

SUGAR SMART

**HANDBOOK FOR CITIES WANTING
TO JOIN THE CAMPAIGN**

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Introduction

Sugar Smart UK is a campaign of the Jamie Oliver Food Foundation and Sustain to help local areas across the UK to tackle excessive sugar consumption.

Whilst how much sugar we consume is ultimately down to individuals, the role of the environment we live in, from advertising and promotions, through to proliferation of sugary options is hugely influential. A vital part of Sugar Smart UK is encouraging a multi sector approach with local businesses, organisations and residents involved. We know there is no one solution to obesity and poor diet and only a multi-pronged approach involving everyone will lead to long term change.

This handbook is to support **those running local campaigns across the UK (called partners)**. We envisage that most of these campaigns will be run by local authority or by local food partnerships (see sustainable food cities below), but we will consider working with any local partner as long as they can demonstrate that they are working together with other groups locally. The most effective campaigns will be run by or with the local authority, particularly public health.

The campaign encourages **local organisations (called participants)** to take actions from reducing sugary drinks for sale in restaurants and retail, to organising sugar assemblies in schools and events in the community (see full list of ten sectors below). The campaign also has a fantastic set of resources available to support everyone interested in taking action to reduce sugar consumption, ranging from videos and assembly plans to case studies, policy templates and guidelines. This offers local areas flexibility to encourage action in the sectors that are priorities to them, and to reinforce schemes already up and running. The 'shopping list' approach allows participants to increase the number of actions they adopt over time, providing a way to keep them engaged.

In the UK there is already a huge amount of interest from local areas around the Sugar Smart concept. Brighton, Lewisham, Bristol and Greenwich have already launched similar Sugar Smart campaigns and many other cities and boroughs are running sugar awareness campaigns.

Sugar Smart is the featured campaign of the Sustainable Food Cities network in 2017. There are currently over 40 Sustainable Food Cities around the UK. Each has a cross-sector food partnership involving the local authority, local businesses and organisations, academics and NGOs working together for better and healthier food. To find out more about getting involved in your local partnership or getting a partnership established in your local area, go to www.sustainablefoodcities.org

About Sugar - What is the problem?

In the UK, the NHS spends between £5 and 9 billion a year treating obesity and related complications such as Type 2 Diabetes. Each year there are 7,000 limb amputations because of Type 2 diabetes. 26,000 children are admitted to hospital for multiple tooth extraction under general anaesthetic caused by excessive sugar consumption. One in every five children starts primary schools overweight or obese and by the time they reach secondary school it's one in three.¹

Public Health England conducted an analysis of the evidence for action on sugar reduction and suggests that a successful programme should include action at many levels including the environment around us that influences our food choices; our food supply; knowledge and training; and local action². While the Government has announced a soft drinks industry levy to be introduced from 2018 and targets for the industry to reduce sugar levels in everyday foods, these alone will not go far enough to resolve the profound health crisis we are in. If we are to make real inroads into tackling these problems, we need action across the sectors detailed below, and action driven by local people in every locality in the UK if we are to reduce diet related disease and give children the chance of a healthier and happier future.

¹ National Statistics/NHS (2016), National Child Measurement Programme England, 2015/16 school year, available online at:
<http://content.digital.nhs.uk/searchcatalogue?productid=23381&q=national+child+measurement+programme&sort=Relevance&size=10&page=1#top>

² Public Health England (2015), Sugar Reduction: The evidence for action. Available online at
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/470179/Sugar_reduction_The_evidence_for_action.pdf

Get Involved - The steps to become a Sugar Smart city

Step 1 – Register your interest in running a campaign at sugarsmartuk.org

By registering on the website you will have access to advice and resources to help you on the road to make your local area Sugar Smart. The Jamie Oliver Food Foundation and Sustain will receive a notification when you sign up and you can receive additional support and tips from these organisations. You will also need to identify your local area, namely the local authority. We expect campaigns to run at the level of any of the 11 Northern Irish Councils, 33 London boroughs, 201 Districts, 33 Metropolitan Districts or 110 Unitary Authorities in the UK. This is important in understanding what businesses, schools, leisure centres and others to invite to take action on sugar. We encourage everyone within a local area to work together so we are only able to accept one Sugar Smart campaign per geographical area. We have a two stage process of registering – one to find out more, and the second step to confirm your commitment to running the campaign locally. So what happens next?

Step 2 – Gather support and identify priorities

If you haven't already done so, it's crucial to form a partnership group including your local authority, and ideally local businesses, public sectors organisations, NGOs, community groups and others. Get this group together to take stock of existing initiatives and action (e.g. in the Council's Health and Wellbeing Strategy or Obesity Strategy or activity of a local Food Partnership) and start defining your priorities for the future campaign.

Do a bit of research into the sectors and type of action you think are necessary to start tackling the problem locally. You may find that you have got a lot of willing allies already. This is an opportunity to galvanize support and identify those who could be your first sign ups to Sugar Smart. We encourage areas to write an action plan to set out your aims and targets over the first year at least, as a way to help with communications, engagement, focus, and ultimately being able to look back at what you've achieved at the end of it. Some areas have kicked off their campaigns with a public debate or survey (see Appendix 1) as a way to engage the public and local organisations.

Step 3 – Make a public announcement and celebrate!

Hold a public event to bring partners together, announce your action plan and initial sign ups and celebrate the occasion. Publicise it to your local media and send photos to the Jamie Oliver Food Foundation and Sustain so we publicise it on sugarsmartuk.org and our own websites and news too (see Appendix 2 for examples of news coverage). This is an ideal way to reach out to get other businesses and organisations signing up to Sugar Smart. See Appendix 3 for examples of launch event agendas.

Step 4 – Keep going!

See the following chapter for information on working with the various sectors. And don't forget to celebrate every action as a step towards success. Each new sign up is worth a press release. Encourage businesses and organisations already involved in the campaign to take more action throughout the campaign.

You can pre-register actions yourself on the website (e.g. schools, restaurants, venues, retailers and others taking action to reduce sugary foods and drinks). You can also invite them to log in and register actions themselves.

Remember: Share ideas and experience with other Sugar Smart cities using the forums and communications made available by the campaign and the Sustainable Food Cities network.

(case study below in box)

Sugar Smart Exeter vision drives the campaign

Spurred on by the need to tackle high rates of obesity and diet related disease, Exeter were inspired to launch a Sugar Smart campaign, after hearing about the work in Brighton. The campaign is driven forward by a sub group of the Exeter Food network (SFC member) and is being led by Devon's Public Health team and Exeter City Council, in close collaboration with other organisations including the Exeter Health and Wellbeing Board, Exeter University, Exeter City Football Club, Exeter Chiefs Rugby Club, Westbank Healthy Living Centre, Life Dental and Wellbeing and South West Association for Nutrition Registrants.

Ahead of Exeter launching its Sugar Smart campaign in January 2017, these organisations came together over a series of meetings and built a vision for a Sugar Smart Exeter that includes raising awareness of the dangers of sugar, improving the food environment and challenging eating habits. A set of objectives was then defined to reach these ambitious goals:

- 50 organisations across Exeter sign up to the Sugar Smart initiative by January 2018 and make a pledge to raise awareness and encourage action to reduce sugar intake. These can be any organisation which influences the diet of Exeter's citizens and could include leisure centres, sports clubs, schools and food or catering businesses etc. A quarter of these should be serving marginalised communities.
- 15 organisations sign up to the Children's Health Fund and introduce a voluntary sugary drinks levy.
- 1,000 individuals respond to the Sugar Smart Exeter survey by April 2017 to give their opinion on sugar and where action is needed. This will raise awareness of the initiative amongst the public, as well as sugar intake itself and can be used to demonstrate to stakeholders that there is demand for changed food environments.

Future objectives will depend on the chosen focuses for Sugar Smart Exeter as informed by the public survey and will have a focus on reaching individuals within marginalised communities.

The ten sectors – menu of actions

The campaign proposes action across ten sectors to tackle excessive sugar consumption. Under each sector there is a proposed menu or 'shopping list' of actions that participants, e.g. businesses or organisations can choose from. This menu of actions will be refined over time but it will give you an idea of the sort of commitment we are inviting participants to make.

Under each action, the campaign provides a multitude of assets to support you and participants to take action to tackle sugar consumption and raise awareness. These will be available online.

Actions	Description	Primary schools	Secondary schools	Universities	Hospitals	Workplaces	Sports & leisure	Restaurants	Tourism & venues	Retail	Community groups
Sugar Smart assembly	Run a Sugar Smart assembly or session with your kids using our video and information resources.	X	X								X
Get kids creative	Get your kids to make viral content such as videos or interviews to share on social media channels.	X	X								X
Sugar Smart quiz	Run a quiz with surprising facts about sugar in everyday food and drink.	X	X			X					X
Improve vending	Remove sugary items from vending machines and display information about the amount of sugar in everyday food and drink.		X	X	X	X	X	X	X		
Sugar Smart challenges	Set a challenge, such as giving up sugary drinks for a whole week.	X	X			X					X
Free drinking water	Install water points and promote drinking water as the number one drink.	X	X	X	X	X	X	X	X	X	X
Remove adverts for sugar	Remove ads and make it policy not to advertise or promote any food and drink high in sugar.		X	X	X		X	X	X	X	
Ban price promotions	Ban price promotions on sugary drinks and snacks such as discounts, multi-buys, free items or meal deals.			X	X	X	X	X	X	X	
Stock	Replace sugary items with			X	X		X	X	X	X	

healthier food and drinks	healthier food and drinks and display signage about sugar content in everyday foods and drinks.										
Sugar-free packed lunches	Implement a packed lunch policy in your school to ensure kids have a healthy and nutritious lunch.	X									
Sugar-free checkouts	Ensure there are no sugary drinks and snacks for sale at checkout areas to discourage impulse buying.			X	X	X	X	X	X	X	
Get external accreditation	Get accredited by an external organisation to ensure the food and drink you serve is healthy for people and planet.	X	X	X	X	X	X	X	X	X	
Remove sugary drinks	Stop selling drinks high in sugar and promote water and no-added sugar drinks instead.		X	X	X	X	X	X	X	X	
Introduce sugar levy	Introduce a 10p levy on sugary drinks and sign up to the Children's Health Fund.			X	X	X	X	X	X	X	
Sugar free breakfast demo's	Use low sugar recipes to do cookery demonstrations and help kids and adults make better choices for breakfast.	X	X								X
Staff cooking lessons	Get your staff trained to deliver cooking courses and promote low or sugar-free recipes.			X	X	X	X				X

Primary schools

One in every five children starts primary schools overweight or obese and its one in three by the time they reach secondary school. 26,000 children are admitted to hospital for multiple tooth extraction under general anaesthetic caused by excessive sugar consumption. It has never been more important to take action in primary schools to ensure the next generation of children lives happier and healthier lives.

In order to meet the government's School Food standards, there can't be drinks with added sugar, confectionary, chocolates or chocolate-coated products in school meals and vending machines. Desserts, cakes and biscuits are only allowed at lunchtime. This gives a strong minimum benchmark for this sector. Therefore, the emphasis for primary schools is in raising kids' awareness and integrating the Sugar Smart message into the curriculum and school life. The 'shopping list' of actions available to primary schools below reflects this approach.

A reduction in sugar consumption can still be targeted, both in terms of school meals and action on packed lunches. School catering across a local authority is sometimes managed as one catering operation, either local-authority run, or managed by a commercial contract caterer. So in some places, you will be able to achieve a great deal of improvement with action from one caterer. This is not always the case. In many locations, a number of different caterers provide food for the area's schools. In this case, you will have to approach a variety of caterers. There might also be a few schools who manage their own catering ('in-house' catering).

Secondary schools

Teenagers are consuming too much sugar, particularly from sugary drinks. More and more kids in their teens are being diagnosed with diet related diseases. Getting teenagers to understand what sugar does to their bodies and behaviour is vital if we are to turn the tide and get the next generation to reverse the obesity crisis.

As with primary schools, the School Food Standards give a strong minimum benchmark for this sector. In secondary school kids get more choice about what they eat and when they eat. In many cases a canteen or café is open all day and there are vending machines present. It's important to give kids information about sugar content next to foods and drinks to enable them to make healthier choices.

A reduction in sugar consumption can be through school meals, vending machines and offering healthier alternatives around the school, but also of importance is raising kids' awareness and integrating the Sugar Smart message into the curriculum and school life.

Universities

Young adults will be the decision-makers of tomorrow. It's essential to try and change what's on offer at universities and higher education institutions as well as educate and raise awareness of the numerous staff and students. Many universities have sustainability as a core facet of their catering offer and nearly all have some form of food policy. Indeed, they may already be pioneers, and be able to help you persuade others to join in. So there's really no excuse for a university not to take action on sugar!

Universities also have dedicated sustainability staff, which can be incredibly influential in supporting the campaign. At least half of university catering is managed in-house, whereby the university itself manage the catering. Others use commercial contract caterers. And in many cases these will be different to the staff dealing with contracts for vending, advertising and sponsorship deals on campus.

One potential challenge is that sometimes multiple companies operate catering services in a university. An in-house caterer might manage catering for Halls of residence, while a department restaurant or café is run by another contract caterer. In this case, it is advisable to concentrate on main or largest caterer(s) for maximum impact.

The emphasis in this sector is as much in changing what's on offer as well as educating and raising awareness with the numerous staff and students. Finding leaders and champions amongst staff and students will make all the difference in seeing changes on campus.

Hospitals

The NHS is at breaking point, spending between £5 and £9 billion treating obesity and related complications such as Type 2 Diabetes. Each year there are 7,000 limb amputations because of Type 2 diabetes. In addition, over 60% of the 1.35 million NHS workforce is overweight or obese.

The volume of food and drink served through NHS catering is vast, so their contracts are hugely influential on the policies of manufacturers and contract caterers. The sector covers patient food, as well as staff and visitor food and a huge number of vending machines. The local NHS trust is usually responsible for commissioning catering on behalf of the various hospital and clinic sites across the trust, but there are often many different individual contracts for hospitals or individual services. In some cases there are numerous contracts within one hospital.

From April 2016, NHS organisations are funded to improve staff's health and wellbeing. Among other initiatives, the new CQUIN (Commissioning for Quality and Innovation) supports staff to make healthy food choices by banning price promotions, advertisements and presence at checkouts of sugary drinks and foods high in fat, sugar and salt. It also requires healthy food options to be available to staff on night shifts.

The CQUIN is a brilliant incentive for hospitals to change but there is plenty of scope to go beyond the minimum requirements and take actions to change the food environment as well as engage the NHS workforce.

Workplaces

Large businesses who offer staff catering are important to the campaign because they have a significant influence over the contract caterers who operate their catering service. Local employers (large and small) are hugely important for raising awareness about the dangers of too much sugar in the diet with their employees, particularly in iconic local employers who define the fabric of the local area.

For employers, the Sugar Smart campaign should be an attractive campaign to sign up to – it can be counted as a success for their CSR initiatives. Companies with strong or very visible ethical and staff wellbeing policies are also natural targets because they are likely to have the internal will and resources (including staff) to adopt and see through Sugar Smart commitments.

Sports & leisure

Sports and leisure centres should be beacons of good practice given the link between diet and physical activity in maintaining a healthy weight. Yet, too many sugary drinks and snacks can still be found in sports clubs, gyms, swimming pools and leisure centres round the country. It's time to take action and ensure these clubs and centres support people in making the right food and drink choices and maintain a healthy weight.

There are a small number of companies responsible for the operation of a large number of sports and leisure centres including their contracts with catering and vending providers.

For example, Sports and Leisure Management Limited's, operating under the brand 'Everyone Active', runs 140 leisure and cultural facilities across the UK in partnership with 40 different local authorities. Similarly, Greenwich Leisure Ltd (GLL), operating under the brand 'Better', is a non-profit organisation which runs over 115 sport and leisure facilities across South East England. Places for People run around 120 sports and leisure centres nationally.

Therefore, approaching centres run by these companies will send a strong message and will encourage them to make changes across all of their centres. Iconic or well-known local sports venues for example Football stadia are of particular interest because they can inspire others and help gather media support for the campaign.

Restaurants

As with retail, restaurants define the fabric of local areas and define the food choices of residents and workers in your area. Popular restaurants with young people, a celebrity restaurant, or learning kitchens are of particular importance. They can inspire others and help gather media and popular support for the campaign. So get your restaurants to act now to reduce sugary drinks and foods and join the Sugar Smart movement in your local area.

We would like you to target independent restaurants and food outlets, rather than large national or international chains who should work with Government and national organisations on commitments on this issue. Both the Jamie Oliver Food Foundation and Sustain are approaching restaurants to introduce a sugar levy and contribute to the Children's Health Fund. Unfortunately, we don't have the capacity to approach the hundreds of thousands of independent businesses that make the fabric of local areas. This is where you come in!

Retail

As with restaurants, retail defines the fabric of local areas and defines the food choices of residents and workers in your area. Popular retailers next to schools and in the city centre can make a huge

difference in the daily choices of local people. So get your shop to act now to reduce sugary drinks and foods and join the Sugar Smart movement in your local area. As with restaurants, we would like you to target independent retailers rather than the larger multiple retailers, who should work with Government and national organisations on commitments on this issue.

Tourism & venues

Tourism attractions and iconic venues may not sell huge amounts of food but have a disproportionately large impact thanks to their iconic status or ability to influence the industry. They can therefore be helpful in inspiring, influencing, and gathering media support for the campaign. Think of food businesses which are iconic to the community – for example a local art gallery or museum – or well-known local venues, especially those popular with children e.g. soft play areas. This is probably the most public-oriented sector and has the greatest opportunity to attract visibility and press, so you are encouraged to be creative!

Community groups

Voluntary and community sector groups may be responsible for delivering a variety of services in your local area, [and many at some point](#) serve or promote food. Examples include faith groups, community groups and voluntary organisations. They may run cooking clubs, training or serve food and drink during their events and gatherings. The emphasis with this sector is in raising awareness with those involved in these groups, motivating them to be active supporters and advocates, and embedding Sugar Smart messages in their activities in order to reach local people.

FAQs

Is there support for running local Sugar Smart campaigns?

Where resources and staff time allows, Jamie Oliver Food Foundation and Sustain will help communities around the UK to establish Sugar Smart campaigns at their local areas and advise on options for pursuing campaign activities and overcoming common challenges. The website hosts many assets for those involved including logos, videos, etc. We are also able to provide support over the phone. We will endeavour to have someone attend your launch event, and may be able to provide additional support in discussion with local needs. Sustain and Jamie Oliver Food Foundation will also share communication materials to be used or adapted in local areas.

Sugar Smart UK will be the featured campaign of the Sustainable Food Cities network in 2017. There will be financial support to ten members of the network interested in running the campaign. Applications run from mid-January to late February and more information can be found on the Sustainable Food Cities website.

There are currently over 40 Sustainable Food Cities around the UK. Each has a cross-sector food partnership involving the local authority, local businesses and organisations, academics and NGOs working together for better and healthier food. If your local area is not currently a member of the Sustainable Food Cities network, get in touch with Sustainable Food Cities to enquire about joining the network.

Is Sugar Smart UK the same campaign as Change4Life Sugar Smart campaign?

The Change4Life Sugar Smart campaign is an NHS-funded campaign (www.nhs.uk/sugar-smart) which aims to educate individuals about the dangers of sugar. It includes resources for individuals, including an app which shows the amount of sugar in common snacks and drinks.

Our Sugar Smart UK campaign aims to tackle the over-consumption of sugar from a higher level, working with businesses and other organisations to alter the obesogenic environment we live in at the local level.

Both campaigns have the same overall goal, but are attacking the problem from different fronts and complement each other.

Who can get involved?

'Partners' are responsible for running the campaign locally, from setting up a core working group to engage participants to take action. We envisage they would be one or more individuals working in a local authority or food partnership, working alongside other individuals and organisations interested in promoting the campaign locally.

'Participants' are organisations or businesses, e.g. schools, hospitals, restaurants, retailers, etc. taking action to raise awareness and reduce availability of sugary drinks and sugary foods.

The campaign is not directly targeting individuals, although seeks to influence them through different settings in the sectors listed above. Individuals can sign up to a mailing list nationally, and they can sign up to be supporters of the local campaigns, for updates on activity. Individuals can get involved in other existing campaigns such as the Children's Food Campaign or the Change4Life Sugar Smart campaign.

If you have organisations or businesses who want to take action but don't fit into one of the ten sectors, get in touch with us to see if there's a way we can work with them.

Obesity and diet related diseases need to be addressed by policy at the national level. Will local campaigns really make a difference?

Everyone agrees that encouraging lifelong good food habits is going to take many different interventions and policies at different levels. Public Health England conducted an analysis of the evidence for action on sugar reduction and suggests that a successful programme should include action at many levels including the environment around us that influences our food choices; our food supply and changes that could be made to this; knowledge and training; and local action.³ Local action, when delivered well, can contribute to changing people's knowledge and actions and lead to improved diets.

Can participants take different actions to those suggested?

It's important we keep an accurate record of all action on sugar taking place in your local area and nationally. Therefore we encourage partners and participants to record what action they are taking on the website, as well as the expected impact, e.g. number of sugary drinks avoided, number of people engaged. If a large number of participants in your local area are interested in taking a different set of actions, please get in touch with us, so we can consider refining and improving the proposed actions on the website so that all actions can be logged.

How do we know when our local area has become Sugar Smart?

We're working on this. We starting by making it as easy for people to get involved as possible, but ultimately we want to be able to show what kind of difference the local sugar smart campaigns are having – hence why every action has a metric associated. As this campaign develops nationally we are hoping to explore what benchmarks can be established across the 10 sectors and across the participating areas in order to be able to crown the first, of many, Sugar Smart cities, boroughs and other local areas.

The Government has adopted a national Sugary Drinks Industry Levy. Why are you advocating local voluntary action on sugary drinks?

We are thrilled that the Government has now committed to doing this, with the national Soft Drinks Industry Levy to be introduced in 2018. However the nature of the national levy is such that it might not make sugary drinks more expensive, therefore missing out on one of the key components of, for example, those participating in the Children's Health Fund where customers pay more for the those drinks with added sugar, and are encouraged towards less sugary options.

Also, a lot can happen in politics before the national levy is implemented. It's also an awfully long time to wait to start helping making our food and drink healthier. This is why one of the actions we are encouraging is for local campaigns to influence those selling sugary drinks to implement a sugary drinks levy for the foreseeable future, and re-distribute this money to causes that help promote healthier food and food education for children.

³ Public Health England (2015), Sugar Reduction: The evidence for action. Available online at https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/470179/Sugar_reduction_The_evidence_for_action.pdf

Sugary drinks levies have been introduced successfully in France and Mexico in recent years. They have worked – for example, in Mexico there was a decrease of approximately 6 per cent in sales of sugary drinks in the year following January 2014 when they imposed the levy. The effect has been even greater in lower-income households, which are often the most affected by diet-related ill-health.

France, Finland, Hungary, and Berkeley and Philadelphia in the USA have also successfully introduced extra taxes on sugary drinks⁴. Studies suggest that people who swap to lower or no-sugar alternatives don't tend to add on the extra sugar and calories elsewhere in their diets.

⁴ <http://foodresearch.org.uk/wp-content/uploads/2015/06/Food-and-beverages-taxes-final-amended.pdf>

Appendix 1: Community surveys

We are eating too much sugar and it is bad for our health.

The recommended daily intake of free* sugar is a maximum of 7 teaspoons for adults and a maximum of 5-6 teaspoons for children.

*"Free" sugar is any sugar that is added to foods at home or by the producer, plus sugar naturally present in honey, syrups, and fruit juices. It does not include sugar naturally present in milk or whole fruit and vegetables.

However, on average adults are currently eating twice this amount and children eating three times as much.

We want to help people in Exeter reduce their sugar intake – we want Exeter to become a "Sugar Smart City". In order to do this we need your help.

Please answer these short questions and tell us what you think Exeter should do to help people eat less sugar.

- 1) Do you think you eat more sugar than the recommended 7 teaspoons per day?
 Yes
 No
 N/A

- 2) Do you think your children eat more than the recommended 6 teaspoons of sugar per day?
 Yes
 No
 N/A

- 3) Are you worried about (tick all that apply):
 Effects of sugar on my dental health
 Effects of sugar on my weight
 Effects of sugar on my behaviour and mood
 Increased risk of type 2 diabetes

- 4) Would you like help to reduce the amount of sugar you eat? Y/N

- 5) What do you think would help you to reduce the amount of sugar you or your children eat? (open-ended)

- 6) Based on the best available evidence, the following actions to reduce sugar intake were recently proposed by Public Health England.
Please indicate whether you think introducing these in Exeter (or the UK) would be a good idea:

	Strongly agree	Agree	Neither	Disagree	Strongly Disagree
a. Asking shops and restaurants to have					

fewer price promotions on high sugar foods and more on healthy foods.					
b. Reducing the amount of advertising of high sugar food and drinks.					
c. Asking food companies and restaurants to reduce the amount of sugar in food and drink.					
d. Asking food companies and restaurants to reduce portion sizes.					
e. Introducing a sugar tax on soft drinks.					
f. Selling healthier food and drinks in public places like hospitals and leisure centres.					
g. Providing people with practical steps to help them reduce their sugar intake. For example, Change4Life have produced leaflets suggesting food swaps and an app that tells you the sugar content of foods.					

7) Would you like to be involved in making Exeter a Sugar Smart City. (Y/N).

If yes, please answer question 7 and 8

8) I would be able to:

(a) get one (or more) schools involved

(b) use social media such as Twitter, Facebook, or blogging to raise awareness about the campaign

(c) speak to local food outlets in my network

(d) involve my local community for consultations

9) I would be able to do this because:

(open)

10) Would you be happy to take part in research to express your views?

- Yes
- No

If yes, please leave your contact details below

Please tell us a bit more about yourself so we know who we are reaching with this survey.
This information will not be used to identify you.

11) What age were you last birthday?

12) How would you describe your ethnic origin? **(use as drop box selection?)**

White

- British
- Irish
- Gypsy or Irish Traveller
- Any other White background
(please write in box)

Black or Black British

- Caribbean
- African
- Any other Black background
(please write in box)

Mixed

- White and Black Caribbean
- White and Black African
- White and Asian
- Any other mixed background
(please write in box)

Other ethnic group

- Arab
- Any other ethnic group
(please write in box)

Asian or Asian British

- Indian
- Pakistani
- Bangladeshi
- Chinese
- Any other Asian background
(please write in box)

13) Are you? (tick all that apply)

- Female
- Male
- Other or non-binary
- Transgender/formerly transgender

14) Do you consider yourself to be a person with a disability?

- Yes
- No

If yes, please tick the relevant disability group(s) below

- Physical impairment
- Sensory impairment
- Learning disability/difficulty
- Mental health condition
- Long-standing illness/ long-term condition

15) What is your occupation?

- Employed full-time
- Employed part-time
- Unemployed
- In training / education
- Stay at home carer
- Retired
- Self-employed
- Other

Please state:

16) **Your postcode**

Please enter the first part of your postcode e.g. if this is EX2 4QD, please enter EX2

Prize Draw

In order to be entered into the prize draw for a chance to win one of the prizes listed, please leave your name and contact details below:

Name	
Phone number or email	

The following prizes have kindly been donated to Sugar Smart Exeter:

- [Exeter City Football Club](#) tickets – 2 adult and 2 child tickets for the Exeter City v Newport match on 8th April
- Veg boxes containing local, fresh and ecologically produced vegetables from [Embercombe](#), Higher Ashton, Exeter
- £10 [Love Local Food](#) vouchers, donated by [DCH](#)
- Veg box containing local, fresh, organic vegetables from [Shillingford Organics](#)

Winners to be announced on 24th March

SUGAR SMART CITY DEBATE 1 October – 30 November 2015

Aimed at residents, schools and outlets across Brighton & Hove



What We Did



1136 responses to online and postcard survey



NEWS & MEDIA

The campaign achieved local, regional and national interest with a total **120,000,000** potential reach of

168 people attended focus groups and events

News articles in the Guardian, Independent, Argus, Latest and Brighton & Hove News

National TV interviews and

regional coverage on ITV & BBC

National & regional radio coverage



131

food outlets Contributed

200 tweets during the debate

Twitter posts had a potential REACH OF OVER **1,000,000**



20 schools contributed

Facebook posts reached **3700** people

#sugarsmartcity was used by over **100** different local, regional, national and international organisations and individuals

Media campaign and targeted promotion generated a total of **2331** website visits by **1790** users during the debate

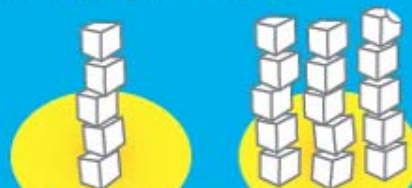
Headline Results

Sugar recommendations

Energy intake from sugar (no more than 5% of our total energy intake should come from sugar)

1 cube = 4g of sugar

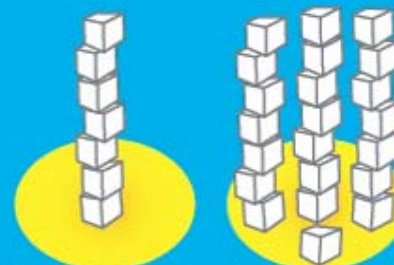
Children aged 4 - 10 years



Recommended intake 5 cubes

Average intake 14.5 cubes

Adults & children over 11 years



Recommended intake 7 cubes

Average intake 22 cubes

Contribution of sugary drinks to added sugar intake of young people

Teenagers 11-18years 27%
Children 4-10years 30%
Children 1.5-3years 40%



Concern about sugar



81% reported that they are 'concerned about sugar in food and drink'



71% said their concern about sugar in food and drink has risen in recent years

Taking action on sugar



82% said action should be taken to help people in the city reduce their sugar intake



71% reported that they would like to reduce their sugar intake



Appendix 2: Media coverage

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LISTEN the contraceptive pill and mental health, Isla Ri

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England Regions **Bristol**

Can Jamie Oliver help Bristolians cut down on sugar?

By Dave Harvey
Business Correspondent, BBC West

3 January 2017 | Bristol

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9 minutes ago

Features

Sleeping on the job?
Why we should take a nap to help us stay

One in four children in Bristol have tooth decay by the age of five

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20,000 people in Bristol are living with Type 2 Diabetes. 21 days left to listen 2 hours, 30

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Brighton

Brighton launches voluntary 'sugar tax' in effort to tackle obesity

City council calls on shops to add 10p levy to sugary soft drinks as part of campaign to drive down sugar consumption and cut diet-related diseases

Alexandra Topping and agencies
Monday 5 October 2016 17:28 BST

This article is 1 year old

3,160 266

Want to arrange your next conference call?
POWOW Conference Calling

Appendix 3: Sugar Smart launch programmes

You are invited to
the launch of

SUGAR SMART

EXETER

Come along and learn how your organisation can get
involved in the Sugar Smart campaign on

Monday 23rd January
at the Coaver Club Conference Hall

Please sign in at County Hall Reception, Topsham Road, Exeter EX2 4QD

[Register here](#)

10:30 – 11:30 Official launch of Sugar Smart Exeter

Followed by Sugar Smart talks, including:

- Sustain – National Sugar Smart partnership with Jamie Oliver's Team
- Devon Norse – Case Study for improving food within council contracts
- Dr Natalia Lawrence – launch of *An App a Day – Training your brain for a healthier diet*

11:30 – 12:30 Informal drop-in session, with stands from:

- OneSmallStep – Devon's new healthy lifestyle service
- Devon Norse – to taste their new healthier food range
- Sugar Smart Exeter – discover how you can get involved
- Children's Health Fund – find out about introducing a voluntary sugary drinks levy

What is Sugar Smart UK?

SUGAR SMART is an ambitious campaign with national support from Sustain and Jamie Oliver's Food Foundation that aims to help towns, cities, counties and boroughs across the UK to raise awareness and reduce consumption of sugar across all age groups. The campaign aims to promote healthy alternatives and remove or reduce unhealthy food and drink, particularly targeting those high in sugar. It builds on the pioneering work of Brighton's Sugar Smart City.

Experience shows that commitment from organisations and businesses can help motivate real change in different settings at a local level and across the country.

Sugar Smart launch #sugarsmartcity

Venue: Jubilee Library, Conference Room 2

Date: 5th October 2015

Time: 9-10am



Refreshments: Tea/Coffee and light snacks are available, Temptation Café @ Jubilee Library / www.brightontemptation.com
Temptation Café is also displaying 'low in sugar'/alternative snacks available for sale at the café on the ground floor of the library.

Display: Sugar Smart debate materials, Kitchen Garden Project resources and library resources supporting health and wellbeing

Presentations:

Tom Scanlon, Director of Public Health (BHCC)	Introduction and thanks
Katie Cuming, Public Health Consultant (BHCC)	Why sugar? Sugar Smart: key actions
Jo Ralling, Campaign Director (Jamie Oliver Food Foundation) Ben Reynolds (Sustain), Martin Lewis (Brighton College) Film Clip	Jamie Oliver's support for local Sugar Smart initiative Brief introduction to levy and Kitchen Garden Project Sugar Rush
Sarah Clayton (Head Teacher, St. Mary's Catholic Primary School)	Actions taken in school, impact on school community
Vic Borril, Director (Food Partnership) Toni/Aaliyah (Family Shape Up)	Work of the Food Partnership Their story
Tom Scanlon	Summary and call to action
Film Clip	Sugar Detectives at Balfour Primary

The event finishes at 10am, but people welcome to stay on beyond this time to discuss the initiative in further detail and view resources and materials.

Visit www.brighton-hove.gov.uk/sugarsmart or contact Harriet.Knights@brighton-hove.gov.uk for more information about the initiative and to find out how your school or business can get involved.