

SAFE SUGAR PROJECT

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Marketplace on best practices conducive to reaching food and health related Sustainable Development Goals
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SAFE

Identity and Mission

SAFE is a non-profit independent organization, which aims at ensuring that consumers' health and concerns remain at the core of the EU food legislation.

Its main objectives are:

- To strengthen consumers' voice in the EU debate concerning the future of EU food regulation
- To raise public awareness and train citizens

Members

SAFE members are currently spread over 11 EU countries and collectively represent over 2,500,000 European citizens.

- ❖ National consumers organizations
- ❖ Vegan and vegetarian associations
- ❖ Health organizations
- ❖ Obesity associations
- ❖ Independent scientist, nutritionists, and doctors
- ❖ Permaculture associations

S0NVE
Società Scientifica di Nutrizione Vegetale

**EMOTI
FOOD**

Végétik

**Adipositas Hilfe
Nord e.V.**

Action on Sugar

**Förderkreis
Biozyklisch-Veganer Anbau**

ECOG
European Childhood
Obesity Group

Academia Italiana di Permacultura

vegan ireland
The Vegan Society of Ireland

vegan ireland
The Vegan Society of Ireland

VEGAN OK

BASORD
BULGARIAN ASSOCIATION FOR THE STUDY OF OBESITY AND RELATED DISEASES

**ASSOCIAZIONE
VEGETARIANA
ITALIANA**

Amici Obesi

VSL
VEGAN SOCIETY LUXEMBOURG

il Test
Salvagente
Mensile dei Diritti, dei Consumi e delle Scelte

The Vegan Society
One world. Many lives. Our choice.

safe
Safe Food Advocacy Europe
STRIVING FOR SAFER FOOD FOR EUROPEAN CONSUMERS

WORLD HEALTH ORGANIZATION

Recommended daily intake of free sugars



WHO Recommendations:

- Sugar intake = 10 % of total energy intake, ideally 5%
- Men : 50 grams = 12 teaspoons (max)
- Women : 40 grams = 10 teaspoons (max)
- Child : 32 grams = 8 teaspoons (max)



Actual consumption in Belgium:

- Adults : 100 grams* = 25 teaspoons
- Children : 80 grams** = 20 teaspoons

*Portail de l'agriculture wallonne = 40kg by person each year

**IDEFICS (Identification and prevention of Dietary- and lifestyle-induced health Effects In Children and infantS) study from Leibniz Institute for Prevention Research and Epidemiology



SUGAR & HEALTH RISKS

Worrying figures

OBESITY*

In the world and in Europe:

- Cause **3.4 million deaths**
- **1.3 billion overweight** and 600 million obese in the world **13% of the global adult population**
- **2.16 billion** overweight and 1.12 billion obese by 2030

In Belgium:

- **56.4% of the adult population** are overweight and 22.1% are obese
- Up to **15% of adolescents** (10–19 years) are affected and **20% of children** (6–9 years)

*WHO figures

SUGAR & HEALTH RISKS

Worrying figures

TYPE 2 DIABETES

- In Belgium: 350.000 people currently diagnosed with diabetes and a further 250.000 estimated to be undiagnosed*
- By 2030, 1 million people will have been diagnosed with diabetes**

*SPF Santé Publique; **Action on Sugar

SUGAR & HEALTH RISKS

Worrying figures

TOOTH DECAY

- Most common health issue in Belgium; it affects 50% of children*
- Tooth extraction is the main reason for children's hospital admissions in the UK

*Fondation pour la santé dentaire

SUGAR & HEALTH RISKS

Worrying figures

CARDIOVASCULAR DISEASES RISKS

- A scientific study* made by **Pr. Frank B.Hu** (Harvard University) investigated the link between sugar overconsumption and cardiovascular diseases
- The analysis was conducted on a 15 year period and included 31.147 participants
- Showed a consistent association between sugar overconsumption and an greater risk of Cardiovascular Diseases

*Added Sugar Intake and Cardiovascular Diseases Mortality Among US Adults; Quanhe Yang, PhD; Zefeng Zhang, MD, PhD; Edward W. Gregg, PhD; W. Dana Flanders, MD, ScD; Robert Merritt, MA; Frank B. Hu, MD, PhD; 2014, Journal of American Medical Association, All rights reserved.

SUGAR & HEALTH RISKS

Worrying figures

LIVER*

- An excessive fructose intake creates an accumulation of fat in the liver*
- **271 obese children and teenagers** with fructose-related eating habits.
- **37.6%** of children had a fatty liver, 101 children out of 271.
- A diet with an excessive consumption of fructose is associated with the **formation of a fatty non-alcoholic liver.**

*Mosca, A., Nobili, V., De Vito, R., Crudele, A., Scorletti, E., Villani, A., ... Byrne, C. D. (2017). Serum uric acid concentrations and fructose consumption are independently associated with NASH in children and adolescents. *Journal Of Hepatology*.

SUGAR & HEALTH RISKS

Worrying figures

CANCER*

- Indirect association with **increased risks of following cancers**: oesophagus, pancreas, colon and rectum, breast, endometrium, kidney, thyroid, gallbladder*
- Sugar fuels cancer cells for certain types of cancers**
- High-sugar diets associated with **increased risks of breast cancer*****

*National Cancer Institute; **American Diabetes Association; ***American Association for Cancer Research



SAFE SUGAR PROJECT

Aims and objectives

Increasing consumers' awareness about sugar-related diseases and increasing consumers' knowledge of food labels

To this aim, SAFE...

- ...Organises school trainings (*financed by Ministry of Education, Federation Wallonia-Brussels*)
- ...as part of SAFE's campaign "*Désucrez-vous! Du sucre oui, mais pas trop*"



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School trainings

- Interactive 2-hour long workshop for children and adolescents (aged 8 to 18 years old) conducted by SAFE's staff
- This training has also been developed for adults (parents, teachers, headmasters, ministry officers, etc.)
- Describe health risks related to sugar consumption, how to read labels, how to avoid overconsumption by learning where sugar lies

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School trainings

- Currently financed by Education Ministry of the Fédération Wallonie-Bruxelles (since 2017)
- Course material has been copyrighted (Benelux Office of Intellectual Property - OBPI)
- Extension to other EU member States : the trainings are being exported in Italy and Germany thanks to SAFE's members.

SAFE SUGAR PROJECT

Outcomes & Results

From **September 2016** onward...

- ...**90 workshops** were conducted
- ...**120 classes** benefited from the training in Brussels
- ...**2.500 children and teenagers** aged 8 to 18 years old benefited from the training, as well as **more than 60 parents** and **more than 120 teachers, headmasters, educators and government officers.**

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Outcomes & Results

- The trainings were assessed through an **online survey** filled in by teachers and headmasters.
- Overall, the workshops obtained a grade of **4.4 out of 5** among Belgian teachers and headmasters.

**‘Excellent way of
approaching the topic, great
job!’**

*Athénée Royal d’Auderghem, Watermael-
Boitsfort (Brussels)*

**‘Students learnt how to read food
labels and could understand how
much sugar they consume by
comparing quantities to sugar cubes’**

*Primary school of Athénée Royal d’Evère
(Brussels)*

SAFE SUGAR PROJECT

Outcomes & Results

- The **budget of the project** has significantly increased, with the support of the Fédération Wallonie-Bruxelles: from 5.900€ in 2016 to around 20.000€ in 2019
- The **audience expanded** from young children (8 to 14 y.o.) to older students (14 to 18 y.o.) and adults as the training developed

SAFE SUGAR PROJECT

Main objectives & Expectations

- Disseminating the training in schools to teach children, adolescents and teachers about the health risks of an excessive consumption of sugar;
- Expanding in other EU member states to continue spreading the word about healthy eating and food labels;
- SAFE coordinates the Erasmus + '*Tackling Adolescent Obesity & promoting inclusion through nutrition trainings for disadvantaged youth*' (TAO) project in 10 EU Member States

Without information, there is no choice.



STRIVING FOR SAFER FOOD FOR EUROPEAN CONSUMERS

Thank you for your attention

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