Teaching Young Children to "Be Sugar Savvy"

"Be Sugar Savvy" Curriculum developed by the Alameda County Public Health Department

And adapted by FIRST 5 Santa Clara County for children ages 0-5 and their families

FIRST 5

Drink Water, Said the Otter

- Campaign Materials
- Target audiences:
  - Childcare and preschool providers
  - Parents
  - Dentists
  - Pediatricians

Teaching Young Children to "Be Sugar Savvy"

I. Just the Facts
II. Guess the Grams
III. Show Me the Sugar
IV. FIRST 5's Top 5 Reasons Children Overconsume Sugar
V. Sugar All Around
VI. Take Aways

Just the Facts

1) It's been recommended to keep a child's sugar intake to less than X grams per day.

A: 25 grams/day = 6 teaspoons

B: 50 grams/day = 12-13 teaspoons

C: 60 grams/day = 15 teaspoons

D: 70 grams/day = 17-18 teaspoons

Just the Facts

2) The American Academy of Pediatrics recommends for children under 6 months that they limit their juice intake to ____ ounces daily.

A: 0 ounces

B: 2 ounces

C: 6 ounces

Just the Facts

3) For children over 2 years old, it is recommended that children drink what type of milk:

A: Whole Milk

B: Skim Milk

C: Lowfat Milk

D: B or C

Just the Facts

3) A 2009 study found that ____% of children ages 2-11 consume at least one soda or sugar sweetened beverage per day?

A: 19%

B: 36%

C: 41%

D: 53%

Guess the Grams

How many grams of sugar are found in products that children typically consume?

Show Me the Sugar

Sugary Details

What Does A Gram Mean?

How to Read A Label

Show Me the Sugar

Calculating How Much Sugar Is In A Container

Calculation:

Grams of Sugar ÷ 4 = Teaspoons of Sugar

65 Grams ÷ 4 = 17 Teaspoons

(Note: if the container has more than one serving, multiply the number of teaspoons by the number of servings to get the Total Teaspoons of sugar in the container)

FIRST 5's Top 5 Reasons Kids Overconsume Sugar

1) Marketing Ploy #1:

Products with sugar are marketed to children using characters that attract them

FIRST 5's
Top 5 Reasons Kids Overconsume Sugar

2) Marketing Ploy #2:
Unhealthy products are marketed to children through toys and baby gear

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Top 5 Reasons Kids Overconsume Sugar

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3) Marketing Ploy #3
Products are labeled "healthy" when they are not and are misleading for parents

FIRST 5's
Top 5 Reasons Kids Overconsume Sugar

4) Kids Influence What Parents Will Buy
- 2006 study with over 1,300 children from diverse backgrounds and their parents (including families from San Francisco), found that over 50% of parents utilize their children's input when purchasing snacks, breakfast foods and other packaged food brands

FIRST 5's
Top 5 Reasons Kids Overconsume Sugar

5) Parents Often Don't Understand What is in A Product

- Cereal Bar Handout

Sugar All Around

Do you really need to
"Rethink Your Drink"?

How much added sugar could be consumed through drinks…
In a day?
In a week?

Sugar All Around

Eat This, Not That…

Small Choices can Make a Big Impact

Take-Aways

1) Limit sugar intake - check the label!
2) Drink water or milk