

Sugar reduction/healthy snacking

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Aims and Objectives

Consider sugar products within the diet

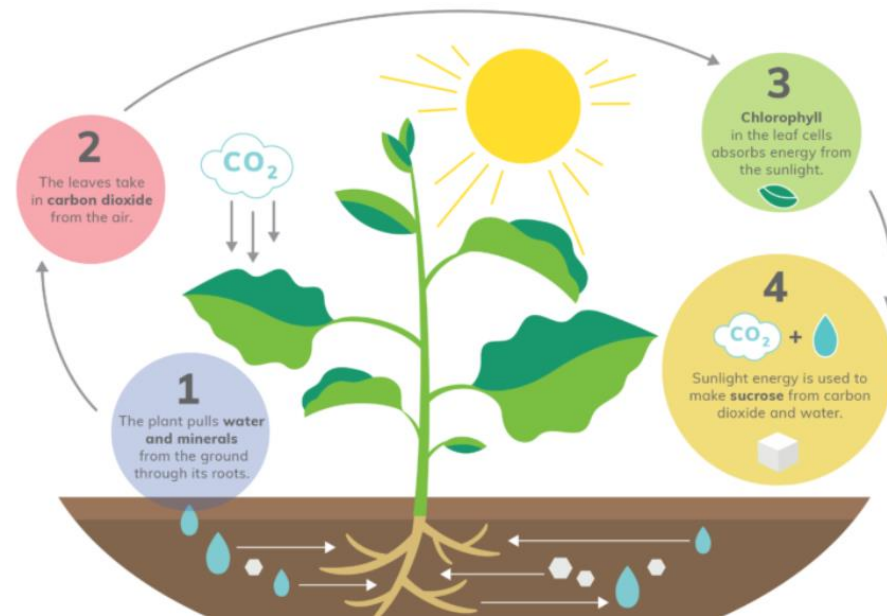
Identify sugar labelling within food products

Identify sugar snack product substitutions within diets

What is sugar?

An important source of energy

Human adult brain requirement for sugar is 130g per day



Types of sugar



WHO definition of sugars

Free sugars vs intrinsic sugar

'Noncommunicable diseases (NCDs) are the world's leading cause of death: they were responsible for an estimated 41 million (73%) of the 56 million deaths in 2017'.

WHO 2019

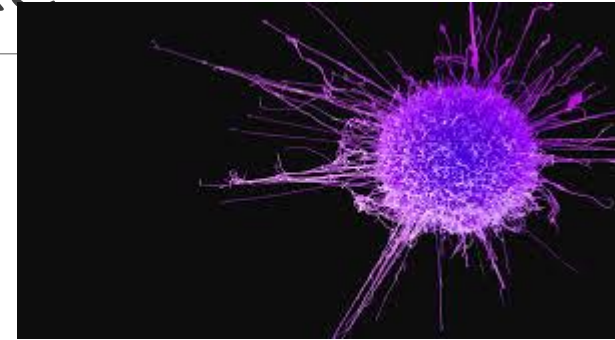
Health risks and sugar intake



Obesity



Diabetes



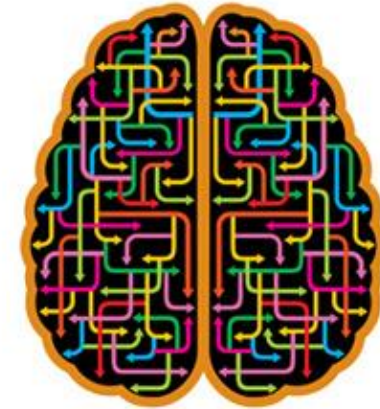
Cancer



Dental caries



Cardiovascular
disease



Psychological
impact

Proportion of Sugar within our diet

Sugar should not make up more than 5% of the total energy that we get from food and drink each day

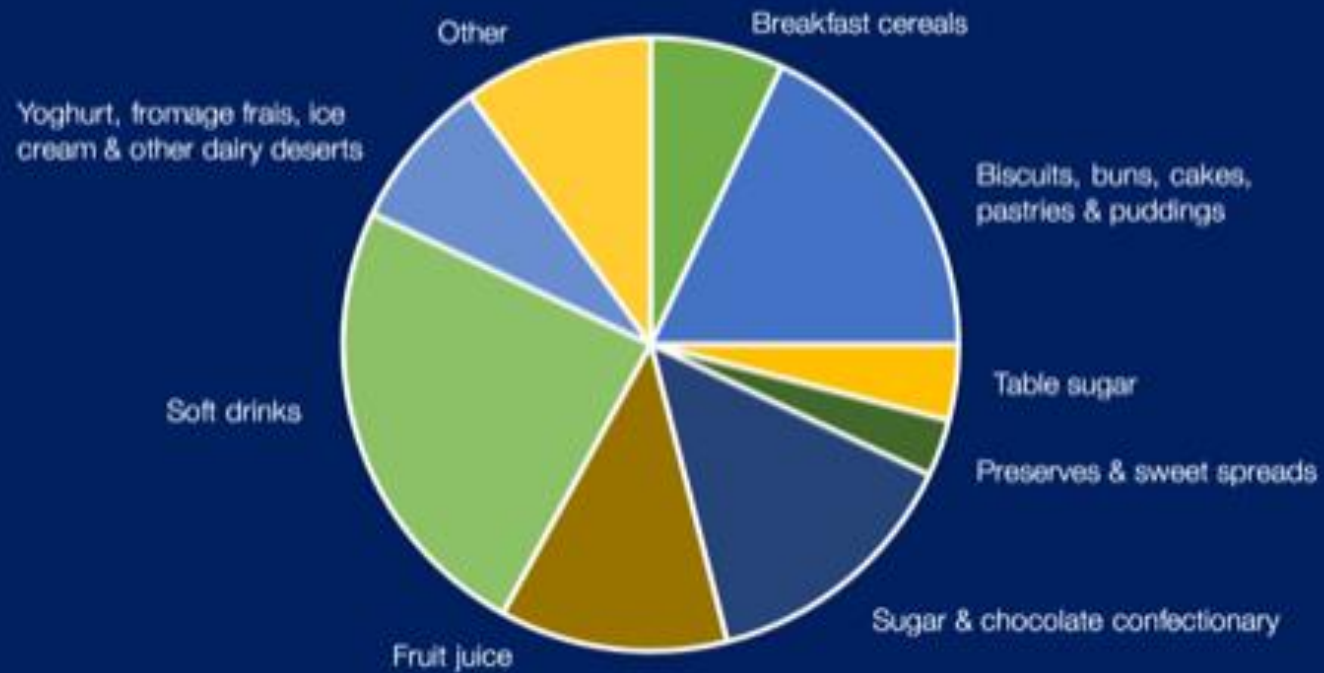
National diet and Nutrition Survey reveals children (especially those between 11-18 years) are consuming on average 14% of their daily calories intake from added sugar (Food Standards Agency 2018)

New recommended maximum daily sugar intake*



*Scientific Advisory Committee on Nutrition, 2015

Where do children (age 4-18) get the most sugar from?



Obesity cost per year
Sugar contributes to:



£3.4bn

NHS dental
care costs



£5bn

NHS obesity
costs



£8.8bn

NHS type 2
diabetes costs



£27bn

Cost to wider
economy

Guidance on health eating for children

World Health Organization (WHO) (2016) published 'Guidance on ending the inappropriate promotion of foods for infants and young children

Aimed to protect breastfeeding, prevent obesity, reduce the risk of chronic disease, promote healthy diet and better understanding for caregivers

Guidance on healthy eating for children

Childhood obesity: a plan for action (Gov.UK 2018)

The government's plan to reduce England's rate of childhood obesity within the next 10 years by encouraging:

Industry to cut the amount of sugar in food and drinks

Primary school children to eat more healthily and stay active

Guidance on healthy eating for Children

PHE (2019) report regarding 'healthy' infant snacks

<https://www.theguardian.com/society/2019/jun/27/sugar-children-babies-snack-food-health>

<https://www.dailymail.co.uk/health/article-6984215/Nine-ten-toddlers-eating-sugar-childrens-snacks-hit-sugar-tax.html>

Guidance on healthy eating for Children

The most common proportion of baby food (61%) contained mixed fruit and had the highest average sugar levels

Some baby products were identified to contain added sugar in the format of; processed fruit ingredients such as purees, powders and pastes which are included in the definition of free sugar

Product name ^a	Ingredients ^{a b}
Chocolate pudding	Whole Milk (79%), Water, Sugar , Cornflour, Fat Reduced Cocoa Powder (1%)
Strawberry baby biscuit	Wheat Flour (59%), Grape Juice Concentrate (26%), Palm Oil (6%), Sunflower Oil (5%), Strawberry Powder (3%), Raising Agent (Sodium Bicarbonate) (<1%), Thiamin (<1%)
Egg custard	Whole Milk (46%), Rice (24%), Skimmed Milk (17%), Water, Sugar , Egg (3%)
Rusk	Wheat Flour, Sugar , Palm Oil, Raising Agents (Ammonium Carbonates), Calcium Carbonate, Emulsifier (Monoglycerides), Niacin, Iron, Thiamin, Riboflavin, Vitamin A, Vitamin D
Fruit bars	Date Paste (86%), Apple Powder (13%), Rice Flour (<1%), Sunflower Oil (<1%)
Whole wheat bars with fruit filling	Fruit Filling (35%) (Apple Juice Concentrate , Strawberry Puree (6%), Blackcurrant Puree , Gelling Agent (Pectin), Raspberry Extract), Whole Wheat Flour, Apple Juice

Nutrition Labels

Look for the "Carbohydrates of which sugars"

High: more than 22.5g of total sugars per 100g

Low: 5g or less of total sugars per 100g

Medium: If the amount of sugars per 100g is between the above amounts

Nutrition Facts	
Serving Size 2/3 cup (55g) Servings Per Container About 8	
Amount Per Serving	
Calories 230	Calories from Fat 72
% Daily Value*	
Total Fat 8g	12%
Saturated Fat 1g	5%
<i>Trans</i> Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	12%
Dietary Fiber 4g	16%
Sugars 1g	
Protein 3g	
Vitamin A	10%
Vitamin C	8%

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<i>Trans</i> Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	

Ingredients

Sugar added to food must be placed within the ingredients list

The greatest proportion of ingredient is stated first

Identify other words to describe sugar

Food labelling

Red, amber and green labelling

red = high (more than 22.5g of sugar per 100g or more than 27g per portion)

amber = medium (more than 5g but less than or equal to 22.5g of sugar per 100g)

green = low (less than or equal to 5g of sugar per 100g)



Each serving (150g) contains

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

of an adult's reference intake

Typical values (as sold) per 100g: 697kJ/ 167kcal

Eatwell Guide

Use the Eatwell Guide to help you get a balance of healthier and more sustainable food. It shows how much of what you eat overall should come from each food group.

Check the label on packaged foods

Each serving (150g) contains

Energy 804kJ 250kcal	Fat 3.0g LOW	Saturated 1.3g LOW	Sugars 34g HIGH	Salt 0.9g MED
13%	4%	7%	38%	15%

of an adult's reference intake
Typical values (as sold) per 100g: 697kJ/167kcal

Choose foods lower in fat, salt and sugars



Water, lower fat milk, sugar-free drinks including tea and coffee all count.

Limit fruit juice and/or smoothies to a total of 150ml a day.

Per day 2000kcal 2500kcal = ALL FOOD + ALL DRINKS

Overall food Recommendations for children 12 months +

WHO (2020) recommends that children are breastfed until 2 years

Avoid salty foods and adding salt to foods

Choose foods lower in saturated fat

Avoid mould ripened cheeses

Avoid rice milk

Recommendations related to sugary foods

Avoid snacks containing free sugars e.g. chocolate, sweets, cakes, biscuits, sugary breakfast cereals, jams, honey, fruit smoothies and dried fruit

If consuming snacks containing free sugar encourage during a meal

Limit fruit juices and smoothies to 150ml per day

Squash, fizzy, soft and juice drinks should be avoided

Dried fruit should be eaten with a meal

(NHS 2019 [A])

Snack ideas for children

fresh fruits, such as apple, banana or small pieces of soft, ripe, peeled pear or peach

cooked or raw vegetable, such as broccoli florets, carrot sticks or cucumber sticks

pasteurised plain full-fat yoghurt

sticks of cheese (choose a lower salt option)

toast, pitta or chapatti fingers

unsalted and unsweetened rice or corn cakes

(NHS 2019 [B])

Practical support for Families

Change4life <https://www.nhs.uk/change4life>

Henry programme <https://www.nhs.uk/change4life>

Children centre support ie weaning groups, healthy cooking groups

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