
- ✓ ICE CREAM, LOLLIES, SORBETS
- ✓ SWEET CONFECTIONERY
- ✓ CHOCOLATE CONFECTIONERY
- ✓ CAKES
- ✓ MORNING GOODS (PASTRIES)
- ✓ SWEET SPREADS AND SAUCES
- ✓ BISCUITS
- ✓ PUDDINGS

CALORIE REDUCTION PROGRAMME

CATEGORIES INCLUDED:

- ✓ READY MEALS
- ✓ PIZZAS
- ✓ FOOD TO GO
- ✓ MEAL DEALS
- ✓ CHIPS, NOODLE/PASTA DISHES
- ✓ SAVOURY SNACK PRODUCTS
- ✓ SAUCES & DRESSINGS
- ✓ MEAT & MEAT ALTERNATIVES

The UK Government also initiated its voluntary Calorie Reduction Programme, which aimed to reduce calories in the main contributors to excess calorie intake **BY 20% BY 2024**. However since its announcement targets for certain categories have been reduced.

WE ARE STILL WAITING TO SEE ANY PROGRESS REPORTS FROM THIS PROGRAMME.

Energy	Fat	Saturated	Sugars	Salt
1046KJ 250Kcal	3.0g	1.3g	34g	0.9g
13%	4%	7%	38%	15%

TAKING ACTION ON SUGAR: →

FUTURE POLICIES

DEC
22

ADVERTISING RESTRICTIONS ON FOODS HIGH IN FAT, SALT & SUGAR

From 2022 products that are high in fat, salt and sugar (HFSS) will be restricted in their advertising in the UK. This will span across in-store, TV and online.

PLACE & PRICE PROMOTION RESTRICTIONS

This will restrict HFSS products from being included in price promotions e.g. Buy One Get One Free (BOGOF), as well as place promotions e.g. end of aisle or checkout displays in supermarkets.

The UK spends more on foods and drinks on promotion than any other European country.

These types of promotions have been shown to increase sales by **UP TO 50%**.

9PM WATERSHED ON TV & ONLINE ADS BAN

This will prohibit HFSS products from being advertised on TV before 9pm and will stop adverts appearing online such as social media and YouTube.

Children are more likely to watch content online than on TV, so a full online ban will protect children from the frequency and quantity of ads for unhealthy products.

DON'T HIDE WHAT'S INSIDE

A recent report by Bite Back 2030 found children and young people are being led to believe that some of the products they are choosing are healthier than they are through clever marketing and labelling.

HIGH IN FIBRE

Bite Back 2030 surveyed over 500 products bearing health claims such as 'high in fibre' and found that **57%** were also high in salt, saturated fat or sugar.

Energy 1046kJ 250kcal	Fat 3.0g	Saturates 1.3g	Sugars 34g	Salt 0.9g
13%	4%	7%	38%	15%

CLOSE THE 'BABY GAP'

All current and proposed Government policies exclude baby and toddler products.

We need to enforce tighter restrictions to protect babies and young children.

5

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WHAT WE CAN DO?

Energy 1046kJ 250kcal	Fat 3.0g	Saturates 1.3g	Sugars 34g	Salt 0.9g
13%	4%	7%	38%	15%

TAKE ACTION ON MISLEADING PACKAGING & LABELLING

There is very little action being taken to improve the packaging and labelling of HFSS products.



CLAIMS: HFSS products can bear health and nutrition claims such as 'no added sugar', which make them appear healthier than they are to consumers.



TRAFFIC LIGHTS: Front of pack traffic light labelling thresholds are too generous. An amber level can contain anywhere between **>5G** and **<22.5G** of sugar!

Often products will contain just under the threshold which is still a significant contributor to daily intake.

CARTOONS: Many unhealthy products aimed at children feature cartoon characters. The use of cartoons is a smart marketing tactic to encourage 'pester power'.



WHAT CAN INDUSTRY DO?

The food industry has a huge role to play in improving the food environment, so what can they do to make a difference?

- ✓ HONEST LABELLING
- ✓ REMOVE MISLEADING HEALTH CLAIMS
- ✓ PUT PRESSURE ON GOVERNMENT FOR INDUSTRY GUIDANCE/ LEGISLATION
- ✓ ACCELERATE REFORMULATION
- ✓ CLEAR DENTAL HEALTH WARNING ON FRUIT SNACKS
- ✓ RESPONSIBLE MARKETING AND PROMOTIONS

WHAT CAN INDIVIDUALS DO?

As individuals we can challenge food companies and demand action is taken.

CHALLENGE COMPANIES ON:

- ✓ MISLEADING LABELLING
- ✓ CARTOONS ON UNHEALTHY PRODUCTS
- ✓ SUGAR CONTENT OF PRODUCTS

A good way to challenge large companies is through their CEO and stakeholders. Check out [ShareAction](#) to learn more!

You can also challenge the Government to take further action by writing to your local MP.

