

**"I'm giving my grandkids
more healthy options"**

Grandmother, Birley

**"I've started buying
rice cakes instead of biscuits,
and topping them with
peanut butter"**

Family of four, Graves Park

Visit sheffieldisweetenough.org
and make a pledge today.

**"I've started mashing
up banana instead
of buying the pouches"**

Mum of 7-month-old, Darnall

**"I always make sure we have
fruit in the bowl to snack on"**

Parents to teenagers, Walkley

**LET'S HELP
OUR KIDS EAT
LESS SUGAR**





HOW MUCH IS TOO MUCH?
Who are the biggest culprits for too much sugar?

Too much sugar is threatening our children's health

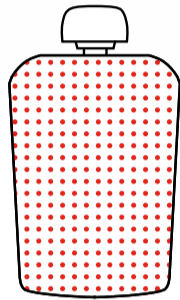
Criminal amounts of sugar are hiding in the foods we eat, putting our children at risk of developing tooth decay and certain health conditions, such as obesity, diabetes and high blood pressure. We want to help parents in Sheffield understand how much is too much sugar and make healthy choices for their children from pregnancy and beyond. Here's how to avoid some of the worst culprits and make simple swaps.

Cutting down on sugar for babies and toddlers age 0-3 years

Maximum daily amount: 0 teaspoons or 0g

Worst offender: Baby food pouches

Swap for: Freshly mashed fruit or vegetables



Top tip:

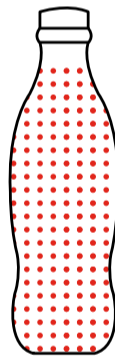
When you're busy, it can be tempting to use pre-packaged pouches of baby food, but some brands contain up to 4 teaspoons of sugar in one serving! Babies who start life eating sugary foods tend to develop a sweet tooth, which can lead to health problems later on. Mash up soft fruits like banana or over-ripe pear and add them to plain yoghurt to create your own yummy snacks that won't damage their teeth.

Cutting down on sugary drinks for 7-11 year-olds

Maximum daily amount: 5.5 teaspoons or 24g

Worst offender: Sugary drinks

Swap for: Sparkling water mixed with low-sugar cordial



Top tip:

As soon as your kids reach a certain age it can be difficult to avoid sugary drinks, but some contain more than double their daily limit of sugar! As the keeper of the cupboards you decide what they're stocked with, so try to make a few changes. Fizzy water is much cheaper than pop and you can mix it with low-sugar cordial to make it more interesting. Even switching to diet varieties of their favourite brands is a step in the right direction.

Make a pledge to keep your family healthy

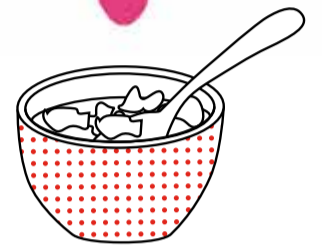
We want to make it easier for families in Sheffield to understand how much sugar is in the food we eat and make healthy swaps. On our website, you'll find lots of ideas for family pledges to cut down on sugar. It could be something as simple as cooking from fresh more often or giving up sugary fizzy drinks on Fridays.

Giving young children aged 4-6 healthier options

Maximum daily amount: 4.5 teaspoons or 19g

Worst offender: Sugary cereals

Swap for: Wheat biscuit cereal



Top tip:

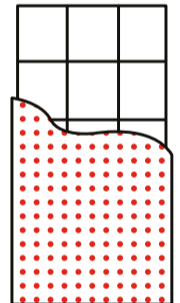
Kids love to start the day with a sugary cereal, but consuming too much sugar is the reason more and more school children in Sheffield are being admitted to hospital for tooth extractions than ever before. Some cereals contain the maximum amount of added sugar your little one requires in a day. While it can be challenging to get them to swap to healthier cereals, you can sweeten them up naturally with fresh fruit. Why not see who can make the funniest face out of sliced apples, banana or grapes?

Creating a healthy mindset in children over 11 years

Maximum daily amount: 7 teaspoons or 30g

Worst offender: Chocolate bar

Swap for: Caramel rice cakes



Top tips:

When your kids become teenagers it's harder to keep track of what they're eating and drinking. The habits they form now will set them up for life and help them make better choices when they have children of their own. Talk to them about the shocking amount of sugar in some popular snacks and point them towards healthier alternatives, such as caramel rice cakes or popcorn.

"I've started checking the labels for sugar"

Mum of two, Brightside

"We give the kids popcorn now instead of sweets"

Grandparents, Hillsborough