

SUGAR SMART

Bath & North East Somerset

Claire Davies – Development and Commissioning Manager

Our Campaign

- A 2 year community wide campaign aimed at reducing sugar consumption across Bath and North East Somerset.
 - Raise awareness of sugars in everyday food and drinks
 - Reduce the availability of high sugar food and drinks in targeted settings
- Engagement across four key sectors:



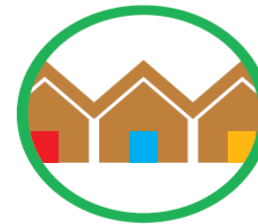
Educational
settings



Public
sector



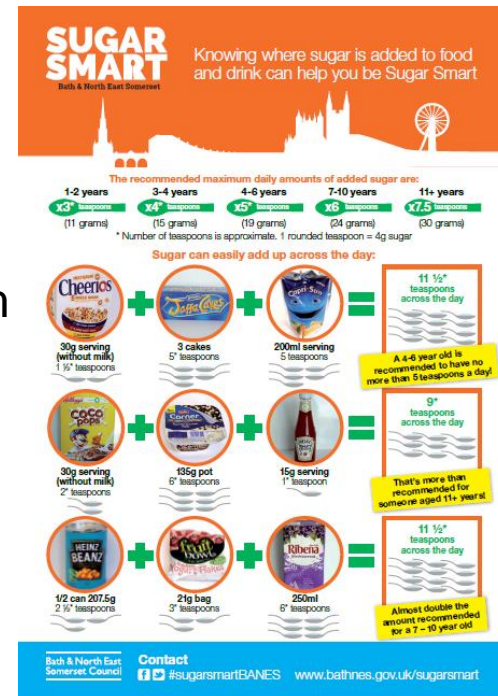
Sports
and leisure



Neighbourhoods

Educational Settings

- Consulted with schools regarding the campaign through our the Director of Public Health Award and embedded the campaign to the programme
- Developed age specific resources to show families where sugar is hidden in food and drinks, demonstrating how this can easily add up across the day and exceed the maximum daily amount
- Educational settings were invited to our two Ambassador training sessions and we delivered SUGAR SMART workshops as part of our Primary and Secondary Parliament's
- To date, **35 Primary Schools, 4 Secondary Schools , 2 Universities, 1 College, and 19 Early Years Settings** have been involved



To be a SUGAR SMART Primary school:

Two compulsory 'pledges' that all schools have to complete:

- Create a SUGAR SMART display
- Deliver a SUGAR SMART launch and follow up assembly (provided)

Then schools choose a further two 'pledges' from a choice of four:

- **Ask families or children to set a SUGAR SMART challenge**
- **Get children sugar creative** – for example having a school council debate on sugar or pupils creating a short film about how they are becoming SUGAR SMART to share online
- **Promote SUGAR SMART packed lunches** –Bringing packed lunches in line with the School Food Standards; reducing the amount of sugar and confectionary and increasing the number of portions of fruit and vegetables
- **Promote SUGAR SMART breakfast clubs** - Make sure your breakfast club is SUGAR SMART by diluting fruit juice, having 2 days of sugar free toast toppings and serving only natural yoghurt

To be a SUGAR SMART Secondary School

Two compulsory 'pledges' that all schools have to complete:

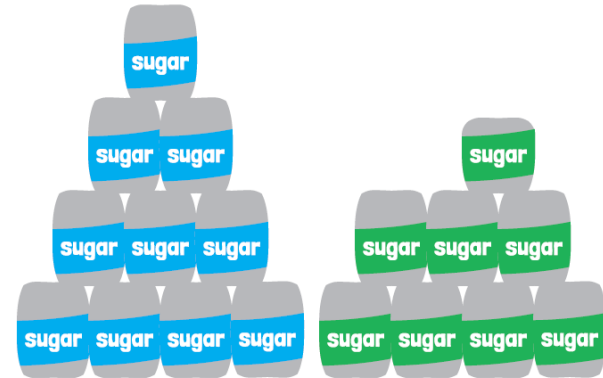
- Create a SUGAR SMART display
- Deliver a SUGAR SMART launch and follow up assembly (provided)

Then schools choose a further two 'pledges' from a choice of four:

- **Challenge young people to take a drinks swap challenge** and review your own drinks offer at break and lunchtime
- **Get Young people/children to be sugar creative**
- **Pledge to be 'Energy Drink free' school** – linking with the Jamie Oliver campaign
- **Be compliant with the School Food Standards** (our Secondary's converted to academy status between 2010-June 2014)
- **SUGAR SMART Snacks** -Review your provision of snacks at mid-morning and at lunch time to make them SUGAR SMART
- **Improve vending** (if you have it) - even in the 6th form

School Catering

- Worked with B&NES catering service who had the central catering contract for Primary schools (Silver Food for Life accredited)
- Sugar reduction was achieved by reformulation of recipes, training catering manager and kitchen staff around portion sizes in line with the School Food Standards and adjusting menus



B&NES Council's catering service has **reduced sugar in school meals by 23%** since January 2017



Whole school approach

- **Requirement of Director of Public Health award and new Public Health in Schools programme to have a valid whole school food policy**
- **This should include policy on;**
 - **Food served across the school day**
 - **Packed lunches**
 - **Use of food as a reward/ special occasions**
 - **Ethos of the school environment and curriculum**
 - **Special diets & food safety**
 - **Dissemination of the policy**
 - **How the school will review and monitor the policy**

Working with PTA's

- **What can you do?** Consider your food and drink offer at PTA events – ***are you offering a balance?*** For example, are you providing fruit and vegetables, starchy foods and sources of protein?
- ***Are you limiting the amount that can be purchased?*** Think about offering smaller portions of foods that are high in fat and sugar and/or limit the amount of these foods that pupils can purchase. Have a look at our Sugar Smart fundraising ideas (below) for alternative items to sell too!
- ***Inform families*** – Let families know what food and drink will be available at school and PTA events in advance. If you choose to sell sweets, cakes and confectionary, parents and carers can plan other food that day accordingly. Hold your fundraising sales after school for the same reasons.
- ***Drink options*** - Water and milk are SUGAR SMART drink options. These should be more readily available than other drinks.
- **SUGAR SMART Fundraising ideas** – Savoury sales, physical activity fundraisers, have a non food sale – such as selling school grown foods or plants.

- 'I told my mummy that we can try and cut out some sugar.'
Izzy (aged 7)
- Our Early Years TA reported that Badger Class (ages 4 and 5) was 'really inspired after the Assembly. They came up with the slogan: 'Eat a balanced diet – don't eat lots of sugar!' for their role play shop.'

We invited all families, children and staff to fill in pledges to make breakfast, drink and packed lunch SUGAR SMART swaps. The children were very enthusiastic about this!

Teachers and SMSAs report that our children appear to be calmer and that they are now keener to drink milk and eat fresh fruit at break-times and lunch-times, instead of high-sugar alternatives.





‘SUGAR SMART will help the children have a better, healthier life. For example, when they leave home or go to university they will make healthy choices. We now know how many teaspoons of sugar we should have a day. I can’t believe that in one can of coke there is more sugar than we are allowed in a whole day.’

Carys, Year 6

Head Teacher, School in Radstock:

“The initiative has been very successful and had the desired impact on the whole school community. The assemblies, display and pledge work was clear in the information and the three things we wanted to encourage parents and children to do:

- Make a pledge to swop a sugary drink or food-type
- Check the labels
- Think before they drink

There is a real commitment to reducing the amount of sugar eaten, by children and staff in the school; even in the staff room, where cakes have been swopped for fruit.

Children in reception reported that they LOVED the porridge when we had the family breakfast morning”.

