

## Information Fair – Sugar Activity

### Purpose:

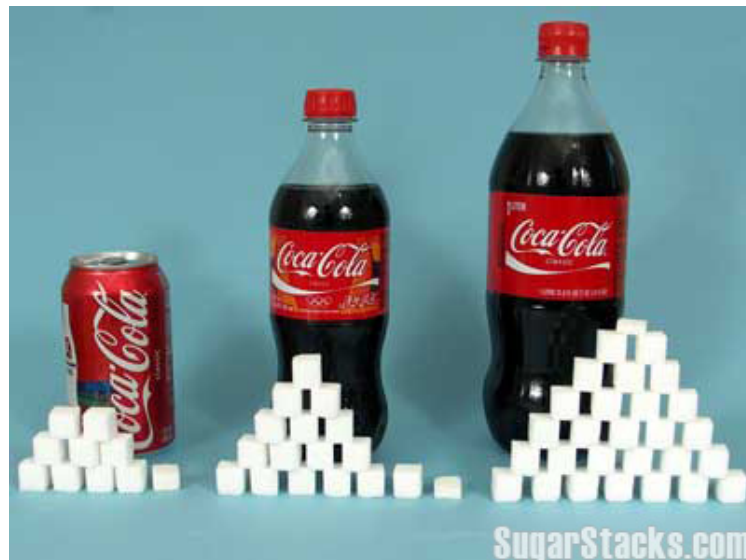
The purpose of this activity is to clearly display the amount of sugar that goes into commonly consumed foods

### Materials:

- Sugar Cubes (4 grams each)
- Sugar Stacks Posters (<http://www.sugarstacks.com/beverages.htm>)
- Coca Cola 355ml can = 39g of sugar cubes, Starburst = 34g of sugar cubes  
1 Twinkie = 19g of sugar cubes and 3 Oreo Cookies = 34g of sugar cubes

### Setup:

Have the posters placed all over the booth. Have the beverages and food laid out to attract the attention of the students. Also have a section of sugar cubes.



**Debrief question:** Would Coca-Cola sell less if they had one of these pictures on every can?

**Sticky Fact:** 23.1% of Canadians aged 18 or older, an estimated 5.5 million adults, are considered obese. (Statistics Canada – Adult Obesity in Canada, 2004)

Parental obesity was strongly associated with youth obesity

<http://www.statcan.gc.ca/pub/82-620-m/2005001/article/adults-adultes/8060-eng.htm>

## Instructions:

Participants have to guess how many sugar cubes are in each item presented. If they guess wrong, they have to read out a fact about sugar. If they guess right they get rewarded 5 sugar cubes. The sugar cubes are used as currency to purchase items that accumulate to the amount of sugar cubes pertained in the food or drink. Example, if you have ten sugar cubes, you can purchase a 155ml can of coke because there are 10 sugar cubes in the coke. This is a display and an activity.

## Sugar levels in foods

Food (millilitres/grams)	Sugar (# of 4gram cubes)	Calories (nutrition highlight)
Can of Coke (355ml)	39g (9.75 cubes)*	140cal (energy jolt, not much else)
Bottle of Coke (591ml)	65g (16.5 cubes)*	240cal (energy jolt, not much else)
Bottle of Coke (1000ml)	108g (27 cubes)*	400cal (energy jolt, not much else)
Twinkie (42g)	19g (4.75)*	150cal (fat, salt, sugar)
Molasses cookie (100g)	17.6g (4.4 cubes)*	319cal (high in potassium, salt, plus energy jolt)
Oreo cookie (12g)	4.5g (1.125 cubes)	60cal (fat, salt, sugar)
Honey Cruller donut (82g)	23g (5.75 cubes)	320cal (fat, sugar... yum!)
Starburst (58g)	34g (8.5 cubes)	240cal (sugar, vitamin C)
Peach Yogurt (125g)	21g (5.25 cubes)	140cal (calcium, vitamin C)
Banana (raw) (100g)	12g (3 cubes)	89cal (high in potassium, low in fat and salt)

\* Sugar that is naturally occurring in a food, like a banana, is absorbed more slowly and makes the energy boost more gradually. Products containing refined sugar, like pop, candy and donuts, are absorbed rapidly into the blood stream and may cause dramatic spikes in blood sugar levels.

## Some points:

The carbohydrates we eat belong to three general categories (starch, fiber, sugar). Much of the sugar we eat is refined sugar made to concentrate its sweetness. Unfortunately, the process discards much of its original nutritional value. Health Canada recommends getting calories from foods rich in vitamins and minerals. Refined sugar tastes great, but has little or no agreed on nutritional value. That's why product food labels don't have a recommended Daily Value (DV%) for sugar.