

SUGAR SMART Campaign webinar

Wednesday 16 January 2019

14.00 Welcome and housekeeping, Vera Zakharov, Sustain

14.10 Introduction to Sustainable Food Cities and update on the SUGAR SMART Campaign

14.20 SUGAR SMART Ambassador Programmes – Dr. Clare Pettinger, SUGAR SMART Plymouth

14.35 Q&A

14.45 Fizz Free February – Justin Ashworth, Signe Norberg, Terri-Anne Powell, Southwark Council

15.00 Q&A

15.15 Ends

SUGAR SMART

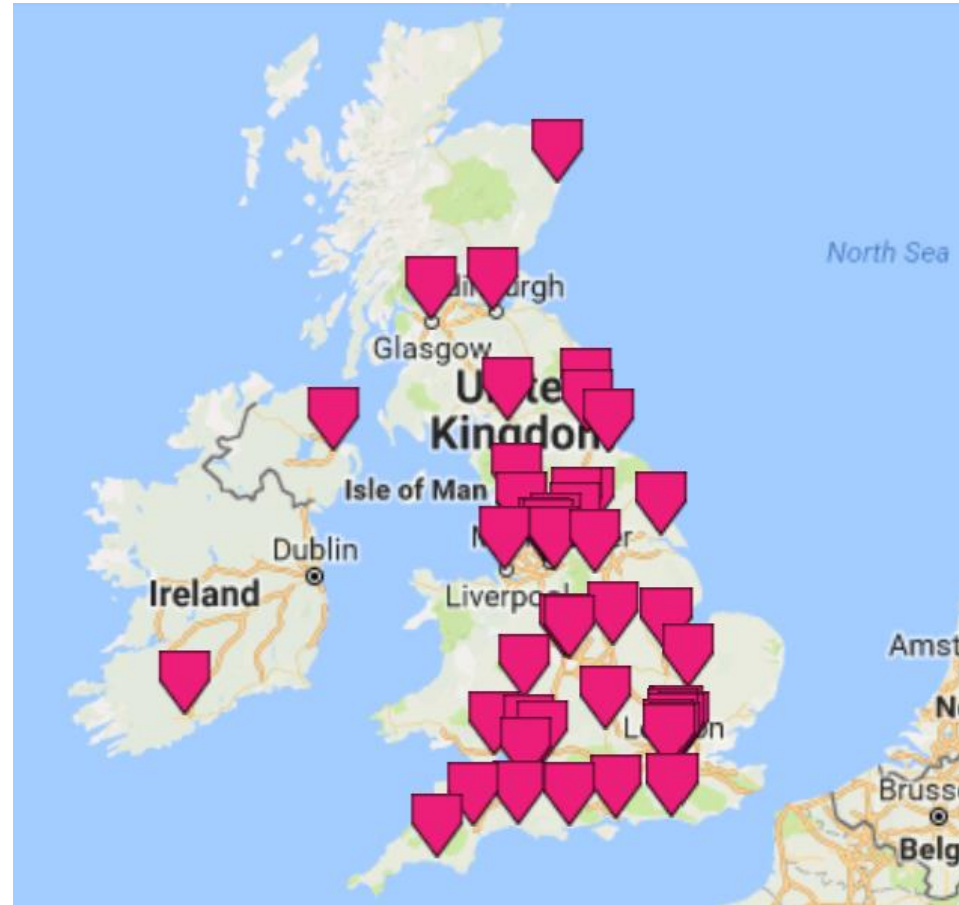
Webinar: engaging your community through
Ambassadors Programmes and Fizz Free February

Vera Zakharov
SUGAR SMART UK Campaign Coordinator

20  years
sustain
the alliance for better food and farming



51 Sustainable Food Cities Network members



www.sustainablefoodcities.org





The Sustainable Food Cities approach is about...

- Creating a city-wide **cross-sector partnership** of public agencies (health, environment, economy), businesses, NGOs, community organisations and academic bodies.
- Developing a **joint vision** and **common goals** on how healthy and sustainable food can become a defining characteristic of their city.
- Develop and implementing an **action plan** that leads to significant measurable improvements in all aspects of food, health and sustainability.

“It is about completely re-imagining, and ultimately reshaping, a city (or town, borough, district, county) through the lens of good food”





Six key issues:

1. Promoting healthy and sustainable food to the public.
2. Tackling food poverty and increasing access to affordable healthy food.
3. Building community food knowledge, skills, resources and projects.
4. Promoting a vibrant and diverse sustainable food economy.
5. Transforming catering and food procurement.
6. Reducing waste and the ecological footprint of the food system.

www.sustainablefoodcities.org





Example of city initiatives:

6. Promote Healthy Start, free school meals and social food provision

Carlisle's [Fair Meals Direct](#) is an innovative service working to get 'hearty, healthy, locally-produced food' to some of Carlisle's most vulnerable people.

Exeter's [Make Lunch](#) kitchens provide free, healthy, cooked food during the holidays for pupils who usually receive free school meals.

Food Cardiff piloted '[Food and Fun](#)', a school holiday enrichment programme providing nutritious food and fun activities for children during the holidays.

Example of resources:

6. Promote Healthy Start, free school meals and social food provision

The APPG on School Food's Holiday Hunger Task Group published the [Filling The Holiday Gap Update Report 2015](#) outlining holiday provision activity in the UK and making further recommendations as to how central and devolved government could support future activities.

Brighton and Hove have produced a handy 'how to' [booklet on breakfast clubs](#), listing practical ideas based on findings from local research. They have also produced '[Eatin Together](#)' a study to understand the role of shared meals in reducing longer-term or 'chronic' food poverty.

[Casserole Club](#) helps people share extra portions of home-cooked food with others in their area who are not always able to cook for themselves.



**SUSTAINABLE
FOOD cities**

The Awards structure...

... is designed to recognise and celebrate the success of those places taking a joined up, holistic approach to food and that are achieving significant positive change on a range of key food issues.







SFC Network

- **SFC newsletter & email group**
 - **Become an SFC member**
- **Bronze, Silver and Gold Sustainable Food Cities Awards**
- **Get in touch : Leon Ballin lballin@soilassociation.org**



SUGAR SMART

Primary
Schools &
Early Years

Community
Groups

Secondary
Schools

Universities &
Higher
Education

Tourism &
Venues

Health &
Hospitals

Retail

Workplaces

Restaurants &
Caterers

Sports &
Leisure

WHAT'S HAPPENING





CAMPAIGNS UPDATE

- 29 campaigns have launched**
- 25 more in development stages**
- Over 1300 sector participants taking action**
- 16 Sustainable Food Cities grants awarded to local food partnerships running SUGAR SMART campaigns in 2017/18**

WHAT'S HAPPENING



WHAT'S HAPPENING



WHAT'S HAPPENING



WHAT'S HAPPENING



WHAT'S HAPPENING



GET INVOLVED

WORKING TOGETHER TO REDUCE SUGAR



Can you reduce the amount of sugar around your organisation or business?

GO SUGAR SMART!



Can your organisation coordinate a SUGAR SMART campaign in your local area?

RUN A CAMPAIGN



Volunteer in your local area and join the Sugar Smart mailing list

VOLUNTEER

GO SUGAR SMART!

ACTION PLEDGES

1

ASSETS

78

ACTIONS

ASSETS

**STOCK HEALTHIER FOOD AND DRINK** ✓

Replace sugary items with healthier options and display signage about sugar content in everyday food and drink.

How many points of sale were affected? 56 points of sale

UPDATE

**GET ACCREDITED**

Get accredited by an external organisation to ensure the food and drink you serve is healthy for people and planet.

TELL ME MORE

**GO FIZZ FREE**

Take part in Fizz Free February and recruit people to go fizz free for the entire month.

TELL ME MORE

**REMOVE SUGARY DRINKS FOR FIZZ FREE FEBRUARY**

Stop selling or offering drinks high in sugar and promote water instead.

TELL ME MORE

**PROMOTE WATER FOR FIZZ FREE FEBRUARY**

Install water points and promote drinking water as the number one drink.

TELL ME MORE

**RUN AN ASSEMBLY ON FIZZ FREE FEBRUARY**

Run an assembly or session for students using our assembly resources and Fizz Free February materials.

TELL ME MORE

WE'RE DOING IT - POINTS OF SALE: 56

UPDATE



- Ensure that food you have on offer is healthy and nutritious.
- Use the Eatwell Guide to help you get a balance of healthier and more sustainable food.
- Display information in canteens and cafes about how much sugar is in products on sale.
- Download the case study of a hospital that worked with its dietitians and caterer to put in place a healthier menu at one of its cafes.

USEFUL ASSETS

NAME	DESCRIPTION	TYPE	SIZE	
Recommendations on lowering sugar in school meals	Islington Council's recommendations and guidance on lowering sugar in school meals	PDF	267kb	🔗
A4 poster dump junk	Dump the junk – be SUGAR SMART	pdf	91kb	🔗
A4 Poster 5 a day	Your body needs fruit and vegetables... eat 5 a day	pdf	91kb	🔗
Case study healthier food	Healthier food and drink options at Guy's and St Thomas Trust	pdf	364kb	🔗



RUN A SUGAR SMART ASSEMBLY

Run a SUGAR SMART assembly or session for children using our video and information resources.



GET KIDS CREATIVE

Get children to make viral content such as videos or interviews to share on social media channels.

MORE ACTION IDEAS

GET INVOLVED

For individuals & campaign supporters:

- **Sign up to receive the newsletter**
- **Sign up as a volunteer**
- **Get others on board**

SUGAR SMART

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