



Department
of Health

Sugar Recommendations

Department of Health, England

High Level Group
28th October 2015
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Scientific Advisory Committee on Nutrition Report on *Carbohydrates & Health* (July 2015)

Key findings on sugar

- Increasing the percentage of total dietary energy as sugars leads to a corresponding increase in energy intake
- In children and adolescents, consumption of sugar-sweetened beverages results in greater weight gain and increases in body mass index
- higher consumption of sugar is associated with a greater risk of dental caries
- greater consumption of sugar sweetened beverages is associated with increased risk of type 2 diabetes

Scientific Advisory Committee on Nutrition

Carbohydrates & Health

Recommendations on sugar

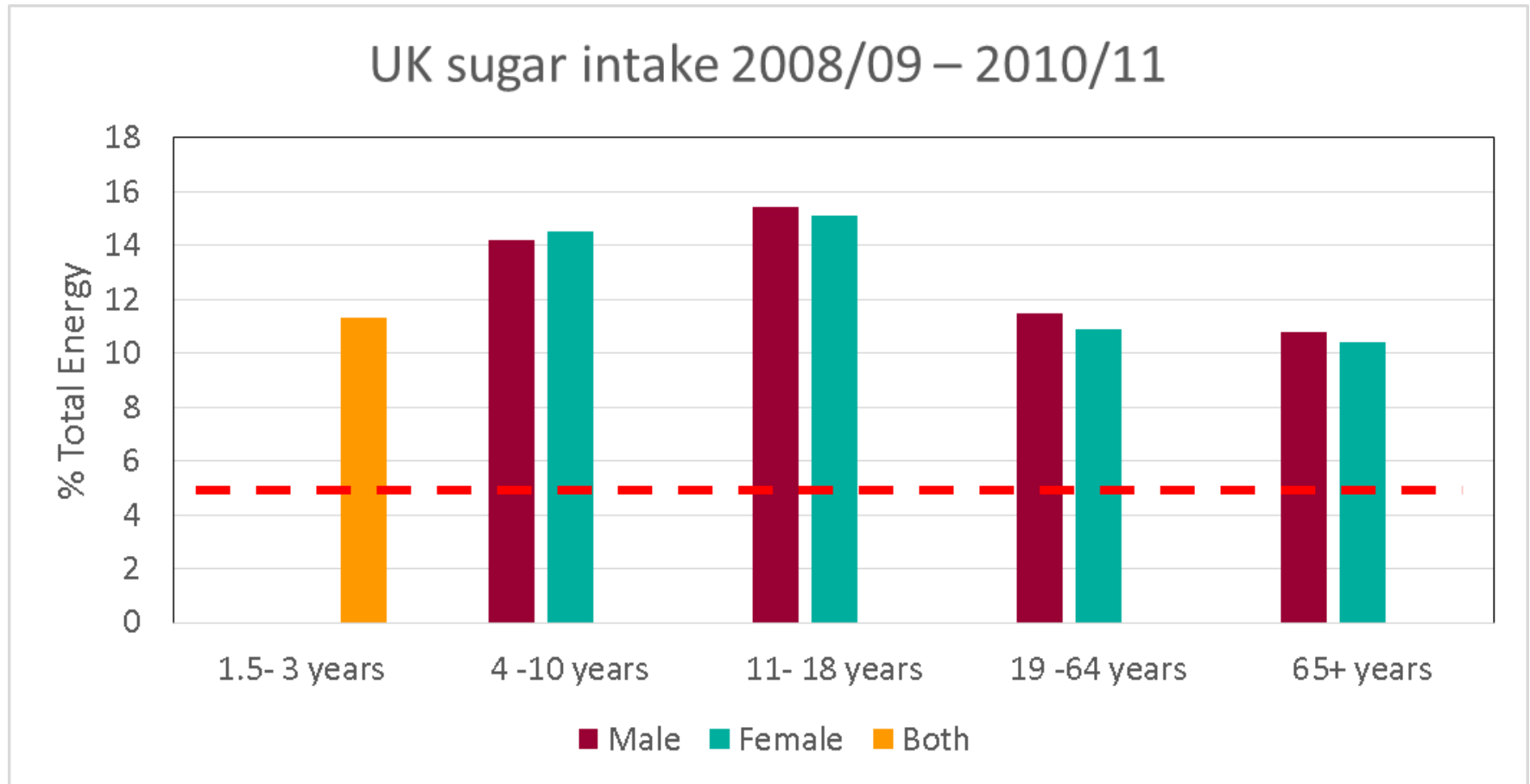
- The average population intake of free sugars* should not exceed 5% of total dietary energy for age groups from 2 years upwards.
- Consumption of sugar-sweetened beverages, by children and adults, should be minimised.

*sugars added to food, naturally present in honey, syrup and fruit juice

Maximum sugars intakes for different age groups

Age	Maximum sugar intakes	Sugar cubes
From 11yrs	no more than 30g of sugar per day	7 cubes
7 to 10yrs	no more than 24g of sugar per day	6 cubes
4 to 6yrs	no more than 19g of sugar per day	5 cubes

UK sugar intakes compared to the new SACN recommendation



Public Health England "Sugar Reduction - the Evidence" October 2015

PHE evidence is informing our childhood obesity strategy; however, Government has no plans to introduce a tax on sugar.

PHE Recommendations:

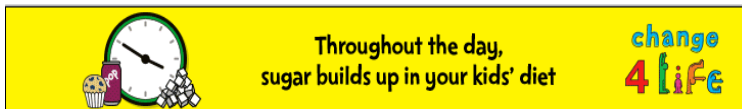
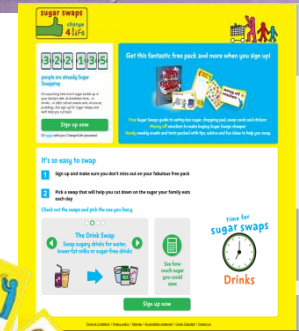
1. Reduce and rebalance price promotions in retail outlets, including supermarkets and the out of home sector (including restaurants, cafes and takeaways).
2. Significantly reduce opportunities to market and advertise high sugar food and drink products to children and adults across all media and through sponsorship.
3. The setting of a clear definition for high sugar foods. Review and strengthening of the Ofcom nutrient profiling model used to restrict advertising to children.
4. Introduction of a programme of gradual sugar reduction in everyday food and drink products combined with reductions in portion size.
5. Introduction of a price increase of a minimum of 10-20% on high sugar products through the use of a tax or levy, such as on full sugar soft drinks.
6. Adopt, implement and monitor the government buying standards for food and catering services across the public sector, including national and local government and the NHS.
7. Ensure that the accredited training in diet and health is routinely delivered to all of those who have opportunities to influence food choices in the catering, fitness and leisure sectors and others in local authorities.
8. Continue to raise awareness of concerns around sugar levels in the diet to the public as well as health professionals, employers the food industry etc, encourage action to reduce intakes and provide practical steps to help people lower their own and their families' sugar intake.

Sugar is a high profile issue

- Supermarkets cutting sugar and removing sweets from check-outs
- Soft drinks manufacturers reducing sugar by up to 30%
- Confectionery giants reducing portion sizes of chocolate bars

Change4Life Sugar Swaps Campaign – Jan 2015

TV, radio, posters, digital, in-store advertising, and pack



Sugar Swaps – Results



More than 410k registrations

70k+ swapping sugary drinks
122k+ swapping after school snacks



40k+ app downloads



435 pieces of media coverage



£1 million worth of money off vouchers for Ribena, Evian, Weetabix, New York bagels, Flora and Aldi



Gained 30k new Facebook fans



14 million sign-up leaflets

5,400 sign-ups from the 10 regional roadshows

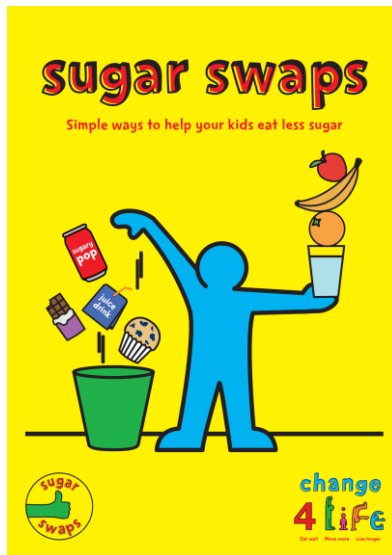





All 152 Local Authorities engaged

In our comparison study, families signing up to C4L purchased 6% less volume of sugary snacks and 6% less volume sugary puddings while increasing lower sugar snack and pudding consumption

Updated Change4Life Sugar Messaging

- In July the Government accepted the Scientific Advisory Committee on Nutrition's advice to reduce the recommended guidelines for sugar consumption
- Change4Life has updated its messaging 'Sugary drinks have no place in a child's daily diet. Swap to water, lower fat milks, diet, sugar free and no added sugar drinks instead'



Age	Recommended maximum added sugar intake	Sugar cubes†
4-6yrs	no more than 19g per day	5 cubes 
7-10yrs	no more than 24g per day	6 cubes 
From 11yrs	no more than 30g per day	7 cubes 

* Based on 4g sugar cubes

Tackling Childhood Obesity

Reducing the rate of childhood obesity is a major priority for the Government

- The causes of obesity are complex, and can be affected by a number of dietary, lifestyle, environmental and genetic factors. Addressing it will therefore require a comprehensive and broad approach.
- Considering a range of actions including the contribution that the Government, alongside industry, families, schools and communities, can make.
- Public Health England's review of evidence on reducing sugar will inform our policy development.
- Our Childhood Obesity Strategy to be published in the coming months