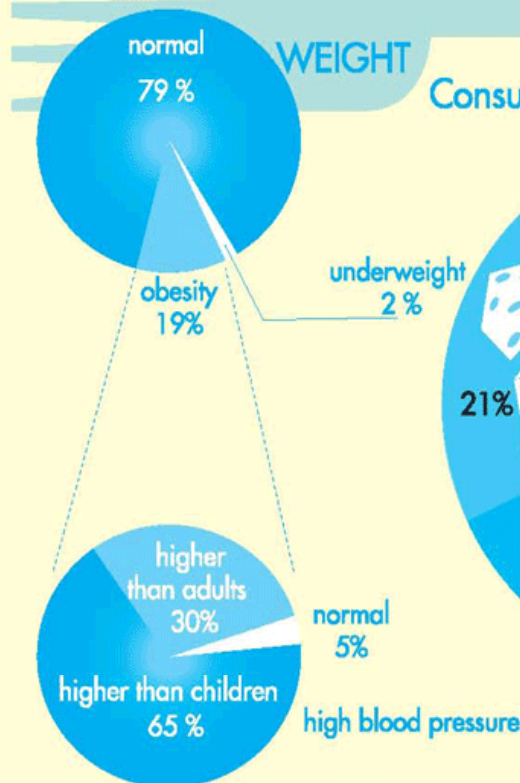


Thais are facing illnesses caused by unbalanced diets, with too much sugar, too many fatty or fried foods, and too much salt.

Obesity and High blood pressure in students grades 1-6

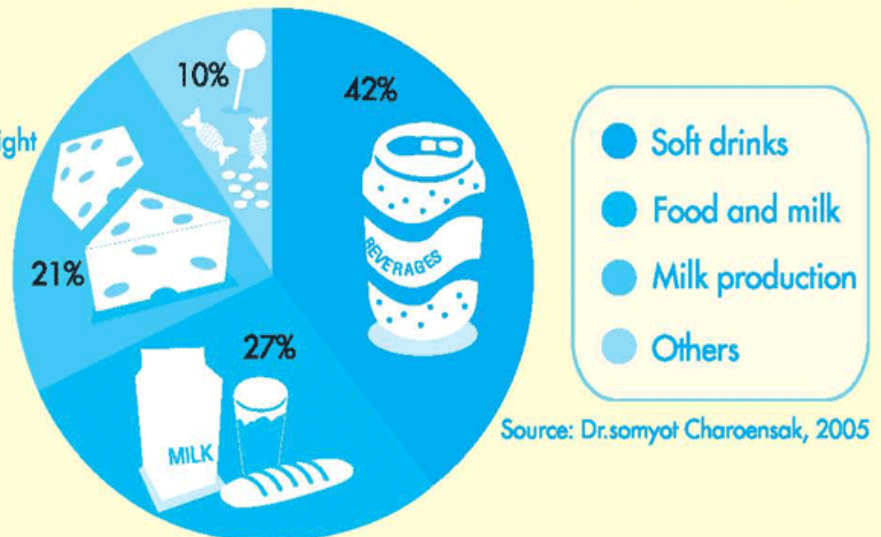


Source: Alarming Signal: Thai children with obesity, Mahidol University, 2004

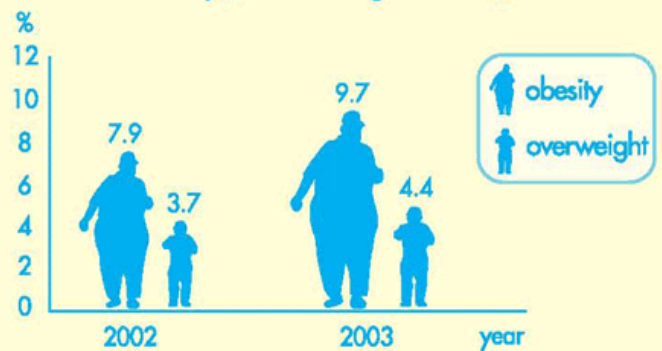
This high consumption of sugar is probably an important reason why diabetes and high blood pressure have become more common.

It is not just adults who like sweet food. Small children have turned increasingly to snacks based on sugar and refined flour. Obesity is becoming more common among school children: one in five primary school students is overweight, and most overweight children have high blood pressure. Parents and other caregivers need to start paying attention to the eating behavior of children. Particular attention needs to be paid to the influence of advertisers, who are continually worsening the problem.

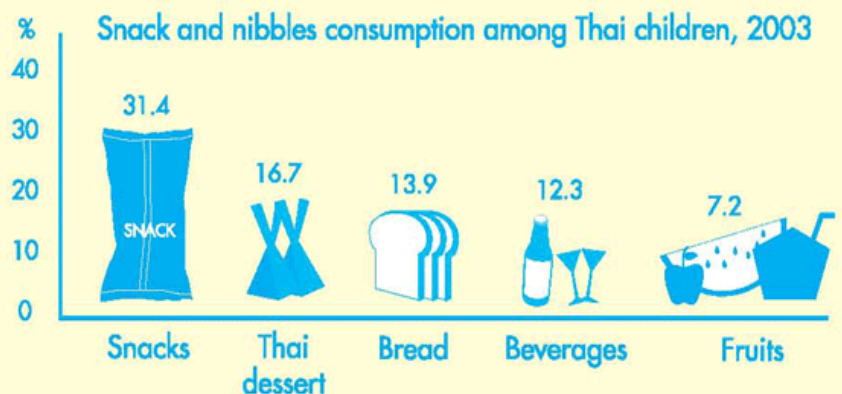
Consumption of sugary foods and beverages among Thais



Childhood Obesity (students in grades 1-6), 2002-2003

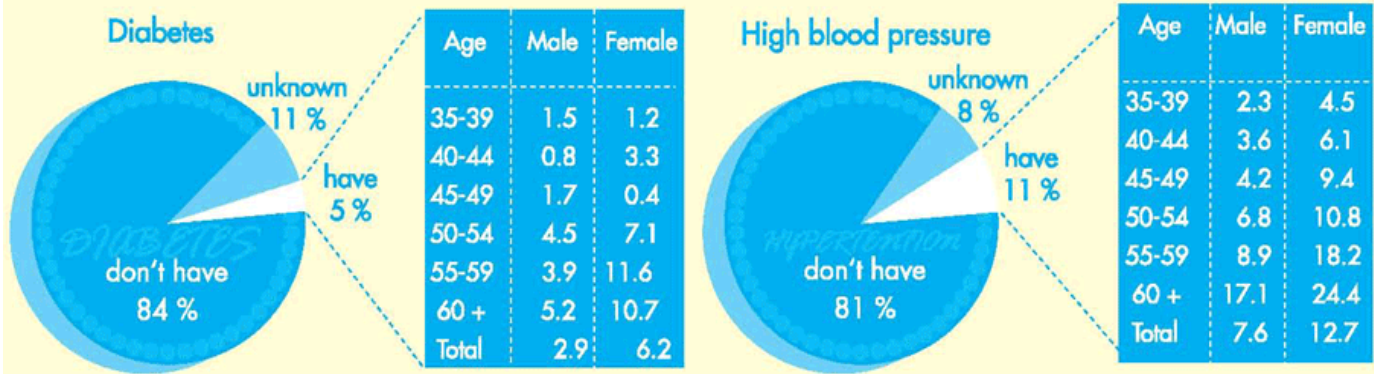


Source: Project of Indicator Development to monitor the growth of primary school students, 2003



Source: Development of Criterion identify risk related to sweets and decayed tooth, Department of Health, Ministry of Public Health, 2003

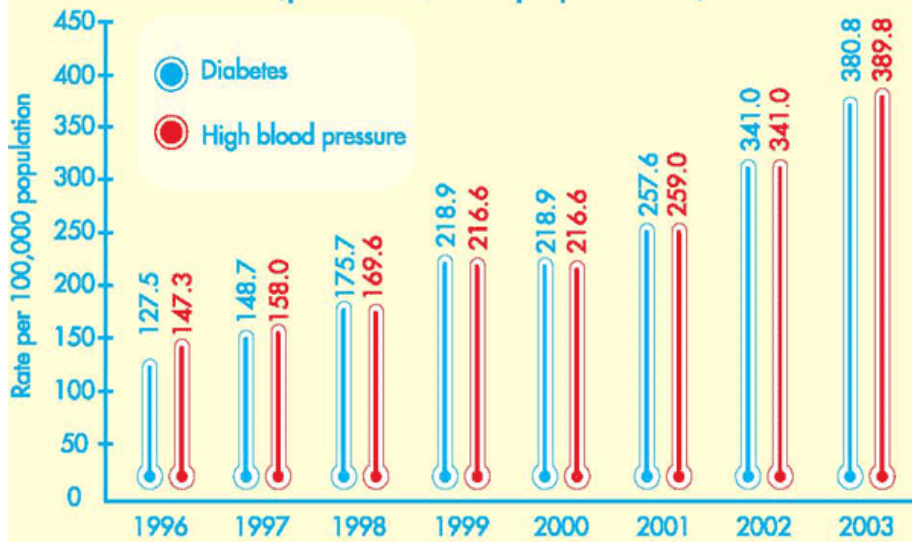
## Population with illness related to food consumption (aged 35 years and over)



Source: Report of 2003 Health and Welfare Survey, 2003

## Diabetes, high blood pressure, and obesity: Warning signals that Thais eat too much sweet and high-fat food

### Morbidity rate by diabetes and high blood pressure (per 100,000 population)

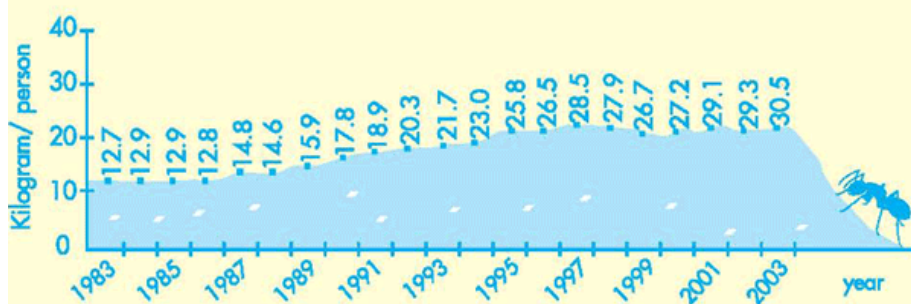


Source: Public Health Statistics A.D., 1996-2003



A health diet should contain no more than 6 teaspoons of sugar per day. At present, however, the average Thai consumes 16 teaspoons per day. Over the last decade, Thais doubled their consumption of sugar. Sugar finds its way into every type of food, with no one worrying about the consequences. Thais add to the natural sweetness of fruit, by using dips containing sugar. People of all ages drink sugary soft drinks. Sugar is even added to savory or spicy foods. It is therefore easy to see how Thais manage to consume 16 teaspoons of sugar per day, or almost three times the recommended amount.

### Quantity of domestic sugar consumption, 1983-2003



Source: Office of the Cane and Sugar Board, 2003