I BELIEVE in the saying that a little of what you fancy does you good. I have an occasional sweet treat and think it’s only fair for my children. Zak, 11, and Lexi, four, do so well. Before I eat a biscuit with my tea, the last thing I’d do is check the calorie content. And I’m not going to start doing it for my children either. Of course we all know too much sugar isn’t good, but I think you have to be really careful about forever monitoring every calorie children eat. I don’t want mine obsessed with food and I think if you make things an issue then they can become one.

DON’T MAKE IT BIG ISSUE

By NATASHA HARDING

Sun writer and mum of two

PUBLIC HEALTH England wants mums and dads to help tackle the obesity crisis by rationing children to healthy treats with no more than 100 calories. They say youngsters should be limited to two of these between meals per day.

That rules out Mars bars which have 230 calories, Kit-Kats, with 209 and Dairy Milk bars on 240. Even half a bar would be too much.

Instead, officials suggest 27-calorie rice cakes, fromage frais with 41, or a pot of jelly with only five.

By SHAUN WOOLLER

15. Dr Alison Tedstone, chief nutritionist at PHE, said: ‘Children are having unhealthy snacks throughout the day and parents are concerned.

To make it easier for busy families, we’ve developed a simple rule of thumb to help them move towards healthier snacking – ‘Look for 100-calorie snacks, two a day max’.

Justine Roberts, of website Mumsnet, said: ‘The volume of sugar kids get from snacks and sugary drinks alone is mind-blowing.’

Caroline Cerny, from the Obesity Health Alliance, said: ‘When it comes to sugar, it’s all too easy to eat more than is good for us. “We need all sectors of the food industry to reduce sugar and overall calories in their products to help us all make healthier choices.”

But Chris Snowdon, from the Institute of Economic Affairs, said: ‘Telling parents what they can and can’t allow their children to snack on is just another addition to the long list of unnecessary interference from Public Health England.

Introducing such extreme limits is an insult to people’s intelligence.”

Tory MP Andrew Bridgen called the guidelines “excessively prescriptive”. He said: “I tend to think that most things are fine in moderation.”

“We also need to focus on getting kids moving, not just eating less.” shaun.wooller@phe.gsi.gov.uk

DON’T MAKE IT BIG ISSUE

BAN ON TREATS FOR KIDS

THE Sun Says — Page Ten

A REAL SNACK IN THE MOUTH

Eat rice cakes instead

By TAM FRY

National Obesity Forum

CHOCS are full of sugar, which is high-calorie but has no nutritional benefit. Makers pump it in to excite kids and make food taste better. This can lead to addiction and eating still more. The excess calories in the sugar lead to weight gain and it also clings to children’s teeth — causing decay.

This PHE initiative is a very good idea as the alternative snacks have less sugar and are more nutritious. Most manufacturers are not geared up to produce chocolate bars with fewer than 100 calories. Sugar-free chocolate would be the ideal solution.