



# Kick Sugar



**Kick Sugar campaigns to reverse the epidemic of childhood dental decay and juvenile obesity amongst British school children. We believe British schools should be sugar free by 2022. We partner with schools, government and healthcare providers to reduce the consumption of sugar within schools. We will be successful when the School Food Standards Regulations incorporates sugary foods and drinks and when the NHS removes high sugar foods from their "eat well guide".**

Today, dental decay is the number one reason children aged 5-9 are admitted to hospital in England. 20% of children are now obese by age 11. We are committed to change these statistics.

The Rewards Project is a registered charity and a collaboration of dental, medical and scientific experts, driven to improve the long-term health of children. At the helm is Dentist James Goolnik, a father of three who is sick of all the sugar being pushed to his children.

## WE WORK WITH SCHOOLS

Through partnerships with over 500 UK schools and nurseries, we help schools look at sugar differently. We offer advice on how to reward children with healthy, non-sugar alternatives, to reduce the sugar being pushed to children every day. Through this nudging approach, we aim to shift treats and rewards away from high sugar food that damage teeth, behaviour and life habits.

## THE LAW NEEDS TO CHANGE

Where the nudging isn't working, we need structural change. We want to lobby parliament to remove

two exemptions from the School Food Standards Regulations in regards to sugary foods and drinks (i) at fund-raising events and (ii) as rewards for achievement, good behaviour or effort.

## CAN YOU HELP US KICK SUGAR?

We cannot do this alone. We need your help. We need champions to encourage schools and nurseries in the UK to be sugar free. To do this, we want to replace the NHS Eatwell plate, remove juices and reduce the frequency of children eating sugar heavy desserts.

As dental care professionals we see the damage sugar does to our teeth and bodies very early on. We try and encourage positive changes in our patients' diets. At Kick Sugar, we want the dental community to educate our patients before they end up obese, with type II diabetes and cardiovascular disease.

We want to help reverse the epidemic of childhood dental decay and juvenile obesity amongst British school children. Come join us to Kick Sugar.

## WE HAVE:

- Resources for your school and nursery visits
- Kick Sugar cookbook and 14-day sugar challenge to help you and your patients to Kick Sugar
- Facebook community
- LinkedIn community

  
**Rewards  
Project**

Sign up at [rewardsproject.org](https://rewardsproject.org)  
and follow us on social media



[rewardsproject.org](https://rewardsproject.org)  
[info@rewardsproject.org](mailto:info@rewardsproject.org)  
[#KickSugar](https://twitter.com/KickSugar)

# Rewards Project



**Charity number 1184492**

- 1 in 3 children are overweight or obese by the time they leave primary school
- Tooth extraction is the most common reason for hospital admission in children between the ages of 5 and 9 in UK
- 1 in 8 children admit to drinking sugary drinks at least FOUR times a day
- 94% of schools offer desserts with added sugar
- Children are consuming TWO times more sugar a day than they should
- Schools on average organise cake sales twice a term
- Children aged 7 to 10 should have no more than 24g of free sugars a day (6 sugar cubes)
- Children aged 4 to 6 should have no more than 19g of free sugars a day (5 sugar cubes)
- Nearly a third of adults have tooth decay
- Adults should have no more than 30g of free sugars a day, (roughly equivalent to 7 sugar cubes)

  
**Rewards  
Project**

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and follow us on social media



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