CRAVINGS AND CAVITIES

Diets are changing and children are exposed to more sugar than ever before. With a standard chocolate bar containing more sugar than a child's daily recommended allowance, it is vital that kids, and more importantly their parents, are educated about good oral care and the dangers of consuming too much of the sweet stuff

HOSPITAL TEETH EXTRACTIONS FROM PATIENTS AGED 18 AND UNDER



increase in the annual number of hospital teeth extractions from patients aged 18 and under between 2012–13 and 2016–17

NHS 2018





of parents admit they often or sometimes offer their children sugary food/drink as a bribe or reward for good behaviour

Simplyhealth 2018

SUGAR AMOUNT IN POPULAR FOODS/DRINKS*

Compared with recommended daily allowance (RDA) for different ages				4-6 years RDA	7-10 years RDA	11+ years RDA	
Coca Cola (orig	ginal) 330ml						
Red Bull 250ml							
Snickers							
Orange juice, n	ot from concentrate						
Munch Bunch y	voghurt 10.6g						
Og	5g	10g	15g	20g	25g	30g	35g

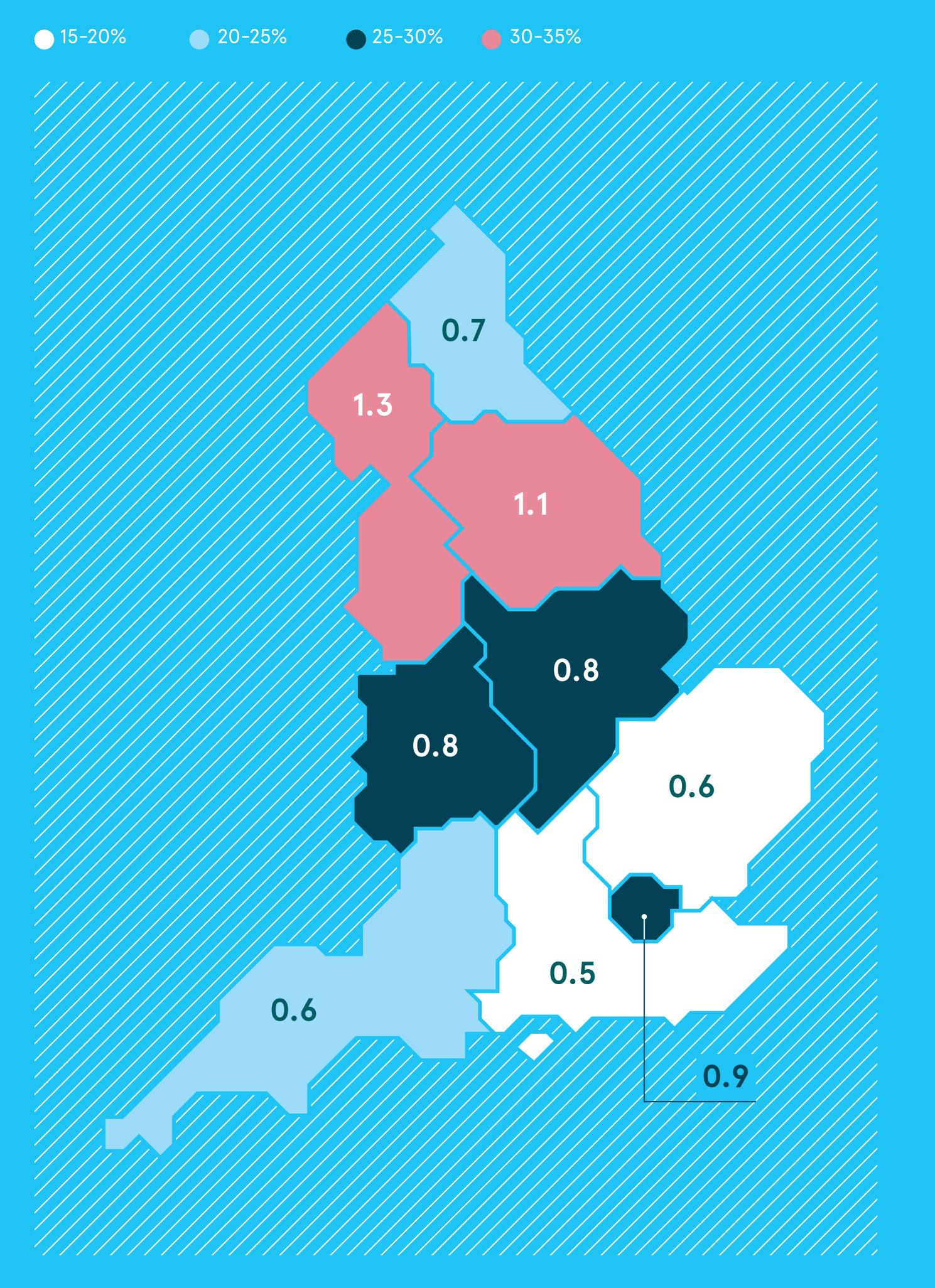
*One single serving or recommended portion size according to product's nutritional information

dental

floss

TOOTH DECAY AMONG FIVE YEAR OLDS IN ENGLAND

Percentage of children with any tooth decay and average number of decayed, missing and filled teeth



PUBLIC OPINION ON HOW SOFT DRINKS MAKERS SHOULD REDUCE SUGAR

3%

Other

10%

Increase product price, keep same size and ingredients

15%

Don't know

9%

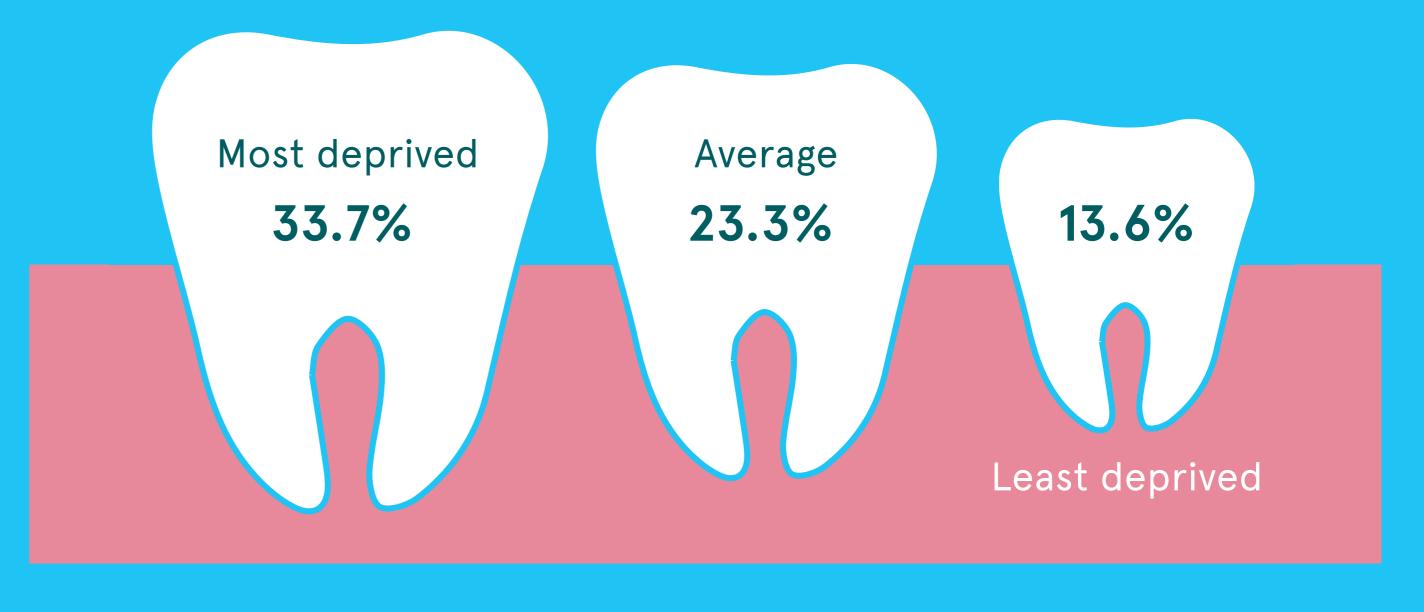
Reduce product size, keep same price and ingredients

63%

Reduce amount of sugar in product, keep same size and price

YouGov 2018

TOOTH DECAY AMONG FIVE YEAR OLDS BY DEPRIVATION LEVELS



Public Health England 2018

Public Health England 2018

HOW OFTEN CHILDREN VISIT THE DENTIST FOR A ROUTINE CHECK-UP

Survey of parents of children aged 18 and under

Once every six months	65%
Once a year	20%
Once every two years	4%
Less than every two years	2%
Never/don't know	9%

HOW OFTEN CHILDREN BRUSH THEIR TEETH

Survey of parents of children aged 18 and under

At least twice a day	74%
Once a day	20%
Less than once a day	2%
Never	2%

YouGov/Simplyhealth 2018

