

# SUGAR SMART

**HANDBOOK FOR CITIES WANTING  
TO JOIN THE CAMPAIGN**

# Contents

Introduction .....	2
About Sugar - What is the problem? .....	3
Get Involved - The steps to become a SUGAR SMART city .....	4
The ten sectors – menu of actions .....	6
Primary schools .....	7
Secondary schools .....	7
Universities .....	7
Hospitals .....	8
Workplaces .....	8
Sports & leisure .....	8
Restaurants .....	9
Retail .....	9
Tourism & venues .....	9
Community groups .....	9
FAQs .....	10
Appendix 1: Community surveys .....	13
Appendix 2: Media coverage and sample press release .....	17
Appendix 3: SUGAR SMART Launch Programmes .....	20
Appendix 4: SUGAR SMART Communications and brand guidelines .....	22

# Introduction

SUGAR SMART UK is a campaign of Jamie Oliver and Sustain to help local areas across the UK to tackle excessive sugar consumption.

Whilst how much sugar we consume is ultimately down to individuals, the role of the environment we live in, from advertising and promotions, through to proliferation of sugary options is hugely influential. A vital part of SUGAR SMART UK is encouraging a multi sector approach with local businesses, organisations and residents involved. We know there is no one solution to obesity and poor diet and only a multi-pronged approach involving everyone will lead to long term change.

This handbook is to support **those running local campaigns across the UK (called partners)**. We envisage that most of these campaigns will be run by local authority or by local food partnerships (see Sustainable Food Cities below), but we will consider working with any local partner as long as they can demonstrate that they are working together with other groups locally. The most effective campaigns will be run by or with the local authority, particularly public health.

The campaign encourages **local organisations (called participants)** to take actions from reducing sugary drinks for sale in restaurants and retail, to organising sugar assemblies in schools and events in the community (see full list of ten sectors below). The campaign also has a fantastic set of resources available to support everyone interested in taking action to reduce sugar consumption, ranging from videos and assembly plans to case studies, policy templates and guidelines. This offers local areas flexibility to encourage action in the sectors that are priorities to them, and to reinforce schemes already up and running. The 'shopping list' approach allows participants to increase the number of actions they adopt over time, providing a way to keep them engaged.

In the UK there is already a huge amount of interest from local areas around the SUGAR SMART concept. Brighton & Hove, Lewisham, Bristol, Greenwich and Exeter are running well-established SUGAR SMART campaigns and many other cities and boroughs have launched their own local campaigns.

SUGAR SMART is the featured campaign of the Sustainable Food Cities network in 2017. There are currently nearly 50 Sustainable Food Cities around the UK. Each has a cross-sector food partnership involving the local authority, local businesses and organisations, academics and NGOs working together for better and healthier food. To find out more about getting involved in your local partnership or getting a partnership established in your local area, go to [www.sustainablefoodcities.org](http://www.sustainablefoodcities.org)

# About Sugar - What is the problem?

In the UK, the NHS spends between £5 and 9 billion a year treating obesity and related complications such as Type 2 Diabetes. Each year there are 8,500 limb amputations because of Type 2 diabetes. 26,000 children are admitted to hospital for multiple tooth extraction under general anaesthetic caused by excessive sugar consumption. One in every five children starts primary schools overweight or obese and by the time they reach secondary school it's one in three.<sup>1</sup>

The amount of sugar that children consume on a daily basis is a major contributing factor to gaining weight. The National Diet and Nutrition Survey found that sugary drinks account for 30% of 4 to 10 year olds' daily sugar intake.<sup>2</sup>

Public Health England conducted an analysis of the evidence for action on sugar reduction and suggests that a successful programme should include action at many levels including the environment around us that influences our food choices; our food supply; knowledge and training; and local action.<sup>3</sup> While the Government has announced a soft drinks industry levy to be introduced from 2018 and targets for the industry to reduce sugar levels in everyday foods, these alone will not go far enough to resolve the profound health crisis we are in. If we are to make real inroads into tackling these problems, we need action across the sectors detailed below, and action driven by local people in every locality in the UK if we are to reduce diet related disease and give children the chance of a healthier and happier future.

---

<sup>1</sup> National Statistics/NHS (2016), National Child Measurement Programme England, 2015/16 school year. Available online at: <http://content.digital.nhs.uk/searchcatalogue?productid=23381>

<sup>2</sup> Public Health England (2015), Childhood obesity: applying All Our Health. Available online at: <https://www.gov.uk/government/publications/childhood-obesity-applying-all-our-health/childhood-obesity-applying-all-our-health>

<sup>3</sup> Public Health England (2015), Sugar Reduction: The evidence for action. Available online at [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/470179/Sugar\\_reduction\\_The\\_evidence\\_for\\_action.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/470179/Sugar_reduction_The_evidence_for_action.pdf)

# Get Involved - The steps to become a SUGAR SMART city

## **Step 1 – Register your interest in running a campaign at [www.sugarsmartuk.org](http://www.sugarsmartuk.org)**

By registering on the website you will have access to advice and resources to help you on the road to make your local area SUGAR SMART. Sustain will receive a notification when you sign up and can support you with additional resources and advice. You will also need to identify your local area, namely the local authority. We expect campaigns to run at the level of any of the 11 Northern Irish Councils, 33 London boroughs, 201 Districts, 33 Metropolitan Districts or 110 Unitary Authorities in the UK. This is important in understanding what businesses, schools, leisure centres and others to invite to take action on sugar. We encourage everyone within a local area to work together, so we are only able to accept one SUGAR SMART campaign per geographical area. We have a two part process of registering – one to find out more, and the second to confirm your commitment to running the campaign locally. So what happens next?

## **Step 2 – Gather support and identify priorities**

If you haven't already done so, it's crucial to form a partnership group including your local authority, and ideally local businesses, public sectors organisations, NGOs, community groups and others. Get this group together to take stock of existing initiatives and action (e.g. in the Council's Health and Wellbeing Strategy or Obesity Strategy or activity of a local Food Partnership) and start defining your priorities for the future campaign.

Do a bit of research into the sectors and type of action you think are necessary to start tackling the problem locally. You may find that you have got a lot of willing allies already. This is an opportunity to galvanize support and identify those who could be your first sign ups to SUGAR SMART. We encourage areas to write an action plan to set out your aims and targets over the first year at least, as a way to help with communications, engagement, focus, and ultimately to be able to look back at what you've achieved at the end of it. Some areas have kicked off their campaigns with a public debate or survey (see Appendix 1) as a way to engage the public and local organisations. You may want to consider [www.smartsurvey.co.uk](http://www.smartsurvey.co.uk), which has both free and paid options, to create online surveys and forms.

## **Step 3 – Make a public announcement and celebrate!**

Hold a public event to bring partners together, announce your action plan and initial sign ups and celebrate the occasion. Publicise it to your local media and send photos to Sustain so we publicise it on [sugarsmartuk.org](http://sugarsmartuk.org) and our own websites and news too (see Appendix 2 for examples of press releases and news coverage). This is an ideal way to reach out to get other businesses and organisations signing up to SUGAR SMART. See Appendix 3 for examples of launch event agendas.

## **Step 4 – Keep going!**

See the following chapter for information on working with the various sectors. And don't forget to celebrate every action as a step towards success. Each new sign up is worth a press release. Encourage businesses and organisations already involved in the campaign to take more action throughout the campaign.

You can pre-register actions yourself on the website (e.g. schools, restaurants, venues, retailers and others taking action to reduce sugary foods and drinks). You can also invite them to log in and register actions themselves.

**Remember:** Share ideas and experience with other SUGAR SMART cities using the forums and communications made available by the campaign and the Sustainable Food Cities network.

## Case study: SUGAR SMART Exeter vision drives the campaign

Spurred on by the need to tackle high rates of obesity and diet related disease, Exeter were inspired to launch a SUGAR SMART campaign, after hearing about the work in Brighton & Hove. The campaign is driven forward by a sub group of the Exeter Food network (SFC member) and is being led by Devon's Public Health team and Exeter City Council, in close collaboration with other organisations including the Exeter Health and Wellbeing Board, Exeter University, Exeter City Football Club, Exeter Chiefs Rugby Club, Westbank Healthy Living Centre, Life Dental and Wellbeing and South West Association for Nutrition Registrants.

Ahead of Exeter launching its SUGAR SMART campaign in January 2017, these organisations came together over a series of meetings and built a vision for a SUGAR SMART Exeter that includes raising awareness of the dangers of sugar, improving the food environment and challenging eating habits. A set of objectives was then defined to reach these ambitious goals:

- 50 organisations across Exeter sign up to the SUGAR SMART initiative by January 2018 and make a pledge to raise awareness and encourage action to reduce sugar intake. These can be any organisation which influences the diet of Exeter's citizens and could include leisure centres, sports clubs, schools and food or catering businesses etc. A quarter of these should be serving marginalised communities.
- 15 organisations sign up to the Children's Health Fund and introduce a voluntary sugary drinks levy.
- 1,000 individuals respond to the SUGAR SMART Exeter survey by April 2017 to give their opinion on sugar and where action is needed. This will raise awareness of the initiative amongst the public, as well as sugar intake itself and can be used to demonstrate to stakeholders that there is demand for changed food environments.

Future objectives will depend on the chosen focuses for SUGAR SMART Exeter as informed by the public survey and will have a focus on reaching individuals within marginalised communities.

# The ten sectors – menu of actions

The campaign proposes action across ten sectors to tackle excessive sugar consumption. Under each sector there is a proposed menu or ‘shopping list’ of actions that participants, e.g. businesses or organisations can choose from. This menu of actions will be refined over time but it will give you an idea of the sort of commitment we are inviting participants to make.

Under each action, the campaign provides a multitude of assets to support you and participants to take action to tackle sugar consumption and raise awareness. These will be available online.

Actions	Description	Primary schools	Secondary schools	Universities	Hospitals	Workplaces	Sports & leisure	Restaurants	Tourism & venues	Retail	Community groups
Ban price promotions	Ban price promotions on sugary drinks and snacks such as discounts, multi-buys, free items or meal deals.			X	X	X	X	X	X	X	
Get accredited	Get accredited by an external organisation to ensure the food & drink you serve is healthy & sustainable.	X	X	X	X	X	X	X	X	X	
Get kids creative	Get children to make viral content such as videos or interviews to share on social media channels.	X	X				X				X
Give staff cooking lessons	Get your colleagues to take part in a cooking course and promote low or sugar-free recipes.			X	X	X	X				X
Healthy workplace scheme	Get your organisation to sign up to schemes such as the Workplace Wellbeing Charter.	X	X	X	X	X	X	X	X	X	X
Increase the price of sugary drinks	Increase the price difference between sugary drinks and healthier alternatives.		X	X	X	X	X	X	X	X	X
Improve vending options	Remove sugary items from vending machines and display information about the amount of sugar in everyday food and drink.		X	X	X	X	X	X	X		
Introduce a sugar levy	Introduce a 10p levy (or higher) on sugary drinks and sign up to the Children's Health Fund.			X	X	X	X	X	X	X	
Promote water	Install free water points and promote drinking water as the number one drink.	X	X	X	X	X	X	X	X	X	X
Remove ads for sugar	Remove ads and make it policy not to advertise or promote any food and drink high in sugar.		X	X	X		X	X	X	X	
Remove sugary drinks	Stop selling drinks high in sugar and promote water and no-added sugar drinks instead.		X	X	X	X	X	X	X	X	X
Run a healthy recipe demo	Use low sugar recipes to do cookery demonstrations and help people make better choices for their meals.	X	X								X
Spread the word	Spread the word in your community on the dangers of too much sugar by organising events or stunts.	X	X	X	X	X	X	X	X	X	X
Stock healthier food & drink	Replace sugary items with healthier options and display signage about sugar content in everyday food and drink.			X	X	X	X	X	X	X	X
Sugar-free checkouts	Ensure there are no sugary drinks and snacks for sale at checkout areas to discourage impulse buying.			X	X	X	X	X	X	X	
Sugar-free packed lunches	Implement a packed lunch policy in your school to ensure children have a healthy and nutritious lunch.	X									
SUGAR SMART assembly	Run a SUGAR SMART assembly or session for children using our video and information resources.	X	X								X
SUGAR SMART challenges	Set a sugar reduction challenge, such as giving up sugary drinks for a whole week.	X	X		X	X	X				X
SUGAR SMART quiz	Run a quiz with surprising facts about sugar in everyday food and drink.	X	X			X	X				X

## Primary schools

1 in every 5 children starts primary school overweight or obese and its 1 in 3 by the time they reach secondary school. 26,000 children are admitted to hospital for multiple tooth extractions under general anaesthetic caused by excessive sugar consumption. It has never been more important to take action in primary schools to ensure the next generation of children lives happier and healthier lives.

In order to meet the Government's School Food Standards, there can't be drinks with added sugar, confectionary, chocolates or chocolate-coated products in school meals and vending machines. Desserts, cakes and biscuits are only allowed at lunchtime. This gives a strong minimum benchmark for this sector. Therefore, the emphasis for primary schools is in raising kids' awareness and integrating the SUGAR SMART message into the curriculum and school life. The 'shopping list' of actions available to primary schools below reflects this approach.

A reduction in sugar consumption can still be targeted, both in terms of school meals and action on packed lunches. School catering across a local authority is sometimes managed as one catering operation, either local-authority run, or managed by a commercial contract caterer. So in some places, you will be able to achieve a great deal of improvement with action from one caterer. This is not always the case. In many locations, a number of different caterers provide food for the area's schools. In this case, you will have to approach a variety of caterers. There might also be a few schools who manage their own catering ('in-house' catering).

## Secondary schools

Teenagers are consuming too much sugar, particularly from sugary drinks. More and more kids in their teens are being diagnosed with diet-related diseases. Getting teenagers to understand what sugar does to their bodies and behaviour is vital if we are to turn the tide and get the next generation to reverse the obesity crisis.

As with primary schools, the School Food Standards give a strong minimum benchmark for this sector. In secondary school young people get more choice about what they eat and when they eat. In many cases, a canteen or café is open all day and there are vending machines present. It's important to give young people information about sugar content next to foods and drinks to enable them to make healthier choices.

A reduction in sugar consumption can be through school meals, vending machines and offering healthier alternatives around the school. But also of importance is raising young people's awareness and integrating the SUGAR SMART message into the curriculum and school life.

## Universities

Young adults will be the decision-makers of tomorrow. They are also formulating their knowledge and decisions around food, both with an interest to learn and the agency to choose for themselves. Many universities have sustainability as a core facet of their catering offer and nearly all have some form of food policy. Indeed, they may already be pioneers, and be able to help you persuade others to join in. So there's really no excuse for a university not to take action on sugar!

Universities also have dedicated sustainability staff, which can be incredibly influential in supporting the campaign. At least half of university catering is managed in-house. Others use commercial contract caterers. And in many cases these will be different to the staff dealing with contracts for vending, advertising and sponsorship deals on campus.

One potential challenge is that sometimes multiple companies operate catering services in a university. An in-house caterer might manage catering for halls of residence, while a department restaurant or café is run by another contract caterer. In this case, it is advisable to concentrate on the main or largest caterer(s) for maximum impact.



The emphasis in this sector is as much in changing what's on offer as in educating and raising awareness with the numerous staff and students at the institution. Finding leaders and champions amongst staff and students will make all the difference in seeing changes on campus.

## **Hospitals**

The NHS is at breaking point, spending between £5 and £9 billion treating obesity and related complications such as Type 2 diabetes. Each year there are 8,500 limb amputations because of Type 2 diabetes. In addition, over 60% of the 1.35 million NHS workforce is overweight or obese.

The volume of food and drink served through NHS catering is vast, so their contracts are hugely influential on the policies of manufacturers and contract caterers. The sector covers patient food, as well as staff and visitor food and a huge number of vending machines. The local NHS trust is usually responsible for commissioning catering on behalf of the various hospital and clinic sites across the trust, but there are often many different individual contracts for hospitals or services. In some cases there are numerous contracts within one hospital.

From April 2016, NHS organisations are funded to improve staff health and wellbeing. Among other initiatives, the new CQUIN (Commissioning for Quality and Innovation) supports staff to make healthy food choices by banning price promotions, advertisements and presence at checkouts of sugary drinks and foods high in fat, sugar and salt. It also requires healthy food options to be available to staff on night shifts.

The CQUIN is a brilliant incentive for hospitals to change, and can be counted as a SUGAR SMART action, but there is plenty of scope to go beyond the minimum requirements and take actions to change the food environment as well as engage the NHS workforce.

## **Workplaces**

Large businesses who offer staff catering are important to the campaign because they have a significant influence over the contract caterers who operate their food service. Local employers (large and small) are hugely important for raising awareness about the dangers of too much sugar in the diet with their employees, particularly iconic employers who define the fabric of the local area.

For employers, SUGAR SMART should be an attractive campaign to sign up to – it can be counted as a success for their CSR initiatives. Companies with strong or very visible ethical and staff wellbeing policies are also natural targets because they are likely to have the internal will and resources (including staff) to adopt and see through SUGAR SMART commitments.

## **Sports & leisure**

Sports and leisure centres should be beacons of good practice given the link between diet and physical activity in maintaining a healthy weight. Yet, too many sugary drinks and snacks can still be found in sports clubs, gyms, swimming pools and leisure centres around the UK. It's time to take action and ensure these clubs and centres support people in making the right food and drink choices and maintain a healthy weight.

Iconic or well-known local sports venues such as football stadia are of particular interest because they can inspire others and help gather media support for the campaign. Football Clubs have associated charitable foundations that provide community engagement activities such as work with schools to get children active. These potential early allies for your SUGAR SMART campaign, and can be a way in to engage with your football club.

There are a small number of companies responsible for the operation of a large number of sports and leisure centres including their contracts with catering and vending providers. For example, Sports and Leisure Management Limited,

operating under the brand 'Everyone Active', runs 140 leisure and cultural facilities across the UK in partnership with 40 different local authorities. Similarly, Greenwich Leisure Ltd (GLL), operating under the brand 'Better', is a non-profit organisation which runs over 115 sport and leisure facilities across South East England. Places for People run around 120 sports and leisure centres nationally. As of the start of 2018, leisure providers Better, Everyone Active and Fusion Lifestyle are working to implement SUGAR SMART actions at a number of their venues. If these or other providers are managing sports & leisure facilities in your area, get in touch to involve them in your work, support their actions and to benefit from their commitment to the cause and public reach.

## **Restaurants**

Along with retail, restaurants define the fabric of local areas and define the food choices of residents and workers in your area. Restaurants popular with young people, a celebrity restaurant, or learning kitchens are of particular importance. They can inspire others and help gather media and popular support for the campaign. So get your restaurants to act now to reduce sugary drinks and foods and join the SUGAR SMART movement in your local area.

We would like you to target independent restaurants and food outlets, rather than large national or international chains who should work with Government and national organisations on commitments on this issue. Both the Jamie Oliver team and Sustain are engaging with restaurants to introduce a sugar levy which can contribute to the Children's Health Fund. Unfortunately, we don't have the capacity to approach the hundreds of thousands of independent businesses that make the fabric of local areas. This is where you come in!

## **Retail**

As with restaurants, retail defines the food choices and food culture of residents and workers in your area. Popular retailers next to schools and in the city centre can make a huge difference in the daily choices of local people. So get your shop to act now to reduce sugary drinks and foods and join the SUGAR SMART movement in your local area. As with restaurants, we would like you to target independent retailers rather than the larger multiple retailers, who should work with Government and national organisations on commitments on this issue.

## **Tourism & venues**

Tourism attractions and iconic venues may not sell huge amounts of food but have a disproportionately large impact thanks to their iconic status or ability to influence the food industry. They can therefore be helpful in inspiring, influencing, and gathering media support for the campaign. Think of food businesses which are iconic to the community – for example a local art gallery or museum – or well-known local venues, especially those popular with children e.g. soft play areas. This is probably the most public-oriented sector and has a great opportunity to attract visibility and press, so you are encouraged to get in touch and get them on board!

## **Community groups**

Voluntary and community sector groups may be responsible for delivering a variety of services in your local area, and many at some point serve or promote food. Examples include faith groups, community groups and voluntary organisations. They may run cooking clubs, training or serve food and drink during their events and gatherings. The emphasis with this sector is in raising awareness with those involved in these groups, motivating them to be active supporters and advocates, and embedding SUGAR SMART messages in their activities in order to reach local people.

# FAQs

## **What is SUGAR SMART?**

SUGAR SMART is a campaign by food charity Sustain and Jamie Oliver working with councils, businesses, institutions and other sectors to help reduce overconsumption of sugar in their local areas. SUGAR SMART supports local campaigns to take on a cross-sector approach to transform their food environment and raise public awareness of the impacts of consuming too much sugar.

## **Is SUGAR SMART the same campaign as Change4Life Sugar Smart campaign?**

Change4Life Sugar Smart is an NHS-funded campaign ([www.nhs.uk/sugar-smart](http://www.nhs.uk/sugar-smart)) which aims to educate individuals about the dangers of sugar. It includes resources for individuals, including an app which shows the amount of sugar in common snacks and drinks. <https://www.nhs.uk/change4life/food-facts/sugar>

SUGAR SMART aims to tackle the over-consumption of sugar strategically, working with businesses and other organisations to alter the obesogenic environment we live in at the local level. Both campaigns have the same overall goal and complement each other, attacking the problem from different fronts.

## **Is there support for running local SUGAR SMART campaigns?**

The SUGAR SMART team can support you with relevant resources, advice, and in developing your SUGAR SMART local campaign plan, as well as helping to promote your achievements and news through our website, social media and other campaign communications. We also organise meetings and webinars to train local campaign leads and coordinate national action. The website hosts many assets for those involved including logos, case studies, posters, activities and much more. We will endeavour to have someone attend your launch event, and may be able to provide additional support in discussion with local needs.

SUGAR SMART is the featured campaign of the Sustainable Food Cities network until end of June 2018.

There are currently over 40 Sustainable Food Cities around the UK. Each has a cross-sector food partnership involving the local authority, local businesses and organisations, academics and NGOs working together for better and healthier food. If your local area is not currently a member of the Sustainable Food Cities network, get in touch with Sustainable Food Cities to enquire about joining the network: [www.sustainablefoodcities.org](http://www.sustainablefoodcities.org)

## **Who is the target audience and who can get involved?**

'Partners' are responsible for running the campaign locally, from setting up a core working group to engaging participants to take action. They are typically one or more individuals working in a local authority or food partnership, working alongside other individuals and organisations interested in promoting the campaign locally.

'Participants' are organisations or businesses, e.g. schools, hospitals, restaurants, retailers, etc., taking action to raise awareness and reduce availability of sugary drinks and sugary foods. If you have organisations or businesses who want to take action but don't fit into one of the ten sectors, get in touch with us to see if there's a way we can work with them.

The campaign is not directly targeting individuals, although it seeks to influence them through different settings in the sectors listed above. However, individuals can sign up through our website to our mailing list and opt to join as volunteers or supporters of their local campaigns. Individuals are encouraged to speak with their local businesses, leisure centres, and other venues within their communities to take action through the SUGAR SMART campaign. Individuals can also get involved in other existing campaigns such as the Children's Food Campaign or the Change4Life SUGAR SMART campaign.

## **What kinds of actions/activities are involved?**

There is a menu of options for each sector taking part, allowing the institution or business to choose the action that is best suited to them. Activities include promoting free drinking water, improving vending machine options, adding a voluntary levy on sugary drinks, removing advertising for sugary foods, reformulating recipes, school assemblies on sugar, sugar reduction challenges at schools or in the workplace, and others. Activities not listed in the suggested actions can also be used if they lead to reduction of sugar consumption.

### **Can participants take different actions to those suggested?**

It's important we keep an accurate record of all action on sugar taking place in your local area and nationally. Therefore we encourage partners and participants to record what action they are taking on the website, as well as the expected impact, e.g. number of sugary drinks avoided, number of people engaged. If a large number of participants in your local area are interested in taking a different set of actions, please get in touch with us, so we can consider refining and improving the proposed actions on the website so that all actions can be logged.

### **How do we know when our local area has become SUGAR SMART?**

We're working on this. We starting by making it as easy for people to get involved as possible, but ultimately we want to be able to show what kind of difference the local SUGAR SMART campaigns are having – hence why every action has a metric associated with it. As this campaign develops nationally we are hoping to explore what benchmarks can be established across the 10 sectors and across the participating areas in order to be able to crown the first, of many, SUGAR SMART cities, boroughs and other local areas.

### **Why should local authorities take part in SUGAR SMART?**

SUGAR SMART can help councils deliver on their local obesity strategy and healthy eating campaigns. With a bank of resources including guidance documents, case studies and public engagement activities, as well as a robust web platform where participating sectors register their actions, local campaigns don't have to start from scratch. SUGAR SMART is structured to support campaigns of different scope and size, and to fit with local priorities. The SUGAR SMART web platform helps capture actions and activities in your local area, making evaluation easier. SUGAR SMART activities can also be great ways to forge stronger relationships across key sectors in your city or local area, which can benefit your future campaigns and public engagement work.

### **Can SUGAR SMART be run alongside other healthy eating/sugar reduction campaigns?**

Yes. While SUGAR SMART has developed education resources such as quizzes, assemblies and workplace challenges, local campaigns are encouraged to use other relevant public education campaigns, including ones developed locally. In fact, these engagement activities can be counted as part of local SUGAR SMART work alongside changes to food environments.

### **Obesity and diet-related diseases need to be addressed by policy at the national level. Will local campaigns really make a difference?**

Everyone agrees that encouraging lifelong good food habits is going to take many different interventions and policies at different levels. Public Health England conducted an analysis of the evidence for action on sugar reduction and suggests that a successful programme should include action at many levels including the environment around us that influences our food choices; our food supply and changes that could be made to this; knowledge and training; and local action.<sup>4</sup> Local action, when delivered well, can contribute to changing people's knowledge and actions and lead to improved diets.

### **What is happening at a national level?**

The Government has announced a soft drinks industry levy to be introduced from 2018. Public Health England has also announced a target of 20% sugar reduction in 9 food categories by 2020. While there is some momentum on the part of retailers and big brands, the aim of the SUGAR SMART campaign is to support changes at a local level and show that there is a strong public appetite for change across our food system.

### **The Government has adopted a national Sugary Drinks Industry Levy. Why are you advocating local voluntary action on sugary drinks?**

We are thrilled that the Government has now committed to doing this, with the national Soft Drinks Industry Levy to be introduced in 2018. However the nature of the national levy is such that it might not make sugary drinks more expensive, therefore missing out on one of the key components of, for example, those participating in the Children's

---

<sup>4</sup> Public Health England (2015), Sugar Reduction: The evidence for action. Available online at [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/470179/Sugar\\_reduction\\_The\\_evidence\\_for\\_action.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/470179/Sugar_reduction_The_evidence_for_action.pdf)

Health Fund where customers pay more for the drinks with added sugar, and are encouraged towards choosing less sugary options.

Also, a lot can happen in politics before the national levy is implemented. It's also an awfully long time to wait to start helping making our food and drink healthier. This is why one of the actions we are encouraging is for local campaigns to influence those selling sugary drinks to implement a sugary drinks levy for the foreseeable future, and re-distribute this money to causes that help promote healthier food and food education for children.

Sugary drinks levies have been introduced successfully in France and Mexico in recent years. They have worked – for example, in Mexico there was a decrease of approximately 6% in sales of sugary drinks in the year following January 2014 when they imposed the levy. The effect has been even greater in lower-income households, which are often the most affected by diet-related ill-health.

France, Finland, Hungary, and Berkeley and Philadelphia in the USA have also successfully introduced extra taxes on sugary drinks.<sup>5</sup> Studies suggest that people who swap to lower or no-sugar alternatives don't tend to add on the extra sugar and calories elsewhere in their diets.

### **Is SUGAR SMART about banning sugar?**

Absolutely not. It is possible to manage your sugar intake through a healthy, balanced diet, and, like most things, sugar is OK in moderation. However, it is clear that most people in the UK are consuming too much free sugar, and can definitely afford to reduce that intake.

### **What's the big deal with a little treat?**

NHS guidelines state that the maximum consumption of sugar a day should be limited to:

- 5 teaspoons' worth (19g) for children up to 6 years old
- 6 teaspoons' worth (24g) for children up to 10 years old
- 7 teaspoons' worth (30g) for everyone older

A 330ml can of cola or a typical chocolate bar contain over 33g of sugar, thus exceeding the daily limit for any age group. Many people consume sugary drinks and treats on a regular basis in addition to other sugary foods such as cereals, juices and puddings, thus turning a treat into a health burden.

### **What about artificially sweetened beverages? Are they safe? Are they the answer?**

Many people, including public health officials, are concerned about the wider impacts of shifting consumption habits from sugary food and drinks to those that are artificially sweetened. There is currently conflicting research on the wider health implications of overconsumption of artificially sweetened products. While artificially sweetened beverages can be useful for those individuals with a high intake of sugary drinks, especially those above a healthy weight, this is only a temporary measure. In the long term, individuals should aim to break their reliance on sweet-tasting foods. For hydration is a much better choice for hydration than fizzy beverages, especially those with caffeine.

---

<sup>5</sup> Food Research Collaboration (2014), Health-related taxes on foods and beverages. Available online at: <http://foodresearch.org.uk/wp-content/uploads/2015/06/Food-and-beverages-taxes-final-amended.pdf>

# Appendix 1: Community surveys

## Sample survey 1

### We are eating too much sugar and it is bad for our health.

The recommended daily intake of free\* sugar is a maximum of 7 teaspoons for adults and a maximum of 5-6 teaspoons for children.

\*"Free" sugar is any sugar that is added to foods at home or by the producer, plus sugar naturally present in honey, syrups, and fruit juices. It does not include sugar naturally present in milk or whole fruit and vegetables.

However, on average adults are currently eating twice this amount and children eating three times as much.

We want to help people in Exeter reduce their sugar intake – we want Exeter to become a “Sugar Smart City”. In order to do this we need your help.

Please answer these short questions and tell us what you think Exeter should do to help people eat less sugar.

- 1) Do you think you eat more sugar than the recommended 7 teaspoons per day?
  - Yes
  - No
  - N/A
  
- 2) Do you think your children eat more than the recommended 6 teaspoons of sugar per day?
  - Yes
  - No
  - N/A
  
- 3) Are you worried about (tick all that apply):
  - Effects of sugar on my dental health
  - Effects of sugar on my weight
  - Effects of sugar on my behaviour and mood
  - Increased risk of type 2 diabetes
  
- 4) Would you like help to reduce the amount of sugar you eat? Y/N
  
- 5) What do you think would help you to reduce the amount of sugar you or your children eat? (open-ended)
  
- 6) Based on the best available evidence, the following actions to reduce sugar intake were recently proposed by Public Health England.  
Please indicate whether you think introducing these in Exeter (or the UK) would be a good idea:

	Strongly agree	Agree	Neither	Disagree	Strongly Disagree
a. Asking shops and restaurants to have fewer price promotions on high sugar foods and more on healthy foods.					
b. Reducing the amount of advertising of high sugar food and drinks.					
c. Asking food companies and restaurants to reduce the amount of sugar in food and drink.					

d. Asking food companies and restaurants to reduce portion sizes.					
e. Introducing a sugar tax on soft drinks.					
f. Selling healthier food and drinks in public places like hospitals and leisure centres.					
g. Providing people with practical steps to help them reduce their sugar intake. For example, Change4Life have produced leaflets suggesting food swaps and an app that tells you the sugar content of foods.					

7) Would you like to be involved in making Exeter a Sugar Smart City. (Y/N).

If yes, please answer question 7 and 8

8) I would be able to:

- (a) get one (or more) schools involved
- (b) use social media such as Twitter, Facebook, or blogging to raise awareness about the campaign
- (c) speak to local food outlets in my network
- (d) involve my local community for consultations

9) I would be able to do this because:

(open)

10) Would you be happy to take part in research to express your views?

- Yes
- No

If yes, please leave your contact details below

Please tell us a bit more about yourself so we know who we are reaching with this survey. This information will not be used to identify you.

11) What age were you last birthday?

12) How would you describe your ethnic origin? **(use as drop box selection?)**

**White**

- British
- Irish
- Gypsy or Irish Traveller
- Any other White background  
*(please write in box)*

**Black or Black British**

- Caribbean
- African
- Any other Black background  
*(please write in box)*

**Mixed**

- White and Black Caribbean
- White and Black African
- White and Asian
- Any other mixed background  
*(please write in box)*

**Other ethnic group**

- Arab
- Any other ethnic group  
*(please write in box)*

**Asian or Asian British**

- Indian
- Pakistani
- Bangladeshi
- Chinese
- Any other Asian background  
*(please write in box)*

13) Are you? (tick all that apply)

- Female
- Male
- Other or non-binary
- Transgender/formerly transgender

14) Do you consider yourself to be a person with a disability?

- Yes
- No

If yes, please tick the relevant disability group(s) below

- Physical impairment
- Sensory impairment
- Learning disability/difficulty
- Mental health condition
- Long-standing illness/ long-term condition

15) What is your occupation?

- Employed full-time
- Employed part-time
- Unemployed
- In training / education
- Stay at home carer
- Retired
- Self-employed
- Other

Please state:

16) **Your postcode**

Please enter the first part of your postcode e.g. if this is EX2 4QD, please enter EX2



## Sample survey 2

### Sugar Smart survey

**How concerned are you about the amount of sugar in food and drink?** (please select one answer)

very concerned / fairly concerned / neither / fairly unconcerned / not at all concerned

**Should action be taken to help people reduce their sugar intake in Lewisham?** (please select one answer)

Yes / no / don't know

**How strongly do you agree or disagree with these statements?** (please select one answer)

	Strongly agree	agree	neither	disagree	strongly disagree	don't know
Fewer sugary drinks and snacks should be available in places like leisure and shopping centres, and hospitals						
Supermarkets should do more to promote healthier food and drink and <b>not</b> give price promotions on sugary drinks and snacks						
Local restaurants and food outlets should charge a levy of 7p on a can of sugary drink (20p on a litre bottle) and give the money to support work in schools on tackling obesity						

**I would like to be kept informed about Sugar Smart work in Lewisham**

- please send me information by email
- please send me information by sms text to my phone

**Would you also like to get email with local news, offers and things to do?**

- please send me information by email

Go to [www.lewisham.gov.uk](http://www.lewisham.gov.uk) for more information.

# Appendix 2: Media coverage and sample press release



# Press Release

Date: Monday, 17 July  
Contact: Helena Hickey  
Direct Tel: 03000 264 312

email: [Helena.hickey@durham.gov.uk](mailto:Helena.hickey@durham.gov.uk)



## Campaign launched to tackle sugar consumption

People across the county are being encouraged to cut down on sugar and raise awareness about its impact on health as part of a new initiative.

Organisations, businesses and individuals across the county are being asked to join the SUGAR SMART Durham campaign by taking actions to help make it easier for people to reduce their sugar consumption.

Consuming too much sugar and too many foods and drinks high in sugar can lead to weight gain, which in turn increases the risk of heart disease, type 2 diabetes, stroke and some cancers. It is also linked to tooth decay.

Food Durham is a partnership that aims to encourage a healthier, greener and fairer food system that supports the local economy. Food Durham is coordinating the local Sugar Smart campaign and as a key partner, Durham County Council has already pledged to take action to:

- Promote free drinking water
- Reduce high sugar options in vending machines
- Promote healthy meal deals
- Reduce advertising of high sugar products
- Stock healthier food and drink
- Provide clearer information about the sugar content of food and drink

The initiative, which is led by the Jamie Oliver Food Foundation and Sustain, aims to make it easier for people to make healthier choices by making sugary produce less available or less well promoted.

Dr Liz Charles, Project Manager for Food Durham at Durham Community Action said: "I am delighted that Food Durham is co-ordinating the SUGAR SMART campaign across the county. Changing our food habits is never easy but every small action from our partners will help us all achieve diets that will do us less harm and make us more aware of the hidden sugar in everyday foods."

Councillor Lucy Hovvels, Cabinet member for adult and health services, said: "We know that there is no single solution to tackle obesity and the SUGAR SMART Durham campaign is a great opportunity for us to work together to help our communities reduce their sugar intake.

"I would encourage everyone to pledge their contribution to the initiative and help raise awareness around the risks of consuming too much sugar."

Any groups or individuals who want to find out more the campaign, which runs until summer 2018, should visit [www.sugarsmartuk.org](http://www.sugarsmartuk.org)

People are also invited to fill in the SUGAR SMART survey at [www.surveymonkey.co.uk/r/GK9WJFB](http://www.surveymonkey.co.uk/r/GK9WJFB) where they will be entered into a prize draw.

## ENDS

**Notes to editors:** Food Durham is the County Durham Food Partnership, comprised of individuals from different sectors who have an interest in any and all matters relating to food – its provenance, environmental, social and economic impact, animal welfare, and food justice – i.e. the whole food system.

Food Durham is hosted by Durham Community Action, a charity that has been providing support to communities across County Durham since 1935.

SUGAR SMART is a campaign by Jamie Oliver and food charity Sustain working with councils, businesses, institutions and other sectors to help reduce overconsumption of sugar in their local areas. SUGAR SMART supports local campaigns to transform their food environment and raise public awareness of the impacts of consuming too much sugar.

Any organisation can pledge to become SUGAR SMART – from councils and schools to restaurants, hospitals and independent companies. Individuals interested in supporting their local campaigns can also join the SUGAR SMART newsletter or sign up as a local volunteer via the website.

# Appendix 3: SUGAR SMART Launch Programmes

## Sugar Smart launch #sugarsmartcity

Venue: Jubilee Library, Conference Room 2

Date: 5<sup>th</sup> October 2015

Time: 9-10am



**Refreshments:** Tea/Coffee and light snacks are available, **Temptation Café @ Jubilee Library /**

[www.brightontemptation.com](http://www.brightontemptation.com)

Temptation Café is also displaying 'low in sugar'/alternative snacks available for sale at the café on the ground floor of the library.

**Display:** Sugar Smart debate materials, Kitchen Garden Project resources and library resources supporting health and wellbeing

### Presentations:

Tom Scanlon, Director of Public Health (BHCC)	Introduction and thanks
Katie Cuming, Public Health Consultant (BHCC)	Why sugar? Sugar Smart: key actions
Jo Ralling, Campaign Director (Jamie Oliver Food Foundation) Ben Reynolds (Sustain), Martin Lewis (Brighton College) Film Clip	Jamie Oliver's support for local Sugar Smart initiative Brief introduction to levy and Kitchen Garden Project Sugar Rush
Sarah Clayton (Head Teacher, St. Mary's Catholic Primary School)	Actions taken in school, impact on school community
Vic Borril, Director (Food Partnership) Toni/Aaliyah (Family Shape Up)	Work of the Food Partnership Their story
Tom Scanlon	Summary and call to action
Film Clip	Sugar Detectives at Balfour Primary

The event finishes at 10am, but people welcome to stay on beyond this time to discuss the initiative in further detail and view resources and materials.

Visit [www.brighton-hove.gov.uk/sugarsmart](http://www.brighton-hove.gov.uk/sugarsmart) or contact [Harriet.Knights@brighton-hove.gov.uk](mailto:Harriet.Knights@brighton-hove.gov.uk) for more information about the initiative and to find out how your school or business can get involved.



# You are invited to the launch of **SUGAR SMART** EXETER

Come along and learn how your organisation can get involved in the Sugar Smart campaign on

**Monday 23<sup>rd</sup> January**  
at the Coaver Club Conference Hall

Please sign in at County Hall Reception, Topsham Road, Exeter EX2 4QD

[Register here](#)

## **10:30 – 11:30 Official launch of Sugar Smart Exeter**

**Followed by Sugar Smart talks, including:**

- Sustain – National Sugar Smart partnership with Jamie Oliver’s Team
- Devon Norse – Case Study for improving food within council contracts
- Dr Natalia Lawrence – launch of *An App a Day – Training your brain for a healthier diet*

## **11:30 – 12:30 Informal drop-in session, with stands from:**

- OneSmallStep – Devon’s new healthy lifestyle service
- Devon Norse – to taste their new healthier food range
- Sugar Smart Exeter – discover how you can get involved
- Children’s Health Fund – find out about introducing a voluntary sugary drinks levy

### **What is Sugar Smart UK?**

**SUGAR SMART** is an ambitious campaign with national support from Sustain and Jamie Oliver’s Food Foundation that aims to help towns, cities, counties and boroughs across the UK to raise awareness and reduce consumption of sugar across all age groups. The campaign aims to promote healthy alternatives and remove or reduce unhealthy food and drink, particularly targeting those high in sugar. It builds on the pioneering work of Brighton’s Sugar Smart City.

**Experience shows that commitment from organisations and businesses can help motivate real change in different settings at a local level and across the country.**

# Appendix 4: SUGAR SMART Communications and brand guidelines

## For press releases and news

SUGAR SMART should be written in all caps.

Articles about local campaigns, the national campaign, or news about organisations participating should link back to the SUGAR SMART website, where appropriate. [www.sugarsmartuk.org](http://www.sugarsmartuk.org)

Notes to Editors:

SUGAR SMART is a campaign of Jamie Oliver and the charity Sustain. It helps local authorities, organisations, workplaces and individuals to reduce sugar consumption. Anyone can pledge to become SUGAR SMART – from councils and schools to restaurants, hospitals and independent companies. SUGAR SMART is the feature campaign of the UK's Sustainable Food Cities network until mid-2018.

[www.sugarsmartuk.org](http://www.sugarsmartuk.org)

[www.sustainablefoodcities.org](http://www.sustainablefoodcities.org)

A short version tagline: [SUGAR SMART](#) is run by Sustain and Jamie Oliver, and is the feature campaign of the UK's [Sustainable Food Cities](#) network until mid-2018.

## Connecting on social media

All local campaigns and local participating sectors are encouraged to connect with SUGAR SMART on Twitter and Facebook.

<https://twitter.com/sugarsmartuk>

<https://www.facebook.com/SugarSmartCity/>

Local campaigns are encouraged to use #SUGARSMART and their own local campaign tag (for example, #SugarSmartExeter) or add @sugarsmartuk to their campaign update tweets.

## Use of Logo and other branded elements

SUGAR SMART UK can create a unique logo for your local campaign (for example, SUGAR SMART Exeter), provided that you have registered your interest in running a local campaign on our website [www.sugarsmartuk.org](http://www.sugarsmartuk.org) and are in the process of engaging local participating sectors in taking action on sugar reduction.

Local campaigns are asked to use the logo issued for their area on any publicity items relating to the campaign.

There is no guidance on fonts or brand colours. Local campaign leads and sectors taking action are free to use the existing brand guidelines for their organisation, local authority or business.

## The colour info for SUGAR SMART orange is as follows:

*For print:* C: 0 M: 73 Y: 100 K:0

*For digital:* R: 255 G: 104 B: 1

*Hex:* #ff6801

*Pantone:* 1505c