

SFC campaigns- secrets of success and plans for the future

Workshop E - 11h15 to 12h30

SUGAR SMART – NATIONAL FRAMEWORK AND LOCAL ACTION

- Jo Ralling, Jamie Oliver Food Foundation
- Sophie Kirk, Bath & North East Somerset Council

Jo covered the national Sugar Smart campaign. It started as a pilot in Brighton and Hove and there are now more than 40 cities around the UK either running campaigns or interested in starting a campaign. The objective is to reduce sugar consumption and raise awareness of the dangers of too much sugar in the diet.

Go to www.sugarsmartuk.org and register to run a local campaign or register what action you are taking to reduce sugar in your setting.

Sophie covered action so far in B&ANES and plans for the near future.

Main points from the presentations/discussion – what makes a good campaign for the SFC?

1 – To get Public Health on board any future campaign needs to fit with current priorities around childhood obesity, food poverty and health inequalities.

2 – It needs to tie with policy change already happening at the national and regional level. Needs to be timely. Helps if there is already public interest around the issue.

3 – Build on the existing partnership relations to reduce the work load.

4 – Ready to use campaign resources is important but equally important is collaboration with other cities/SFC members to share ideas and resources.

PEAS PLEASE – NATIONAL FRAMEWORK AND LOCAL ACTION

- Anna Taylor, Food Foundation
- Katie Palmer, Public Health Wales

Anna covered the aims of the Peas Please campaign initiative.

<http://foodfoundation.org.uk/peasplease/>

It aims at increasing the consumption of fruit and veg by tackling the barriers in the food system. Consultation has been going on with Birmingham, Brighton and Cardiff to discuss and develop the role of cities in the campaign as 'Veg Cities'.

Main points from the presentations/discussion – what makes a good campaign for the SFC?

5 – Need to be creative, smart with the use of social media to take the campaign message beyond the food cities movement e.g. use of mems

6 – Local campaigning should contribute to change in policy at the national level

7 – Campaigns should challenge status quo and not be afraid to be bold

8 – Find your local champions, support them to do the right thing and show the solution. Others will want to join.

9 – How do we measure success? Metrics and evaluation should be built in from the beginning.

10 – Need to link well with theory and evidence.

PHE, Local Government Association 'Strategies for Encouraging Healthier 'Out of Home' Food Provision A toolkit for local councils working with small food businesses'

<https://www.gov.uk/government/publications/encouraging-healthier-out-of-home-food-provision>

Behaviour and Health Research Unit at the University of Cambridge, prof Theresa Marteau, <http://www.bhru.iph.cam.ac.uk/research/diet/>

ONE THING YOU LIKED OR NOT LIKED IN THE WORKSHOP

- Liked: inspiring, engaging talks
- Did not like: wanted more intro of participants/context
- Sugar Smart is an interesting campaign, could operate on a number of levels without being led by statutory bodies only
- Particularly liked journey Bath took and top tips
- Would like more time on the 'Veg Cities' concept, Q&As, more hard data on success
- Not enough time for discussion
- Learned about Peas Please
- Good to hear about successes of campaigns but more time to discuss elements of successful campaigns and deconstruct that would be good
- Good format but a little tight for time
- Liked opportunity to learn from Bath experience of using/sharing similar resources
- Would have been great to have more discussion/sharing of ideas
- Really enjoyed having practical examples and case studies
- Very interesting, would be good to have small group discussions to allow everyone to use their voice
- Useful to talk about a good campaign not just a good idea
- Local action, active not passive engagement. So how to I change my behaviour?
- Motivating and inspiring

ONE THING YOU WILL DO AS A RESULT OF THIS WORKSHOP

- Talk to Jo about Sugar Smart in Lambeth and involving Public Health
- Include Sugar Smart and Veg Cities in food partnership review
- Veg Cities for Lambeth LEAP neighbourhood
- Read the Theresa Marteau report + public health toolkit
- Include campaigns in partnership working group meeting in July
- Identify local organisations to support to get involved in Sugar Smart and Peas Please

- Connect people, for example researchers and community leaders and organisations
- Research Peas Please and discuss at food partnership
- Looking at Public Health England and Theresa Marteau documents
- Check Sugar Smart website, possibly volunteer
- Find out more about Peas Please, especially metrics
- Will research more on Sugar Smart
- Email about metrics and measurements. Need more clarity!
- Will go on websites for Sugar Smart and Peas Please to find out more and promote amongst contacts
- Place more emphasis on fun, attractive and broad based local campaigns with wide reach – learning from Sugar Smart!
- Will take the ideas to my university Sustainable Development Working Group
- No data, difficult to sell without evidence
- Take ideas to Oxford, potential city case study?