

Fizz Free February 2023

Week 4: Inequality and Diversity
Pledge to #GoFizzFree this February

Birmingham Public Health Division



BE BOLD BE BIRMINGHAM



Fizzy drinks from around the world



There's lots of different fizzy drinks on offer, with most being very high in sugar!



Mountain Dew Energy contains 33g of sugar per 250ml



Mauby Fizz contains 45g of sugar per 300ml



Inca Kola contains 26g of sugar per 240ml



Fizzy drinks and health inequalities



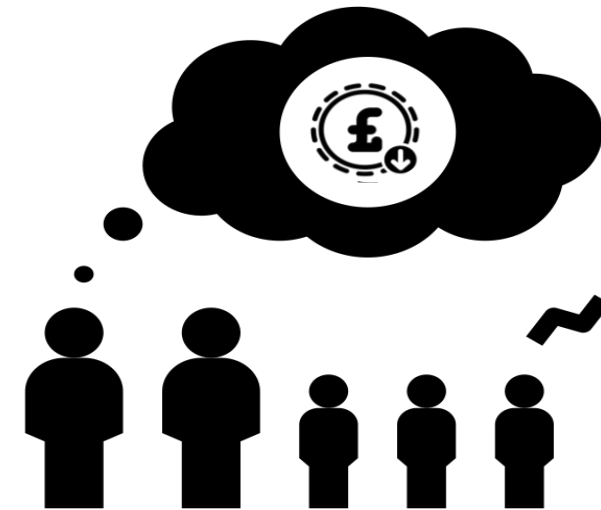
- Birmingham is a truly diverse city, where there is a variety of different cultures.
- The diversity of the city is one of its strengths, but there are inequalities and differences in health outcomes across the city's communities.
- Fizzy drinks can contribute to the differences in health outcomes between different communities.
- This impact can be seen particularly in the context of poverty and ethnicity.



Inequalities in Birmingham

- Birmingham has much higher levels of poverty and deprivation than the national average, with 88% of Birmingham's wards being more deprived than the England average.
- 43% of children in the city live in poverty.
- Life expectancy is higher in the wealthier wards compared to the poorer wards.

Research has shown that fizzy drink consumption is associated in lower income households and in more deprived areas. It must be noted that people in these communities have less access to healthy food and drink, and therefore the trends in fizzy drink consumption may not be down to choice.



Fizzy drinks and poverty



Fizzy drinks can have a negative effect on everyone however has an unequal affect on those living in poverty.



- Marketing of fizzy drinks and other unhealthy food and drinks tends to be higher in more deprived areas in the UK.
- With fizzy drinks being a large contributor to excess energy intake in children and young people, this can result in inequalities in childhood obesity rates.
- For example, In 2020/21, obesity prevalence was over twice as high for children living in the most deprived areas (20.3%) than for children living in the least deprived areas (7.8%).
- Inequalities can also be seen in rates of tooth decay, with fizzy drinks being a contributor.
- In 2019, a Public Health England survey reported that in five-year olds, 34.3% of children living in more deprived areas had experienced dental caries compared to 13.7% of children from less deprived areas.

Diversity in Birmingham



Birmingham is city which is rich in culture and heritage.

- The 2021 census found that Birmingham is one of the first 'super diverse' cities in the UK- citizens from ethnic minorities make up over half of the population.
- Citizens from ethnic minority backgrounds now make up 51.4% of the city's population.
- Birmingham is also diverse in terms of religion.
- In 2021, 34% of the population identified as Christian, 29.9% identified as Muslim and 3% identified as Sikh.

Diversity is important to be aware of because there are some drinks which are specifically marketed to specific communities which are very high in sugar.



Fizzy drinks and diversity



Evidence shows that drinking fizzy drinks increases your risk of obesity, diabetes and dental caries, which are diseases where prevalence can be higher in ethnic minority communities.

A 2023 report from the House of Commons Library found that:

- People in black ethnic groups had the highest prevalence of excess weight (72%).
- However, the prevalence of excess weight in mixed, Asian and Chinese ethnicities was lower than the national average.

The Oral health survey of 5 year old children 2019 found that:

- White children were least likely to have visible tooth decay (20.6%) out of all ethnic groups.
- Children from the Other (44.3%) and Asian (36.9%) ethnic groups were most likely to have visible tooth decay.



Make your pledge



I'm going fizz free
for all of February!

Make your pledge to [#gofizzfree](#)

Fizz Free February in Birmingham is supported by Birmingham City Council. You can find out more about Fizz Free February at birmingham.gov.uk/fizzfreefeb



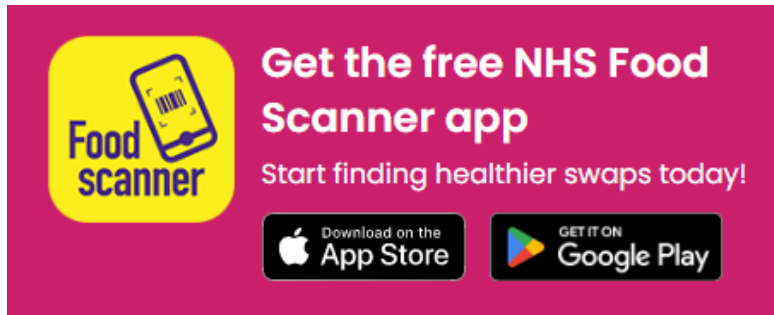
Are you ready to #GoFizzFree? Go fizz free with your friends and family.

To join in, just pledge to give up fizzy drinks for 28-days and tweet us using #GoFizzFree. You can also let us know you are taking part by signing the pledge sign for Birmingham and using the hashtag #FizzFreeBrum on social media as well.

Resources

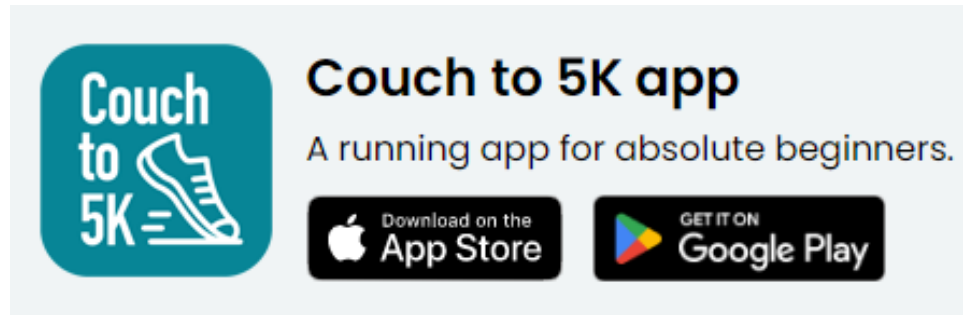


- To help you and your family on your fizz free journey, please explore the resources below:
- [Change4Life](#) – Discover healthy swaps, recipes, nutritional advice, top tips and activities to help families stay healthy.
- **NHS Resources** – [Eat well](#) and [Better Health](#) resources available to provide information on getting a healthy, balanced diet.



Get the free NHS Food Scanner app
Start finding healthier swaps today!

Download on the App Store | GET IT ON Google Play



Couch to 5K app
A running app for absolute beginners.

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