7-year-olds are eating an average of ½ kilo of sugary drinks a year.

Unhealthy diets increase the risk of health problems.

The International Olympic Committee: 105 members – including HRH the Princess Royal.

£0.7 billion income from all sources of revenue – McDonald’s, Coca-Cola and Cadbury’s will make unhealthy diets any less unhealthy.

£0.9 billion ticket sales & merchandise – Olympic torch relay distance travelled by Coca-Cola lorry at head of torch relay

£2.2 billion London sponsors – exclusive rights for sponsors, protected in law

£6.2 billion COC and Coca-Cola as Olympic sponsors

£5.2 billion Cadbury’s will make unhealthy diets any less unhealthy

£2.2 billion London320 Olympic Games

£2.2 billion Lottery – games a day

£1.2 billion McDonald’s Big Macs, fries and milkshakes set to be consumed at the Olympic Park during the Games equates to:

150 baths of milkshakes

1015 laps of fries

The children’s diet crisis:

• 7-year-olds are eating an average of ½ kilo of sugary foods a day.
• 1 in 3 children overweight or obese by the time they finish primary school.
• Unhealthy diets increase the risk of health problems in childhood and in later life.

Supporting the exclusion of junk food brands from sponsoring sporting events:

• Academy of Medical Royal Colleges
• Chief Medical Officer for Wales
• London Assembly
• European Public Health Alliance
• And you? Join our call at www.childrensfood.org.uk

The children’s food campaign: 25 minutes

Burning off an Olympic Sweat

Big Mac Meal with medium coke = 110 minutes of cycling

Dairy Milk chocolate bar = 30 minutes of swimming

500ml bottle of Coca Cola = 25 minutes of playing tennis

For a fully referenced version of this infographic, see our website www.childrensfood.org.uk. Credits: Design by Becky Joynt. “Burning off the Olympic Sweat” reproduced from Which? magazine July 2012 with kind permission. IOC photo: Martha Heinemann Baby.

The children’s food campaign:

www.childrensfood.org.uk

Twitter: @childrensfood

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