

Examination of Anglia Ruskin University students' knowledge, perceived benefits or risks and consumption patterns of sugar sweetened beverages (SSBs).



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Presently all age categories in the UK
exceed the daily recommended intake sugar
intake.

Not many studies done among young adults.

Is there a link between knowledge and
consumption of sugary beverages?

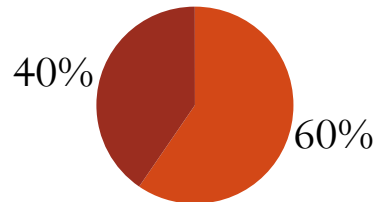
Does one's knowledge affect perception of
risk or benefit?

Is there a direct correlation between consumption patterns and
knowledge (including perceived benefits or risks) concerning
SSBs among students at Anglia Ruskin University in
Cambridge?

Knowledge vs. Consumption

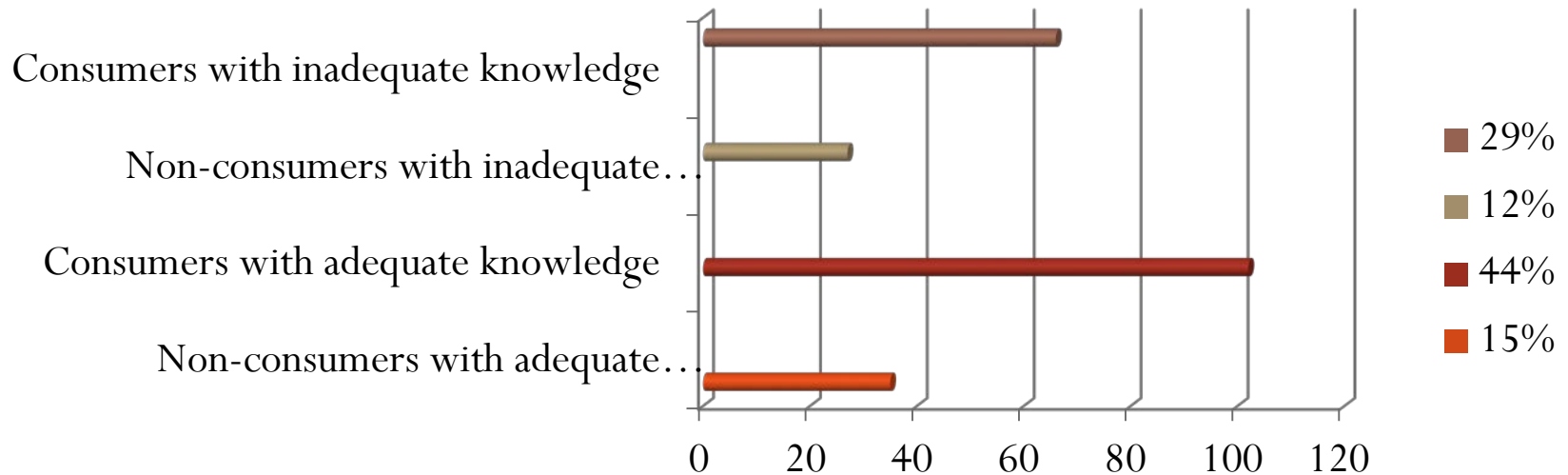
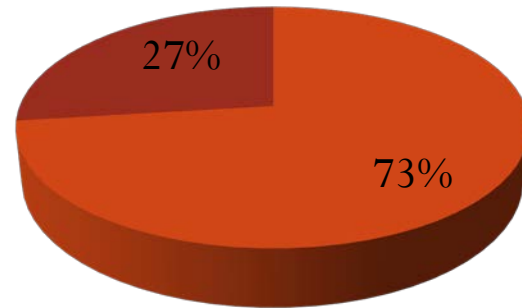
Knowledge

■ Adequate ■ Inadequate



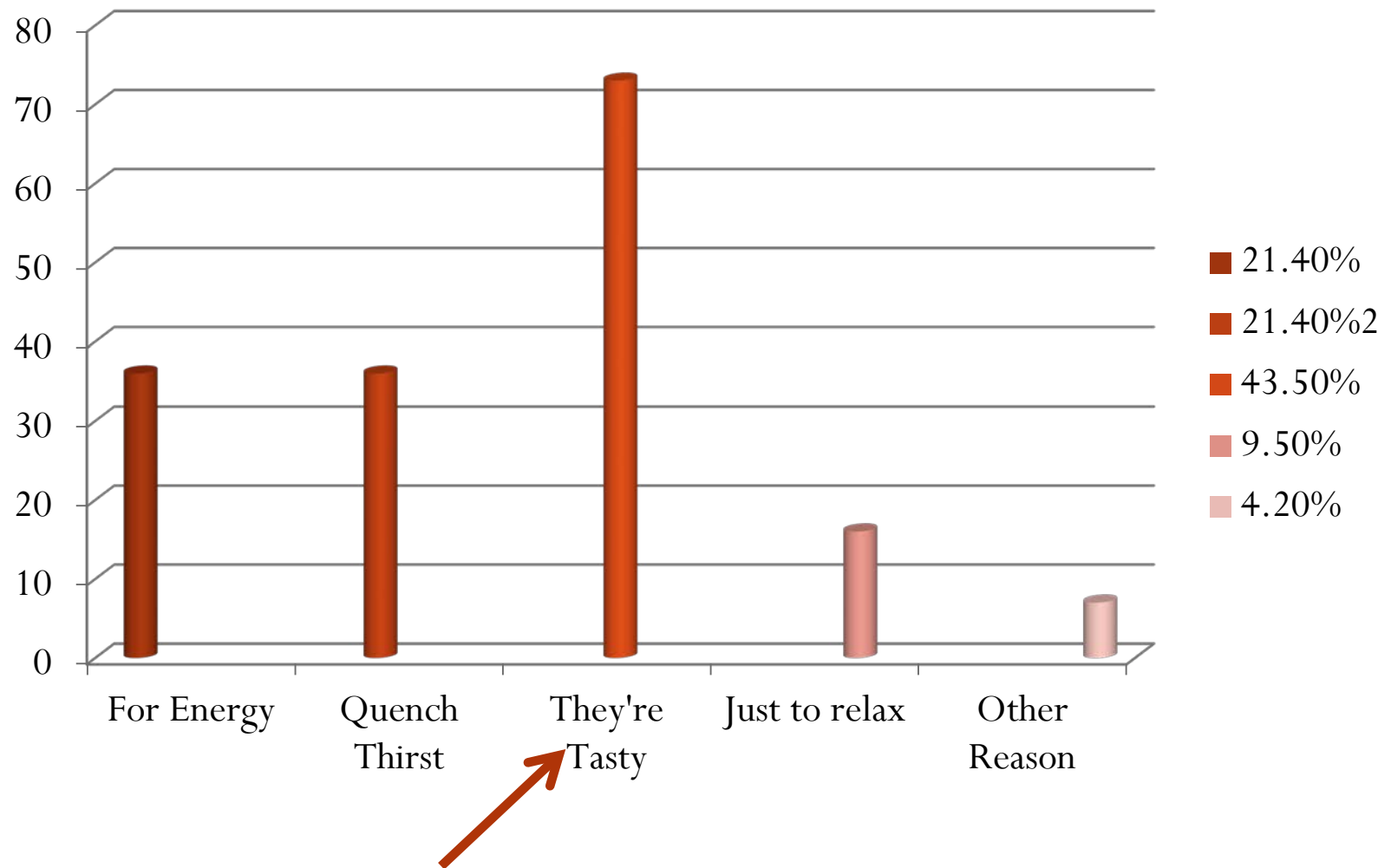
Consumption

■ Consumers ■ Non-consumers



KNOWLEDGE DOES NOT INFLUENCE CONSUMPTION.

Reasons for consumption and respective percentage of total consumers of SSBs. Among students.

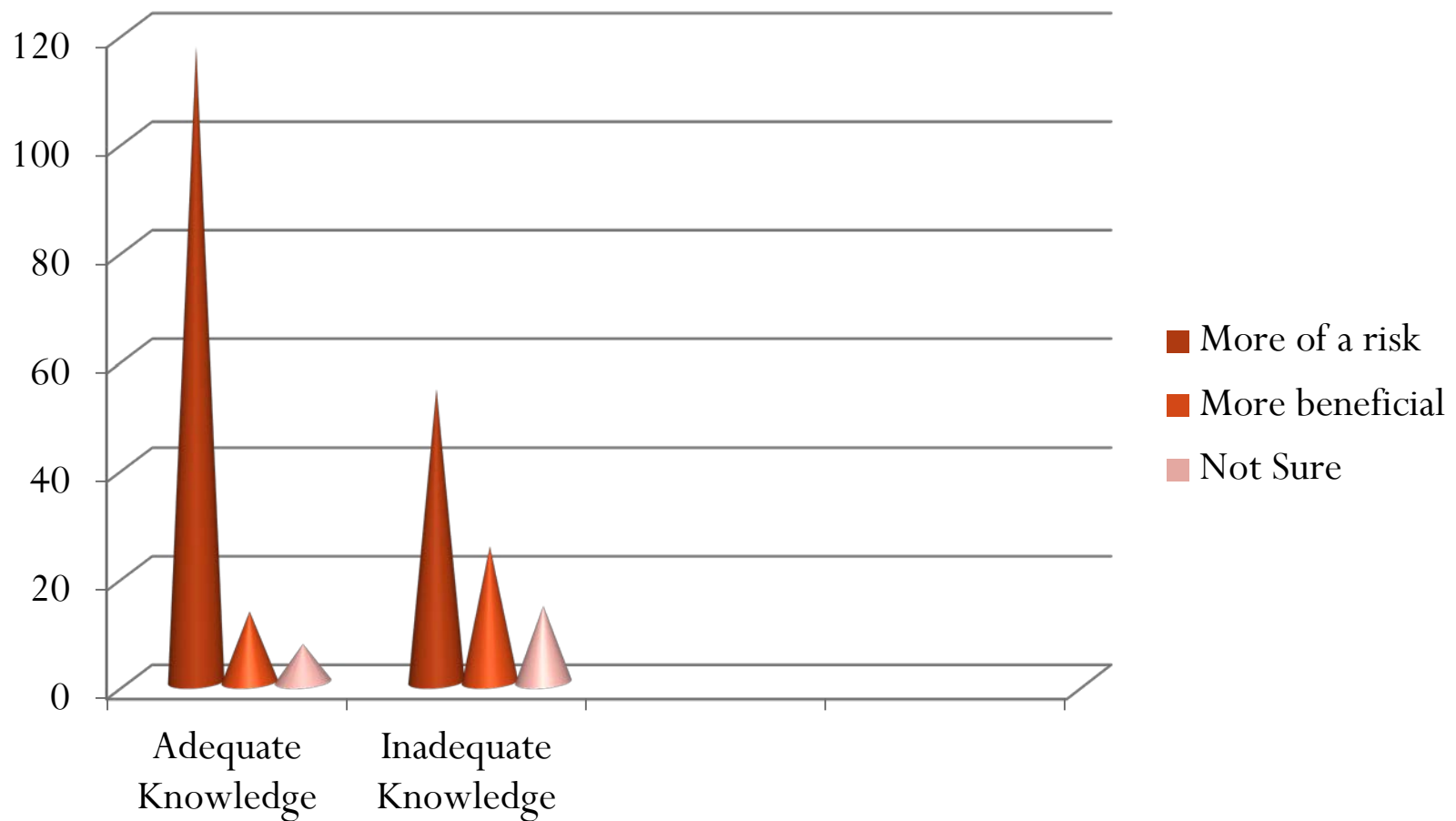


Main Perceived risks and benefits of respondents.

Perceived Benefits	Number of Respondents	Perceived Risks	Number of Respondents
Increase Energy.	21	Obesity or Weight Gain	72
Increases Efficiency.	1	Diabetes	89
Helps with alertness.	3	Sugar Addiction	5
Keeps you focused when studying.	11	Cardiovascular Issues	9
Kills bacteria in sore throats.	1	Tooth Decay	67
Benefits Muscle Synthesis	1	Skin Problems and Acne	17

Knowledge vs. Perception

Correlation between knowledge and perceptions of risk and benefit



KNOWLEDGE INFLUENCES PERCEPTIONS OF RISK AND BENEFIT.

CONCLUSIONS

- Knowledge of SSBs does not directly influence consumption of these drinks among university students.
- Knowledge is more important in risk perception and concern about SSBs.
- Taste is a very important factor in beverage selection.

Future of Diet and Nutrition

