

How sugar is contributing to the obesity epidemic

Sian Bloxham



General facts

- History
- Sugar and weight gain
- Government recommendations
- UK consumption

(Bray and Popkin, 2014; Taube, 2017; SACN, 2015; Public Health, 2015; Food Standards Agency, 2016)

A black and white photograph of four aluminum cans of sugary drinks lined up. From left to right: a Coca-Cola can with its iconic script logo, a Fanta Orange can with a circular logo and the word 'ORANGE' and '0,33L' below it, a Sprite can with its 'S' logo and a splash graphic, and a Pepsi can with its circular logo. A dark horizontal band with the title 'Sugar-sweetened drinks' in white text is superimposed over the middle of the cans. An orange square is on the right side of the band.

Sugar-sweetened drinks

(Bray and Popkin, 2014; Public Health England, 2017 and DiNicolantonio and Berger, 2017)

Other sources of sugar in the diet

- Obvious culprits
- Hidden sugar
- Clever marketing

(Public Health England, 2015; Lustig *et al.*, 2012)

Availability of sugar

- Checkouts and Pester power
- Children's access to sweets
- Snacking
- Video Clip 'Half the Sugar'

https://www.youtube.com/watch?v=met9h_GQEVc



(Gannon *et al*, 2014; Wright *et al*. 2015; Aljawad *et al*, 2016; Story and French, 2004 and Change4Life, 2018)

TV Advertising Legislation



(Boyland and Halford, 2013; Ofcom, 2010 and Obesity Health Alliance, 2017)



BE SUGAR SMART!!!

Thanks for listening!

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