



Action Plan and Timeline

CAMPAIGN OVERVIEW

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

Anyone can pledge to become SUGAR SMART – from councils and schools to restaurants, hospitals and independent companies. SUGAR SMART is supporting a number of city, borough and county authorities, including Calderdale, to run local campaigns to transform the food environment and support residents to reduce the amount of sugar they consume.

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.

NATIONAL HEALTH CONTEXT

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 (a 16% rise since 2013). 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.¹

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 intake².

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 action³. 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.

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

² Source: [Public Health England](#)

³ Source: 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

LOCAL HEALTH CONTEXT

We know that in Calderdale 18.2% of our young people leave primary school obese, and that 65.2% of adults in the borough are carrying excess weight⁴. Consumption of sugary snacks and drinks is a contributory factor to body weight. The current recommendation is for sugar to constitute 5% of our calorie intake. Most people are consuming around 3 times this amount⁵ (source: Action on Sugar).

We also know that diet in childhood influences our choices and body shape in later life. With 22% of Calderdale school pupils eating 5 or more unhealthy snacks a day, and 18.2% of our young people leaving primary school obese, it is timely for us to coordinate our efforts to become Sugar Smart.

Oral Health outcomes in Calderdale are below the national average. Data gathered in 2015 shows that 29.3% of children aged 5 in Calderdale experienced tooth decay (defined as one or more decayed, missing or filled teeth) – compared to the England average of 24.7%⁶.

Oral health outcomes can be improved through a combination of toothbrushing habits and dietary changes. Consumption of free sugars – especially in the under 5s – is a major contributing factor to oral decay.

For these very reasons, Calderdale’s Director of Public Health has confirmed that Sugar Smart is a strategic priority for the borough in 2017-18:

“Recent local data demonstrates that Calderdale has a number of poor health indicators that are linked to high sugar consumption namely poor oral health in children and increasing levels of obesity and diabetes. Effective delivery of SUGAR SMART CALDERDALE is a key public health priority for 17/18 and will form part our renewed efforts to improve health across the area.”

Paul Butcher, Director of Public Health, Calderdale Council

EXISTING LOCAL ACTIVITY – AND HOW SUGAR SMART FITS IN

The Sugar Smart Calderdale campaign has been designed to support the activity being led by a number of local partners in the public health arena. Sugar Smart Calderdale aims to create a consumer-facing brand which links the work of local organisations effectively, and fosters a sense of agency in local citizens over their food consumption habits.

There is a range of innovative local activity in Calderdale which seeks to improve local health and wellbeing by adjusting the food environment (making healthier food choices more available; reducing the prominence and price-promotions on unhealthy food choices) and citizens’ patterns of consumption and physical activity. This local activity includes:

Better Living Calderdale

Better living service offers physical activities and healthy lifestyles courses that are specifically designed for people who meet our criteria. The aims of the scheme are to:

⁴ Source: [Calderdale JSNA 2016](#)

⁵ Source: [Action on Sugar](#)

⁶ Source: Public Health England, Calderdale Oral Health Profile 2017

- Encourage and promote long-term participation in regular physical activity by introducing people to physical activity/exercise through a structured programme that is safe and suitable for their needs.
- Improve overall physical and emotional well-being of people who would not normally take part in physical activity, encourage people to eat a healthier diet and help overweight people to lose weight healthily.

Food for Life Calderdale

Food for Life is a national programme, which has been commissioned locally by Public Health and the Clinical Commissioning Group. The local programme is working on the following pieces of work to improve the food culture across the borough for improved health outcomes:

- Schools (primary and secondary) – (food education & improved food quality);
- Early Years settings– (food education & improved food quality);
- Care settings– (food education & improved food quality);
- Leisure Centre vending (trailing healthy eating);
- Creating a Local Food Partnership (to foster joint working);
- Out to Lunch Calderdale (campaign to assess the quality of children’s food served at restaurants in Calderdale).

Hospital leaders

Connected to Food for Life Calderdale is the Hospital Leaders project, through which Calderdale Royal Infirmary has undertaken some industry-leading work to improve the food environment for the benefit of the staff, patients and visitors. This work includes:

- Offering fresh fruit in the hospital foyer;
- Ensuring that in-hospital retailers avoid price promotions of high sugar, salt and fat foods / drinks;
- ISS being awarded with a Silver Food for Life Served Here award in recognition of the quality of food served in their on-site restaurants;
- Introducing healthier vending machines to ensure night staff can access good food options.

Oral health

The Oral Health team works in schools, nurseries and playgroups supporting and training staff to meet children’s oral health needs. This is done through a variety of methods such as supervised tooth brushing programmes and supporting families with a wide range of information materials.

The Oral Health team also runs the Cute Fruit Plus award for Early Years settings, recognising good practice in establishing good nutrition and oral health practices in the under-5s.

Public health in schools

The Calderdale Public Health Co-ordinator in Schools supports and guides schools and colleges to create a bespoke Health and Wellbeing Action Plan, based on the needs identified from their Electronic Health Needs Assessment (eHNA).

SUGAR SMART CALDERDALE OBJECTIVES – PRIORITY SECTORS

Sugar Smart Calderdale will function as a Borough-wide campaign. It will be consumer-focused, and will seek to work in partnership with a number of organisations to ensure the campaign messages are disseminated as widely as possible. Sugar Smart Calderdale will focus our engagement on the following five sectors: **primary schools & early years; hospitals; sports & leisure; restaurants; workplaces.**

Sector	Primary Schools & Early Years	Hospitals	Sports & Leisure	Restaurants	Workplaces
Key local partners	Oral Health Better Living Food for Life Schools and EY settings	Food for Life Hospital Leaders GP surgeries Dentists	Leisure centres; sports teams	Food for Life: Out to Lunch campaign	Workplace Health Network; CHFT – Christine Bouckley
Deliverables TBC	x school and EY settings to promote Sugar Smart messaging and utilise local tools.	Hospital staff challenge: give up sugary drinks for a week? Number participating?	Leisure Centres to promote information on sugar content of drinks and snacks in support of healthier vending initiatives.	x Family eateries to incorporate Sugar Smart actions (eg removing sugary drinks; installing water points) and use Sugar Smart branding.	X number of staff participate in challenge; remove sugary beverages from vending machines;

All of the above settings are engaged to some extent in delivering work to improve the food environment. We will record and celebrate this work through the Sugar Smart campaign; provide a consumer-focussed toolkit to enable these partners to promote the innovative work that they're leading; encourage all partners to adopt new initiatives to further embed work to reduce sugar consumption in their populations.

Timeline of activity

	Aug 2017	Sept 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018	Feb 2018	Mar 2018	Apr 2018	May 2018	Jun 2018
Agree timeline and objectives											
Meeting of steering group (monthly)											
Outreach to partners											

Secure 1 key partner from each sector to begin recording actions												
Create system for monitoring partners actions												
Launch event, survey results, key commitments from sectoral partners												
Monitor all commitments												
Contact all partners, seek updates on activity												
Support partners to use branding												
Meeting of steering group: next steps.												