

# Be smart Drink water

A guide for school principals  
in restricting the sale and marketing  
of sugary drinks in and around schools



Illustrated by:  
**Van Cleef Emnacen**

WPR/2016/DNH/008

© World Health Organization 2016.  
All rights reserved.

# Table of Contents:

**01**

**Why should children drink water?**

**Why was this guide developed?**

**02**

**What are sugary drinks?**

**Why are schools encouraged to restrict sugary drinks?**

**03**

**How much sugar is in typical drinks?**

**What is the "sugar limit" for children?**

**04**

**What are the health consequences of high sugar consumption?**

**05**

**The school food and drink environment**

**Three common types of marketing**

**06**

**The school drink environment: What creates an "unhealthy environment"? (Infographic)**

**07**

**Why focus on schools?**

**What works?**

**Success stories**

**08**

**Recommend actions for school principals**

**09**

**Recommend actions for school principals**

**10**

**The school drink environment: what creates a "healthy environment"? (Infographic)**

**11**

**References**



# Be smart Drink water

A guide for school principals  
in restricting the sale and marketing  
of sugary drinks in and around schools

# Drinking safe water is the best way for children to stay healthy and quench thirst.

Water is the best choice for children to restore the fluids their bodies have lost, for example, through sweating. If children lose too much water, they become 'dehydrated' and their bodies cannot function properly. Drinking safe water is the best way for children to stay hydrated.

Sugary drinks often provide unnecessary calories, and in the case of sodas, no benefit to health. Indeed, they cause dental decay and obesity. Children have learnt to like sugary and flavoured drinks, but their bodies just need safe drinking water. Children could and should get the fluids they need from water and the nutrients and calories they need from food.



## TIP

It's easy to add flavour to water. Children can add mint leaves, lemongrass, or a squeeze of lemon to hot or cold water for taste. They can learn to like water again.



## How much water do we need?

The general recommendation for adults is to drink at least 2 litres of water per day. However, for those with physical jobs, exercising or living in hot climates, more is needed – up to 4 litres or more. Children should also drink at least 2 litres of safe water per day.

## Optimal water source

If your school does not have 24-hour access to safe drinking water, ask your local government to connect your school to a piped water supply system.

**The parent-teacher association is a key partner to support this request.**

## Why was this guide developed?

School principals can ensure healthier school environments and help children become healthy adults. This guide explains why it is important for children to drink more water and less sugar, and proposes actions schools can take to help children achieve their full potential and become healthy adults.

Children need to stay hydrated. Their bodies need water to survive. Drinking safe water is the best choice for children to quench their thirst.



# What are sugary drinks?

Sugary drinks are all non-alcoholic beverages containing sugars, whether carbonated or still. These can include soft drinks, fruit juices, powdered fruit-flavored drink mixes, sweetened milk and yoghurt drinks, energy drinks, vitamin waters and sweetened iced teas (1, 2).



## Why are schools encouraged to restrict sugary drinks?

School environments are important to build healthy food and drink habits among children. Schools are a good platform to reach a large number of children.



Most excess sugars consumed by children and adolescents are in the form of sugary drinks (1).



There has been a substantial increase in the consumption of sugary drinks in low- and middle-income countries in Asia – the region has the second highest consumption rates after Latin America (3).



Schoolchildren and adolescents in the Western Pacific Region have high consumption of sugary drinks, with 50% of those aged 13–15 drinking these beverages at least once per day (4, 5).

Unfortunately, drinks marketed to children are unhealthy, energy-dense products high in sugar. Soft drinks are some of the most commonly marketed. Studies in countries such as Australia, Mongolia and the Philippines (6, 7)

show that the density of unhealthy marketing is much higher in outdoor areas close to primary schools. Sugary drinks are also commonly sold in settings where children gather, including in and around schools.

## How much sugar is too much?

The World Health Organization (WHO) recommends that sugars account for less than 10% of the total amount of energy a person consumes per day, both for children and adults. This is equivalent to around 12 teaspoons (50 grams or 200 kilocalories) of sugars per day, in the average adult diet of 2000 kcal (8).

For additional health benefits, WHO recommends a further reduction in sugar consumption to less than 5% of the total amount of energy a person consumes per day (6 teaspoons, or 25 grams, for a 2000 kcal diet) (8).

### IMPORTANT:

The WHO definition of sugars (also called "free sugars") includes all sugars added to any food or drink by the manufacturer, cook or consumer, and sugars naturally present in honey, syrups, fruit juices and fruit juice concentrates (9).



# WHO recommends consuming no more than 12 teaspoons of sugar per day



## Did you know?

One can of soft drink (330 ml) contains about 8.5 teaspoons of sugar, the daily limit for children 4–5 years old (see table below).

Fruit juices are often seen as a healthier option; however, they can have as much or even more sugar than soft drinks.

## Typical sugar content of drinks



330 ml =



8.5  
TEASPOONS

Soft drink/ soda



330 ml =



5.5  
TEASPOONS

Bottled ice tea



330 ml =



9.5  
TEASPOONS

Powdered fruit-flavored drink mix



330 ml =



7  
TEASPOONS

Flavored yoghurt drink



330 ml =



9.5  
TEASPOONS

Fruit juice



330 ml =



7  
TEASPOONS

Flavored milk drink



330 ml =



10  
TEASPOONS

Energy drink

## What is the sugar limit for children?

While 2000 kcal is the average amount of energy consumed per day by adults, this will vary for children depending on age, sex and level of physical activity. The below estimates the amount of energy needed for children and the limit for sugar consumption (10).

Children under the age of 8 should consume less than 10 teaspoons of sugars per day to meet the WHO recommendation. For girls under the age of 5, the limit would be 8 teaspoons.

Age	Average daily calories (kcal) needed, at moderate physical activity		Limit for sugar consumption (10% of daily calories)	
	Girls	Boys	grams (girls/boys)	teaspoons (girls/boys)
4–5	1250	1350	31/34	8/8.5
6–7	1425	1575	36/40	9/10
8–9	1700	1825	42/45.5	10.5/11.5
10–11	2000	2150	50/54	12/13.5

# Health consequences of high sugar consumption

There are serious health risks in consuming high amounts of sugars: overweight and obesity, obesity-related diseases and dental diseases, including caries.

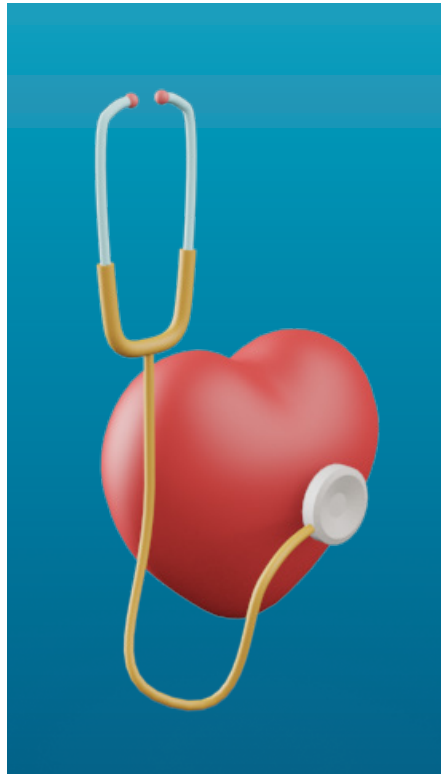


## 1) Overweight and obesity

Overweight and obesity are the result of an imbalance between the amount of energy consumed and spent, over time. Sugary drinks contain high amounts of calories, offering energy without any feeling of fullness or nutritional value (known as "empty calories"). The more sugary drinks they consume, the higher the risk of a child being overweight or obese. Replacing sugary drinks with healthier beverage choices, ideally safe drinking water, can reduce this risk.

**Childhood overweight and obesity are linked to immediate health problems including breathing difficulties, hypertension and insulin resistance (11).**

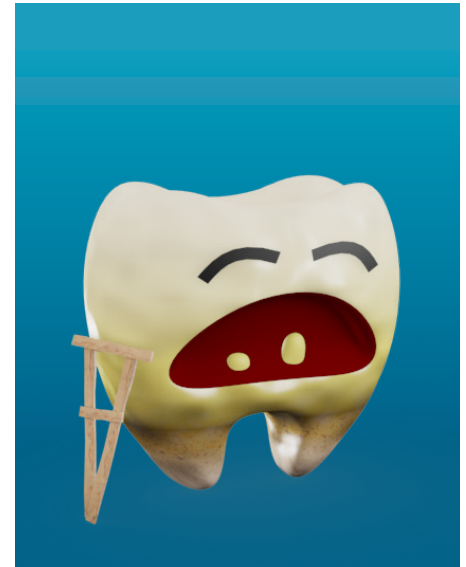
**They also have various psychosocial**



## 2) Obesity-related diseases

Childhood overweight and obesity are linked to several diseases later in life, such as type 2 diabetes, heart diseases, stroke and hypertension, as well as certain types of cancer. At the same time, overweight and obesity in childhood is also leading to an increase in diseases, for example childhood hypertension and diabetes.

**These can lead to premature ill-**



## 3) Dental diseases

Children who consume sugary drinks are at increased risk of dental caries. The consumption of soft drinks is also associated with dental erosion (loss of tooth protective coating), in particular when soda is consumed every day and sports drinks more than once a week. The higher the consumption, the higher the risk (14). The use of mouth hygiene products with fluoride can reduce caries in children by 20-40%, but it does not completely prevent them. The most effective way to prevent dental caries is lowering the consumption of sugars, in particular sugary drinks (15).

**预览已结束，完整报告链接和二维码如下：**

[https://www.yunbaogao.cn/report/index/report?reportId=5\\_26985](https://www.yunbaogao.cn/report/index/report?reportId=5_26985)

