

The BDJ News section accepts items that include general news, latest research and diary events that interest our readers. Press releases or articles may be edited, and should include a colour photograph if possible.

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## HIDDEN NASTIES IN FOOD EXPOSED TO NATION

The British Dental Health Foundation has welcomed the Government's new campaign to identify 'hidden nasties' in everyday foods.

Launched by Public Health Minister Anna Soubry, the 'Change4Life' campaign features graphic new advertising revealing the shocking levels of hidden sugars and fats in foods and drinks, and by doing so supporting one of the Foundation's key messages of 'cut down on how often you have sugary foods and drinks'. The TV ad aired for the first time in January and marked the beginning of a New Year healthy eating drive. A number of leading brand names have signed up to the campaign, including Asda, Cravendale, Quorn and Uncle Ben's.

The campaign comes as new survey data revealed the scale of the nation's lack of knowledge about what they consume. Half of people surveyed did not know there are 11 sugar lumps in cola, and a similar number of people didn't know a large takeaway pepperoni pizza contained twice the amount of recommended daily saturated fats.

While the campaign is targeting the continued rise in obesity, Chief Executive of the British Dental Health Foundation, Dr Nigel Carter OBE, says it will go much further than improving waistlines: 'It has

been well-documented in the past that these "hidden nasties" have a leading role to play in the level of poor oral health that exists in the UK.

'It is encouraging to see more Government action supporting one of the Foundation's key messages. [...] The increase in consumption of sugary drinks is one of the key reasons for tooth decay, particularly in children.

'As a nation we have turned from three square meals a day to seven to ten "snack attacks" including constantly sipping sugary drinks, and this may be one reason why improvements in dental health have been slowing down.'

[www.nhs.uk/Change4Life](http://www.nhs.uk/Change4Life)

*As we go to press, the British Dental Health Foundation has said that it also welcomes the announcement that leading UK brands are reducing the amount of sugar in their soft drinks. Lucozade and Ribena will reduce the amount of sugar and calories in their products by up to 10% as part of the Government's drive to reduce obesity levels.*



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## CEREALS AREN'T SO GRRRRRRREAT

According to reports in the national press, cereals in the UK have up to 30% more sugar than their equivalent versions in the US.

A survey conducted by the *Sunday Times* found that Kellogg's Special K has 17 g of sugar per 100 g in the UK compared to 13 g per 100 g in the US. Nestlé Cheerios has 21.5 g of sugar per 100 g compared with just 4 g in the US. Alpen muesli contains 15% more sugar in the UK than the US, according to the survey.

Kellogg's said that it altered recipes by country to cater for different palates adding: 'when you look at the amounts you are talking about it's still low when you consider what people eat across the day'.

## UK DENTISTS UNITE TO HELP HEROES

A team of UK dental professionals came together just over a year ago to form Smile4Heroes and help rebuild the smiles and confidence of those injured in active service in the armed forces.

Founder Daniel Pinder, who by day works as a Sales & Marketing Manager, was inspired to set up Smile4Heroes when he encountered two men in a coffee shop wearing 'Help for Heroes' t-shirts with their name, rank, regiment and a date on the back. Upon enquiring what the date stood for, he discovered that

it was 'the date their life changed forever' as a result of injury while in active service.

'Forty-five clinicians have already supported us with their very generous offers of treatment for ex-service personnel,' said Mr Pinder.

Smile4Heroes now has 45 dental practices across the country offering free dental treatment to those injured in active service, including 28 ongoing cases, 12 completed treatments, 26 awaiting treatment, and seven cases pending.

[www.smile4heroes.co.uk](http://www.smile4heroes.co.uk)