





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

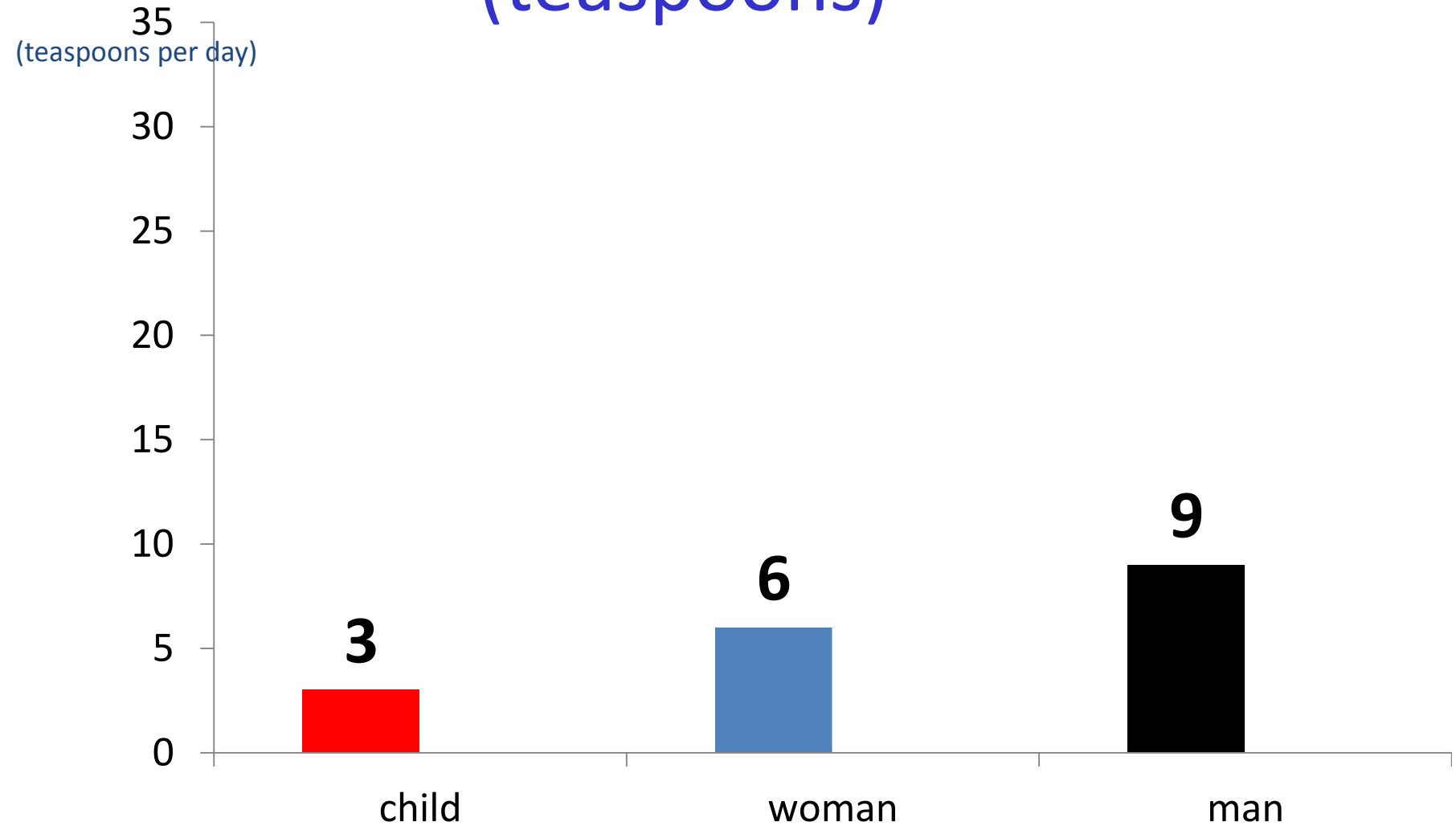


Obesity



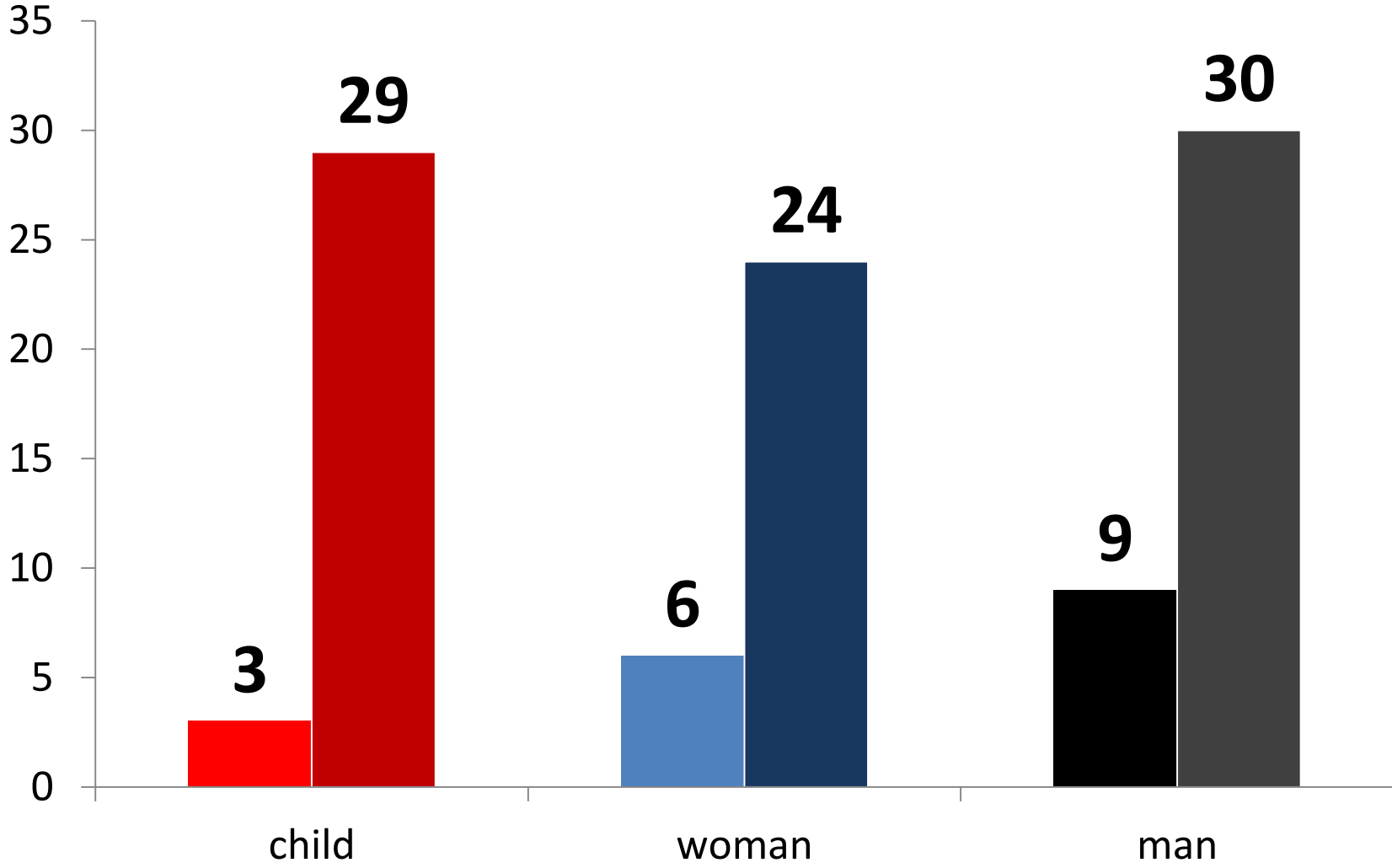
Diabetes

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 – 1st in NZ
- Strong leadership from Mayor and Council
- Support from stall holders and the public
- Water tanker



School example



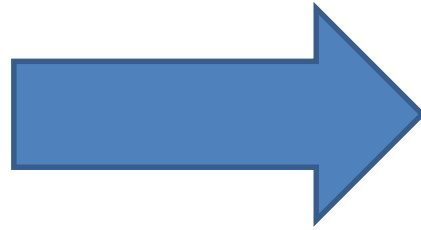
SUBWAY

Lunch Order

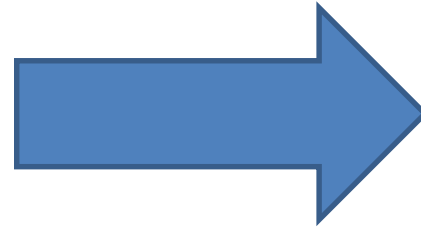
Name _____

Class _____

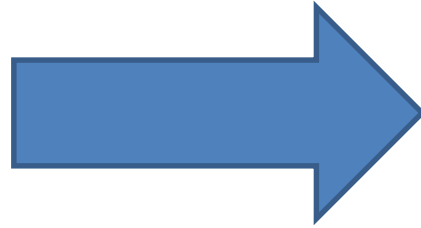
			Your Cost
Sandwich	Mini sub	\$ 3.00	
	6 Inch	\$ 4.00	
Meat (tick one)			
Ham			
Beef			
Turkey			
Salami			
Veggie			
Salads (tick any)			
Cheese			
Lettuce			
Tomato			
Mayonaise			
BBQ			
Juice		\$ 1.00	
Milk Chocolate		\$ 1.50	
Milk Strawberry		\$ 1.50	
Water		\$ 1.50	
Apple		\$ 1.50	
Yogurt		\$ 1.50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



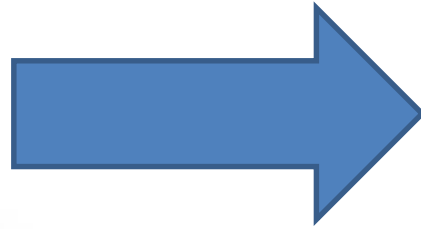
ROTTEN TEETH



OBESITY



DIABETES



**GOUT/CVD/
CANCER**

Lessons from the sugary drink campaign for HiAP

- Leadership is vital
- Leverage from a focused to a broader campaign
- Across diseases, policies, sectors
- From sugary drinks to healthy food and nutrition



Nelson

but not sugar sweetened beverages

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