





# Top 10 selling items in NZ – the cause of rotten teeth

1. Coca-Cola 1.5l
2. X
3. Coca-Cola 2.25l
4. X
5. X
6. X
7. X
8. Sprite Lemonade 1.5l
9. X
10. Coke Zero 1.5l





*Tooth decay*

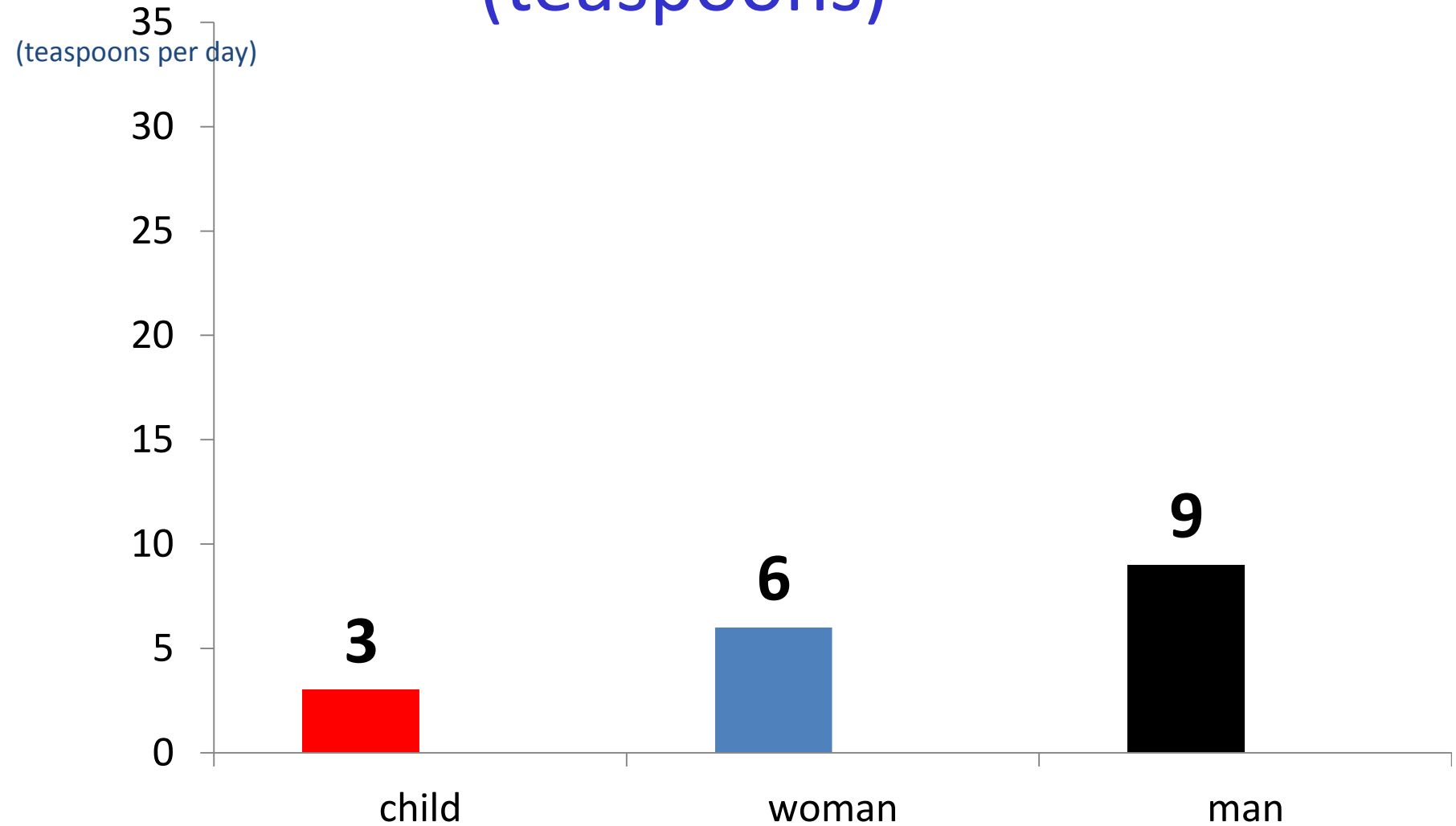


*Obesity*



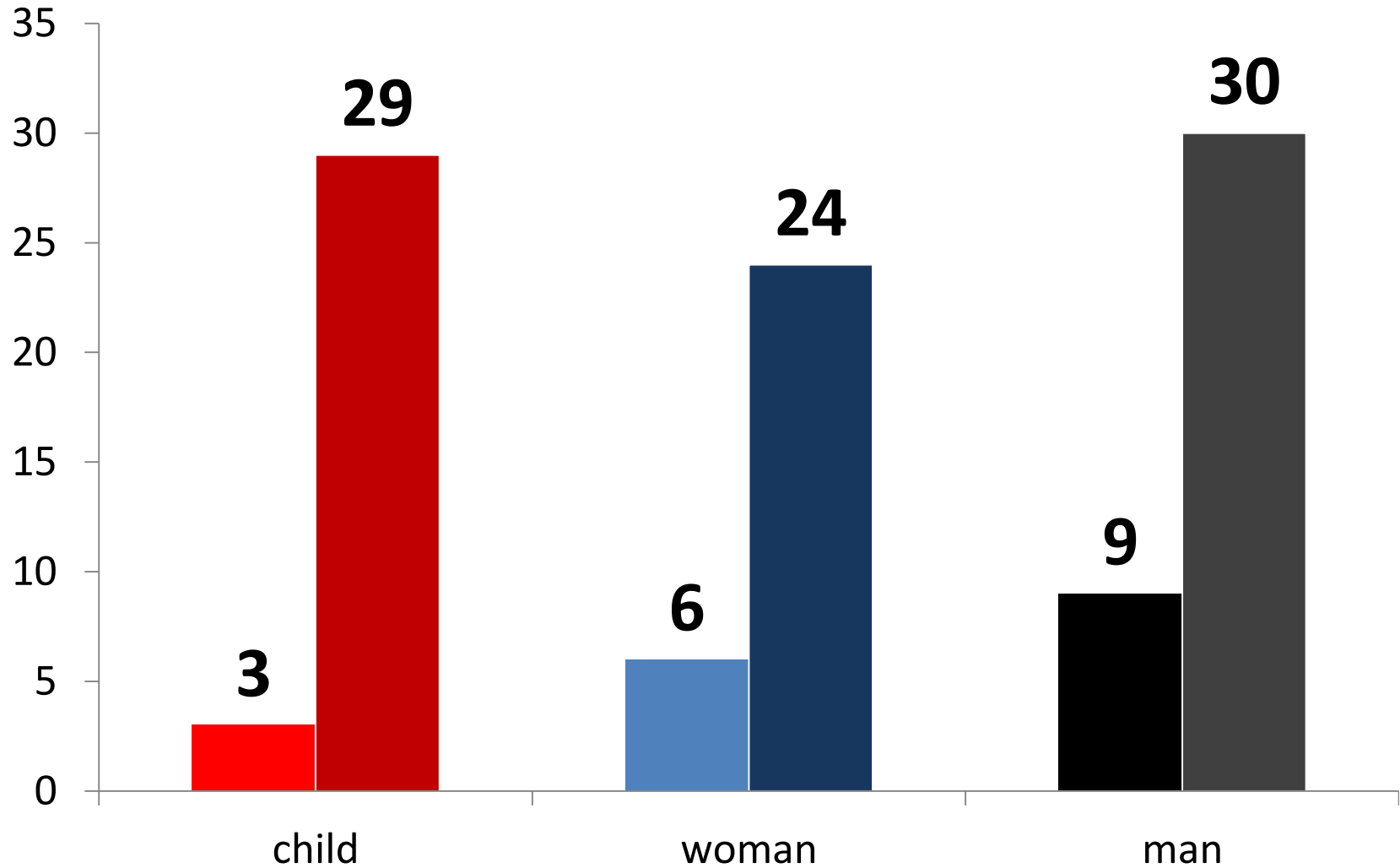
*Diabetes*

# Daily Sugar Intake, WHO Recommendations (teaspoons)



# New Zealand sugar intakes - actual

(teaspoons per day)







**The Nelson Mail**

FRIDAY, FEBRUARY 21, 2014

# **HOSPITAL BANS SUGAR DRINKS**

**PROJECTS AXED  
IN TASMAN BUDGET**

# Nelson City Council Campaign

- Policy on sale of sugary drinks – 1<sup>st</sup> in NZ
- Strong leadership from Mayor and Council
- Support from stall holders and the public
- Water tanker



# School example



**SUBWAY**

**Lunch Order**

Name \_\_\_\_\_

Class \_\_\_\_\_

			Your Cost
<b>Sandwich</b>	Mini sub	\$ 3.00	<input type="checkbox"/>
	6 Inch	\$ 4.00	<input type="checkbox"/>
<b>Meat (tick one)</b>			
Ham	<input type="checkbox"/>		
Beef	<input type="checkbox"/>		
Turkey	<input type="checkbox"/>		
Salami	<input type="checkbox"/>		
Veggie	<input type="checkbox"/>		
<b>Salads (tick any)</b>			
Cheese	<input type="checkbox"/>		
Lettuce	<input type="checkbox"/>		
Tomato	<input type="checkbox"/>		
Mayonaise	<input type="checkbox"/>		
BBQ	<input type="checkbox"/>		
<b>Juice</b>		\$ 1.00	<input type="checkbox"/>
<del>Milk Chocolate</del>		<del>\$ 1.50</del>	<input type="checkbox"/>
<del>Milk Strawberry</del>		<del>\$ 1.50</del>	<input type="checkbox"/>
<b>Water</b>		\$ 1.50	<input type="checkbox"/>
<b>Apple</b>		\$ 1.50	<input type="checkbox"/>
<b>Yogurt</b>		\$ 1.50	<input type="checkbox"/>
<b>Cookie</b>		\$ 0.50	<input type="checkbox"/>
<b>Total</b>			<input type="checkbox"/>

# Lessons from the sugary drink campaigns

- Leadership is vital
- Child focused
- Clinical perspective
- Supportive institutions
- Work with allies
- Keep focused

# Questions to address

- Do you want to make a difference?
- How can you build upon these campaigns?
  - DHBS
  - Councils
  - Schools
- What can you do as a result of this workshop?





# Nelson

***but not sugar sweetened beverages***

Coke, the 'Grip&Go' bottle and the Contour Bottle are registered trade marks of The Coca-Cola Company.