

SUGAR SMART

EXETER

The Sugar Smart Initiative in Exeter – Challenges and Successes
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Introduction

- How the campaign started in Exeter
- Sugar Smart Exeter supporters
- Public Survey
- Launch Event
- Action so far
- Next actions – immediate and long term
- Evaluation

Exeter Health Data

- 33% of year 6 children are overweight
- 25.3% of 5 year old children have experience of tooth decay (National Dental Epidemiological Programme Survey 2015)
 - Significant inequalities across the county: 15.2% in East Devon
- 1.1% of children and adolescent hospital admissions due to dental extraction (national average 0.5%)

Sugar Smart Exeter

Working group under the Exeter Food Network has been formed, with:



- Public Health Devon
 - Exeter City Council
 - University of Exeter
 - AfN Registered Nutritionists
 - Life Dental
 - Exeter City Football Club
- Plus we have had valuable support from



Overall Aims:

- 1) Improve the food environment so that it does not encourage high sugar intake, or health inequalities
- 2) Raise awareness of sugar consumption and hidden sugars in food within the public
- 3) Challenge the norms around eating habits to reduce sugar intake

Aims to encourage organisations to make **Sugar Smart pledges**, to reduce sugar in their control or raise awareness of sugar

Objectives:

- 50 organisations sign up to the Sugar Smart initiative by January 2018 and pledge to raise awareness and encourage action to reduce sugar intake

Any organisation which influences the diet of Exeter's citizens and could include leisure centres, sports clubs, schools and food or catering businesses etc. We are aiming for a spread across the city, with a significant focus on those reaching marginalised communities.
- 15 organisations sign up to the Children's Health Fund and introduce a voluntary sugary drinks levy
- 1000 people from the public respond to the Sugar Smart Exeter survey by April

Launch Event – 23rd January

- Aimed at stakeholder buy in, rather than a public event
- Survey went live
- Sugar Smart pledges announced:
 - Exeter City Football Club
 - Coaver Club
 - Devon Norse



Launch Event – 23rd January

We arranged talks from the following:

- Steve Brown - Deputy Director of Public Health
- Councillor Phil Bialyk
- Sofia Parente – Sustain National Team
- Dr Natalia Lawrence – Neuroscientist and psychologist
- Matt Wilby - Devon Norse Chief Executive
- Peter Ferlie - Exeter City Football Club



Message from Jamie Oliver to Exeter



Launch Event – 23rd January

- Drop in session afterwards had the following stands:



- » Sugar Smart Exeter team
- » OneSmallStep – Devon's healthy lifestyle service
- » Living Well Taking Control Type 2 Diabetes Programme
- » Drink Wise Age Well
- » Devon Norse – food samples
- » Smoothie Bike
- » Real Wrap



Public Survey

- The working group designed a public survey which will guide the focus of the initiative
- Public Health England sugar report used to form questions
- The survey:
 - Provided information for evaluation
 - Opportunity for individuals to volunteer to contribute to the campaign
 - Raised awareness of sugar and the campaign itself
 - Helped demonstrate to stakeholders that there is demand for changed food environments
- Prizes available

Public Survey Results

- 693 responses
- Only 6% of respondents were not worried about the effect of sugar on health
- 64.4% of respondents would like help to reduce the amount of sugar they eat



Public Survey Results

- When asked about the most important actions that could be taken to help respondents become 'Sugar Smart' and make healthier choices easier, top of the list was:
 - 1) Healthier food and drinks to be sold in public places including leisure centres and hospitals
 - 2) Food companies and restaurants to reduce the amount of sugar in food and drink



Report can be found at www.exeterfoodnetwork.org.uk/sugar-smart

Action So Far

Events:

Attendance at various events across the city

Presentations given to various stakeholders

Sugar Smart Public event in city centre during June



Engagement with Organisations:

18 organisations officially pledged on the website so far

Exeter City Football Club Pledges/Actions

- 1) **Stock healthier food and drink**— Fruit will be made available to buy in food outlets around Exeter City grounds.
- 2) **Remove sugary drinks price promotions** — Current sugary fruit drink offer will be replaced with a reduced sugar product.
- 3) **Reduce sugary food**— Confectionery will no longer be sold in the club shop.
- 4) **Sugar Smart Sessions for kids**— Through the Plus Sport Move and Learn Project, Sugar Smart messages will be reinforced.
- 5) **Fund healthy living activity for kids** — Exeter City FC will contribute a sum of money from the sales of sugary drinks towards the Football in the Community organised Children's Challenge.



Coaver Club Pledge

Introducing a sugary drinks levy, through the Children's Health Fund

- 10p levy is added to all sugary drinks sold, with the profits being donated to the Children's Health Fund and used for projects to improve the health of children



Target Organisations

Survey informed development of targeted action plan

Priorities identified as:

- Hospitals
- Leisure Centres
- Food outlets on the school fringe in areas of high deprivation

Target list created with intelligence from
Environmental Health Officers

Hospitals

- Devon Partnership Trust planning to launch actions imminently
- Royal Devon and Exeter NHS Foundation Trust – taken some actions but engagement ongoing

Leisure Centres

- Wonford Sports Centre:
Banned price promotions on sugary drinks & snacks
Promote drinking water as the number one drink

Sugar Smart UK Website

- Great way to encourage engagement – first point of information
- Send pre-registration email to participants
- Assets automatically available to participants
- A way to capture data – for monitoring and evaluation

Challenges for Engagement

- Leisure centres – profit
- Hospitals – complexity
- Conflicting sugar and health information
- Sugar messages being confused
 - “Sugar police”
 - Individual behaviour change focus
 - Confusion with Be Food Smart PHE campaign
- Limited resources

What's Next? – More pledges

- Encourage more target organisations to make sugar smart pledges
 - Produce publicity every time a pledge is made
- Process:
 - 1) Introductory letters
 - 2) Follow up emails, phone calls
 - 3) Contact publically via social media
 - 4) Visit target organisations in person

What's Next? – Ambassador Training

- Ambassador training scheduled for Sugar Awareness week in Exeter
- Collaborating on development with Sugar Smart Plymouth
- Recruiting anyone interested in championing Sugar Smart action within organisations in their local community



What's Next? – Events

- **Powderham Food Festival**

- Sugar Smart tent
- Promoting ambassador training
- Talking to local food providers attending
- Providing family friendly Sugar Smart activities



- **Exeter City Football Club Match**

Football team warming up in Sugar Smart tshirts

Sugar Smart stand on site, engaging with fans



What's Next? – Long Term Actions

- Investigate the Local Authority Sugar Smart Declaration for Exeter City Council and Devon County Council
- Sugar Smart Devon
 - Sector wide approach to spreading across the County
 - Leisure centres, hospitals and children's centres
- Collaboration across the South West
 - Coca Cola Truck
 - Media campaigns - thunderclaps



Key Elements for Success in Exeter

- ✓ Generate enthusiasm and purpose
- ✓ Clear vision outlined from the beginning
- ✓ Cross-sector partnership
- ✓ Developing relationships
- ✓ Perseverance
- ✓ Raising awareness of initiative locally
- ✓ Allowing the campaign a certain amount of freedom to evolve

Evaluation will focus on two areas:

Impact on wider food environment

- Analysis of pledges and sign-up
- Walk-around and foot audits
- Sugar Smart survey and follow-up
- Focus groups with targeted members of public on impact and awareness

Impact on organisations and their perspectives on campaign

- Case studies with target organisations will involve:
 - Qualitative interviews with managers/staff on awareness, barriers and facilitators
 - Analysis of sales and promotions data as available;
 - Walk-arounds
- Focus groups with smaller organisations on awareness, barriers and facilitators

SUGAR SMART

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