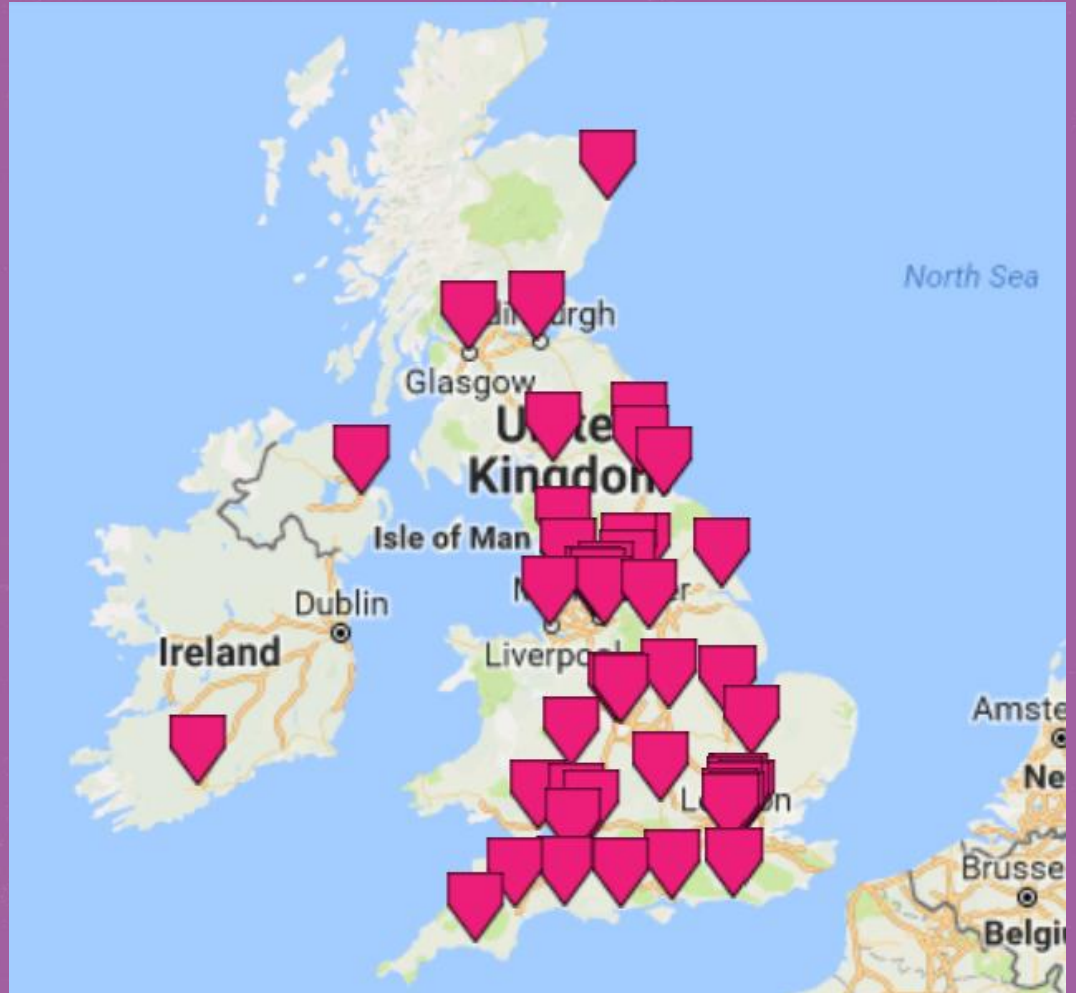


SUGAR SMART campaign webinar

Wednesday 27th September 2017

- 11.00 Welcome and housekeeping, Vera Zakharov, Sustain
- 11.05 Introduction to Sustainable Food Cities, Sofia Parente, Sustain
- 11.10 SUGAR SMART campaign overview: campaign update, using a cross-sector approach, upcoming actions - Sofia Parente, Sustain
- 11.25 Go SUGAR SMART: developing your campaign, support and resources, using the website - Vera Zakharov, Sustain
- 11.40 SUGAR SMART in practice: advice & inspiration, Ruby Entwistle, SUGAR SMART Exeter coordinator, Public Health Devon
- 11.55 Key Messages, Q&A & discussion, Vera Zakharov, Sustain
- 12.30 Ends

www.sustainablefoodcities.org



SUGAR SMART

ABOUT SUGAR

**Tooth extraction biggest cause of admission to hospital
for 5-9 years old**

**1 in 5 children enter primary school obese or
overweight**

**1 in 3 children enter secondary school obese or
overweight**

**64% of the adult population is obese or overweight
costing the NHS £8.8 Billion per year**

WHAT'S HAPPENING



WHAT'S HAPPENING



WHAT'S HAPPENING

A group of approximately 15 people, mostly wearing orange t-shirts with the 'SUGAR SMART' logo, are posing for a photo. In the center, a large, black and white penguin mascot wearing a red and white striped hat is holding a banner. The banner is split into two colors: light blue on the left and orange on the right. The blue section contains the text: 'We have pledged to be Sugar Smart' and 'Find out more at sugarsmartbristol.co.uk'. The orange section contains the text: 'SUGAR SMART BRISTOL'. The background is a large board displaying football statistics and a pitch diagram. The board includes a list of players and their positions, a pitch diagram with player numbers, and various statistical charts and bar graphs.

Position	Player Name	Number
GK	Bruce Grobbelaar	1
DF	Rob Jones	2
DF	Steve Nicol	4
DF	Neil Ruddock	25
DF	Steve Harshness	22
MF	Steve Hogg	17
MF	James McManis	10
FW	John Egan	10

Stat	Value
Goals	12
Fouls	8
Offsides	3
Yellow Cards	1
Red Cards	0
Passing Succ.	61.3%
Tackles	11
Tackles Won	81.8%
Shots On Target	5
Shots Off Target	8
Shots	2
Corners	1
Fouls	12
Offsides	12
Yellow Cards	1
Red Cards	0
Passing Succ.	61.3%
Tackles	28
Tackles Won	81.8%
Shots On Target	5
Shots Off Target	8
Shots	2

Manager: Russ

WHAT'S HAPPENING





GET INVOLVED

Primary schools

Secondary schools

Universities

Hospitals

Workplaces

Sports & leisure

Restaurants

Retail

Tourism & venues

Community groups

GET INVOLVED



GET INVOLVED



GET INVOLVED



SUPPORTING YOUR CAMPAIGN



SUPPORTING YOUR CAMPAIGN

- SUGAR SMART Handbook
- Advice & support from our team
 - Bank of resources on website
- Shared resources from local campaigns
- Support with your actions plans, publicity
 - Support with campaign launch

SHARING YOUR NEWS

- SUGAR SMART website
- Twitter, Facebook , YouTube
 - Monthly e-newsletters
 - Campaign case studies

CONNECTING CAMPAIGNS

- Regional hubs
- Sharing best practice
- Sharing local resources
- “Passing the torch”: support at campaign launches

CAMPAIGN STAGES

Stage 0: Prepare

- Get in touch
- Read Handbook
- Identify lead organisation (LA or 3rd sector)
 - Register on website

GET INVOLVED

WORKING TOGETHER TO REDUCE SUGAR



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

RUN A CAMPAIGN



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

GO SUGAR SMART !

**SUGAR
SMART**

Just want to find out what's happening and maybe help out later?

FOLLOW US

CAMPAIGN STAGES

Stage 1: Plan

- Build steering group
- Map priorities, key stakeholders, sectors
 - Draft local action plan & timeline
 - Secure initial participant pledges

SUGAR SMART CITY DEBATE 1 October – 30 November 2015

Aimed at residents, schools and outlets across Brighton & Hove



What We Did



1136
responses to online and postcard survey



168
people attended focus groups and events



131

food outlets contributed



20
schools contributed



NEWS & MEDIA

The campaign achieved local, regional and national interest with a total potential reach of **120,000,000**

News articles in the Guardian, Independent, Argus, Latest and Brighton & Hove News

National TV interviews and regional coverage on ITV & BBC

National & regional radio coverage

200
tweets during the debate

Twitter posts had a potential REACH OF OVER **1,000,000**

#sugarsmartcity was used by over **100 different** local, regional, national and international organisations and individuals

Facebook posts reached **3700** people

Media campaign and targeted promotion generated a total of **2331** website visits by **1790** users during the debate

Headline Results

Sugar recommendations

Energy intake from sugar
(no more than 5% of our total energy intake should come from sugar)

1 cube = 4g of sugar

Children aged 4 - 10 years

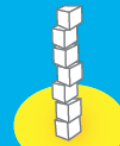


Recommended intake 5 cubes

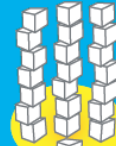


Average intake 14.5 cubes

Adults & children over 11 years



Recommended intake 7 cubes



Average intake 22 cubes

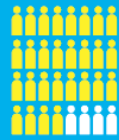
Contribution of sugary drinks to added sugar intake of young people



Teenagers 11-18years
Children 4-10years
Children 1.5-3years



Concern about sugar



81%
reported that they are 'concerned about sugar in food and drink'



71%
said their concern about sugar in food and drink has risen in recent years

Taking action on sugar



82%
said action should be taken to help people in the city reduce their sugar intake



71%
reported that they would like to reduce their sugar intake



CAMPAIGN STAGES

Stage 2: Promote

- Launch campaign
- Involve local media
- Support targeted sectors to take actions



CAMPAIGN STAGES

Stage 3: Expand

- Update & expand action plan
- Bring new participants on board
 - Produce case studies
 - Run targeted campaigns

#Refill

Be Sugar Smart : download the Refill App

#BristolWaterBar #DrinkMoreWasteLess



We have pledged to be
Sugar Smart

Find out more at sugarsmartbristol.co.uk

**SUGAR
SMART**
BRISTOL

BRISTOL
WATER

SUGAR SMART WEBSITE

- Central campaign platform
 - Database of resources
- Log of local action and impact
- Partner dashboard (for campaign leads)
- Participant dashboard (for organisations making changes and running activities)

GET INVOLVED

WORKING TOGETHER TO REDUCE SUGAR



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

[RUN A CAMPAIGN](#)



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

[GO SUGAR SMART !](#)

SUGAR SMART

Just want to find out what's happening and maybe help out later?

[FOLLOW US](#)



PARTNER ASSETS ▾

Community groups assets	Your body needs fruit and vegetables... eat 5 a day	pdf	91kb	
Health and hospitals assets	veg - Don't believe the ads	pdf	91kb	
Primary schools and early years assets	a sugar detective - Be SUGAR SMART	pdf	91kb	
Restaurants and food outlets assets	mp the junk - be SUGAR SMART	pdf	91kb	
Retail assets	n the revolution - be SUGAR SMART	pdf	92kb	
Secondary schools assets	art kids are SUGAR SMART	pdf	91kb	
Sports clubs, leisure and parks assets	ap the pop - drink water or milk	pdf	91kb	
Tourism and venues assets				
Universities and higher education assets				
Workplaces assets				
A4 poster water	Your body needs water - drink it!	pdf	92kb	
Key facts leaflet	Key facts about sugar and links to information resources	pdf	1000kb	
Stickers	I am SUGAR SMART stickers	pdf	1100kb	
Sugar Smart UK logo - landscape	The landscape version of the logo (medium quality)	JPG	84kb	
Sugar Smart UK logo - stacked	The stacked version of the logo (medium quality)	JPG	78kb	
Test moon assets local	Test moon assets local	#	#kb	
Vending sticker/poster	Vending sticker or A3 poster with information about sugar content in popular drinks	pdf	1200kb	

THE MOON DASHBOARD

YOUR PARTICIPANTS

2

ACTION PLEDGES

2

PRE-REGISTRATIONS

0

PARTICIPANTS

ASSETS

PARTNERS



ALL SECTORS ▾

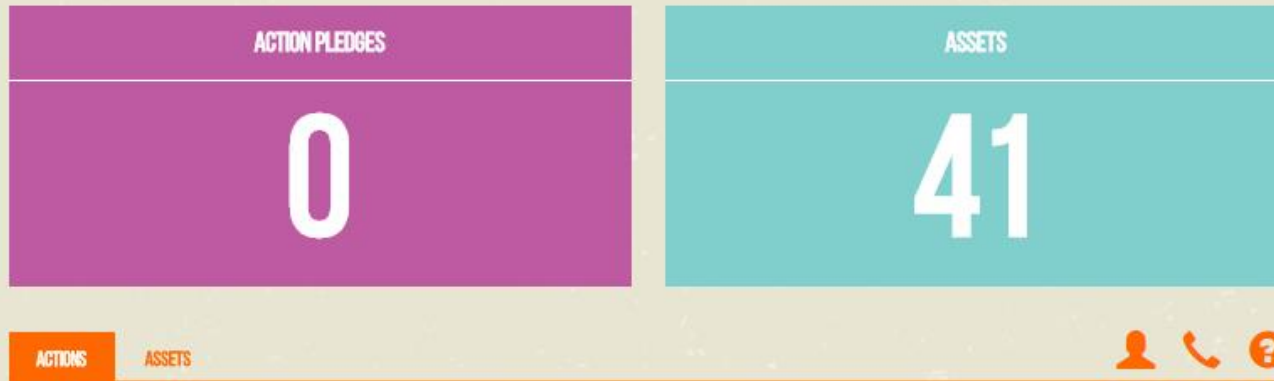
ACTIVE

PRE-REGISTERED

FINISHED

ORGANISATION	NAME	SECTOR	STATUS	ACTIONS	LAST LOGIN
Test partic regd from dash as live	Gav Dup	Community groups	Active	1	
Moon Cakes Cafe	Vera Zakharov	Restaurants and food outlets	Active	1	19/09/2017

TEST PARTIC REGD FROM DASH AS LIVE DASHBOARD



DEMO A SUGAR-FREE BREAKFAST

Use low sugar recipes to do cookery demonstrations and help kids and adults make better choices for breakfast

[TELL ME MORE](#)



GET KIDS CREATIVE

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

[TELL ME MORE](#)



GIVE STAFF COOKING LESSONS

Get your colleagues trained to deliver cooking courses and promote low or sugar-free recipes.

[TELL ME MORE](#)





- Organise a cookery demonstration at your school or club to show that it's easy to eat healthily and avoid popular high-sugar breakfast options.
- Share your recipes with us and we will publish the best ones on our website and across our social media channels.

Breakfast is a really important meal, but most products sold in our supermarkets are incredibly high in sugar. Cereals are a big culprit and many brands contain more than our daily recommended sugar consumption in a single portion.

Sugar Smart is working with community groups across the UK to help people become smart about sugar.

LET'S DO IT

USEFUL ASSETS

your kids using our video and information resources.



GET KIDS CREATIVE

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

MORE ACTION IDEAS



GET INVOLVED

WORKING TOGETHER TO REDUCE SUGAR



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HEALTH AND HOSPITALS

TIME TO SET AN EXAMPLE

The NHS is at breaking point, spending between £5 billion and £9 billion per year treating obesity and related complications such as type-2 diabetes. Each year there are 7,000 amputations because of type-2 diabetes. In addition, over 60% of the 1.35 million NHS workforce is overweight or obese.

Your organisation can set the example for the rest of the nation by taking action on sugar in-house, and with your wider policies.

SUGAR SMART ACTIONS



BAN PRICE PROMOTIONS

Ban price promotions on sugary drinks and snacks such as discounts, multi-buys, free items or meal deals.



ESTABLISH SUGAR-FREE CHECKOUTS

Ensure there are no sugary drinks and snacks for sale at checkout areas to discourage impulse buying.



GET ACCREDITED

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

- Eliminate all price promotions on sugary drinks and foods in any retail outlets at your workplace.
- Eliminate all unhealthy multi-buys, free items or meal deals.

USEFUL LINKS

Download and read about hospitals in England that are ending price promotions. We hope you get inspired to take similar action in your canteen, café, shop or restaurant.

Price promotions have a huge influence on our food choices. Banning unhealthy price promotions is in an important step in dissuading people from consuming too much sugar.

Please [join SUGAR SMART](#) to access all the downloads for this action.

SUGAR SMART is working with hospitals and health centres across the UK to help people become smart about sugar.

[JOIN SUGAR SMART](#)

[Already registered? Sign in](#)



SET SUGAR SMART CHALLENGES

Set a challenge, such as giving up sugary drinks for a whole week.

MORE ACTION IDEAS

OTHER SECTORS



JOIN SUGAR SMART

WORKING TOGETHER TO REDUCE SUGAR

We support schools, universities, hospitals, businesses and other organisations that serve food and drink to get smart on sugar. Please register below to work with us. Alternatively if you would like to coordinate a SUGAR SMART campaign in your area or would like to volunteer [click here](#) to find out how you can become SUGAR SMART.

- We are a school, university, hospital, business or other organisation that serves food and drink.

SECTOR*

Health and hospitals ▼

ORGANISATION NAME*

|

FIRST NAME*

LAST NAME*

ROLE*

CONTACT NUMBER*

SUGAR SMART

[ABOUT SUGAR](#)

[GET INVOLVED](#)

[WHAT'S HAPPENING](#)

[DASHBOARD](#)

[SIGN OUT](#)

Massive, massive thank you for signing up to the SUGAR SMART campaign, to raise awareness and reduce sugar consumption.

Together, we can make sure our children have a happier, healthier future.

Remember, if we all do a little bit – it will add up to a huge, nationwide movement.

It's time to act. It's time to go SUGAR SMART!

Big love,

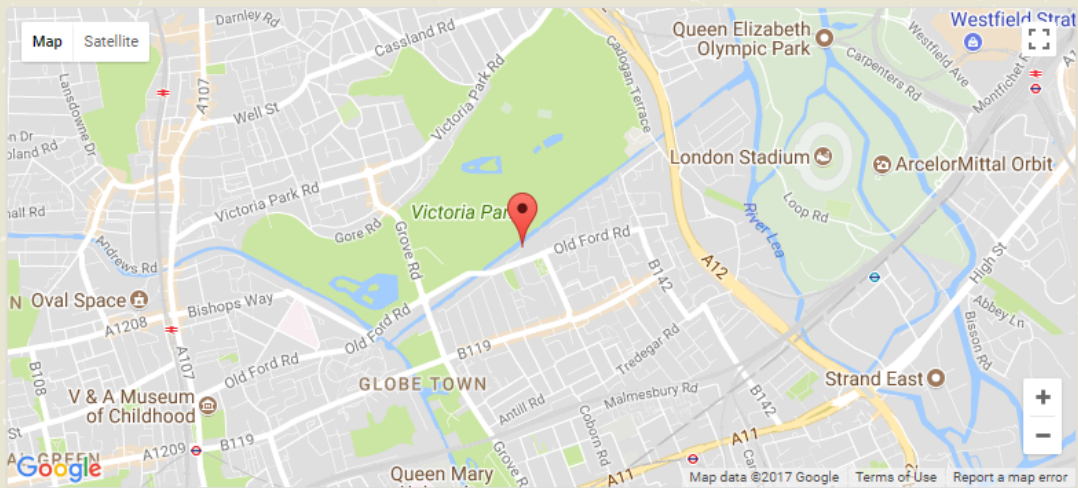


WORKING TOGETHER TO REDUCE SUGAR

WORKING TOGETHER TO REDUCE SUGAR

In The Moon Sugar Smart is coordinated by Sugar Free Moon, we'll pass them your details and they may be in touch to offer their support.

Before we get started please can you just confirm your location and agree to our terms and conditions? Drag the red marker on the map below to your exact location.



TERMS AND CONDITIONS [\(VIEW AS PDF\)](#)

PARTICIPANTS TERMS AND CONDITIONS

We want to take action to make our organisation or business more SUGAR SMART. We agree to:

- Take at least one action (although ideally more) on the SUGAR SMART actions page and report back on progress.
- We are happy for our details to be shared with the local SUGAR SMART campaign coordinator (where applicable), and for them to contact us about SUGAR SMART.

I have read and agree to the terms and conditions.

SAVE AND CONTINUE

DATA SECURITY

Sustain, the Jamie Oliver Food Foundation and our Sugar Smart local campaign coordinators will save and store the information you have submitted. We will not share your details with anyone else.

sustain

**JAMIE OLIVER
FOOD**

sugar@sugarsmartuk.org
www.sugarsmartuk.org

About Sugar
Get Involved
What's

© SUGAR
SMART 2017
Data privacy &

THE MOON DASHBOARD

YOUR PARTICIPANTS

2

ACTION PLEDGES

2

PRE-REGISTRATIONS

0

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GET INVOLVED

GO SUGAR SMART!

Join the movement to reduce sugar and its effects on ill health. Register and tell us what action you are taking:

WWW.SUGARSMARTUK.ORG

Get involved. Together we can lead healthier, happier lives and reduce sugar consumption.

SUGAR SMART is a campaign run by Jamie Oliver and Sustain. We help local authorities, organisations, workplaces and individuals to reduce the amount of sugar we all consume.

 @SugarSmartUK  /SugarSmartCity

**SUGAR
SMART**

THANK YOU!



- Register on the site
- Keep in touch
- We're here to help!

SUGAR SMART

www.sugarsmartuk.org

Sofia Parente

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Vera Zakharov

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