

**SUGAR
SMART**
BRISTOL

ENGAGING YOUNG PEOPLE
YOUTH DEBATE
CLAIRE LOWMAN

PLANNING



- Took a warm-up briefing to Youth Council outlining SugarSmart plans
- Asked for their input as to how to involve young people
- Initial idea was for a debate using the Council Chamber
- Invite youth council members and other young people representing groups & organisations
- Make a film of the debate and involve local media

PREPARATION



- The 2 youth mayors agreed to chair the debate
- Developed an outline for the 45 minute session with them
- Developed a briefing for all participants
 - gained informed consent
 - allowed preparation for participation
- Did a run through in the Council Chamber before the date

WHO ELSE WAS THERE?



Invited adults had a specific role, there to clarify any points but not to influence the debate:

- Cabinet Member for Public Health
- Public Health Consultant (Healthy Lifestyles)
- Food marketing expert
- Dietician
- Community Health Development Manager
- Youth and Community Worker
 - some young people invited a parent or carer

THE DEBATE



[Sophie Giltinan](#) @sophieiltinan · Dec 5

Debate time! Should Bristol be a SugarSmart city? #sugarsmartbristol

Bristol is facing some big health challenges around dental decay, obesity and diabetes.

We need to address this by becoming a SugarSmart City

People should be free to choose and no action should be taken to restrict or influence food and drink choices

FINDING SOLUTIONS



What would a SugarSmart City look like?

How would Bristol become one?

You Retweeted



Jack Payne MYP @jackpayner · Dec 5

Just had a city hall debate with the young people of Bristol regarding a sugar smart Bristol! #sugarsmartbristol @BristolCYC



You Retweeted



Edward A. Píška  @EdPiska_ · Dec 5

Very interesting and thought provoking debate; congrats to all who took part. #sugarsmartbristol.



MAIN THEMES FROM DEBATE:



- “Education” through the schools
- Food labelling
- SugarTax
- Influence of the media
- Personal responsibility vs. collective responsibility
- Empathy with parental dilemma esp. low income families
- Concern over how to fund programme
- Understanding of prevention vs. treatment

<https://youtu.be/cl7dHHa6wzA>

**SUGAR
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ENGAGING YOUNG PEOPLE
THIRSTY EYES
WENDY PARKER

SETTING IT UP



- Sustainable Food Cities Grant - £5000
- Invitation to tender to marketing companies
- Connecting with young people
- Agreeing best approach
- Youtube channel – host full animation of video
- Facebook profile – to run a facebook ad campaign
- Instagram account – to run sponsored posts

THIRSTY EYES - VIDEO



Thirsty Eyes EDIT 03.mp4

THIRSTY EYES – SOCIAL MEDIA



There can be



teaspoons of sugar in a
150g jar of pasta sauce

#SugarSmartBristol **SUGAR SMART**
BRISTOL

There are



teaspoons of sugar
in some **fruit yoghurts**

#SugarSmartBristol **SUGAR SMART**
BRISTOL

There are



teaspoons of sugar
in some **ice creams**

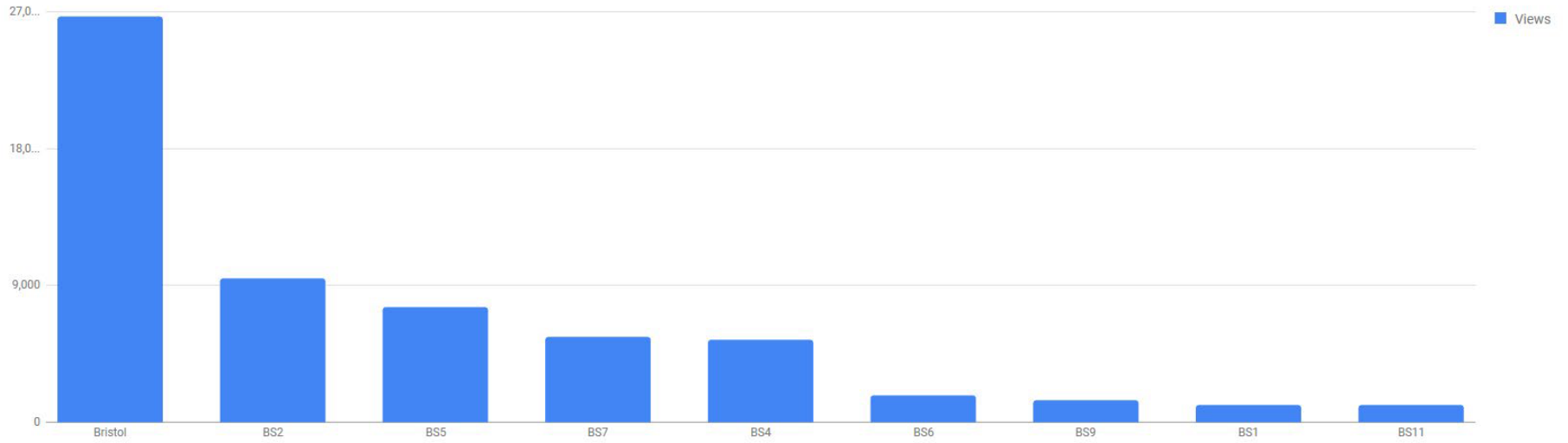
#SugarSmartBristol **SUGAR SMART**
BRISTOL

STATISTICS - YOUTUBE



- More than 64,000 views on YouTube
- Average view time: 2:00
- Total watch time: 129,571 minutes
- 360,794 impressions in YouTube ads
- At least 93% of views based in Bristol
- Gender split: 52.4% male and 47.9% female
- 71.2% in 18-24yr age group; 22.3% in 13-17 years

POSTCODE BREAKDOWN



STATISTICS – FACEBOOK/INSTA



- 283 likes on Instagram
- 14,096 video views
- 20,638 reached
- 215 link clicks
- 101,706 impressions
- Gender split: 32% Male; 68% Female
- Targeting all Bristol based 13-20 year olds

**SUGAR
SMART**
BRISTOL

WORKING WITH BRISTOL
WATER
WENDY PARKER

BRISTOL WATER



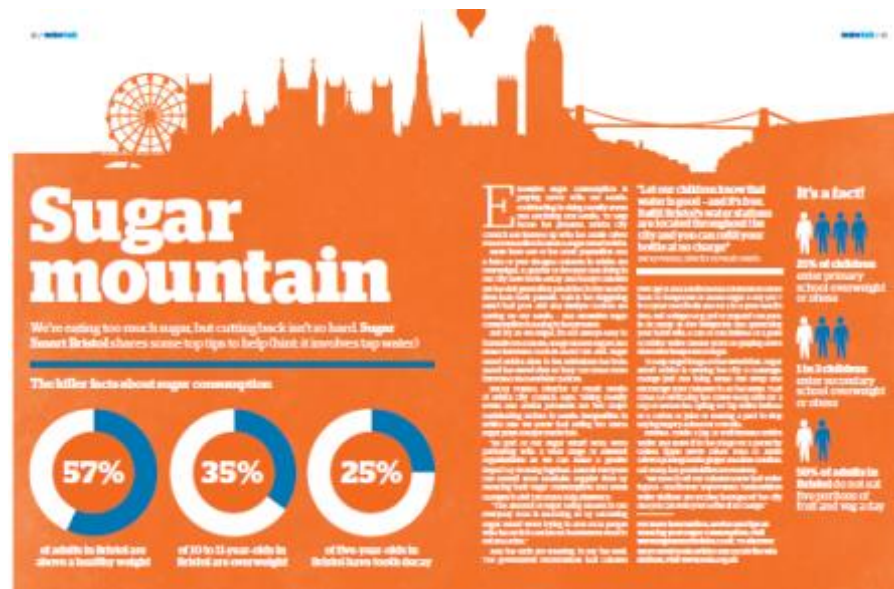
Initial conversations:

- Offer of £10,000
- Water fountains in all schools
- Water bottles for all children in Primary Schools
- Lesson Plans and activities for schools

Final agreement:

- Water Talk newsletter – main feature
- Festivals/Events – redesign of water bar to include Sugar Smart Bristol

WATER TALK



Delivered to 500,000 homes across Bristol

WATER BAR – AWARD WINNING

In partnership with:

- Bristol Water
- City to Sea
- Jamie Oliver's Food Revolution
- Sugar Smart Bristol

At festivals/events:

- Balloon Fiesta
- Pride
- Upfest
- Peaceful Portway



Meet our hero HYDRO HARRY



#NameTheHero

**SUGAR
SMART**
BRISTOL



Competition to
name the water
hero – Hydro Harry