



Kick Sugar



More than 1 in 5 children are overweight or obese when they begin school, and 1 in 3 children are overweight or obese by the time they leave primary school. Dental decay is the number one reason children aged 5-9 are admitted to hospital in the UK. 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 adults, we have grown up to think that treats should be sticky, sugar-laden foods, so we want to do the best we can to make sure children of today grow up with a healthier mindset and associate healthier alternatives to sugar.

As medical professionals we are privileged to see the damage sugar does to our bodies and start to intervene in our patients' diets. I want the medical community to start educating 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



Sign up at rewardsproject.org and follow us on social media



rewardsproject.org
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)


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Project**

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