



Sugar Awareness Week

8th - 14th November 2021

Theme

Sweet or Sour: Are Sweet Drinks Concealing a Sour Truth?

To mark our first World Sugar Awareness Week, we're focusing on sugary drinks - one of largest contributors to global sugar intake. Too much sugar in our diets is linked to weight gain, obesity, type 2 diabetes, cardiovascular disease, and dental caries. Despite recommendations to limit intake of sugary drinks, sales are increasing worldwide, especially in low- and middle-income countries as a result of heavy marketing. We aim to raise awareness of the harmful effects of these drinks, as well as discussing the various policy actions available to address high and growing consumption.

Events

PAHO Webinar, in collaboration with WASSH – Tuesday 9th November 9am ET/2pm GMT

[Register here](#)

PAHO, in collaboration with WASSH, will be hosting a webinar to mark our first World Sugar Awareness Week. The theme is 'Sweet or Sour? Sweet drinks conceal a sour truth'

Speakers:

- **Leo Nederveen:** Acting Unit Chief. Risk Factors and Nutrition Unit & Advisor Food, Nutrition and Physical Activity in Schools, PAHO (Moderator)
- **Dr Fabio Gomes Da Silva:** Advisor in Nutrition and Physical Activity, PAHO
- **Prof Graham MacGregor:** Queen Mary University of London, UK and Chair of World Action on Salt, Sugar and Health (WASSH)
- **Prof Richard Watt:** University College London (UCL), UK
- **Alejandro Calvillo:** El Poder del Consumidor, Mexico

Resources

Suggested Tweets

- *I'm supporting @WASHSALT #SugarAwarenessWeek 2021! The aim of the week is to get people talking about the importance of reducing sugar and encourage food and drink companies to take action, so we can all access and enjoy healthier products*
<https://www.worldactiononsalt.com/awarenessweek/sugar-awareness-week/>

- The focus of #SugarAwarenessWeek 2021 is sugary drinks, one of the biggest sources of sugar in the global diet. Too much sugar in our diets is linked to weight gain, obesity, type 2 diabetes, cardiovascular disease, and dental caries @WASHSALT <https://www.worldactiononsalt.com/awarenessweek/sugar-awareness-week/>
- Despite recommendations to drink less, sales of sugary drinks are increasing globally, especially in lower income countries. I'm supporting @WASHSALT #SugarAwarenessWeek campaign to raise awareness of the health impact of these drinks <https://www.worldactiononsalt.com/awarenessweek/sugar-awareness-week/>

Tag Us

- **Twitter** @WASHSALT
- **Instagram** @actiononsaltandsugar
- **LinkedIn** Action on Salt | Action on Sugar | World Action on Salt, Sugar and Health

Hashtags

- #SugarAwarenessWeek
- #SweetorSour

Poster Image

**SWEET
OR
SOUR?**

Sweet
drinks
conceal a
sour truth

Regular consumption of sugary drinks increases risk of obesity, type 2 diabetes, tooth decay, high blood pressure and cardiovascular disease.
Strong public health policies are needed before our health turns sour.

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#SugarAwarenessWeek @WASHSALT worldactiononsalt.com

WASHS
World Action on Salt, Sugar and Health

Instagram Image



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Week**

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Sweet or Sour?



The graphic is enclosed in a dark blue border and features several beverage-related icons: a glass with a cherry, a purple can, a red can with 'SODA' written on it, a glass with a lime and mint, a blue can with 'Soda', a yellow glass with ice, a yellow juice carton, a pink can with 'COLA', a glass with a slice of orange, a brown bottle, a red can with a straw, and the WASSH logo which consists of a bar chart with four bars of decreasing height (red, orange, green, green) above the text 'WASSH' and 'World Action on Salt, Sugar and Health'.