



Dietitians of Canada
Les diététistes du Canada



Save the Sweet Tooth:

Size , Substitute and Savour!

nutritionmonth2017.ca

Nutrition Month 2017 Official Sponsors:



**Canadian
Honey
Council**





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Do you want to spread the word about the rise of sugar in nearly everything we eat?

Do you want to inspire people to be more conscious about important fine print and percentages on packaging that are so often overlooked?

Do you want to motivate yourself, your friends and your family to make healthier choices?

If you answered yes to any of these questions,

join **Dietitians of Canada** for Nutrition Month 2017



As a parent, teacher, doctor, or student in the office, school, community or at home, you can become an influencer and advocate for healthier choices and change. From tweets to facts to blogs, this kit will provide you with the **small** ways you can make a **big** difference in sharing our messages.

If you are a part of a not-for profit health organization and are interested in becoming an official Nutrition Month Communications Ambassador, send an email to nutritionmonth@dietitians.ca so we can collaborate for this Dietitians of Canada Nutrition Month campaign.



Save the Sweet Tooth

This year's **Nutrition Month** campaign is dedicated to increasing awareness about the sugar content in everything that we eat. Our slogan is "***Save the Sweet Tooth: Size, Substitute and Savour***"

The sugar controversy today is that high-fructose corn syrup, and other sugar derivatives, are added to most products to extend shelf life, improve flavour and most importantly, keep us wanting more.

There are **over 61 words** for processed sugar.

This **March**, Dietitians of Canada encourages Canadians everywhere to:

Size

Check the labels and be conscious of how much sugar you consume, staying within recommended daily value.

Substitute

Choose nutritious alternatives and try out healthier recipes that satisfy your sweet tooth.

Savour

When indulging in desserts and sweets, take time to enjoy them!



Save the Sweet Tooth

Campaign Timeline:

February 28th:

Register for participation certificate

March 1st:

Official launch of Nutrition Month

March 15th:

Dietitians Day

Sign up on our website and get a **participation certificate** personally signed by your regional Dietician sent to you at the end of your monthly journey.

nutritionmonth2017.ca



Save the Sweet Tooth

How to Get Involved:

Fact Sheets

Learn about appropriate sugar intakes and health substitutes from our easy to read, prepared fact sheets.

Read our Blog

Understand the effects of sugar on your body. Differentiate between natural and added sugars. Choose nutritious alternatives through reading our posts.

nutritionmonth2017.ca

Try our Recipes

Access our 15 Featured recipes on the Cookspiration App.

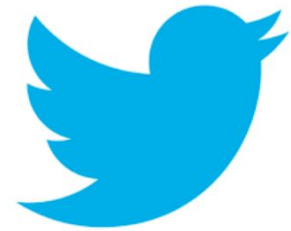


Talk to a Dietitian

Dietitians can offer nutrition counselling for individuals or groups, writing, presentations, menu development and nutrient analysis. Learn more about Dietitians and find one near you at <http://www.dietitians.ca/find>



Twitter Tactics:



Use our hashtags!

[#NutritionMonth](#)

[#SaveTheSweetTooth](#)

[#ReadTheLabels](#)

[#DietitiansCAN](#)

Last year there were 33,152 tweets sent using #NutritionMonth hashtags! Spark the interest of the Twitter community, motivate your followers and connect with other participants and health professionals by adding them to your tweets and helping us reach our goal of 40,000 for our Save The Sweet Tooth campaign

 **DietitiansCAN**
@DietitiansCAN

Late night sugar cravings? Make a change! Try this Fruidelicious and Dip courtesy of [#Cookspiration](#) to [#SaveTheSweetTooth](#) bit.ly/2jkxZEL

3 RETWEETS 14 FAVORITES 

11:29 AM - 10 Mar 2017 - via Twitter · Embed this Tweet
 ← Reply Delete ★ Favorite

 **DietitiansCAN**
@DietitiansCAN

Having trouble reading food labels for hidden sugar? Call [@EatRightOntario](#) for help 1 (877) 510-5102 to [#SaveTheSweetTooth](#) [#NutritionMonth](#)

10 RETWEETS 7 FAVORITES 


11:29 AM - 5 Mar 2017 - via Twitter · Embed this Tweet
 ← Reply Delete ★ Favorite

 **DietitiansCAN**
@DietitiansCAN


93% of survey respondents agree that [#NutritionMonth](#) promotes a positive image of Dietitians! Find out more about what a Dietitian can do for you and your family bit.ly/2ckhDFg

16 RETWEETS 8 FAVORITES 

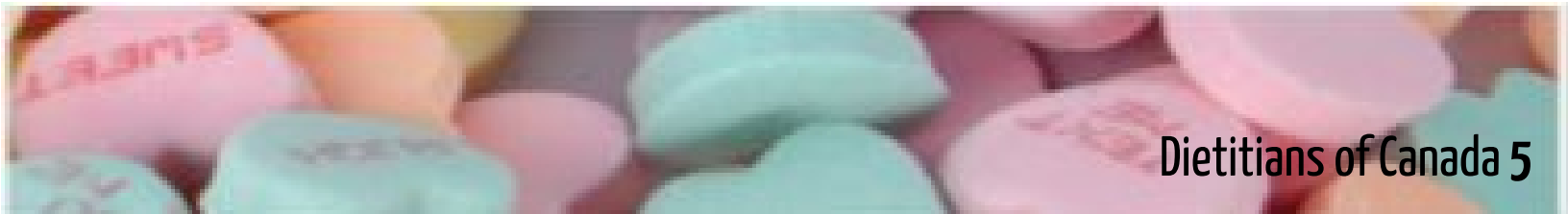
8:12 PM - 6 Mar 2017 - via Twitter · Embed this Tweet
 ← Reply Delete ★ Favorite

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Dextrose, fructose, glucose, high-fructose corn syrup, lactose, maltose, crystalline fructose, malt syrup, just a few of the 61 words for processed sugar. [#ReadTheLabels](#) [#NutritionMonth](#)

55 RETWEETS 120 FAVORITES 

3:30 PM - 17 Mar 2017 - via Twitter · Embed this Tweet
 ← Reply Delete ★ Favorite





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NUTRITION
MONTH 2017

WHAT MAKES CARBOHYDRATES SO HARD TO RESIST?

understanding sugar and the
brain rewards system

Did you ever wonder why eating ice cream, cookies, donuts or your favourite chocolate bar felt so good? Did you ever feel a crash of energy shortly after indulging?

To fully understand the effects of sugar on our bodies we need to start with the sweet taste receptors on our tongues. When you are consuming your favourite dessert, these receptors notify the brainstem, then the cerebral cortex. The brain rewards systems get activated. Dopamine levels spike and you are overcome with a pleasant sensation.

However, over-activating your rewards systems will cause loss of control, craving and increased tolerance. Eating lots of sugar will continue to feel rewarding as dopamine levels do not level out as they should.

It is important to fill your diet with good carbohydrates that will help control your blood sugar. Variety is important. There are many good carbohydrates to choose from such as fruits, vegetables, whole grains, beans and nuts. If you eat the same healthy well balanced dish regularly, dopamine levels will spike less and less and eventually level out. Good carbohydrates also contain fiber which reduces the rate of intestinal absorption, meaning liver can easily handle the steady stream of sugar from piece of food.

Added sugars frequently found in: pasta sauce, salad dressing, granola bars, breakfast items do not have the same benefit. Processed carbs also slow down metabolism. Sugar overload in the liver gets stored as fat. High sugar diets contribute to increased fat around your belly.

Remember that sugar should be a special occasion food and not a staple. If you keep the ice cream, cookies, donuts or your favourite chocolate bar a rare treat you will feel much better in the long term.





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Sweet Talk

- In 2015 the World Health Organization lowered the recommended daily consumption of sugar to less than 10 per cent of an adult's total energy intake (**approximately 12 teaspoons**).

- **One teaspoon** of sugar is equivalent to **four grams** of sugar.

- Reducing sugar consumption to **25 grams a day** would provide additional health benefits.

- Canadian adults and children are eating **two to three times more** added sugar than what the WHO recommends.

- **Two-thirds** of packaged foods in Canada contain added sugars, including infant formulas and baby food.

- Health Canada is requiring manufacturers to group all added sugars **together** in the ingredients list.

- There is **no distinction** between natural and added sugars on labels.



NUTRITION MONTH 2017

THIS CERTIFIES THAT

HAS SAVED THE
SWEET TOOTH!

ON THIS DAY

MARCH 31
2017



SIGNED



Dietitians of Canada
Les diététistes du Canada

February 25, 2017
FOR IMMEDIATE RELEASE

CURB YOUR SUGAR CRAVINGS WITH NUTRITION MONTH 2017

(TORONTO, ON) – Have you kept up with your New Years resolution to eat clean this year? Even if you haven't, March 2017 is Nutrition Month and encourages Canadians to read food labels, reduce sugar intake and choose and create nutritious alternatives that don't sacrifice the flavour.

Beyond providing information and guidance for better choices when it comes to sweets and desserts in the grocery store, Nutrition Month teaches you how cook better alternatives for your typical late night cravings. From ice cream to cake, Dietitians of Canada attempts to help you make more informed decisions in the grocery store and the kitchen alike, advocating for healthier desserts and being more mindful of the things we put in our grocery carts. This year, their focus on saving the sweet tooth by reducing and supplementing processed sugars will give you a clearer mind and healthier heart.

If you have an interest in living a more health conscious lifestyle in 2017, the recipes and facts provided help Canadians everywhere be more aware of their sugar; leading to greater happiness and energy as you take on the third month of the new year.

Dietitians of Canada is a professional association with a vision to advance health through food and nutrition. They provide evidence-based food and nutrition information, support easier access to adequate, safe and healthy food, promote professional best practices, and advocate for better access to dietitians to meet the health needs of Canadians. For more information, visit <http://www.dietitians.ca>

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FOR MORE INFORMATION:

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