

# SUGAR

## IN THE CARIBBEAN

### CARIBBEAN CHILDREN ARE CONSUMING TOO MUCH SUGAR



**1 IN 3**

CARIBBEAN CHILDREN IS ESTIMATED  
TO BE OVERWEIGHT OR OBESE

CHILDREN WHO ARE OVERWEIGHT OR OBESE MAY HAVE SERIOUS  
MEDICAL PROBLEMS IN CHILDHOOD INCLUDING TYPE 2 DIABETES  
AND HIGH BLOOD PRESSURE



OBESE CHILDREN ARE MORE LIKELY TO BECOME OBESE ADULTS

ADULT OBESITY IS ASSOCIATED WITH INCREASED  
RISK OF NCDS INCLUDING HEART DISEASE,  
DIABETES, METABOLIC SYNDROME, AND CANCER



SUGARY DRINKS (CARBONATED BEVERAGES AND JUICES)  
ARE THE PRIMARY SOURCE OF SUGAR IN DIETS



ON AVERAGE ONE SERVING OF THESE SUGARY DRINKS EXCEEDS  
THE DAILY MAXIMUM HEALTHY SUGAR INTAKE FOR CHILDREN

CHILDREN AGED 2 - 18 YEARS  
SHOULD CONSUME LESS THAN 25 GRAMS  
OF ADDED SUGARS DAILY<sup>1</sup>



ADULTS SHOULD CONSUME LESS THAN 50  
GRAMS OF FREE SUGARS DAILY<sup>2</sup>

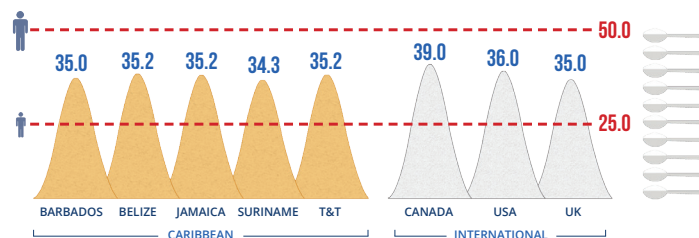


<sup>1</sup>Recommended Daily Maximum Intake Children: For children 2-18 years, the American Heart Association (AHA) recommends a maximum daily intake of added sugars of 25g.

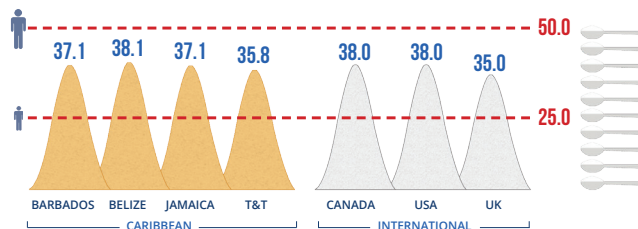
<sup>2</sup>Recommended Daily Maximum Intake Adults: For adults, the WHO recommends reducing the daily intake of free sugars to less than 10% of total energy intake (strong recommendation) or 50g. [The WHO recommends a further reduction of the daily intake of free sugars from 10% of total energy intake (50g) to below 5% of total energy intake or less than 25g to provide additional benefits.]

# THE FOLLOWING SHOWS THE SUGAR CONTENT IN GRAMS PER 330ML SERVING FOR WELL KNOWN POPULAR INTERNATIONAL SUGAR SWEETENED DRINKS

## COCA COLA



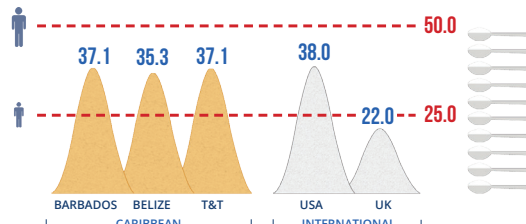
## PEPSI



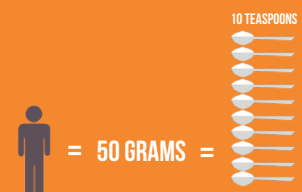
CHILDREN AGED 2 - 18 YEARS SHOULD CONSUME **LESS THAN 25 GRAMS** OF ADDED SUGARS DAILY<sup>1</sup>



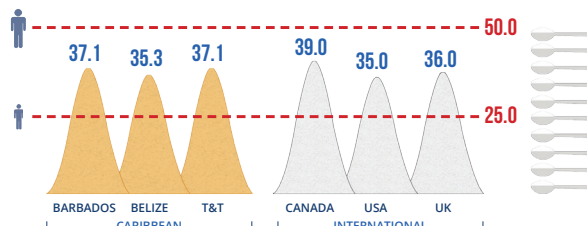
## SPRITE



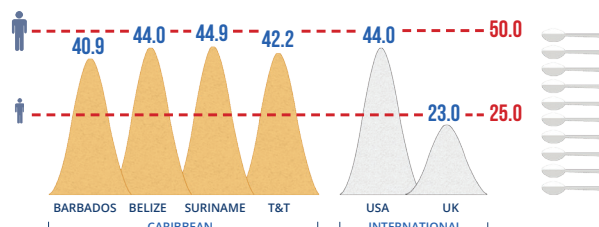
ADULTS SHOULD CONSUME **LESS THAN 50 GRAMS** OF FREE SUGARS DAILY<sup>2</sup>



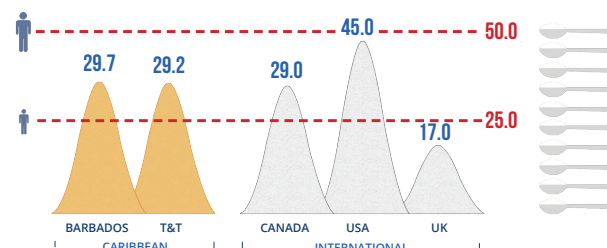
## 7UP



## FANTA ORANGE



## SCHWEPPES TONIC WATER



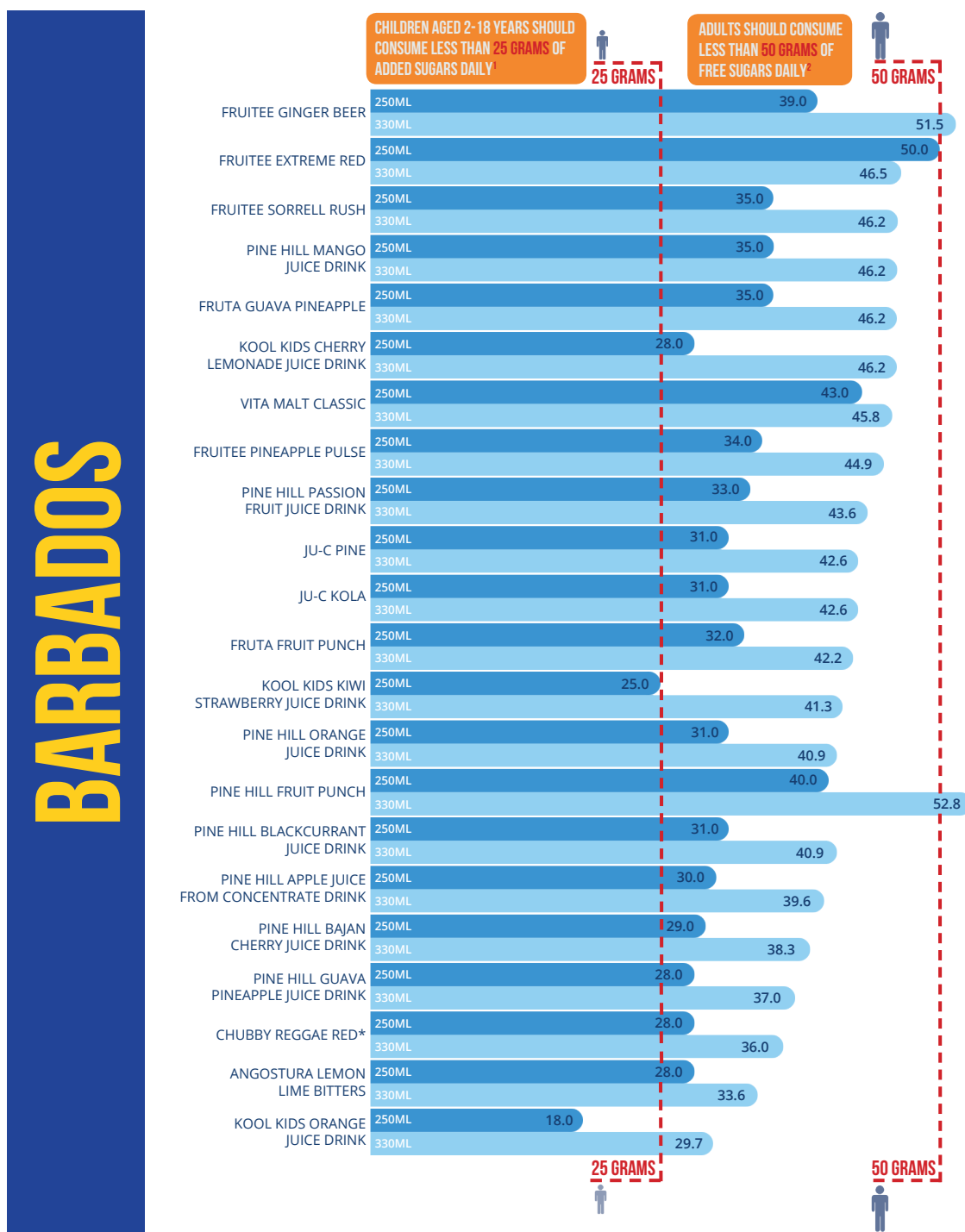
Source of data: HCC members in participating countries submitted photos of product packaging between Jan 2016 and August 2016. In some cases, this has not been independently verified by the HCC. International Sugar-Sweetened Soft Drink Data from survey by [Action on Sugar UK](#)

Serving Size: Actual and average serving sizes are presented for products. An average was used to facilitate product comparisons as serving sizes vary considerably between products. The average serving size used is 330mL based on work done by [Action on Sugar UK](#).

<sup>1</sup>Recommended Daily Maximum Intake Children: For children 2-18 years, the American Heart Association (AHA) recommends a maximum daily intake of added sugars of 25g.

<sup>2</sup>Recommended Daily Maximum Intake Adults: For adults, the WHO recommends reducing the daily intake of free sugars to less than 10% of total energy intake (strong recommendation) or 50g. [The WHO recommends a further reduction of the daily intake of free sugars from 10% of total energy intake (50g) to below 5% of total energy intake or less than 25g to provide additional benefits.]

# THE FOLLOWING SHOWS THE SUGAR CONTENT IN GRAMS PER SERVING & PER 330ML SERVING FOR SUGAR SWEETENED DRINKS SOLD IN BARBADOS



Source of data: HCC members in participating countries submitted photos of product packaging between Jan 2016 and August 2016. In some cases, this has not been independently verified by the HCC.

Serving Size: Actual and average serving sizes are presented for products. An average was used to facilitate product comparisons as serving sizes vary considerably between products. The average serving size used is 330mL based on work done by [Action on Sugar UK](#).

\*Recommended Daily Maximum Intake Children: For children 2-18 years, the American Heart Association (AHA) recommends a maximum daily intake of added sugars of 25g.

\*Recommended Daily Maximum Intake Adults: For adults, the WHO recommends reducing the daily intake of free sugars to less than 10% of total energy intake (strong recommendation) or 50g. [The WHO recommends a further reduction of the daily intake of free sugars from 10% of total energy intake (50g) to below 5% of total energy intake or less than 25g to provide additional benefits.]

Free sugars and added sugars: Both added sugars and free sugars are dietary sugars that provide rapidly-absorbed, concentrated doses of fructose. Added sugars are sugars added to food during processing. The term "free sugars" is inclusive of added sugars, but also includes sugars found naturally in foods like fruit juice and honey. Since free sugars are metabolically equivalent to added sugars, the AHA guidelines apply to both added sugars and free sugars combined.

# WHAT YOU CAN DO TO REDUCE SUGAR CONSUMPTION



CONSUME FEWER  
SUGARY DRINKS



DRINK WATER &



COCONUT WATER



YOUR  
COMMUNITY



ADVOCATE TO IMPROVE SCHOOL FOOD ENVIRONMENTS, REMOVING UNHEALTHY FOODS & SUGARY DRINKS, BANNING PROMOTION & MARKETING OF UNHEALTHY FOODS & ENCOURAGING VENDORS IN AND AROUND SCHOOLS TO SELL HEALTHY PRODUCTS



APPROACH LOCAL SUPERMARKETS TO REMOVE SUGARY DRINKS FROM THE LINE OF SIGHT OF CHILDREN AND REPLACE WITH WATER



COUNTRY  
NGOS



USE ADVOCACY TOOLS TO BUILD PUBLIC AWARENESS ABOUT THE HARMFUL EFFECTS OF HIGH SUGAR DIETS



SPEAK TO LOCAL MANUFACTURERS & URGE THEM TO REFORMULATE THEIR PRODUCTS AND REDUCE THE SUGAR CONTENT

SUPPORT NATIONAL TAXES ON SUGAR SWEETENED BEVERAGES WHO RECOMMENDS EXCISE TAXES OF NO LESS THAN 20%

