



HELPING YOUR CLIENTS MAKE HEALTHY CHOICES: SUGAR

Thursday, April 13, 2017

*Presented by: Pam McFarlane (MDA) and
Amanda Nash, RD (HSF)*



Outline

- ❑ About the Heart and Stroke and MDA
- ❑ Oral Health and Dental Care
- ❑ Good bacteria vs cavity causing bacteria
- ❑ Relationship between sugar and oral health
- ❑ What is sugar?
- ❑ Natural sugar vs added sugar
- ❑ Why is sugar an issue?
- ❑ What are sugary drinks?
 - Trends: marketing and portion size
- ❑ A closer look at the risk
- ❑ Count Your Cubes Challenge



Heart & Stroke's Vision

**Healthy lives free of heart disease and stroke.
Together, we will make it happen.**

Heart and Stroke's Transformation

- ❑ A new website provides highly customized information and support
- ❑ A new research strategy - combines partnerships, innovative thinking and emerging opportunities that lead to medical breakthroughs
- ❑ New areas of focus - **children's health policies**, women's health and Indigenous health
- ❑ Our bold and modern logo that revitalizes our cause
- ❑ Our unifying belief - **Life. We don't want you to miss it.** - is the reason why we lead the fight against heart disease and stroke



Who Are We?

One of Canada's most effective health charities

A national, unified organization with:

- ❑ 1.4 million donors and 125,000 volunteers
- ❑ Grassroots presence in every community across the country

Effective health promotion programs:

- ❑ Facilitated CPR Training for 100,000 Canadians
- ❑ Blood pressure public awareness and screening
- ❑ Campaigns on the warning signs of stroke
- ❑ Leadership on school nutrition
- ❑ Community design initiatives (active transportation)

Almost \$1.5 billion in research funding since our inception

- ❑ Led to ground-breaking discoveries resulting in significant number of lives saved

Committed to.....

PREVENT
DISEASE



SAVE
LIVES



PROMOTE
RECOVERY



Why Now?

The BURDEN of heart disease and stroke

- ❑ The cause of one death every seven minutes in Canada
- ❑ Second leading cause of death: economic costs
- ❑ Leading cause of hospitalizations
- ❑ Biggest driver of prescription drug use
- ❑ Risk factors increasingly present at a younger age
- ❑ Aging population with more complex needs
- ❑ Indigenous peoples are disproportionately affected by heart disease and stroke

CBC: Heart disease a silent killer of women in Canada (April 15, 2016)

CTV Winnipeg: Study indicates more women dying of heart attacks (Feb 3, 2015)

Winnipeg Sun: Manitobans unlikely to call ambulance if having stroke (July 4, 2016)

TIME Magazine: How Junk Food Wrecks Your Body (May 10, 2016)



Let's Work Together to Protect our Kids

Protecting our Children

- 1) Reduce consumption of sugary drinks
- 2) Restrict food / beverage marketing to children





Your
Manitoba
Dentist

Manitoba**Dentist**.ca

Oral Health and Dental Care

- There is no doubt that dental caries are caused by acids produced by bacteria through the fermentation of sugars and other fermentable carbohydrates. The evidence indicates it is not only the amount of sugars or fermentable carbohydrates that determines the caries rate, but the frequency of consumption.
- All sugars equally affect the risk of dental caries with the exception of lactose.
- The use of fluoride in drinking water and toothpaste provides strong protection against dental caries.
- Dentistry advises patients to reduce the frequency of sugar intake and the stickiness of foods as an important co-risk factor in dental caries.

Good bacteria vs cavity causing bacteria

- Since much of our sugar intake comes from sugary drinks, for most of the population, limiting or eliminating the added sugar in tea, coffee and cold beverages goes a long way to reducing the sugar in our diet and on our teeth.
- Even though rinsing the mouth with water following a sugary drink, chewing gum or using a straw can maintain the pH level, long lasting periods of low pH when we eat, is what causes the growth of cavity causing bacteria and demineralization of the enamel.
- Prolonged/intense low pH in the mouth = death of healthy bacteria/overgrowth of cavity-causing bacteria = caries infection = CAVITIES.
- Saliva and acid neutralizing food, like hard cheese, helps to maintain healthy oral bacteria and raises the pH in the mouth.



What do we do to reduce sugar in our diet and to reduce or eliminate cavities?

- Reduce or eliminate sugary drinks
- Replace sugary drink with water, coffee and/or tea or milk
- Brush your teeth and tongue for two minutes, two times a day. Too cool!
- See your dietitian for positive changes to reduce sugar in your everyday intake.
- See your dentist and dental health professionals to have your teeth checked and scaled every year.





Good oral hygiene and preventative dental care is good for life

- For more information, check out For Patients/patient videos and other public sources of information on www.manitobadentist.ca
- The MDA is dedicated to serve the public and oral health care providers to promote optimal oral health for Manitobans.

Added vs Naturally Occuring



What is Added Sugar?

- ❑ Added sugars include:
 - glucose, fructose, sucrose, dextrose
 - high fructose corn syrup
 - cane sugar, brown sugar, sugar
 - honey
 - corn, maple or agave syrup
 - molasses
 - fruit juice



The Problem with Added Sugar:

- ❑ Maintaining a healthy weight can reduce and help manage your risk for heart disease and stroke
- ❑ Research shows a strong connection between consumption of excess sugar consumption and excess weight
- ❑ Sugar highs and lows
 - Sugary foods and drinks tend to hold you over for 10-15 minutes. A lean protein and complex carbohydrates can hold you over for 3 hours.
- ❑ Little or no health benefits – just health risks
- ❑ 70% of calories in pre-packaged beverages come from free or added sugars
- ❑ Sugary drinks can be consumed in large amounts very quickly



**Main source of added sugar in the North
American diet**

=

Sugary Drinks

**Sugary drinks have little nutritional value,
only empty calories and health risks**



The Problem with Added Sugars



- ❑ Sugary drinks are associated with long term weight gain
- ❑ With every additional sugary beverage a child drinks daily, the odds of becoming obese increase by 60%
- ❑ For each serving of sugary drink consumed, your risk for heart disease increases by 19%
- ❑ Drinking just one can of sugar-laced soda a day increases the risk of developing diabetes by 22%



Over the next 25 years in Canada it is projected that sugary drink consumption will be linked to...

- ❑ 63,000 deaths
- ❑ \$50.7 billion in healthcare costs

Sugary drink consumption is associated
with:

Heart Disease

Stroke

Obesity

Diabetes

Cancer

Dental Caries



HSF Sugar Position Statement

www.heartandstroke.ca/positionstatements



HEART &
STROKE
FOUNDATION

POSITION STATEMENT

SUGAR, HEART DISEASE AND STROKE

FACTS

- Heart disease and stroke are leading causes of death in Canada, responsible for 27.3% of all deaths.¹ Over 1.3 million Canadians are living with heart disease² and 315,000 Canadians are living with the effects of stroke.³
- More than 60% of Canadian adults⁴ and 31% of children and youth aged 5 to 17 years are overweight or obese.⁵ Children who are obese are at increased risk of remaining overweight or obese as adults.⁶
- Up to 80% of early heart disease and stroke can be prevented through adopting healthy behaviours including eating a healthy diet.
- Sugar is a carbohydrate that provides energy to the body. Other than providing energy, sugar has no other nutritional benefits.
- Sugar can occur naturally in milk, fruit, vegetables, starches, grains and most plant based foods. Sugars can also be added to foods and drinks for flavour, as a sweetener, as a preservative or to enhance the texture of products.
- Free sugars include all monosaccharides and disaccharides added to foods by the manufacturer, cook or consumer, plus sugars naturally present in honey, syrups and fruit juices.⁷
- It is estimated that Canadians consume as much as 13% of their total calorie intake from added sugars.^{8,9} This added sugar estimate does not take into account the broader range of sugars captured by free sugars (which also include 100% fruit juice, honey, etc.). Consumption of free sugars among Canadians would be higher than 13%.
- Ten per cent of total energy (calories) from free sugars in a 2,000-calorie-a-day diet is equivalent to about 48 grams (roughly 12 teaspoons) of sugar. Five per cent of total energy is equivalent to about 24 grams (roughly 6 teaspoons) of sugar.
- Excess sugar consumption is associated with adverse health effects including heart disease,¹⁰⁻¹² stroke,¹⁰ obesity,¹³⁻¹⁷ diabetes,¹⁸⁻²² high blood cholesterol,²³⁻²⁴ cancer²⁵ and dental caries (cavities).²⁶
- Individuals who consume greater than or equal to 10% but less than 25% of total energy (calories) from added sugar have a 30% higher risk of death from heart disease or stroke when compared to those who consume less than 10%. For those who consume 25% or more of calories from added sugar, the risk is nearly tripled.¹⁰
- While there are a variety of causes of obesity, researchers speculate that excess caloric intake may be the single largest driver.²⁷ Larger portion sizes contribute to over consumption of calories and excess body weight.¹⁴
- Sugar sweetened beverages (SSBs) are the single largest contributor of sugar in the diet.¹⁰ A single 355 mL can of sugar-sweetened soda contains up to 40 grams (about 10 teaspoons) of sugar and no health benefits.²⁸
- The total volume of SSBs available to Canadians is 3.5 billion litres, the equivalent of 110 L per person per year or over 300 mL per day.²⁹ A standard sized soft drink can is 355 mL.
- As children get older, they consume more sugar from soft drinks. Boys' average daily consumption of regular soft drinks is 68 grams at ages 4 to 8 years and increases to 376 grams at ages 14 to 18 years. Among girls the increase is from 47 to 179 g.³⁰





Liquid Candy: Working Together to Reduce Consumption of Sugary Drinks

What needs to be done?

Governments and organizations should take action to reduce the consumption of sugary drinks to help reduce the incidence of associated chronic diseases.

What are sugary drinks?

These include soda/soft drinks, fruit drinks (punch, cocktail), juices (including 100% fruit juice) sport drinks, sweetened coffees, sweetened milks, teas, and waters and energy drinks.

Heart & Stroke recommends that an individual's total intake of free sugars not exceed 10% of total daily calorie (energy) intake, which is in alignment with the World Health Organization recommendations. For the average 2000 calorie diet, 10% of total calorie intake would represent a maximum of 48 grams, or 12 teaspoons, of sugar per day.

Why are sugary drinks an issue?

Sugary drink consumption is high

- Sugary drinks are the single largest contributor of sugar in the diet. About 20% of the calories from pre-packaged foods and beverages in Canada come from free or added sugars. In pre-packaged beverages alone, 70% of the calories come from free or added sugars.

HSF Position Statement

What does 10%
of our calories
from sugar look like?

48 g
or
12 tsp



What Are Sugar Sweetened Drinks?

- ❑ Soda / soft drinks
- ❑ Fruit drinks (punch, cocktail, beverage)
- ❑ Fruit juice
- ❑ Sports drinks
- ❑ Sweetened coffees and teas
- ❑ Vitamin waters
- ❑ Energy drinks



What Are Sugar Sweetened Drinks?

- ❑ Sugary Drinks are the largest contributor of sugar in the diet and contain empty calories with little to no nutritional benefit
- ❑ Sugary Drinks are the leading driver of obesity and chronic disease
- ❑ Sales of same sugary drinks are increasing and voluntary efforts to reduce content of sugar have failed

INCREASED SALES
PER CAPITA 2004-2015



ENERGY
DRINKS
+638%



SWEETENED
COFFEE
+579%



FLAVOURED
WATER
+527%



DRINKABLE
YOGURT
+283%



SWEETENED
TEAS
+36%



FLAVOURED
MILK
+21%



SPORTS
DRINKS
+4%



Why sugar coat it?

**Pop. Juice. Sports drinks.
Energy drinks. Vitamin waters.**

These sugary drinks have little-to-no nutritional value and put our children at risk for heart disease, stroke, obesity, diabetes, cancer and dental decay.

Be sugar smart

heartandstroke.ca/besugarsmart



™The heart and / Icon and the Heart&Stroke word mark are trademarks of the Heart and Stroke Foundation of Canada.



Trends:

- ❑ **Marketing**
- ❑ **Portion Size**



Heart Month Report: Health of Canadians



The kids are not alright.

How the food and beverage
industry is marketing our
children and youth to death.

2017 Report on the Health of Canadians.



Restrict Marketing to Children

Why Now?

- Children are impressionable and should be protected from marketing and harmful industry tactics
- In one year children viewed over 25 million food and beverage ads on their favourite 10 websites alone
- Around 90% of food beverages marketed to kids are high in salt, fat and sugar
- Food and beverage marketing greatly influences children's food choices and is a significant risk factor for obesity



Marketing 101



Trends:

- ❑ Marketing
- ❑ **Portion Size**



16 oz of Cola = 3 Servings



How Sizes Have Changed



6.5 ounces
Original 1920s size

12 ounce cans
1950's

20 ounce contour bottles
introduced in the early 1990s

1 litre (34 oz) contour bottles
introduced in late 1990s



64 Ounce Sugary Drink = 54 tsp of Sugar!



7 ounces
140 calories
22g sugar

12 ounces
82 calories
38 g sugar

16 ounces
180 calories
49 g sugar

32 ounces
374 calories
102 g sugar

64 ounces
780 calories
217 g sugar



It Is Not Just Pop.....



Sports Drink sales up 4%



For the average child engaged in routine physical activity, the use of sports drinks in place of water on the sports field or in the school lunchroom is generally unnecessary.

*American Academy
of Pediatrics*



Energy Drink sales are up 638%



- ☐ American Academy of Pediatrics recommends that energy drinks NEVER be consumed by children or adolescents
- ☐ One in three teenagers regularly drinks them
- ☐ One energy drink = 21 tsp sugar



What Can We Do?

Be a community leader:

- ❑ Promote the Count Your Cubes Sugary Drink Challenge with your clients, family, friends and coworkers
- ❑ Educate your clients about the risks associated with sugar sweetened beverages
- ❑ Restrict marketing of food and beverages to children
- ❑ Advocate for healthy food policies in schools, rec centers, hospitals and workplaces in your community
- ❑ Advocate for smaller portion sizes and restriction of large portion sizes at food service outlets in your community
- ❑ Ensure water is available in commonly used places like public facilities, schools, arenas and workplaces





Count Your CUBES!

THE SUGARY DRINK CHALLENGE

How much sugar do you drink?

Take part in the Count Your Cubes Challenge

Sign up: www.countyourcubes.ca

For questions contact:
info@countyourcubes.ca



Challenge Info

HOW THE CHALLENGE WORKS

Once you create an account you will have access to the Count Your Cubes 4-week calendar where you can track your sugary drink consumption and view your weekly sugar cube totals.

Week 1: Don't make any changes to your drinking habits. Simply enter the sugary drinks you consume each day.

Weeks 2 to 4: Your goal is to make healthier beverage choices. Each week, try to consume fewer sugar cubes than you consumed in week 1.

CHALLENGE SUMMARY

Week 1 0 Cubes

Week 2 0 Cubes

Week 3 0 Cubes















Week 4 0 Cubes

CREATE A TEAM



Change Start Day

WEEK 1: DRINK AS YOU WOULD USUALLY

Mon 27	Tue 28	Wed 29	Thu 30	Fri 31	Sat Apr 01	Sun 02
 CUBES	 CUBES	 CUBES	 CUBES	 CUBES	 CUBES	 CUBES
						

WEEKS 2, 3 & 4: TRY TO CONSUME LESS THAN WEEK 1

Mon 03	Tue 04	Wed 05	Thu 06	Fri 07	Sat 08	Sun 09
 CUBES	 CUBES	 CUBES	 CUBES	 CUBES	 CUBES	 CUBES
						
Mon 10	Tue 11	Wed 12	Thu 13	Fri 14	Sat 15	Sun 16
 CUBES	 CUBES	 CUBES	 CUBES	 CUBES	 CUBES	 CUBES
						
Mon 17	Tue 18	Wed 19	Thu 20	Fri 21	Sat 22	Sun 23
 CUBES	 CUBES	 CUBES	 CUBES	 CUBES	 CUBES	 CUBES
						



Count Your Cubes Calculator

Pick Your Drink

WATER

POP/ ENERGY DRINK

FRUIT JUICE/ FRUIT DRINK

SPORTS DRINK/ VITAMIN WATER

FLAVOURED MILK/ SUBSTITUTE

SHAKES/ SLUSHIES/ SMOOTHIES

SPECIALTY COFFEES/ TEAS

COFFEE/ TEA WITH SUGAR

Sizes: S = 125 - 250 ml M = 251 - 500 ml

L = 501 - 750 ml XL = 751 - 1000 ml

Pick Your Size



S

+ 0 -



M

+ 1 -



L

+ 0 -



XL

+ 0 -

Cube Count

TOTAL
CUBES

12

SAVE

Note the amount of sugar in each category
is an average of these types of drinks.



Resources

For Teachers & Parents

Download activities for the classroom and home environment to learn more about sugar and its impact on our health. Each activity is stand-alone, developed for children ages 7-12 with a wide range of applicability to older students and adults.

- [Where to Look for Sugar!](#)
- [Sugary Drinks Multiple Choice](#)
- [Sugary Drinks True or False](#)
- [Drink Decisions - The Soccer Game](#)
- [The Best Beverage Choices](#)
- [Choose Water Most!](#)
- [Create Your Own Water Recipe](#)
- [The Spin on Sports Drinks](#)
- [No Need for Energy Drinks](#)
- [Check the Caffeine](#)
- [Caffeine Content in Beverages](#)

For Everyone

[Count Your Cubes Tracking Calendar](#)

[Count Your Cubes Poster](#)

[Heart and Stroke: Healthy Eating](#)

[Heart and Stroke: Healthy Kid](#)

[Heart and Stroke: Health e-tools](#)

For the month of April, we encourage you to promote the Count Your Cubes Challenge!

www.countyourcubes.ca



Action is Needed Now

- ❑ Sugary drinks are contributing to higher obesity levels and chronic disease
- ❑ Canadian consumption of sugary drinks is too high
- ❑ Portion sizes continue to grow
- ❑ Give children and youth the best start for a long, healthy life
- ❑ Empower Canadians to live healthy lives through creating healthy environments
- ❑ Reduce the prevalence of chronic disease including overweight and obesity in adults through healthy eating and nutrition





Amanda Nash, RD

Amanda.nash@heartandstroke.ca

Pam McFarlane

pmcfarlane@manitobadentist.ca

