## Sugar-Coated Highs and Lows

A guide to reducing sugar in your children's daily diet

Teresa Fellows
Zest Health Coaching

## Welcome

* PTA Wellness Committee (OG \& ISD)
* Institute for Integrative Nutrition - graduate Dec 2013
* Zest Health Coaching
* Carozza Fitness 'Nutrition Coach'
* Mon who is passionate about healthy eating!


## Today's Topic

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* Historical USDA Guidelines on diet


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* Historical USDA Guidelines on diet
* Research on sugar \& behaviour towards it
* What is sugar?
* Why we should avoid it
* Benefits and longterm gains


## History of Health Guidelines

* USDA first suggested restricting high fat/sugar/salt diets in early '70's
* 1991 USDA \& Dept Health created the first Food Guide Pyramid - a political document, rather than scientific one?
* 2005 Updated guidelines in response to obesity levels - eat more vegetables and wholegrains products, less unhealthy fats/sugar, recognise different sources of protein, and comment on dairy
* Also included exercise - and assumed everyone would be.....
* 2010 Dietary Guidelines - "My Plate" - simplified the message further half the plate. So, you can immediately ask yourself - do I give my children $50 \%$ of every meal as a vegetable with some fruit added? The protein is NOT the main element of the meal, nor is the grain. Define grain - big diff between brown rice and white bread...both officially grain. Here they show it at $25 \%$ of the plate, more or less...which means it isn't the main element - not like piling the plate full of starchy food, and then adding meat on top, and a vegetable as an afterthought. So, reevaluating the portion sizes and make-up of your meals that you serve at home, can go a long way towards helping your children have a healthy relationship with food.


## What is NOT Recommended?

## * Saturated fats (ie. solid fats - particularly red meat)

## * Trans fats

* Cholesterol


## * Salt

* Sugar


## * Sodas/sweetened drinks

* Bottom line - avoid processed foods!


## Tuesday, April 1, 2014

Designed within the My Plate idea is what is NOT recommended too - unhealthy fats are still something to be careful about eating too much of. Particularly solid fats - found in red meat. Whole different topic of conversation on whether or not red meat can be healthy and how much should be eaten - for now, let's just say, it should be organic and if possible pasture raised, and if you can't afford to buy it like that, then don't eat it very often.
Also, while we are talking about fats - the latest guidelines DO stress that healthy fats are very good for you, and although higher in calories, need to be a part of everyone's diet...and if eaten in the right amounts, will do more to protect you from heart disease than not eating them.

## Sugar Consumption

* W.H.O. March 2014: Now 10\% of calorific intake... proposed to be 5\% in future aim for an adult's daily allowance to be limited to 6 teaspoons (24g)
* Average intake for children in the UK is $15.2 \%$ of calorific intake, USA 12004 National Health and Nutrition Survey) 4-8 yr old 21 teaspoons, 14-18 yr old 34.3 teaspoons
* Preschoolers averaging 1,200 to 1,400 calories per day should limit added sugar to about 4 teaspoons (1 6 grams) per day
* Children ages 4 to 8 who average 1,600 calories per day should limit added sugar to about 3 teaspoons ( 12 grams) a day
* Pre-teen and teens averaging 1,800 to 2,000 calories per day should not have more than 5 to 8 teaspoons ( 20 to 32 grams) of added sugar per day


## How to Avoid It?



## * Understand food labels buy carefully

## * Restrict high sugar foods and drinks

* Offer healthy alternatives
* Allow sugary foods as a treat (celebrations etc)


## Tuesday, April 1,201

UNderstanding food labelling helps enormously in understanding what you are eating...the labelling is pretty good and set to get even better - cover that on next slide. I'm also going to talk about how to restrict those foods that you know are bad for your kids...in a way that doesn't make you the meanest mum ever! Introduce healthy alternatives the CROWD OUT the sugary stuff, and if you start that young enough, they may not even notice. Think about kids with allergies - they've never had the sugary nasty stuff, and know it's no good for them (in an extreme way) so they avoid it all costs...life and death for them? maybe it is for the rest of us too?
Michael Pollen showed the words "chocolate cake" to two different groups - one french, one american The response from the french group to the words was 'Celebration'. The response by the USA group was "guilt' - we eat far too much of these sweet treats, too often, tooo accessible, and hold nothing back for special occasions anymore. Food coloring: halloween, birthday, holidays...now it's every day!


## Food Labelling

*Serving size and number *Sugar value
*Look critically at ingredients list *The less sugar the better...
*New labelling for the future:
*Calories in bold *Realistic serving sizes *Added sugar \& naturally occurring

# BBC Documentary "The Truth About Food-Kids" 

## * Keep repeating exposure - 10 is the magic number

* Don't ban anything - reinforces association with unhealthy food


## * Use non-food rewards for young children

> * For 'sweet' food, look to natural products - remove temptation * Portion control - 7-1 0 yr olds: boys 1970 cal, girls 1740 cals
> * Lunch = 1/3 daily intake: $1 / 2$ vegetables/fruit, $1 / 4$ protein, 1/4 starchy food

## Tuesday, April 1, 2014

They took a family with four children and asked the mum to remove all sweet treats from the house. INstead, they offered her dried fruits, chopped raw veegtables, and other healthy substitutions. She was amazed that the kids didn't miss it - crowding out with better options, they didnt mind the lack of sweets. On her youngest, he hated avocado - she asked him to try a tiny bit every day for ten days. After ten days, he didn't like it still, but he didn't care about trying it, and also got more adventurous with other food on his plate.
Then in a school environment, they did two different studies. IN the first they didn't control portions, to see if kids would over eat...and they did! So, mostly, they will eat as much as you give them, regardless of whether or not their bodies need it. Secondly, and most interestingly, they carried out an initial survey and found two healthier snacks that ranked equally - dried mango and dried raisins. Both bowls in class room - one was allowed at snack time, but the other was only allowed ten minutes after the first was allowed, and on the blow of a whistle. By the end of the week, no one was eating the mango, and on the whistle everyone was rushing for the raisin bowl, knocking people out of the way to get to it, and cramming as many in their mouths as possible! The forbidden fruit! The lesson here shows NOT to forbid food, but crowd out through replacing with other better options, and allowing it once in a while, no big deal, as a treat. that way you get a healthy relationship with food, and don't go mad on it when it is available.

# A Day in the Life of an Elementary School Child 

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* Breakfast : Orange juice
* Snack : Yoghurt tube (general mills, cotton candy gogurt)
* Lunch : Chocolate milk slice of pizza and cookie
* Snack : Ice cream diet soda
* Dinner : Chicken nuggets \& smiley faces with tomato ketchup carrotsticks lemonade


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* TOTAL 145 of sugar $=36$ cubes of sugar

(raisins and carrots?)

# What do we Mean by SUGAR? Carbohydrates = Saccharides 

* SUGARS = monosaccharides
* Simple sugar ie. smaller
* Water soluble - sweet tasting
* Honey, syrup, sugar, fruit juice, high fructose corn syrup. fructose, sucrose...
* STARCH = polysaccharides
* Complex sugar ie. larger
* Not water soluble - not sweet tasting
* Starchy root vegetables, grain products, legumes, fiber


## Name Calling...


agave nectar
cane crystals
cane sugar
corn sweetener
corn syrup
crystalline fructose
dextrose
evaporated cane juice
fructose
fruit juice concentrates glucose
high-fructose corn syrup
honey
malt syrup
maple syrup
molasses
sucrose
syrup

## Why Not Artificial Sweeteners?



* Insulin resistance increases
* Breakdown products are often carcinogens/cause inflammation
* Aspartame discovered by mistake - being developed for peptic ulcer treatment - FDA scandal?
* 180x as sweet as sugar (nutrasweet/ equal) - body doesn't recognise it
* Cell inflammation/health issues -


## Tuessay, April 1, 2014

Diet market was big money, FDA had denied apporval of aspartame due to flawed data, brain tumour findings, and no long term effects studies...Studies funded by those with an interest in this coming to market, suddenyl found the right results. INdependent studies contd to find problems. 1974 finally got approval - then a dearth of criminal law suits and attempts to remove it from the market. 1983 - finally approved for use in soft drinks...amid masses of headache and poor health claims in first year etc. Artifical sweeteners trick the brain into thinking that you've eaten sugar, and therefore you get a normal response in your blood stream to control the 'sugar' but there isn't any there...leading to diabetes, and insulin resistance.
Artificial sweetener induced hypoglycaemia - sweet taste on tongue sends message to brain that sugar is coming. Body then sends out insulin to clear the blood of sugar ready for the new stuff coming in...but then it doesn't come, and you are short on blood sugar. The body then has to send out an emergency message (stress hormones) to find glucose from other means...adrenaline and cortisol mobilize blood sugar from the liver and muscles, or protein or other tissues, to ensure you have enough for brain function. If that keeps happening, throws body into turmoil. Stress hormones are there for 'fight or flight' response, which means all other non-emergency functions are temporarily shut down, whilst they are circulating to ensure all energy going to crisis. If this happens often you get reduced functioning of immune system, increased inflammation in the body, and lower thyroid function (thyroid needs glycogen)...

## Is Soda really that BAD?

* Diet Soda = aspartame/artifical sweeteners - never drink it again!
* High sugar content - fat build up around liver and skeletal muscle, increased cholesterol (Danish research)
* Caramel coloring = carcinogen
* Accelerates aging due to unnatural amounts of phosphoric acid
* "Mountain Dew mouth" = major dental issues and Brominated Vegetable Oil flame retardent causing memory loss, nerve disorders, behavioural issues
* Sucralose is an environmental hazard - doesn't break down
* BPA in can linings - hormonal disruption
* Corn derived products - GM0?? - shorten life expectancy...


## A Healthier Day?

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* Breakfast $(0-4 \mathrm{~g})$ : Omelete with ham and tomatoes $(0-4 \mathrm{~g})$ and glass of water
* Snack (15g): Apple ( 15 g ) with salami slices $(0 \mathrm{~g})$
* Lunch ( 24 g ): Chicken drumstick ( 0 g ), 1 cup mixed: cucumber ( 0.5 g )/tomato ( $2-3 \mathrm{~g}$ )/ pepper mix (2-3g), full fat organic yoghurt (7g), homemade cookie ( $5-10 \mathrm{~g}$ ), water to drink
* Snack ( 19 g ): $1 / 4$ cup almonds and raisins (homemade trail mix) ( 10 g ) and unsweetened applesauce (9g)
* Dinner (17g) : Wholewheat spaghetti bolognaise (9g) with broccoli (1g) and a homemade fruit sorbet popsicle (7g)


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* 'ADDED SUGAR' TOTAL is actually only $25 g=$ approx 6 cubes of sugar (yoghurt (7) + cookie (10) + bolognaise/fruit popsicle (8))


## What's the Problem with Sugar?

* mood swings
* disrupted hormones
* sleep disturbances
* lower immune responses
* cell inflammation
* long term health issues?



## Blood Sugar

* Carbohydrates = glucose in blood stream
* Glucose in blood - natural response is INSULIN release
* Insulin is a s'torage hormone' - taking glucose out of the blood and into storage in the tissues of the body
* Glycogen works antagonistically with insulin and will only utilise the stored glucose when insulin is not in the blood stream
* As long as you eat sugar, you run the risk of becoming insulin resistant in the long term, as well as suffering many short term disruptions to your body


## The Benefits of Less Sugar...

## IMPROVED BEHAVIOUR

## HEALTHER IMMUNE SYSTEM

## STABLE ENEREY LEVELS

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## STEADY MOOD

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## STEADY BALANGED MOOD HORMONES

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## STEADY BALANGED MOOD HORMONES

## STABLE ENERGY LEVELS

BETTER

## IMPROVED HEALTHER BEHAVIOUR IMMUNE SYSTEM

## HAPPIER CHILD?

## How Do We Reduce Sugar Consumption?

* Crowd out sugary foods with healthier options
* Encourage more vegetables and fresh produce
* Avoid processed foods
* Do not allow sodas/fruit juices/sugary drinks
* Check food labels in the supermarket
*PLAN AHEAD!


## Nutrient Dense Food

* Sugar doesn't keep you full - gives immediate energy, but no long term benefit, and makes you feel hungrier quicker
* Eating wholefoods/nutrient dense foods, crowds out need for sugar - you don't feel hungry, don't 'miss' the sugar, and feel good from eating better
* Every time your child eats something, ask yourself whether or not it's the best thing you have available


## Sell the Benefits in Kids Terms

* Energy levels for sport
* Better grades/school work
* Clearer skin, longer shinier hair, better nails
* Less tired - able to keep going through the day
* Happier, less moody - easier friendships/family relations


## Empower Your Kids

* Cooking from scratch at home - using sugar substitutes like apple sauce, dates, rasins, honey, maple syrup
* Available healthy options ready to go in the fridge - let them combine and invent new suack combos - make it fun and interesting
* Remove temptation - don't check out in the candy aisle, or keep candy at home
* Do not offer sweet treats as rewards (and don't give treats if dinner uneaten)
* Teach kids how to read labels - play 'food detective' together
* Look up 'horrible' ingredients - flame retardent! etc
* Treats are 'treats' - make them for special occasions and give fruit as the daily dessert


## HEALTHY OPTIONS!

| Carbohydrates 40-50\% | Protein $20-30 \%$ | Healthy Fats $15-25 \%$ |
| :---: | :---: | :---: |
| Veggie Slices Fresh Fruit Frozen Fruits (popsicles?) Dried Fruits Popcorn Wholegrains (sprouted?) Natural Chips \& Salsa | Cold Meats Fish Jerky Eggs Nuts and Seeds Legumes (hummus/dips etc) | Nuts Avocado/Guacamole Olives Olive Oil Coconut Milk/Cream/Oil Full Fat Yoghurt (low sugar) |

## DRINK WATER! - infused with real fruit/homemade iced tea/mixed with small amount of fruit juice

Eat food. Not too much. Mostly plants.


Don't eat anything your great-grandmother wouldn't recognize as food

## Michael Pollen, Journalist and Food Expert

## Thank you for listening!

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