



 @lb_southwark  facebook.com/southwarkcouncil

Background

Obesity in Southwark

Current rates of obesity*

Excess weight (including obesity)	Reception: 25.4%
	Year 6: 39.8%
Obesity	Reception: 11.4%
	Year 6: 24.5%

Targets in healthy weight strategy (by 2020-21)**

Excess weight (including obesity)	Reception: 23.6%
	Year 6: 24.9%
Obesity	Reception: 11.3%
	Year 6: 24.9%

Highest rates of excess weight and obesity in the country for children

58.8% of all adults have excess weight

Given the evidence linking excess sugar consumption to being overweight and obese, we are tackling sugar intake through several initiatives, including Fizz Free February.

* NCMP SOUTHWARK 2017-18

** Southwark Council, Everybody's Business: Southwark Healthy Weight Strategy 2016-2021,

<http://modern.gov.southwark.gov.uk/documents/s63091/Appendix%201%20Healthy%20Weight%20Strategy%202016%20-%202021.pdf>

What is Fizz Free February?

The campaign in brief

It is a simple first step to healthier eating by reducing sugar intake

- The campaign challenges residents – young people in particular – to give up drinking fizzy drinks for the entire month of February. Businesses and organisations can also get involved.
- Key messages are around staying healthy, improving oral health and saving money.
- Giving up fizzy drinks for one month can help people drink fewer sugary drinks the rest of the year. It takes 21 days to break a habit.
- The campaign was primarily focused on social media

What we did in 2018

Developed two artwork approaches

Aimed at teens and adults



Aimed at young children



What we did in 2018

Developed a promotional animation and social media graphics



Fizz Free February



What we did in 2018

We encouraged people, largely digitally, to go Fizz Free!



The results

Great reach on social media

Huge reach on social media of over 1.3million people, and proved to be one of Southwark Council's most popular campaigns



OralHealthFoundation @dentalhealthorg · Feb 6
Great information from @lb_southwark on the impact of fizzy drinks. Do you think you could manage to #gofizzfree this February?



Southwark Council @lb_southwark
Forget fizzy drinks this February and keep your teeth healthy #gofizzfree bit.ly/2Gwk1Si

3 retweets 5 likes



sugarsmartuk @sugarsmartuk · Feb 12
Sugar isn't so sweet... Drinking just one can of fizzy drink a day could add up to over a stone weight gain per year! #gofizzfree this February: southwark.gov.uk/gofizzfree @lb_southwark

1 reply 3 retweets 3 likes



Helen @diabetesLondon · Feb 7
Good work from @lb_southwark encouraging children to give up fizzy drinks #gofizzfree

1 retweet 3 likes



Action On Sugar @actiononsugar · Feb 8
Don't let fizzy drinks rot your teeth #gofizzfree this February @lb_southwark

6 retweets 9 likes



BDA @TheBDA · Feb 2
We're supporting the Fizz Free February campaign from @lb_southwark! Great to see this initiative taken to help tackle tooth decay by giving up fizzy drinks. Why not make your February fizz free too? bit.ly/2s7CLeX #gofizzfree



32 retweets 25 likes

The results

Some residents and a school pledged to go fizz free



Lessons from 2018

What worked and what could improve

- The campaign generated huge interest on social media and no negative coverage
- Industry professionals and others are very supportive of the campaign.
- The campaign sparked interest beyond Southwark's borders.
- Schools are willing to take the campaign on.
- The videos had great recall value on social media.
- Whilst we know we got great reach in the campaign we didn't have data as to how many people changed their behaviour. We are looking to incorporate this better in 2019.

2019 campaign

We're on course for a bigger and better 2019 campaign!

- Parliamentary launch on 29 January
- Support from Sustain to help take the campaign national
- Getting more businesses on board
- More interest and support from politicians
- More interest from media
- More interest from other councils
- More interest from other local organisations
- More interest from industry bodies
- Involving more schools to take the campaign on
- Bigger and better campaign in Southwark, aiming to increase behaviour change

Running the campaign

Health-related messaging ideas

- You could save up to £438 a year if you stopped drinking one bottle of soft drink, per day for a year.
Source: [GULP](#).
- Drinking just one 330ml can of fizzy drink a day could add up to over a stone weight gain per year.
Source: [GULP](#).
- Tooth decay is the leading cause for hospitalisation among five to nine year olds in the UK, with 26,000 children being hospitalised each year due to tooth decay – in other words, 500 each week.
Source: [Action on Sugar](#).

Running the campaign

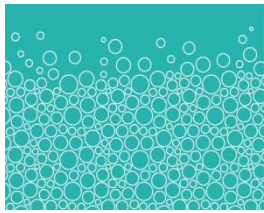
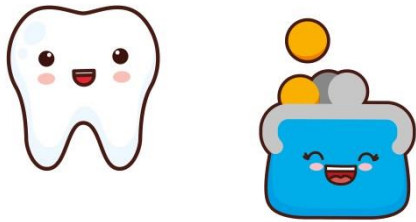
Call-to-action messaging ideas

- Make your home a fizz free zone #gofizzfree
- Forget fizzy drinks this February #gofizzfree
- Could you go a whole month without fizzy drinks? Take the Fizz Free February challenge! #gofizzfree
- Pledge to #gofizzfree this February
- Save money, lose weight and keep your teeth! #gofizzfree this February

Please use #gofizzfree hashtag!

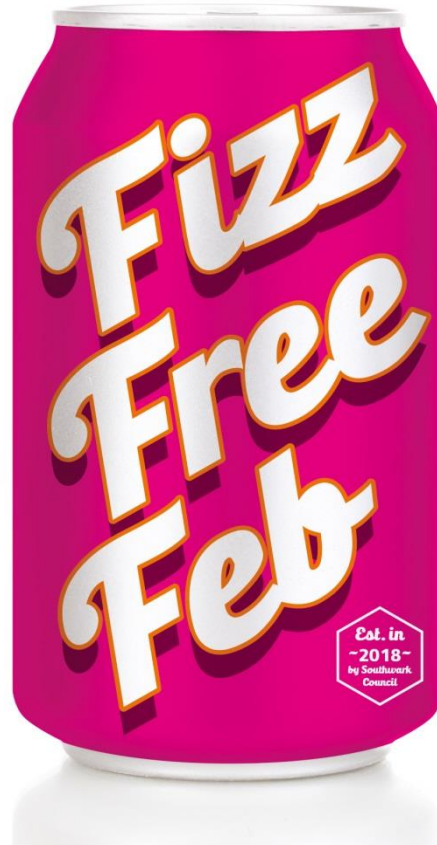
Running the campaign

We have graphics you can use

A pink can of Fizz Free Feb with three buttons: 'SAVE MONEY' with a coin icon, 'LOSE WEIGHT' with a scale icon, and 'KEEP YOUR TEETH' with a tooth icon. A small badge says 'Est. in 2018 by Southwark Council'.

#gofizzfree

Make your pledge



FORGET FIZZY DRINKS THIS FEBRUARY

Three circular graphics: a tooth, a fizzy drink character, and a scale, all with smiling faces. A small badge in the top right says 'Fizz Free Feb'. A small badge in the bottom left says 'Est. in 2018 by Southwark Council'.

MAKE YOUR HOME A FIZZ FREE ZONE

Forget fizzy drinks this February

A pink can of Fizz Free Feb with three buttons: 'SAVE MONEY' with a coin icon, 'LOSE WEIGHT' with a scale icon, and 'KEEP YOUR TEETH' with a tooth icon. A small badge at the bottom left says 'Est. in 2018 by Southwark Council'.

Make your pledge to #gofizzfree

Running the campaign

Securing behaviour change

- We don't just want the campaign reach a large audience. We want people to change their behaviour.
- We are encouraging residents to pledge to #gofizzfree. We can then follow up with them afterwards.
- We have developed a calendar and certificate for children.

Give up fizzy drinks this February

Take part in Fizz Free February

Could you and your family give up fizzy drinks for February?

Taking part in Fizz Free February is a great way to reduce your sugar intake by cutting out fizzy drinks. It can also help you on your way to drinking less sugary drinks for the rest of the year.

Commit to Fizz Free February now by completing our pledge form.

Pledge to go Fizz Free now



FIZZ FREE FEBRUARY							2019		
FORGET FIZZY DRINKS THIS FEBRUARY! <small>Tick every day you stay away from fizzy drinks</small>							Friday 1 st	Saturday 2 nd	Sunday 3 rd
Monday 4 th	Tuesday 5 th	Wednesday 6 th	Thursday 7 th	Friday 8 th	Saturday 9 th	Sunday 10 th			
Monday 11 th	Tuesday 12 th	Wednesday 13 th	Thursday 14 th	Friday 15 th	Saturday 16 th	Sunday 17 th			
Monday 18 th	Tuesday 19 th	Wednesday 20 th	Thursday 21 st	Friday 22 nd	Saturday 23 rd	Sunday 24 th			
Monday 25 th	Tuesday 26 th	Wednesday 27 th	Thursday 28 th	Congratulations! You made it through the whole month!					

Your name: _____
Your school: _____

Running the campaign

Getting businesses on board

- Businesses and organisations can promote the scheme to their staff and customers using the materials available. The different options include:
 - Display posters around the office(s)
 - Examine what provisions they have in place to support staff going fizz free
 - Use the campaign to showcase the healthy alternatives that are in place
 - Run internal, friendly competitions to see who can go without fizzy drinks for the whole month
 - Retweet the campaign on social media
- Businesses can also support the Fizz Free campaign by signing up to become a Sugar Smart organisation and pledge to make positive changes to what they offer.

Good luck!

