Facts About Sugary Drinks

- Children need lots of water to stay hydrated and healthy. Water contains no sugar, calories, additives or caffeine, making it the smart choice for sipping throughout the day
- Sugary drinks contain empty calories with little to no nutritional benefit[i]
- Drinks make up almost 20% of the calories consumed by children and youth aged 4 to 18[ii]
- A single 355 mL can of sugar-sweetened soda contains up to 40 grams (about 10 teaspoons) of sugar and no health benefits[iii]
- Sugary drinks cause cavities, which can make you lose your teeth[iv]
- Canadian children who have high intakes of sugary drinks have lower intakes of nutritious drinks such as milk and water[v]
- Sugary drinks and excess sugar consumption are associated with chronic disease including heart disease, stroke, diabetes, dental caries and some cancers[vi]
- Children's food likes are influenced by availability, accessibility, and familiarity to foods as well as parental modelling[vii]
- Dietary preferences are established between ages 0 and 4 years. When children are used to consuming water at a young age, they are more likely to drink water later in life[viii]
- Product placement and decorative packing have a strong influence on children and consumer's choices. Many food and beverage companies deliberately target children through the use of cartoon images, bright packages, and colours[ix]
- Making nutritious options, like water and milk, competitively priced and prominently placed will increase the likelihood that they are children's first choice to quench their thirst[x]
- Parents, teachers, and coaches can demonstrate positive role modelling to influence children's beverage choices

i Heart & Stroke Foundation. Liquid candy: working together to reduce consumption of sugar loaded drinks. 2015. Available at: **heartandstroke.com/atf/cf/%7B99452d8b-e7f1-4bd6-a57d-b136ce6c95bf%7D/SSB_FACTSHEET_REV_ENG_FNL.PDF**

ii Statistics Canada. Garriguet, D. Beverage consumption of children and teens. 2008. Available from: **statcan.gc.ca/pub/82-003-x/2008004/article/6500820-eng.pdf** (Accessed June 9, 2016)

iii World Health Organization. WHO opens draft consultation on draft sugars guideline: note for media. March 5, 2014. Retrieved from: **who.int/mediacentre/news/notes/2014/consultation-sugar-guideline/en**

iv Moynihan P, Petersen PE. Diet, nutrition, and the prevention of dental diseases. (2004) Public Health Nutrition 2004;7 (1A):201-226. Chauncey HH, Glass RL, Alman JE. Dental caries: principal cause of tooth extraction in a sample of US male adults. Caries Res 1989;22:200-205.

v Statistics Canada, 2008. (ibid)

vi Heart and Stroke, 2015. (ibid)

vii Birch L, Savage J.S., Ventura. Influences on the development of children's eating behaviours: from infancy to adolescence. Can J Diet Pract Res. 2007; 63(1): s1-s56.

viii Ibid.

ix Elliot C. Entertaining Eats: children's "fun food" and the transformation of the domestic foodscape. Material Culture Review 2009;70.

x Eyles H, Ni Mhurchu C, Nghiem N, Blakely T. Food pricing strategies, population diets, and non-communicable disease: a systematic review of simulation studies. PLoS Med. 2012;9(12):e1001353. Available from: **ncbi.nlm.nih.gov/pmc/articles/PMC3519906/**