

Sugar Smart Lewisham policy

We are a Sugar Smart premises. We are raising awareness of the health impact of high levels of sugar in foods and drinks and encouraging action to reduce sugar intake.

On behalf of _____ (business/organisation name),
I agree to:

- tell our employees and the public that we are developing and implementing a Sugar Smart policy
- change the type of foods and drinks we offer and promote in order to make healthy food and drink more affordable and accessible
- spread the message about reducing the amount and profile of products high in fat, salt and sugar, to our customers, employees, suppliers and others and publicise our involvement in Sugar Smart.

Our pledges

There are many ways to become Sugar Smart.

Please tick at least one pledge from each section below. You can also add your own pledges.

| Pledge 1. Drinks | <input checked="" type="checkbox"/> |
|---|-------------------------------------|
| Reduce the amount of fizzy and high-sugar drinks we sell and offer healthier options | |
| Actively promote free drinking water e.g. by putting in a drinking fountain | |
| Increase the price of fizzy and high-sugar drinks and sign up to the Children's Health Fund | |
| Deliver workshops or displays on sugar content in drinks | |
| Display information on the sugar content of drinks at point of sale | |
| Other: | |

Tell us how you will deliver this pledge:

| Pledge 2. Adverts, promotions and sponsorship | <input checked="" type="checkbox"/> |
|--|-------------------------------------|
| Remove all adverts for products high in sugar, salt and fat, wherever possible | |
| Provide information on healthy food e.g. posters, flyers, training | |
| Run promotions on healthier food and drink options | |
| Sign up to the Healthy Workplace Charter | |
| Other: | |

Tell us how you will deliver this pledge:

Please cut out this form and send it to: Alexander Allen, Public Health, 2nd Floor, Lawrence House SE6 4RU

Examples of Sugar Smart Lewisham pledges

For a school:

- Make sure caterers do not serve non-diet soft drinks.
- Use the student voice and student council meetings to debate and educate about sugar, the sugar tax, what should be done at the school and how to promote it in local communities.
- Make sure citizenship and food technology classes promote the benefit of healthy choices and nutrition.
- Display and promote Sugar Smart messages around the school, including the amount of sugar in common drinks and snacks.
- Run competitions for healthy eating within the school, e.g. between houses, forms or year groups.
- Hold a 'sugar assembly' to educate children and parents on levels of sugar in foods and healthy alternatives.
- Include nutritional workshops in the core PE lesson programme.
- Provide healthy food at breakfast clubs. When using food provided by FareShare for breakfast clubs, choose the Sugar Smart profile of foods.
- Work with caterers to provide healthier options for school meals.
- Provide cookery lessons for parents.
- Sign the Lewisham Food Partnership Charter.
- Use Sugar Smart activity as evidence for Healthy Schools and Food for Life award programmes.

For a sports club:

- Impose a 10p levy on non-diet versions of soft drinks, the proceeds of which can be used to fund initiatives that support child health, either locally or via the Children's Health Fund.
- Put up signs showing the amount of sugar in common snacks or drinks, and highlighting more healthy options. Display these around cafés and food stalls and where families or children are likely to gather.
- Elect a player ambassador for Sugar Smart, and encourage staff to 'swap the pop' – switch to only diet drinks at work.

For a leisure centre:

- Make free water easily available via water fountains.
- Remove or reduce the number of vending machines and restock them with low-sugar drinks and snacks.
- Display Sugar Smart messages on signs in on-site cafés.

For a food or catering business:

- Put diet soft drinks/water at the front of the counter/fridge to encourage people to choose them.
- Reduce the soft drink portion size e.g. smaller cups, or from 500ml bottles to 330ml cans.
- Work with suppliers to provide healthier food e.g. desserts without icing or with lower sugar content.
- Add a 10p levy to non-diet drinks, the proceeds of which can be donated to the Children's Health Fund.
- Provide a healthy option for dessert e.g. low-sugar version or fruit.
- Display signs showing the amount of sugar in soft drinks on menus, fridges and tables.
- Automatically provide free tap water with table service.

For a nursery or childcare

- Only provide milk or water between meals.
- Sign up to the voluntary food and drink guideline for early years settings.
- Display menu for meals and snacks for parents and carers to see.
- Promote the 'eating well for early years' message to parents and carers.
- Share healthy recipes with families.

SUGAR SMART

LEWISHAM

Join the Sugar Smart Lewisham revolution

Why Sugar Smart?

Everyone is eating too much sugar and it is bad for our health. Children and adults in the UK consume two to three times the recommended amount of sugar.

Consuming too much food and drink that is high in sugar is causing high rates of tooth decay, obesity and type 2 diabetes.

We want to reduce the amount of sugar in our diets by raising awareness of these issues and providing an environment in which it is easier to make healthier and less sugary choices.

What is Sugar Smart Lewisham?

We are working with local businesses, schools, children's centres, hospitals and other organisations to promote healthier, lower-sugar alternatives and to limit less healthy choices.

You can help by joining the campaign and pledging to make some simple changes to what you provide for your customers, you can help people become 'sugar smart'.



Our vision

To be a Sugar Smart borough, where our community is supported to make healthier, lower-sugar choices.

Our aim

To increase awareness of and reduce sugar consumption across all age groups and communities in Lewisham.

How to sign up to be Sugar Smart

The campaign recognises premises that already promote healthier alternatives and supports those that want to become Sugar Smart. By joining the campaign you are pledging to take the appropriate steps to reduce the amount of high sugar products sold and promote healthier food and drink.

To join the campaign and be promoted through the Lewisham Council website (www.lewisham.gov.uk/sugarsmart), you need to agree to the following:

- 1. State your commitment:** tell your employees and customers that you are developing and implementing a Sugar Smart policy.
- 2. Pledge to make healthy food and drink more affordable and accessible,** and to promote healthy food more: you can adapt the pledges on the policy overleaf for your needs.
- 3. Spread the word:** spread the message about reducing the amount and prominence of products high in fat, salt and sugar to your customers, employees, suppliers and other key stakeholders and publicise your involvement in Sugar Smart Lewisham.
- 4. Complete the policy form overleaf or online at www.lewisham.gov.uk/sugarsmart**

If you would like to sign up to Sugar Smart Lewisham, we can support you.

Once you have decided on your pledges and filled in the form, we will contact you to discuss your pledges. You can also contact Alexander Allen at alex.allen@lewisham.gov.uk for additional information or support.

Questions and answers

Why is Sugar Smart important?

Everyone is consuming too much sugar and it's bad for our health. In 2015 it was recommended that the population's intake of free sugar should be halved and consumption of sugar-sweetened drinks should be minimised by both children and adults. The new recommendations are as follows:

| Age | Recommended maximum free sugar intake | Sugar cubes |
|-------------------|---------------------------------------|---------------|
| 4–6 years | No more than 19g per day | 5 sugar cubes |
| 7–10 years | No more than 24g per day | 6 sugar cubes |
| 11 years to adult | No more than 30g per day | 7 sugar cubes |

Sugar Smart Lewisham hopes to support people to reduce their sugar intake by working to reduce the sugar content of foods and drinks and enabling people to make healthier choices.

Why should I get involved with the campaign?

On average we consume too much sugar and sugar intake is particularly high in school-aged children, (teenagers in England are the biggest consumers of sugar-sweetened drinks in Europe). Sugar is a common ingredient in a wide range of foods, from biscuits, buns, cakes, breakfast cereals and confectionery to soups, ketchup and sauces. Soft drinks and juices are a major source of sugar.

By making simple changes to what you provide or promote, you can help change the food environment and encourage action to reduce sugar intake.

When you sign up to Sugar Smart Lewisham, your organisation and your pledges will be promoted on Lewisham Council's website to show that you are supporting people to make healthier choices.

Are all types of sugar the same?

No. The concern is free sugar, sometimes referred to as added sugar. Free sugars are any sugars added to food or drink products by the manufacturer, cook or consumer, including those naturally found in honey, syrups and unsweetened fruit juice. It does not include the sugars found in, for example, bread and other cereals.

Where can I get some healthy eating resources?

We can provide healthy eating educational resources. Please contact Gwenda Scott on gwenda.scott@lewisham.gov.uk for more information.

What is the Children's Health Fund?

The Children's Health Fund was set up by Sustain with Jamie Oliver's help in August 2015. The aim is to get restaurants and cafés to put a voluntary 10p 'sugar drinks levy' on soft drinks that contain added sugar. The money raised by the self-imposed levy will be paid into the Children's Health Fund administered by Sustain. An independent board oversees the allocation of grants to programmes and schemes that aim to improve children's health and food education.

What if we have our own charity?

If you have your own charity that can support children's health, the money raised from your levy could go there.

What is the Healthy Workplace Charter?

The Healthy Workplace Charter is a pan-London initiative backed by the Mayor of London, and provides a clear framework for businesses to improve the health and wellbeing of their employees, and doesn't just include physical health. You can sign up here: www.london.gov.uk/what-we-do/health/healthy-workplace-charter

What is involved and how much does it cost to join?

There is no cost to signing up to the Sugar Smart campaign. We just ask that:

- you sign the policy overleaf and return it to us (address at the end of the form), or complete it online at www.lewisham.gov.uk/sugarsmart
- agree a minimum of three pledges, at least one from each area:
 - drinks
 - adverts, promotions and sponsorship
 - improve the food and drink you supply or control
- display the Sugar Smart sticker or certificate on your premises.

What is the difference between Sugar Smart Lewisham and the Change4Life Sugar Smart campaign?

The Change4Life Sugar Smart campaign is an NHS-funded campaign (www.nhs.uk/sugar-smart) which aims to educate about the dangers of sugar at a personal level. It includes a wealth of resources for individuals, including an app which shows the amount of sugar in common snacks and drinks.

Our Sugar Smart campaign, supported by the food charity Sustain and the Jamie Oliver Food Foundation, aims to tackle the over-consumption of sugar from a higher level, working with businesses and other organisations to alter the obesogenic environment we live in.

Both campaigns have the same overall goal, but are attacking the problem from different fronts. We would strongly encourage the use of both campaigns, as they complement each other.