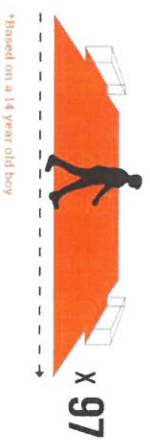


# Sugar Smart campaign in Newcastle

To burn off the energy in one chocolate bar you'd have to walk the length of 97 football pitches\*



\*Based on a 14 year old boy

**SUGAR SMART**

**ALL YOUTH TEAMS IN ENGLAND HAVE SUGARY DRINKS PARTNERS**



**SUGAR SMART**

**1 IN 4 PREMIER LEAGUE CLUBS HAVE JUNK FOOD PARTNERS**



**SUGAR SMART**

**SUGAR SMART**  
Newcastle

**ENGLISH, SCOTTISH AND WELSH FOOTBALL ASSOCIATIONS ALL HAVE JUNK FOOD PARTNERS**



**SUGAR SMART**

To burn off the energy in one chocolate bar and soft drink kids need to walk the dog for 3 hours 31 minutes\*



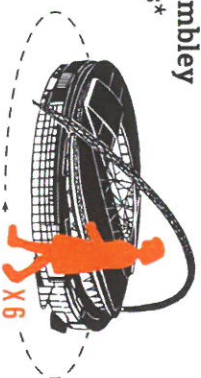
\*Based on a 10 year old girl

**SUGAR SMART**

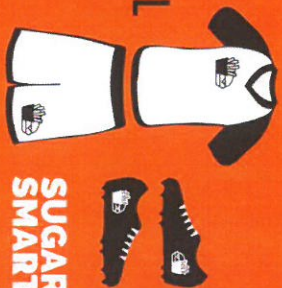
To burn off the energy in one soft drink you'd need to walk around Wembley Stadium 6 times\*

\*Based on a 14 year old girl

**SUGAR SMART**



**1/4 MILLION JUNK FOOD BRANDED FOOTBALL KITS DISTRIBUTED TO CHILDREN**



**SUGAR SMART**

A 10 year old boy would need to play 49 minutes of tag to burn off the energy in one doughnut



**SUGAR SMART**

You'd need to cycle for 2 hours to burn off the energy in one doughnut\*

\*Based on a 10 year old boy



**SUGAR SMART**

**3 MAJOR FOOTBALL LEAGUES HAVE JUNK FOOD PARTNERS**



**SUGAR SMART**

To burn off the energy in one chocolate bar a 6 year old girl would need to play over 5 x 30 minute five-a-side matches



**SUGAR SMART**

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