

# Fizz Free February 2025 – Join Leicester in Going Fizz Free!

This February, Leicester City Council invites everyone across the city to participate in Fizz Free February!

Originally launched by Southwark Council in 2018, Fizz Free February offers a fantastic opportunity to cut down on your sugar intake by giving up fizzy drinks for the entire month. By committing to a Fizz-Free February, you can set the tone for healthier habits throughout 2025.

## The Facts About Fizzy Drinks:

Quitting a daily 500ml bottle of fizzy drink could save you up to £600 a year in 2025.

Drinking one 330ml can of fizzy drink daily could result in over a stone (6.3 kg) of weight gain annually.

Tooth decay remains the leading cause of hospital admissions among children aged 0-19 in the UK, with more than 26,000 children requiring hospital treatment each year.

## The Impact in Leicester:

39% of children aged 10-11 in Leicester are overweight or obese, significantly above the national average.

37.8% of 5-year-olds in Leicester have experienced tooth decay, tooth extraction, or fillings, well above the national rate of 23.7%.

**Save money, stay fit, and protect your teeth – Go Fizz Free this February!**

#GoFizzFree #HealthyLeicester2025

## The Healthy Teeth, Happy Smiles! Team

Public Health

Leicester City Council



The banner features a vibrant yellow background with a pattern of white circles of varying sizes. On the left, there is a purple can with the text 'Fizz Free Feb' in white and yellow. To the right of the can, the text 'Its FizzFree February' is written in large, bold letters, with 'Its' in white and 'FizzFree February' in purple. Below this text is the hashtag '#gofizzfree' in white. A QR code is positioned to the right of the hashtag. In the bottom right corner, there are two logos: 'LiveWell LEICESTER' with a heart icon and 'Leicester City Council' with a flower icon.