Sugary drinks: a public health crisis
How to leverage non-State actors for advocacy around sugary drinks

Dr Rob Beaglehole
NZ Dental Association Spokesperson
Top 10 selling items in NZ supermarkets

1. Coca-Cola 1.5l
2. Wattie's spaghetti 420g
3. Coca-Cola 2.25l
4. Nature’s Fresh white toast 700g
5. Wattie’s baked beans 420g
6. Dole bobby bananas 850g
7. Tip Top soft white toast 700g
8. Sprite Lemonade 1.5l
9. Mollenberg original toast 700g
10. Coke Zero 1.5l
HOSPITAL BANS SUGAR DRINKS
PROJECTS AXED IN TASMAN BUDGET
Soft drink industry says parents - not its products - to blame for kids' cavities

MATT STEWART
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This 2-year-old's parents had been feeding the toddler Coke, which had dissolved the teeth right down to the gum, exposing the nerve.

The soft drinks industry has hit back at claims that its products are to blame for a rise in the number of toddlers needing to have rotten teeth pulled out.

Dentist and veteran anti-sugar lobbyist Rob Beaglehole said earlier this week that cavities in children's teeth were on the rise, and some as young as 18 months were having multiple rotten teeth pulled out after parents fed them soft drinks through sipper bottles, and chocolate biscuits as bedtime treats.

"The issue of young children with rotten teeth is one of poor parenting. No more and no less," Kerry Tyack, executive director of the New Zealand Beverage Council said.

The council represents soft drink giants Coca-Cola and Fruzer, as well as boutique manufacturers such as Phoenix.
Jamie Oliver wants NZ to adopt sugar tax

3:36 PM Thursday Mar 17, 2016
Sugary drinks are the new tobacco

• Taxation
• Advertising bans
• Sponsorship bans
• Limit availability
• Junk food free schools