I PLEDGE TO ...

USE SUGAR RESPONSIBLY

The overuse of sugar is linked to increased overweight, obesity and dental caries among children and adults.

WHO has identified daily sugar consumption of more than 10% of total energy intake as a major public health threat.

You can make a difference by committing to use sugar responsibly.

Take the pledge today.

I, __________________________ pledge to:

1. Limit my sugar intake to 12 teaspoons per day, or 6 teaspoons if possible.

2. Use my consumer power to demand food and beverage products with less sugar.

3. Encourage my friends and family to use sugar responsibly.

World Health Organization
Western Pacific Region

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