

How Big is Your Sweet Tooth? 70% of New Brunswickers do not know the amount of sugar they consume

The focus of New Brunswick Dental Society's public health campaign during Oral Health Month (April 1-30) draws attention to rates of sugar consumption, and the ways it adversely affects New Brunswick's oral health.

FREDERICTON, NB – Monday, April 3, 2017 - The World Health Organization (WHO) recommends that adults limit their sugar consumption to 25 grams, which is about 6 teaspoons per day. However, 70% of New Brunswickers do not know the amount of sugar they consume¹. With obesity, oral and overall health issues on the rise, dentists are seeing an even greater number oral health problems in their chairs, most of which are largely preventable.

As such, the New Brunswick Dental Society (NBDS) April Oral Health Campaign **How Big is Your Sweet Tooth?** focuses on sugar consumption, the daily recommendations outlined by the WHO, and highlights how even small changes to the daily routine can have a big impact in reducing overall sugar consumption.

"Most of us realize our favourite candy bar or dessert is full of sugar," says Dr. Kirk Preston, President of NBDS. "Yet it's added to many foods that we wouldn't normally associate with sugar. And it's these hidden sugars that adversely affect our oral health, first affecting our teeth and gums, and our overall health as well."

This year's public oral health campaign on Sugar is a multi-faceted campaign, targeting high school students, our elected officials and the public at large.

"The Society challenges our provincially elected officials to a friendly competition of tracking their sugar consumption during Oral Health Month," continues Dr. Preston. "It's a small yet effective gesture in leadership that raises awareness on sugar consumption in New Brunswick, encouraging their constituents to follow suit."

Earlier this year the NBDS hosted a high school video contest, asking NB high school students to submit videos on the effects of sugar on their health. The winning videos will be aired during the evening news during the month of April.

The public will have an opportunity to participate in NBDS' sugar campaign during Oral Health Month by keeping an eye out for tips and tricks on the NB Dental website and through social media.

About NBDS

The New Brunswick Dental Society exists to promote professional growth, high ethical standards and quality care giving through communication, education, and regulation of dentistry in New Brunswick.

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¹ Corporate Research Associates Inc. The Atlantic Quarterly Survey Results – Autumn 2016.