

# Sugar Smart Durham

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**Durham Community Action**



Sugar Smart Durham is part of a national campaign led by Sustain and the Jamie Oliver Foundation.

“joined up local action to make a real difference and help people to reduce the amount of sugar in their diet”

But why is sugar such a problem?



Sugar provides the body with empty calories that give us energy without any nutrients. As a result, we eat more without feeling full or satisfied.

This leads to an increased risk of weight gain, certain diseases, and a cycle of highs and lows in energy levels, which will leave you feeling tired and craving even more sugar.





SOME PEOPLE EAT AS MANY AS  
**40 TEASPOONS OF  
SUGAR** EVERY DAY  
**THAT IS MORE THAN 5X**  
THE RECOMMENDED DAILY ALLOWANCE

FOR THE FIRST TIME IN  
HUMAN HISTORY THE WORLD  
HAS **MORE PEOPLE** THAT ARE  
**OVERWEIGHT**  
THAN UNDERWEIGHT



**CHILDREN TODAY**  
ARE THE FIRST GENERATION PREDICTED TO  
**LIVE SHORTER LIVES**  
**THAN THEIR PARENTS**  
BECAUSE OF DIET AND INACTIVITY





**OVER 15% OF**  
CHILDREN UNDER  
3 YEARS OF AGE  
**HAVE SOME**  
DENTAL DECAY



**TOOTH**  
EXTRACTION  
IS THE LARGEST  
CAUSE OF ADMISSION  
TO HOSPITAL IN  
5-9 YEAR OLDS



3.8 million people in England aged over 16 had diabetes in 2015. This is around 9% of the adult population.

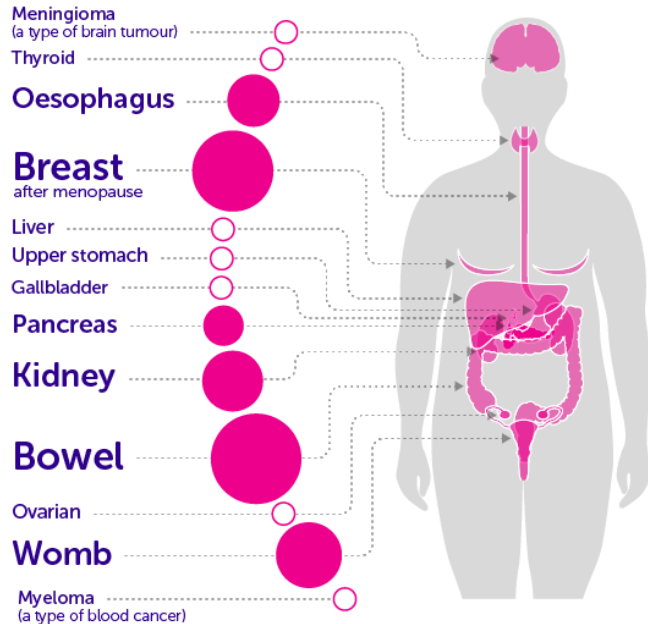
Approximately 90% of diabetes cases are Type 2; and are largely preventable or manageable by lifestyle changes. The likelihood of developing Type 2 diabetes is increased by being overweight and is linked to over consumption of sugar.





## BEING OVERWEIGHT CAN CAUSE 13 TYPES OF CANCER

- Larger circles indicate cancers with more UK cases linked to being overweight or obese
- Number of linked cases are currently being calculated and will be available in 2017



LET'S BEAT CANCER SOONER  
cruk.org



Because of the link to obesity, a high sugar diet is also likely to increase the risk of certain types of cancer.

# Community Survey Findings

- Respondents said they found it hard to know how much sugar they are consuming
- 79% said they wanted help to reduce the amount of sugar their children consumed
- 90% said that hidden sugars in food was the biggest challenge to eating healthily



## We're focusing on:

- Raising awareness of the sugar content of foods, and related health risks
- Reducing unhealthy food and drink offers in leisure centres, universities and hospitals
- Challenging sweet treats and tuck shop culture, at home and in the workplace
- Working with businesses and restaurants to do more to keep their staff and customers healthy



### COUNTY DURHAM DASHBOARD

YOUR PARTICIPANTS

15

ACTION PLEDGES

7

PRE-REGISTRATIONS

2

PARTICIPANTS

ASSETS

PARTNERS

VOLUNTEERS



ALL SECTORS ▾

ACTIVE

PRE-REGISTERED

FINISHED



## TELL US WHAT ACTION YOU ARE TAKING



If you are a local organisation or business taking action to reduce sugar, you are in the right place.

Register below to tell us what action you are taking.

**JOIN SUGAR SMART**

Go to [www.sugarsmartuk.org](http://www.sugarsmartuk.org) and get involved!

or email the SUGAR SMART co-ordinator:

[Hannah.murray-leslie@durhamcommunityaction.org.uk](mailto:Hannah.murray-leslie@durhamcommunityaction.org.uk)