



Excess consumption of sugar is the primary cause of tooth decay, whether the sugar is obvious or hidden in the foods we eat. Any effort to reduce exposure to the high level of sugar rich food that we are exposed to on a daily basis is to be welcomed.



Professor Ivor Chestnutt, President of the British Association for the Study of Community Dentistry (BASCD)



At Bite Back, we believe that young people deserve to live in a world that supports their health – not one that wraps junk in packaging covered in bright colours and cuddly characters.

In 2024, we proudly partnered with Action on Salt & Sugar to analyse food products sold in the UK by the ten biggest global food businesses and found that the vast majority (78%) of products with child appealing packaging were unhealthy. At a time when 1 in 3 children are at future risk of food related illness, it has never been more important to call for action from both the Government and industry to create a healthier food environment.

We support Action on Salt and Sugar as they *Cut the Sweet Talk* and reveal how clever marketing can often disguise the true impact of products loaded with sugar on our health.

BiteBack



The Faculty of Public Health is proud to support Sugar Awareness Week 2025. Hidden sugars in everyday foods continue to undermine efforts to improve population health and reduce health inequalities.

With marketing and labelling often masking the true nutritional quality of products, we urgently need stronger, evidence-based policies to protect people from misleading claims and excessive sugar consumption.

As the government reviews the Soft Drinks Industry Levy, it's vital that public health remains at the heart of future decisions.

Faculty of Public Health



**FACULTY OF
PUBLIC HEALTH**



Food Active are delighted to be supporting this year's Sugar Awareness Week focused on unpicking misleading nutrition claims on food and drink products.

Nutrition and health claims such as "high in protein", "high in fibre" or "low carb" can mislead consumers into thinking they are consuming a healthy product, when in reality, a lot of products may still contain high amounts of energy, sugar and/or salt. Such claims can make it even harder for people to make informed, healthy choices.

The government must do more around stricter labelling regulations to reduce misleading health claims and protect public health.

FoodActive



Too many food businesses take advantage of people trying to eat healthily or provide their families with nutritious meals by shrouding their ingredients in misleading claims.

This disingenuous approach, particularly when it comes to food aimed at children, is right to be called out and we strongly support Action on Salt and Sugar's calls this Sugar Awareness Week.

As partners in the *Recipe for Change* campaign, alongside Action on Salt and Sugar, we need the government to make sure companies are not only producing healthier food but are also being honest about what's in their products.

Children's Food Campaign



Children's Food Campaign



At School Food Matters we believe that every child not only deserves access to nutritious, delicious meals at school, but also the understanding and agency to make food choices that support health and happiness.

This year's Sugar Awareness Week draws attention to the fine print behind food marketing, labelling and convenience-driven products. Too often, quick-fix foods and 'health' claims mask high levels of hidden sugars. In schools, we see how habits form and how the right food environment and food education can set children up for life. Children and young people should experience food in ways that are joyful, nourishing and honest. Clear policy and responsible industry action are essential to ensure that what children encounter in school supports healthy choices and healthier futures

Stephanie Slater MBE, Founder and CEO at School Food Matters





There's a saying that you shouldn't judge a book by its cover – and in the UK, that wisdom applies to food packaging as well.

Many shoppers are misled by health claims on food and drink labels - phrases like “high fibre,” “natural energy,” or “smart snacking” – which give the impression of a healthy option. In reality, such claims often distract from the high sugar content these products contain. This kind of marketing not only undermines evidence-based front-of-pack traffic light labelling but also leaves consumers confused.

We welcome this year's Sugar Awareness Week highlighting how the food industry uses packaging to mislead customers, and we urge the government to take advantage of post-Brexit opportunities to bring clarity and honesty to food labelling.

Katharine Jenner, Executive Director, Obesity Health Alliance



Every spoonful of sugar fuels tooth decay, a preventable epidemic costing billions and impacting health worldwide.

Dentists say it's time for governments to step up and enforce tighter regulations on the food industry, because public health should never be optional.

Eddie Crouch, Chair, British Dental Association



BSPD supports Sugar Awareness Week action on tackling the issue of hidden sugars in everyday foods and drinks, especially those aimed at children and young people.

Both through Government action and industry prioritising doing the 'right thing', we must see more transparent labelling on all food and drink products - especially those that are positioned as healthy yet contain higher levels of sugar than they are implying.

BSPD knows that there is a direct link between high sugar intake and childhood dental decay. Caries in children's teeth are often responsible for missed days at school, lack of sleep, pain - and then the distress of having a general anaesthetic in hospital to have teeth extracted. Dental decay and gum disease are largely preventable diseases, so with the Soft Drinks Industry Levy up for review this year, we must come together to call for action from both Government and industry to support children and families to consume less sugar, as part of promoting healthier lifestyles for children.

Dr Oosh Devalia, President, British Society of Paediatric Dentistry (BSPD)



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Consuming unhealthy products is not the result of personal choice. People are bombarded by clever marketing campaigns, and incentivised by low prices, creating an environment where unhealthy food and drink is easily accessible, affordable and seen as desirable. There is no quick fix. However, we know that clear labelling, advertising restrictions, and mandatory reformulation of unhealthy foods to reduce sugar, salt, and fat can make a real difference.

Locally, Directors of Public Health are working hard to create environments where healthier options are available to all. Local work must be backed by consistent national policy that makes healthier food more attractive and affordable, regardless of income or location. Only then will people have the freedom to significantly reduce their sugar intake – an important step in being able to live a happier, healthier life.

Sarah Perman, Policy Lead for Obesity for the Association of Directors of Public Health



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There is a very wide gap between food company compliance with nutrition and health claims and marketing that often leads to citizens being misled and confused. Added to this the nutrition and health claims legislation guidance permits celebrities and unqualified influencers to be free to say what they like on health claims while qualified health professionals are not.

The Nutrition and Health Claims legislation is lagging behind the science. Our Dietitian team at MyNutriWeb have long been concerned about this legislation and how it is being used. We go so far as to say that the current nutrition and health claims legislation, while designed with the right intentions, is not serving the public and is most likely damaging public health. It's time for a major re-think. We welcome recent research on this by Action on Salt and Sugar.

Tanya Haffner, Dietitian and founder of MyNutriWeb - the Nutrition Education Hub



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Knowing the nutritional content of food and drink is a necessity for people with diabetes. They need to know the total carbohydrate content of what they eat and drink to calculate how much insulin they need.

A healthy diet can help reduce the risk of developing type 2 diabetes, as well as supporting people with all types of diabetes to manage their condition.

We're backing Action on Salt and Sugar's calls to do more to reduce unnecessary free sugar in our foods and drinks, and introduce clearer labelling on food products – to help create a healthier food environment for everyone.

Diabetes UK

