

## **SugarByHalf Campaign Launch**

SugarFree Smiles is excited to participate in the launch of the SugarByHalf campaign to help people to reduce their sugar consumption and improve their health. The average Australian consumes more than 16 teaspoons of added sugar per day, and for children aged 14-18 years, it's 22 teaspoons. The World Health Organisation recommends limiting daily added sugar to around 6 teaspoons per day. With our current eating habits, it's not surprising that 1 in 2 children aged 6 years have decay in their baby teeth, and 1 in 2 children aged 12 years have decay in their adult teeth, and decay rates have increased more than 50% since 1996. But it's not just about teeth. One in three Australian kids will be overweight or obese by 2025, and type II diabetes rates are increasing. Like SugarByHalf says, we're in the midst of a Sugardemic!

SugarFree Smiles has been a strong advocate for raising awareness about the amount of sugar in everyday foods, encouraging people to look at the food label to see how much added sugar is in everyday foods and drinks.

"Sugar is absolutely everywhere," said A/Prof Hopcraft. "People need to realise that it's not just about soft drinks, cakes and lollies. Processed and packaged foods are full of hidden sugar, and that is contributing to our poor health. For example, a breakfast of cereal and low fat yoghurt could easily contain more than 9 teaspoons of sugar – already well over the daily limit."

We would love everyone to participate in #SugarSwap this week – take a sugary food or drink that you normally eat, and swap it out for something healthier instead. Share on social media to cement your commitment, and see how easy it is to remove a little bit of sugar from your diet. Maybe it's swapping a donut or cake for a banana, or having natural instead of flavoured yoghurt. Or try cutting down the added sugar in your coffee or tea.

For more information on the SugarByHalf campaign, go to [www.sugarbyhalf.com](http://www.sugarbyhalf.com)

**Interviews available with:**

A/Prof Matthew Hopcraft 0142 487 853    Dr Sophie Beaumont 0414 834 855

***SugarFree Smiles aims to make changes to policies in Australia to tackle the growing health problems related to poor diet, and in particular sugar intake. Our mission is to introduce a tax on sugar-sweetened beverages in Australia, in order to reduce consumption and provide funds for health promotion and treatment programs. [www.sugarfreesmiles.com](http://www.sugarfreesmiles.com) Twitter: @SugarFreeSmiles Facebook: <https://www.facebook.com/sugarfreesmiles/>***