

Q&A Webinar 6th March 2018

SUGAR SMART – working with water companies and engaging teenagers

Laura Brennan Clare/Wendy - Apologies if I have missed this, but which organisation started the campaign in Bristol?

The campaign is led by Bristol City Council in collaboration with the Jamie Oliver's Food Revolution through our local ambassador - Fi Argent. There are a number of local partners involved including Bristol Water; Bristol Sport Foundation; Bristol University; UWE; Both Hospital Acute Trusts; Lloyds Banking Group and Schools with more partners coming on board as we move forward including Glos Cricket Club and Lord Taverners.

See also the news item on the launch of the Bristol Sugar Smart campaign
https://www.sugarsmartuk.org/news/bristolians_get_sugar_smart/

Jessica Milton What were the age groups of the other viewers? And how do you feel about the Instagram results you've had? (Just checked your followers)

The full breakdown is attached. – it should be noted that not everyone can be identified in an age range, there will be many more unknowns. This is our first foray in using Instagram, so difficult to compare with other campaigns we have done. We are however delighted with the reach which has exceeded all of our expectations

In terms of Instagram we will be looking to build up our numbers of followers but it is possible to share content without being a follower. For the 'Thirsty Eyes' campaign it was the Youtube reach which was the most successful medium. So we had 283 likes on instagram, 14,000 views of the film and 20,000 reached on other Social media which is more established for us (facebook/twitter)

Ellie Lewis Be interested to hear how you measured/evaluated the impact of the video on changing young people's behaviour?

We use the Public Health England framework which measures the success of communications and marketing activity against the 5 dimensions of media, digital, marketing, stakeholder engagement and internal comms. Social media is a relatively new medium for Public Health but we know that in order to change behaviour there needs to be awareness raising through a continuous drip feed of information, and then even if a smaller % make a change as a result of these campaigns that could still be deemed an effective campaign on a population wide basis.

Love the water bar! Do you know which company made it?

It was originally built by a company called Patches Engineering. This year's bar is being built by Hot Soup House based in Bedminster. Russ at HSH is brilliant!!!

It has been painted by two different artists Loch Ness and SP Zero. Both Bristol based. This year it will be painted by Bex Glover, again a Bristol based artist.

Claire Davies Sorry did you say Bristol Water funded 10,000? Thanks

In direct terms no £10k was not provided. Bristol Water however provided support "in kind" with free content within Water Talk, social media reach and co-branding of their water bar. In a traditional campaign the cost of both of these elements would have far exceeded that value.

Debbie Arrigon thanks for the info - wondering how much PH contributed financially to have the CCG lead this programme in Norwich?

The Healthy Norwich project part time post received is part funded by Public Health. The Sugar Smart project is being achieved through funding from Anglia Water and the collaboration/collective will of partners. Norwich CCG has provided a small budget for this project, but costs so far are less than £1,000.00. To develop this activity, Norwich CCG is now commissioning the support of a Youth Advice organisation to further develop this project

Jillian Pitt Do you have a Healthy Schools prog operating in primary and secondary schools? New statement of intent for London HS bronze is to reduce the amount of sugar consumed throughout the school day. Wondered if this was widespread throughout the country?

Unfortunately, the Healthy School Programme has been de-commissioned in Norfolk.