



THE SOUR TRUTH BEHIND SUGAR SWEETENED BEVERAGES


Nova Scotia 2016 Oral Health Report



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A MOUNTAIN OF SUGAR

The relationship we have with the food we eat and the beverages we drink has changed dramatically in the last several decades.

Food has become more readily available, heavily marketed and advertised. Biological, behavioral, social and cultural factors have led to the increase in over-consumption of high calorie, non-nutritional foods and beverages. We use food to socialize,

entertain, and as a source of pleasure and comfort instead of simply fuel for our bodies.

Worldwide, sugar consumption has tripled in the past 50 years - an increase that is expected to continue. The average Canadian consumes about 26 teaspoons of sugar per day. That's equal to half a cup of sugar.



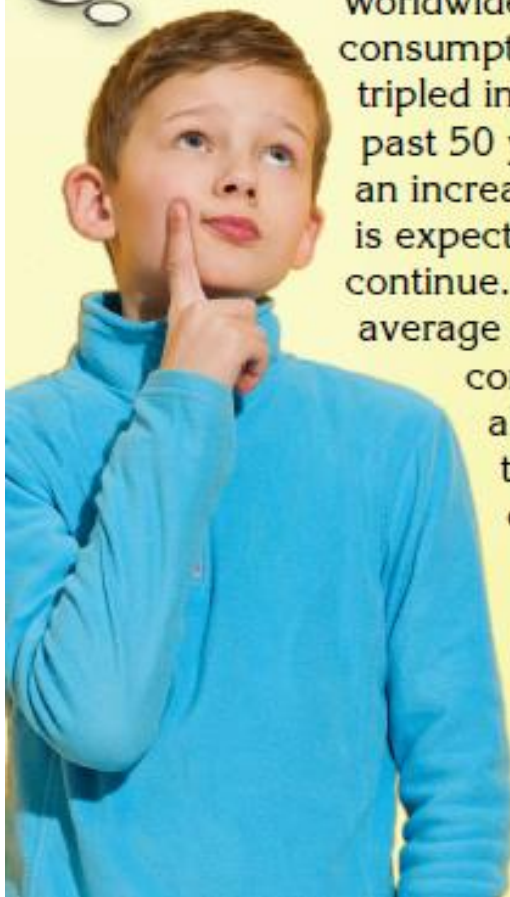
SOFT DRINKS
SPORTS DRINKS
JUICES
ENERGY DRINKS
COFFEE & TEA



This total includes naturally occurring sugars found in fruit, vegetables, dairy products, and sugar sweetened beverages (SSB).

Currently, the largest contributors of dietary sugar in our diets come from

SSBs. They include soft drinks, sports drinks, juices, energy drinks and ready-to-drink coffees and teas. As members of your family healthcare team, dentists have always taken a hard stance against excessive sugar intake as there is a clear connection between the frequency of sugar-intake and tooth decay. The more we consume, the higher our risk of tooth decay. Excessive sugar intake is related to both poor oral health, and poor overall health. As consumers of SSBs and as persons in charge of our own health, we should be asking ourselves some key questions: What are sugars? What are the health effects of excessive sugar intake? And what can we do to limit our sugar consumption?



OVERALL HEALTH RISKS

Evidence continues to link excessive sugar consumption with adverse health effects including:

- Heart disease
- Stroke
- Obesity
- Type 2 Diabetes
- High Cholesterol
- Cancer



**EXCESSIVE SUGAR =
ADVERSE
HEALTH EFFECTS**

ORAL HEALTH RISKS

Tooth decay is the most widespread, chronic disease worldwide and SSBs are the leading risk factor. When the sugars we consume mix with the plaque-containing bacteria on the surface of our teeth, a mild acid is produced which can cause significant damage to a tooth's enamel. The more sugar you consume throughout the day, the higher your risk of developing tooth decay. If left untreated, tooth decay can lead to extensive breakdown of the tooth causing sensitivity, pain, infection, abscess formation, tooth loss and even whole-body sepsis.



**TOOTH DECAY IS
THE MOST WIDESPREAD
CHRONIC DISEASE
WORLDWIDE!**



CONNECTING YOUR ORAL AND OVERALL HEALTH

- Consumption of SSBs can cause high blood-sugar levels which increase a person's likelihood of developing Type 2 Diabetes. If poorly controlled, this can cause an increased risk of oral infections like tooth decay, oral-fungal infections and gum disease.
- The risk of developing chronic diseases including coronary heart disease and Type 2 Diabetes is higher in those consuming more than one SSB or fruit juice serving per day.
- Worldwide it is estimated that 180,000 deaths annually are attributed to the consumption of SSBs, including 133,000 from diabetes, 44,000 from cardiovascular disease and 6,000 from cancer.

CALLS TO ACTION /WHAT SHOULD WE BE DOING?

The Nova Scotia Dental Association (NSDA) is recommending the following calls to action:

Provincial Government

- *Reduce or limit marketing* by creating stricter advertising guidelines of sugar sweetened beverages to children.
- *Ensure the transparency* of nutritional information of all foods sold in food service outlets and restaurants.

Specifically the sugar, sodium, trans fat, saturated fat and caloric information of menu items.

WHAT SHOULD WE BE DOING?



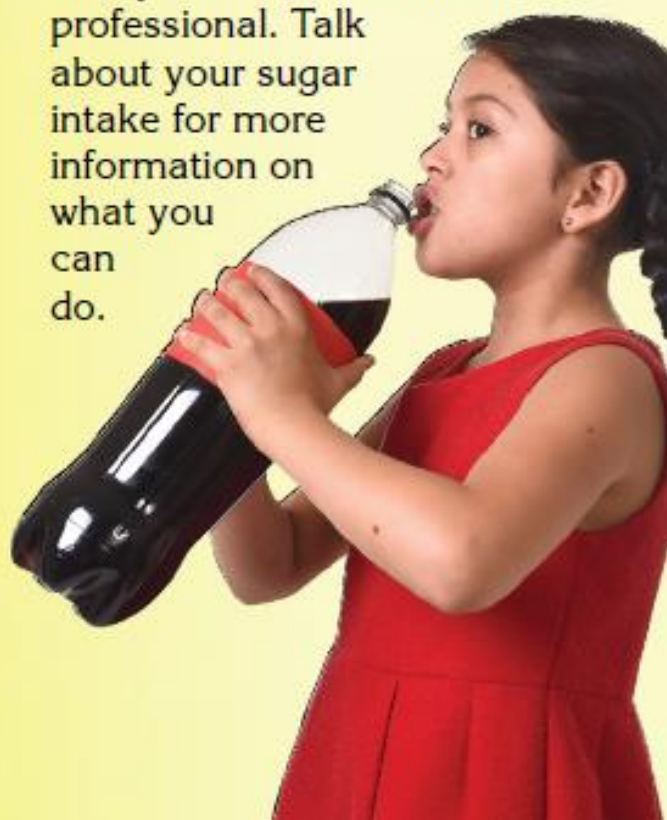
Municipal Governments, Regional Health Authorities and Workplaces

- *Establish policies* and zoning by-laws to promote the establishment of grocery stores and other venues (e.g., farmers' markets, community gardens, community kitchens, convenience stores, etc.) that provide affordable access to healthy food, particularly in areas of low availability and restrict accessibility of fast food outlets and convenience stores near schools.
- *Support community* programs and initiatives that can improve access to healthy food choices including: community gardens, kitchens and agriculture.

BE SUGAR SMART: TIPS FOR REDUCING YOUR SUGAR INTAKE AND KEEPING TEETH HEALTHY

- Minimize sugary beverages on hand in your house. If they're not there you won't be tempted to choose them over healthier options!
- To stay hydrated, choose water; ideally, fluoridated water.
- Find water boring? Add some cucumber and fresh mint. Limes, lemons and other citrus fruit or berries also make a great addition to flavoring your water.

- Miss the fizz? Use sparkling water with any combination of the above!
- Cut down on fruit juice consumption by adding a splash to plain or sparkling water for a touch of flavor and a decrease in sugars!
- Cut down, or cut out the sugar you add to coffee or tea.
- Protect your teeth further by using fluoridated toothpaste at least twice a day, especially after sugar consumption, and don't forget about the floss!
- Can't brush after a sugary treat? Rinse your mouth with water, eat a fibrous fruit or raw vegetables. Munch on some acid-reducing cheese, or chew a piece of sugarless gum.
- Book regular appointments with your dental healthcare professional. Talk about your sugar intake for more information on what you can do.



2016 NOVA SCOTIA ORAL HEALTH REPORT: YOU SPOKE AND WE HEARD YOU!

In the fall of 2015, the NSDA asked Nova Scotians about their personal level of sugar consumption: are they aware of how much they're consuming daily, and do they think the current Nova Scotia government should be taking steps to help Nova Scotia residents reduce their daily sugar consumption?

- 50% of respondents were unsure of how much sugar they consume every day.
- 71% of Nova Scotians agreed that the current government should be taking necessary steps to reduce sugar consumption amongst residents. Overall, the respondents who were most aware that their sugar intake increased with age, were between the ages of 35 – 55+. This suggests a need for more education and intervention at an earlier age.
- 74% of respondents between the ages of 18-34 agreed when asked about government intervention, indicating that they want more education and need change.



DID YOU KNOW?

- Tooth decay affects 44% of the world's population.
- SSBs are the single largest contributor of sugar in the average Canadian's diet.
- Canadians eat a shocking 88 pounds of sugar per year – it's about one in every five calories we eat and drink.
- For children who have access to SSBs, consumption increases with age.
- One can of soda contains the equivalent of 10 teaspoons of sugar.
- Fast food restaurants in 1955 offered pop in a one-size-fits-all 7 ounce portion. Now, the Canadian fast-food joints' brims over at almost 20 ounces. Drink every drop of regular pop back in 1955 and you'd be consuming 7 teaspoons of sugar; the supersized pop of today contains a whopping 20 teaspoons!
- Quebec is currently the only province with a total ban on the print and broadcast advertising of fast food to children under the age of 13.
- The Heart and Stroke Foundation recommends that Canadians decrease their consumption of added sugar to no more than 10 per cent of their total daily calories. This does not include sugar that occurs naturally in fruit, vegetables, milk, grains and other foods.



DEFINING THE SWEET STUFF

Sugars are the generalized term for sweet, short chain, soluble carbohydrates that provide our bodies with energy. Many sugars occur naturally in milk, vegetables, fruit, legumes, grains, seeds and nuts. Consumption of naturally occurring sugars can provide us with energy, fiber and nutrients needed to function properly. Other sugars known as “free sugars” or “added sugars” are those added to foods

by a manufacturer, cook, or consumer during food processing or preparation. These include glucose, fructose, sucrose, honey, corn syrup, molasses, fruit puree and juices. The added sugars found in sugar sweetened beverages SSBs, including soft drinks, sports drinks, fruit juices, and many caffeinated beverages, have no nutritional value and have the potential to lead to serious health effects.



References and statistic sources:

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3. **Sugar, Heart Disease and Stroke.** Heart and Stroke Foundation of Canada Position Statement; 2014.
4. **Junk Food and Child Health.** Canadian Dental Association Position Statement; 2007.
5. **Sugars.** Canadian Diabetes Association Position Statement; 2015.
6. **NSDA Membership Survey, Sense of Amount of Sugar Consumed Survey;** 2015.



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STROKE
FOUNDATION**