CHILD OBESITY
Top 10 selling items in NZ supermarkets

1. Coca-Cola 1.5l
2. Wattie's spaghetti 420g
3. Coca-Cola 2.25l
4. Nature’s Fresh white toast 700g
5. Wattie’s baked beans 420g
6. Dole bobby bananas 850g
7. Tip Top soft white toast 700g
8. Sprite Lemonade 1.5l
9. Mollenberg original toast 700g
10. Coke Zero 1.5l
Sugar
(sucrose, $C_{12}H_{22}O_{11}$)

Harmful if swallowed. Causes obesity and tooth decay.

Harmful in large quantities!
HOSPITAL BANS SUGAR DRINKS
PROJECTS AXED IN TASMAN BUDGET
Sugary drinks and junk food blamed as kids have rotten baby teeth pulled out

MATT STEWART
Last updated 06:52, July 29 2015

A 3-year-old had 11 teeth extracted after being given Coke in a sipper bottle throughout the day.
Soft drink industry says parents - not its products - to blame for kids' cavities

MATT STEWART
Last updated 05:00, August 1 2015

This 2-year-old's parents had been feeding the toddler Coke, which had dissolved the teeth right down to the gum, exposing the nerve.
KIDS’ OBESITY ALL RICHIE MCCAW’S FAULT, SAYS DOCTOR

by Cameron Slater on July 29, 2015 at 9:30am
DIABETES DRINKS
More than 6600 Kiwi kids admitted to hospital with rotten teeth in one year

MATT STEWART
Last updated 19:06, July 25 2017

A 4-year-old Auckland girl who had been drinking fizzy drinks from a sipper bottle had all her teeth removed under general anesthetic in hospital at a cost of about $4000.
From 11 October 2016, no sugary drinks will be sold or served at WHO Headquarters.
World Health Organisation urges all countries to tax sugary drinks

WHO says a tax of 20% results in a drop in sales and consumption of sugary drinks, which are driving obesity crisis
Jamie Oliver slams NZ Government over inaction on sugary drinks tax

RACHEL THOMAS
Last updated 16:55, June 28 2017
Boy oh boy! Watcha got in your basket?

Just your country's government

Sugar Industry
Sugar Consensus Statement

• Sugar icon
• Food marketing to children
• Adopt WHO limit guidelines on sugar
• Encourage public to *Switch to Water*
• Water only policies at schools
• Water only policies at Councils
• Tax on sugary drinks
STATE OF CALIFORNIA SAFETY WARNING:
Drinking beverages with added sugar(s)
contributes to obesity, diabetes, and tooth decay.
It’s a deadly health risk – but the food and beverage industryfends off regulation

SUGAR, the new TOBACCO

BY HELEN SIGNS

THERE’S AN INDUSTRY selling a product that is bad for one’s health.

A generation ago that industry was tobacco and its productwas cigarettes. Today it is the food and beverage industry and
its product is sugar – sugar that is being added to food and drink. After
30 years working in tobacco control, Jane Morlin, executive manager of
the Obesity Policy Coalition, a policy think tank of the Cancer Council
Victoria, has taken up the battle against sugar laden food and drinks. She
charges that the food industry has borrowed the corporate playbook of
the tobacco industry to fend off regulation.
“Not one single country has managed to turn around its obesity epidemic. This is not a failure of individual will-power. This is a failure of political will to take on big business”.