

Fizz Free February 2023

Week 2: Children & Young People
Pledge to #GoFizzFree this February

Birmingham Public Health Division



BE BOLD BE BIRMINGHAM



Impact of fizzy drinks on children & young people



Fizz Free February is important for all age groups, but it is particularly important for children and young people.

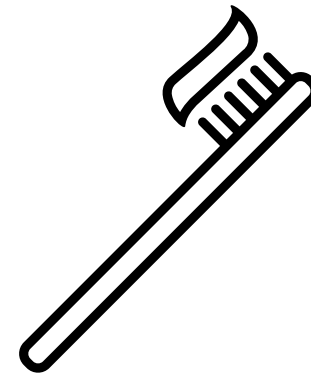
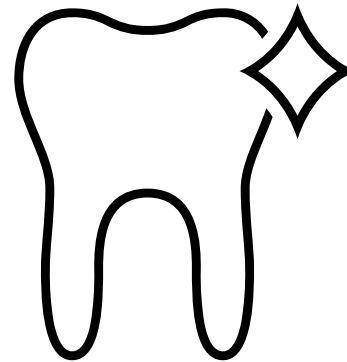


- Fizzy drinks are the largest contributor to sugar intakes in children ages 11-18 years old.
- A single can of cola can have as much as 7 teaspoons of sugar- this is more than the recommended daily amount for both children and teenagers.
- Fizzy drinks can lead to tooth decay and weight gain, both being faced by children and young people in Birmingham.

Impact of fizzy drinks on oral health



- Tooth decay is common in children, usually caused by having too many sugary foods and drinks and not cleaning our teeth and gums.
- Fizzy drinks are very high in sugar, so drinking them can lead to tooth decay.
- The most recent oral health survey of 5 year old children (2019), found that the incidence of dental decay is higher in Birmingham than the national average:
 - Birmingham (29%)
 - West Midlands Region (23%)
 - England (23%)



How can we prevent tooth decay?

- Start brushing your baby's teeth as soon as the first milk tooth breaks through (this is usually at around 6 months old).
- Children should brush their teeth twice a day, using a fluoride toothpaste.
- Children need to be helped or supervised brushing their teeth until they're at least 7 years old.
- NHS dental care for children is free- take your child to the dentist for regular check ups.



Public Health England

Healthmatters Sugar and tooth decay

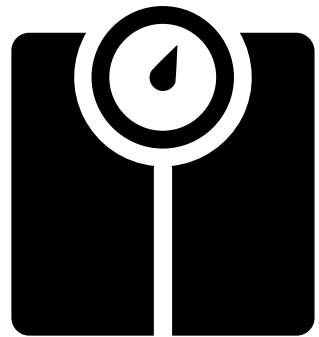
Sugars in foods and drinks are the major cause of tooth decay



Reduce the amount of foods and drinks that contain "free" sugars
Swap sugary drinks for water or plain milk to prevent tooth decay

Impact of fizzy drinks on weight gain

- Fizzy drinks often contain a large amount of sugar, however they don't make us feel full. Therefore it is easy to consume more energy than we think that we are.
- In 2020/2021, 27.9% of children in year 6 in Birmingham were obese.



- Childhood obesity often tracks into adulthood, which increases the risk of developing conditions such as type 2 diabetes and heart disease.
- It's important that we help our children to develop healthy habits at an early age, so let's ditch the fizz this February.

How much sugar is recommended for children & young people each day?



- Free sugars are any sugars added to food or drinks. These include sugars in fizzy drinks.
- Having a diet high in free sugars can be harmful as it can lead to tooth decay and weight gain.



Under 4yrs
Avoid sugar
added food &
drinks



4-6yrs
Less than 19g of
free sugar = 4.5
tsp.



7-10yrs
Less than 24g of
free sugar = 6 tsp.



10yrs & Older
Less than 30g of free
sugar = 7 tsp.

Fizzy drinks- healthy swaps

- The British Nutrition Foundation provide resources about healthy hydration across the life course.
- Follow this link to find out more: [Hydration - British Nutrition Foundation](#)

HEALTHY HYDRATION
for children aged 5-11

Water
Is a good choice throughout the day because it hydrates without providing extra energy (calories/kilojoules) or harming teeth.
Drink plenty

Milk
Is a useful source of nutrients, especially protein, B vitamins, iodine and calcium. Most children can have lower-fat milks such as skimmed, 1% or semi-skimmed. Unsweetened, calcium-fortified dairy alternatives can also be included. Milky drinks containing added sugars such as milkshakes, hot chocolate and malted drinks should be limited.
Have regularly

Fruit and vegetable juices and smoothies
Can provide some vitamins and minerals. However, they also contain sugars and can be acidic which is harmful to teeth so it's recommended to limit them to one small glass (150ml) a day and keep them to mealtimes. 150ml counts as a maximum 1 portion of your 5 A DAY. They can be diluted with water to reduce the acidity and sugars content.
Can have once a day

Sugar-free drinks
Hydrate without adding extra sugars but it's a good idea for most drinks to be milk or water. Fizzy drinks may contain acids that can be harmful to teeth. Be aware that some of these drinks contain caffeine.
Occasionally

Tea and coffee
Caffeine is naturally present in tea and coffee. Small amounts are harmless but high intakes should be avoided, especially for young children. It's best for children to drink decaffeinated tea and coffee with reduced-fat milks and no added sugars.
Occasionally (and in small amounts if caffeinated)

Sugary drinks
Are best avoided as they provide sugars, but few other nutrients. Fizzy drinks may contain acids that can also be harmful to teeth and some soft drinks contain caffeine.
Avoid

Sports and energy drinks
can be high in sugars and energy drinks may contain high levels of caffeine or other stimulants. These drinks are not suitable for young children.
Not suitable for children

This guide is intended to help parents, teachers and carers choose a balance of drinks for children aged 5-11 years. The amount of fluid a child needs depends on many factors but generally they should aim to drink about 6-8 glasses of fluid a day, using smaller glasses (150-200ml) for younger children. This is based on recommendations on fluid intakes for children from the European Food Safety Authority.

July 2018. Next review due July 2021. For more information on the sources used in this text please contact postbox@nutrition.org.uk ©British Nutrition Foundation www.nutrition.org.uk

The Information Standard Certified Member



Make your pledge



I'm going fizz free
for all of February!

Make your pledge to [#gofizzfree](#)

Fizz Free February in Birmingham is supported by Birmingham City Council. You can find out more about Fizz Free February at birmingham.gov.uk/fizzfreefeb



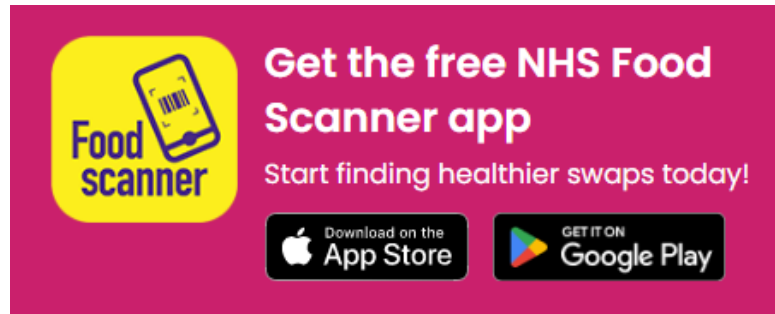
Are you ready to #GoFizzFree? Go fizz free with your friends and family. Why not get your school involved too?

To join in, just pledge to give up fizzy drinks for 28-days and tweet us using #GoFizzFree. You can also let us know you are taking part by signing the pledge sign for Birmingham and using the hashtag #FizzFreeBrum on social media as well.

Resources

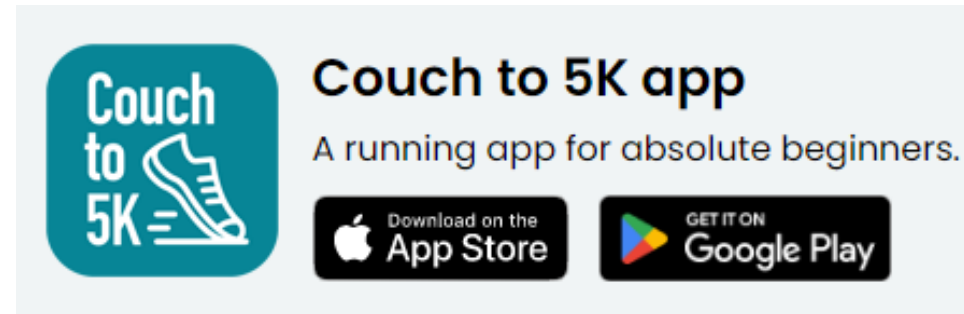


- To help you and your family on your fizz free journey, please explore the resources below:
- [Change4Life](#) – Discover healthy swaps, recipes, nutritional advice, top tips and activities to help families stay healthy.
- **NHS Resources** – [Eat well](#) and [Better Health](#) resources available to provide information on getting a healthy, balanced diet.



Get the free NHS Food Scanner app
Start finding healthier swaps today!

Download on the App Store | GET IT ON Google Play



Couch to 5K app
A running app for absolute beginners.

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