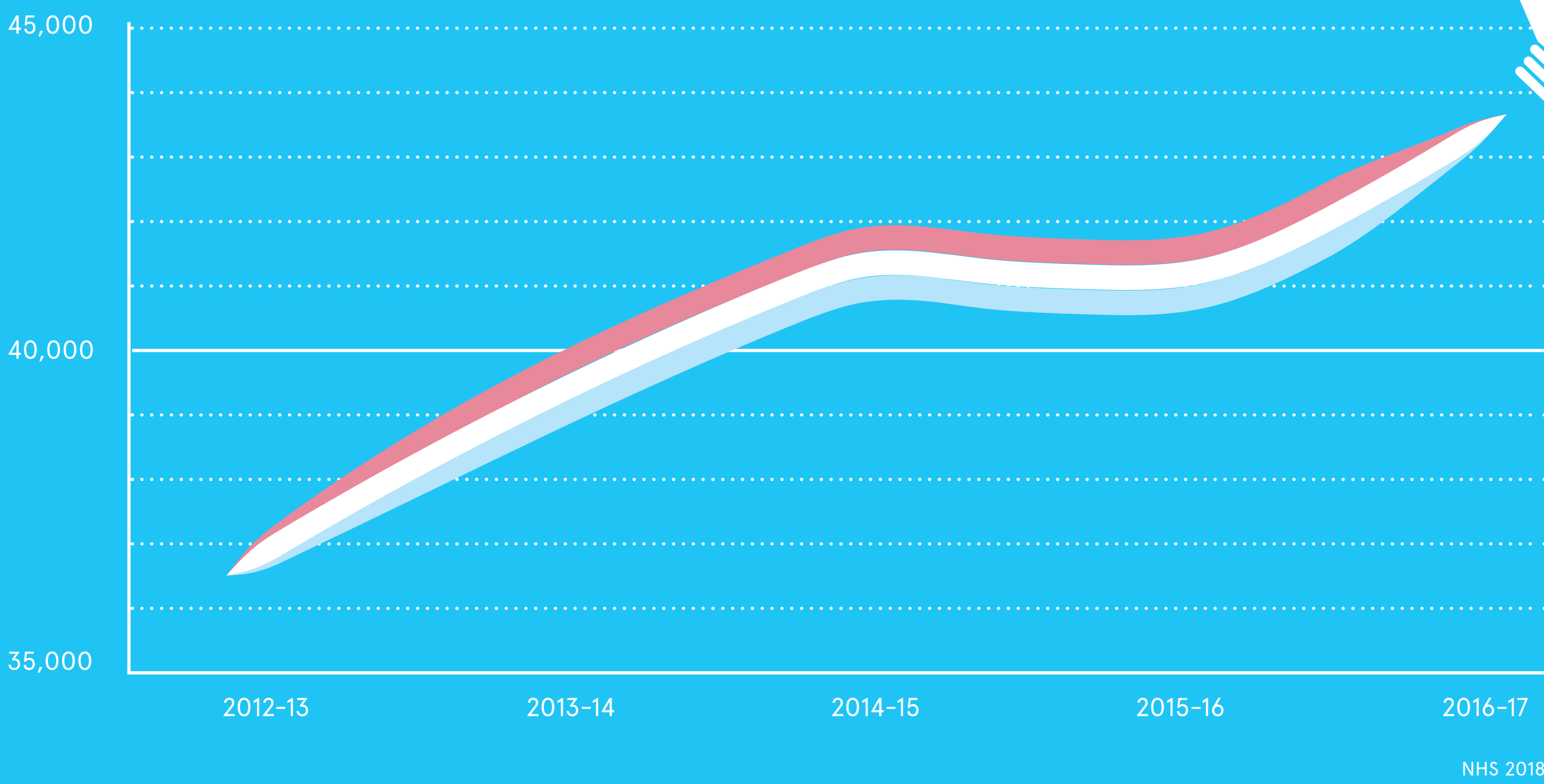


# CRAVINGS AND CAVITIES

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



**17%**

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

NHS 2018

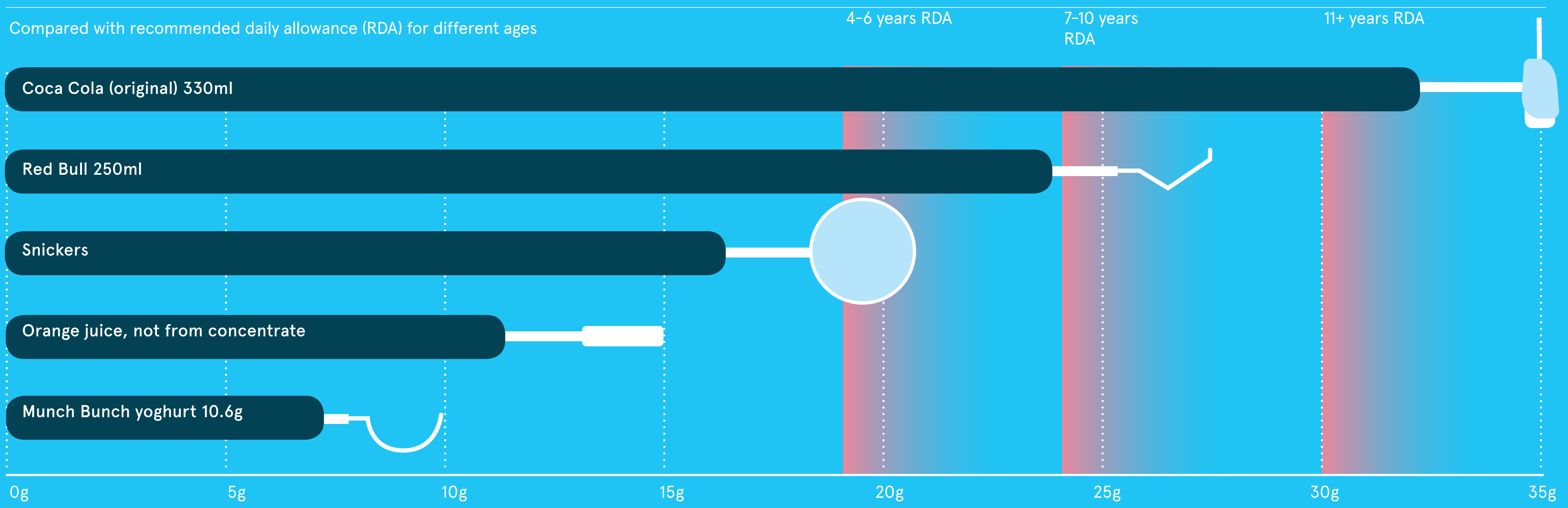
**36%**

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

Simplyhealth 2018

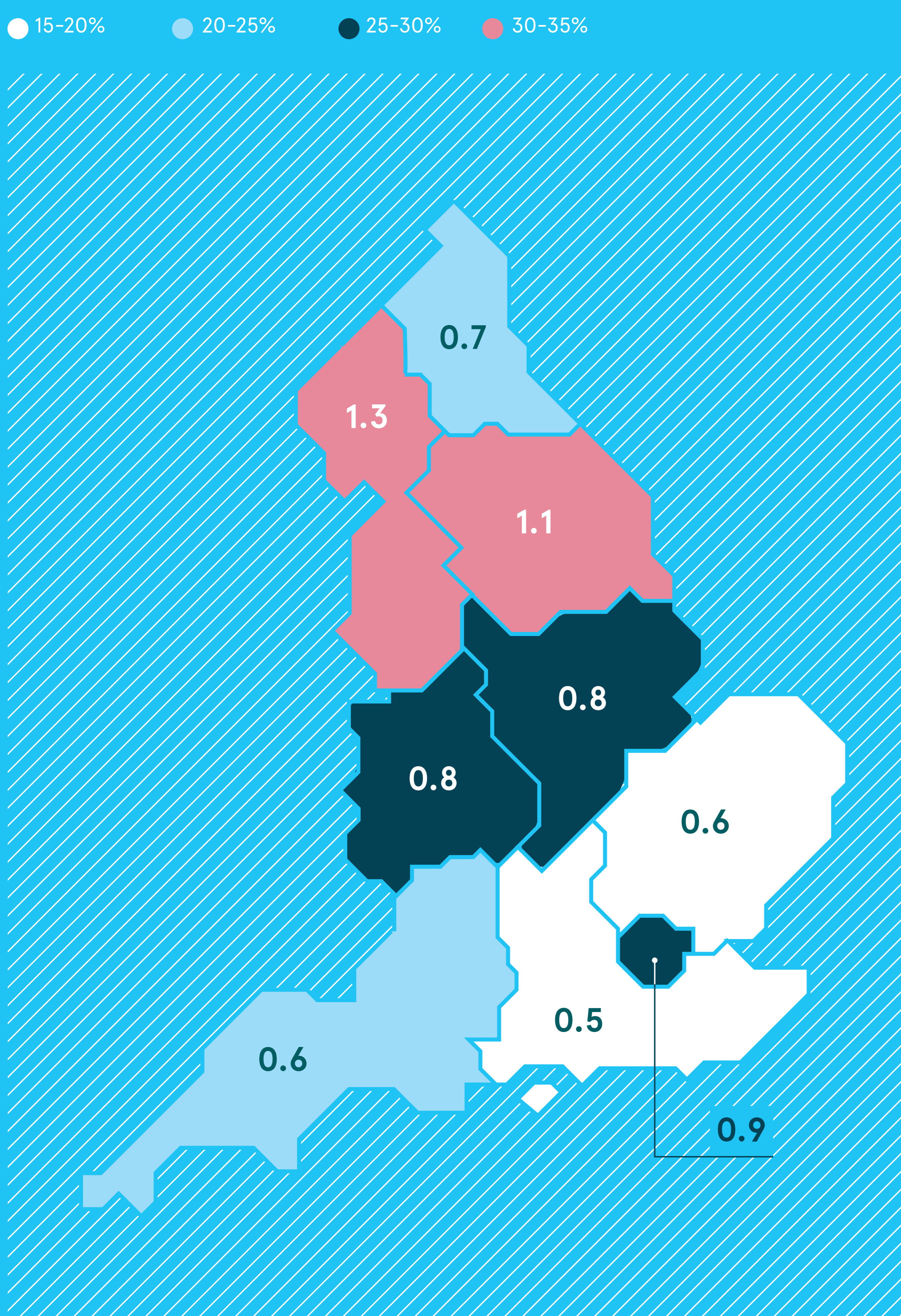
## SUGAR AMOUNT IN POPULAR FOODS/DRINKS\*

Compared with recommended daily allowance (RDA) for different ages

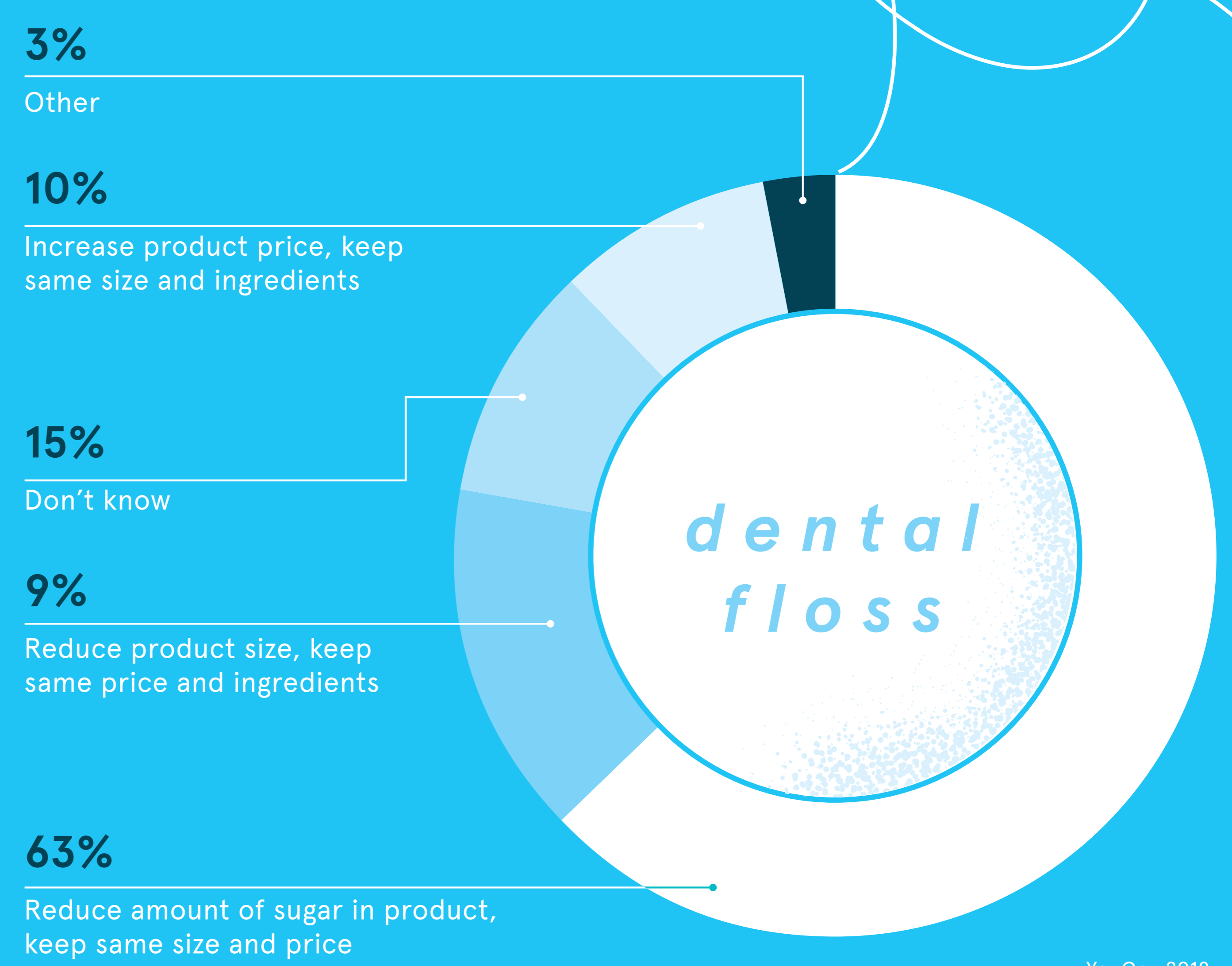


## TOOTH DECAY AMONG FIVE YEAR OLDS IN ENGLAND

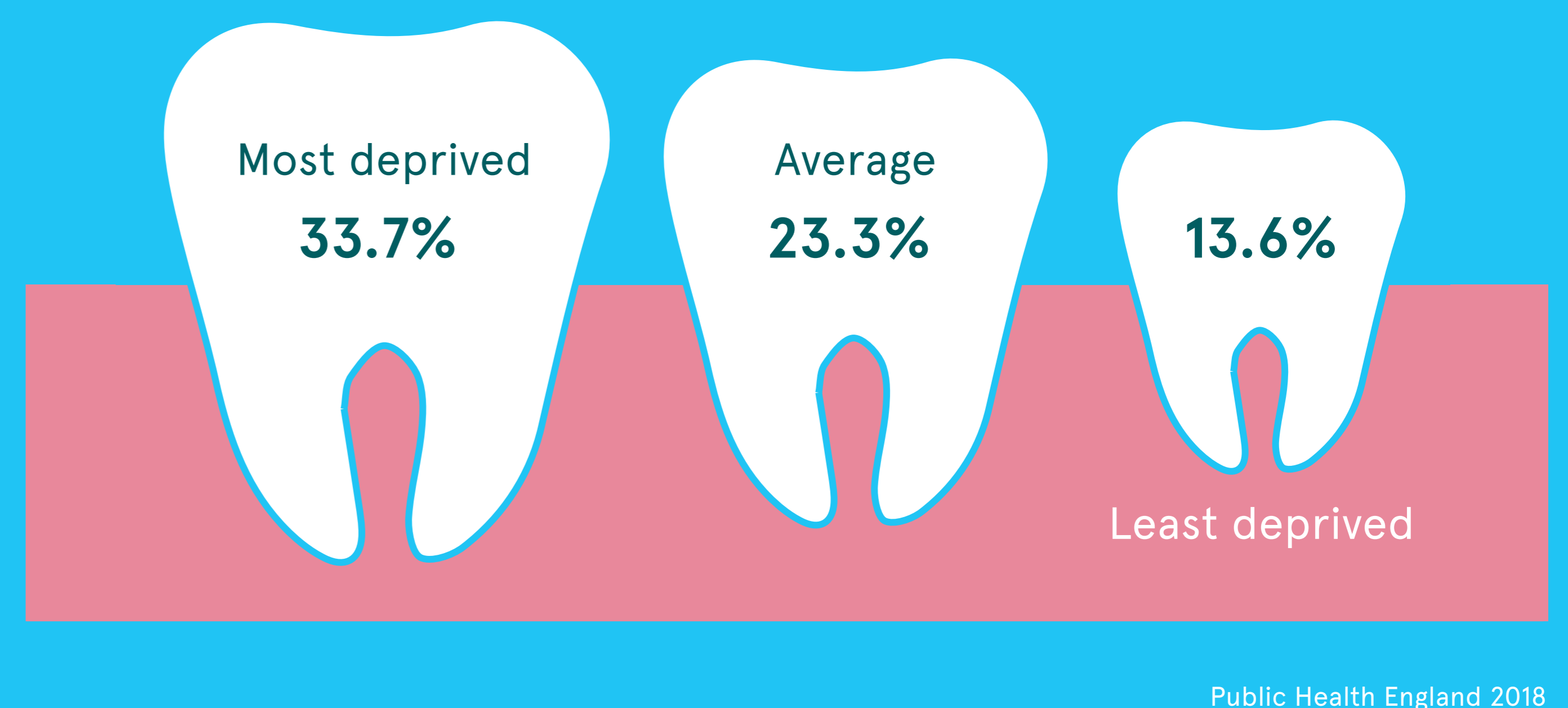
Percentage of children with any tooth decay and average number of decayed, missing and filled teeth



## PUBLIC OPINION ON HOW SOFT DRINKS MAKERS SHOULD REDUCE SUGAR

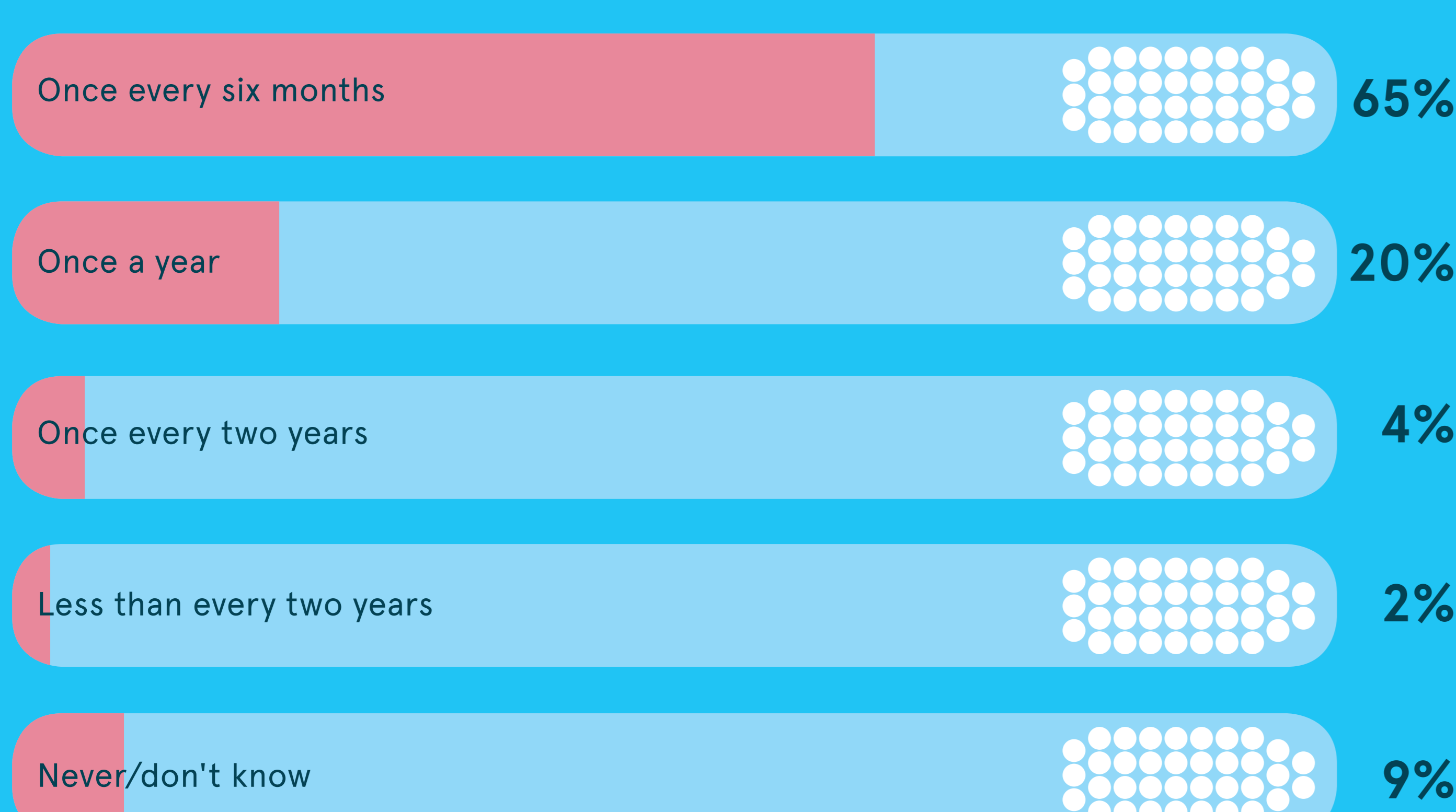


## TOOTH DECAY AMONG FIVE YEAR OLDS BY DEPRIVATION LEVELS



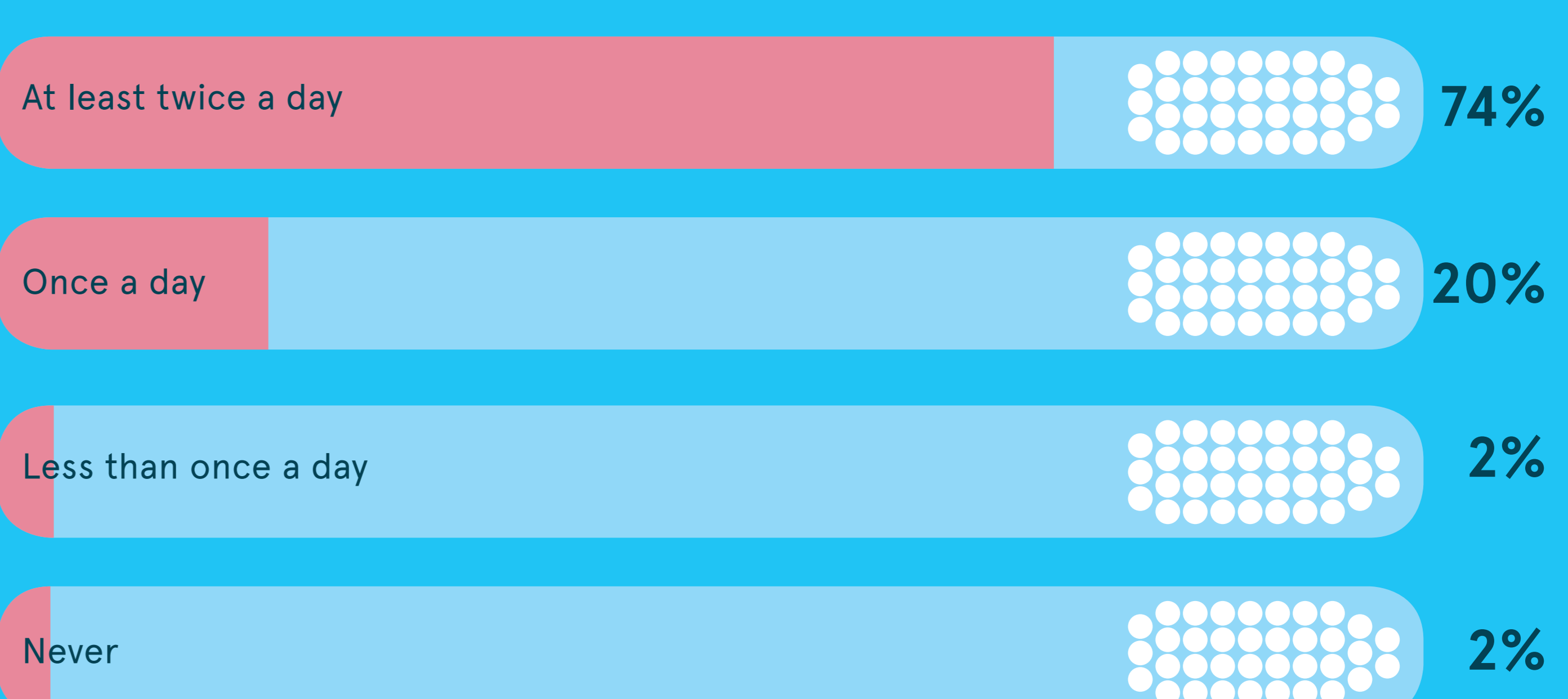
## HOW OFTEN CHILDREN VISIT THE DENTIST FOR A ROUTINE CHECK-UP

Survey of parents of children aged 18 and under



## HOW OFTEN CHILDREN BRUSH THEIR TEETH

Survey of parents of children aged 18 and under



YouGov/Simplyhealth 2018