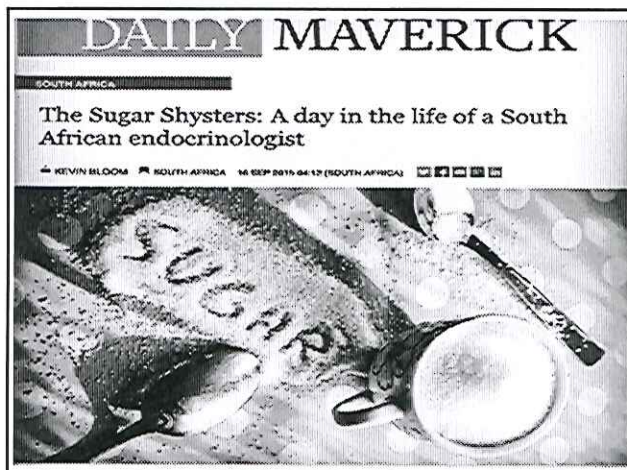


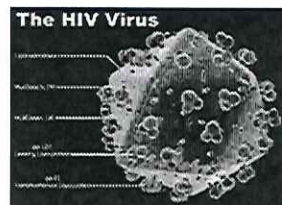
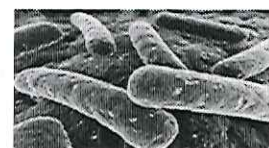
Presentation for Parliament Hearings on Sugar Tax


Dr Sundeep Ruder

MBBCH, FCP(SA), FSEM (SA)
Endocrinologist- Life Fourways Hospital
Honorary Consultant - Charlotte Maxeke Johannesburg Academic Hospital
Associate Lecturer- University of the Witwatersrand
Executive Committee Member - Society for Endocrinology, Metabolism and Diabetes of South Africa (SEMDSA)



The Usual Suspects





"The greatest trick the devil ever pulled off is making the world believe he didn't exist."




a little **TRICK**
that makes a **TREAT**
SEVEN-UP IN MILK!

Mic chilled 7-Up and cold milk in equal parts, by pouring the 7-Up gently into the milk. Do not stir. The 7-Up adds a light and delicate flavor making a delicious blended food drink.


Mothers know that this is a wholesome combination. The addition of 7-Up gives milk a new flavor appeal that especially pleases children.

"FRESH UP" WITH SEVEN-UP!

Why we have the youngest customers in the business:
Nothing does it like Seven-Up!



Bunna chon



The Problem

- Obesity
- Type II Diabetes
- Tooth Decay
- Heart disease (independent of weight gain)
- Impact on growing bones

WHO Classification

WHO Classification	Associated risks
BMI between 18.5 and 25 : normal weight	Normal
BMI between 25 and 30 : overweight	Average
BMI between 30 and 40 : obesity	Important
BMI above 40 : morbid obesity	Severe

Source: WHO

The increasing prevalence of obesity is a worldwide phenomenon, affecting peoples from diverse cultural and economic backgrounds. by Tony Scully.

GLOBAL SPREAD

Obesity now poses a major risk factor for type 2 diabetes, cardiovascular disease and hypertension and has become one of the leading threats to global health success.

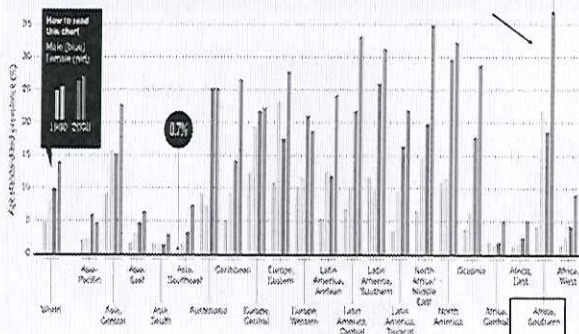
Prevalence of adult obesity 2009 (%)



550 | NATURE | VOL 508 | 17 APRIL 2014

OFF THE SCALE

The prevalence of obesity has almost doubled from 8.4% in 1980 to 12.9% in 2008. Half of this increase occurred between 2000 and 2008 (6.2%).



550 | NATURE | VOL 508 | 17 APRIL 2014

SA is number 1 for Obesity in Africa



South Africa

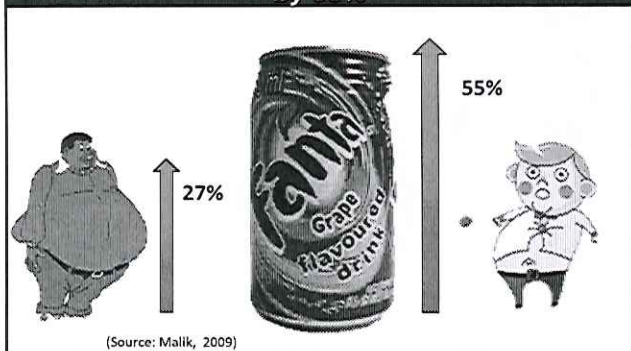
Highest overweight and obesity rate in sub-Saharan Africa

70% of women

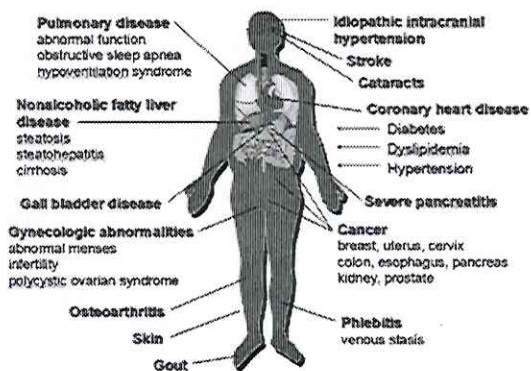
40% of men

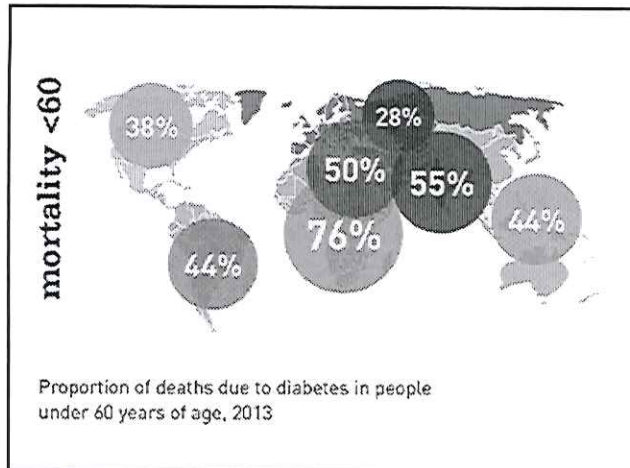
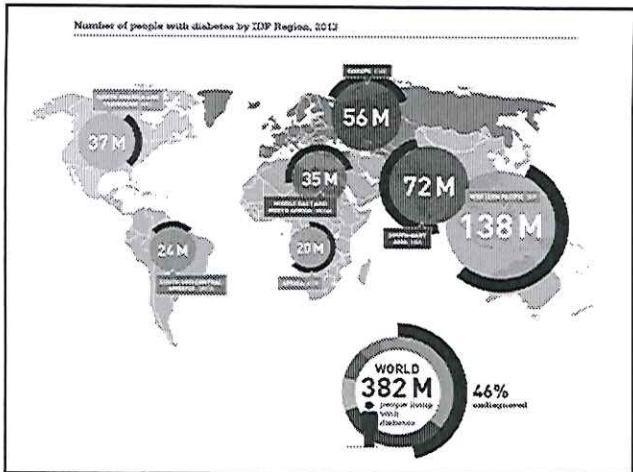
1 in 4 girls & 1 in 5 boys between the ages of 2 and 14 years

Drinking 1 SSB /day increases adult likelihood of being overweight by 27% and child likelihood by 55%



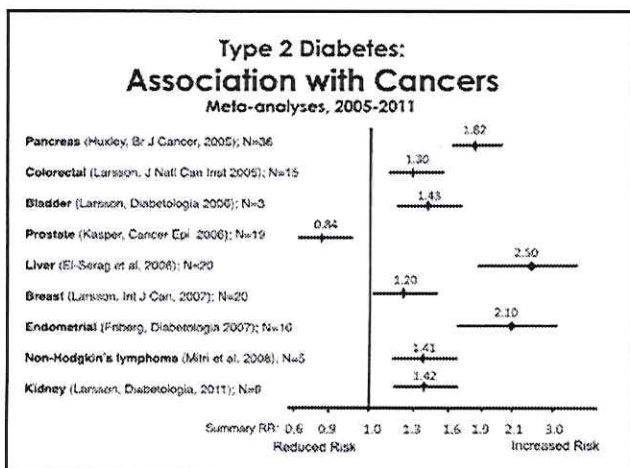
Medical Complications of Obesity

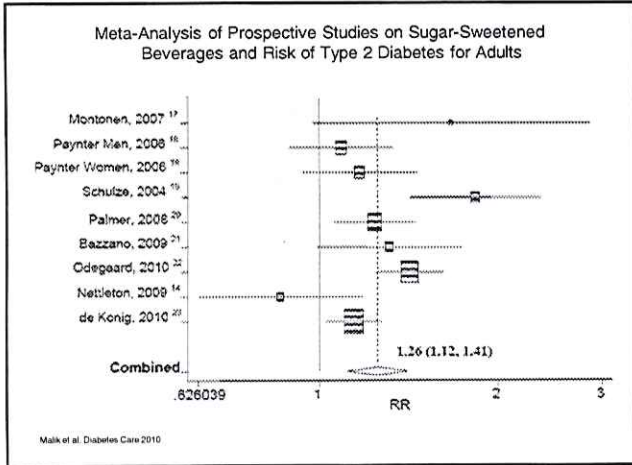




Major COMPLICATIONS from diabetes

- AMPUTATION:** Wounds in foot that won't heal, leading to AMPUTATION
- HEART DISEASE:** Damaged blood vessels in retina which can cause BLINDNESS
- BLINDNESS:** Damaged blood vessels in retina which can cause BLINDNESS
- KIDNEY FAILURE:** (Image of kidneys)
- STROKE:** (Image of a person's face)





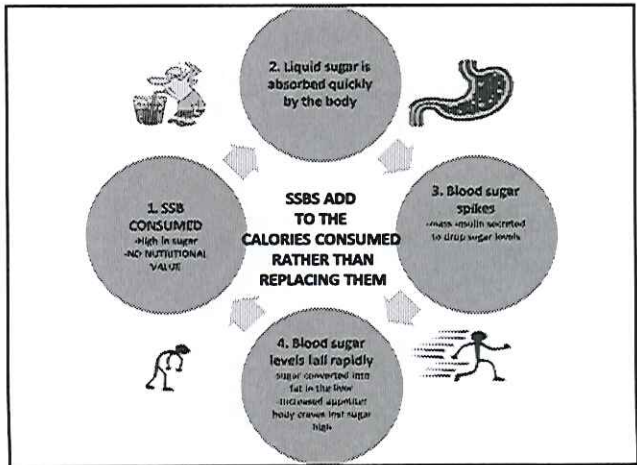
Drinking 1-2 SSBs/day increases the risk of developing T2DM by 26%

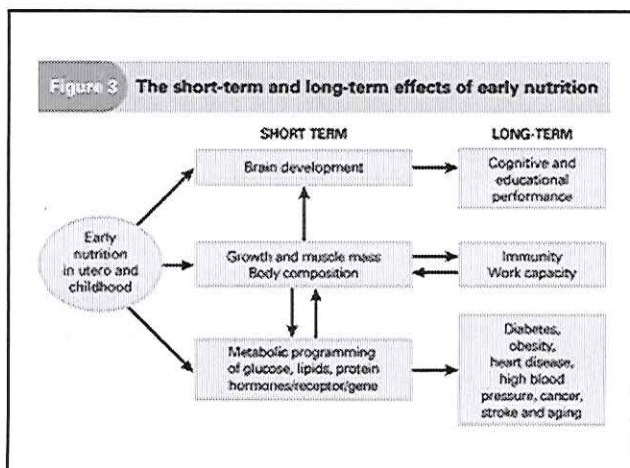
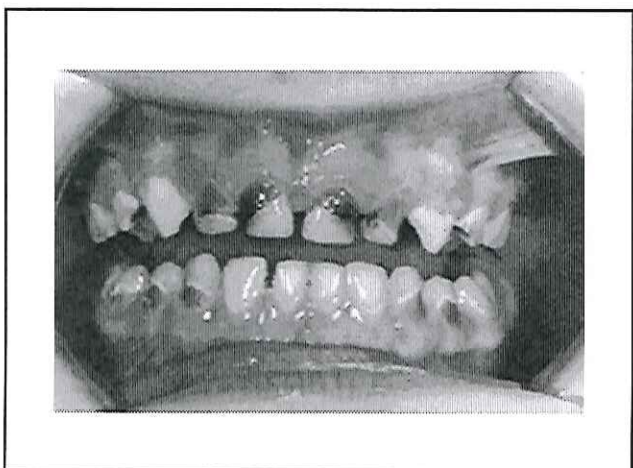
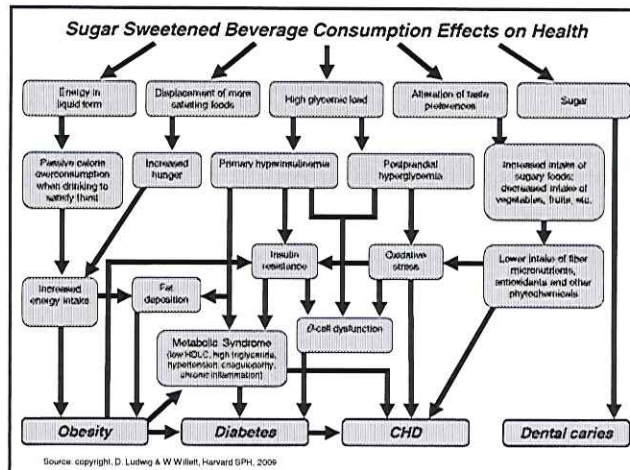
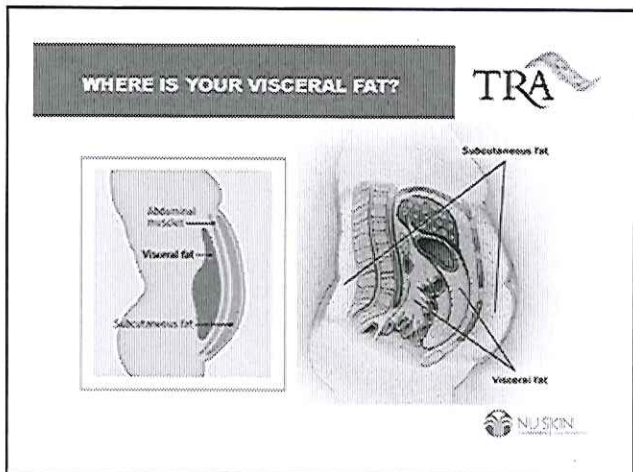
(Source: Mallik, 2009)

Empty Calories

- Sugary drinks are the top calorie source in teens' diets
- From 1989 to 2008, calories consumed in the form of sugary beverages increased by 60% in children ages 6 to 11, and the percentage of children consuming them rose from 79% to 91%
- Reducing intake of soft drinks is associated with less weight gain and metabolic improvement.

<https://www.hsph.harvard.edu/nutritionsource/healthy-drinks/sugary-drinks/#E2>





Circulation

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AMA SCIENTIFIC STATEMENT

Added Sugars and Cardiovascular Disease Risk in Children

A Scientific Statement From the American Heart Association

Mason D. Murray, MD, L. Kiser, Jason A. Shikoh, Linda V. Mattioli, Daniel L. Fong, Cheryl A.M. Anderson, Elizabeth J. Probst, Jennifer Chou Khoury, Nancy F. Newton, Steven M. Jacobowitz and Robert H. Johnson


Download PDF <https://doi.org/10.1161/CIR.0000000000000409>

Published Ahead of Print August 22, 2016

CONCLUSIONS: Associations between added sugars and increased cardiovascular

Secondhand sugars are the new secondhand smoke – and they're harming children

By Meredith F. Little, Emily Scharif
January 29, 2017 at 12:22 PM



Sugar on the Loose, For The Washington Post

News > Science

Sugar addiction 'should be treated as a form of drug abuse'

Withdrawal from chronic sugar consumption would be similar to going 'cold turkey' from drugs, say Australian scientists

Matt Rappas | Tuesday 12 April 2016 | 0 15 comments



WHO Recommends Limiting Sugar Intake

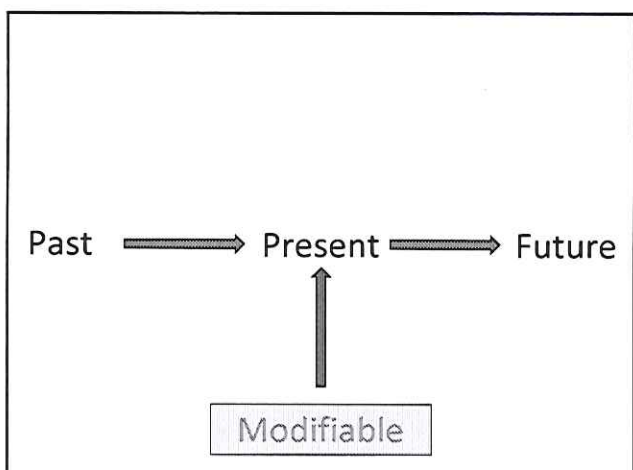
- Based on systematic reviews, WHO recommends **limits** for "free sugar" intake
- Free sugars are: "monosaccharides and disaccharides added to foods by the manufacturer, cook or consumer, and **sugars naturally present in honey, syrups, fruit juices and fruit juice concentrates**" (WHO, 2013)
- WHO strongly recommends **LIMITING** free sugar intake to **Less than 10% of Caloric Intake** approximately **12 teaspoons/day**



Obesity Epidemic Effects

- longevity
- disability-free life-years(DALY)
- quality-of-life
- productivity
- high and middle-to-low income countries
- poses a threat to population health
- substantial burden to many health systems

Y Claire Wang et al, Lancet 2011; 378: 815-25



“ There comes a time in the history of a nation, when we must do what is correct rather than what is pleasant “

UBUNTU

'A person is a person through other people'

A philosophy of African origin

