

SUGAR SMART Campaign

General presentation for cities, counties
and other local areas wishing to go SUGAR SMART



SUGAR SMART

Jamie's Sugar Rush

Channel 4 August 2015



THE Sun

Thursday, March 17 2016 BRITAIN'S BEST-SELLING PAPER 50p thesun.co.uk

CHELTENHAM 2016

PLUS 12-PAGE GUIDE INSIDE

AT CORAL IN SHOP

SEE BACK PAGE OF FAVOURITE PULLOUT

FREE £1 BET

EXCLUSIVE

BECKY'S SUPER JUMP BUDDY

SEE PAGE 11

BUDGET TAX BOMBSHELL

● 'Bonkers' rap as Osborne hikes sugary drink price

● Levy has failed all over world and will hit poor most

Photo: Alan G. Osborne

FIZZY RASCAL

BY TOM NEWTON DUNN, Political Editor
CHANCELLOR George Osborne stepped a surprise sugar tax on fizzy drinks in his Budget yesterday.
 Campaigners including Jamie Oliver were delighted — but manufacturers were indignant and some Tory MPs branded the move “bonkers”.
 Critics said sugar taxes have failed everywhere else in the world and a hike in the price of pop would hit the poorest the hardest. Ministers have been told to plug the tax.

NEWSPAPER OF THE YEAR

THE TIMES

Thursday, March 17 2016 | thetimes.co.uk | 110 7566 | Max 13C min 2C | Only 80p to subscribers £1.20

What it means for you

16-page budget guide Plus News, pages 6-9

Osborne sugars the pill

● Tax on soft drinks to raise £520m in childhood obesity battle ● Big business raided as chancellor predicts 'stormy waters' ahead

Francis Elliott Political Editor
Sam Coates, Michael Savage

George Osborne is to put a 1520 million-a-year tax on fizzy drinks as part of a budget that cuts big money from health giveaways for middle-class workers and voters.
 The surprise levy on makers of the most sugary drinks follows pressure from campaigners to reduce childhood obesity, which has risen after 18 years of British pop by the time they become primary school. The sugar tax, which adds 10p to the cost of a typical fizzy drink when it is introduced in 2018 and will help to fund school meals.
 The chancellor was also forced to reveal slowed-down growth, squeezed and increased borrowing, however, as he admitted that the economy may have been permanently damaged by the financial crash.
 With a “tax-growth cocktail” of risks to the global economy which he said included leaving the European Union, the chancellor focused his giveaways on helping savors, workers, food business and small businesses.
 The key measures included a lifetime tax for the under-40s, under which the government will add £1 to every £4 saved, up to £4000 a year until the age of 50. It can be cashed for pension or to go on the housing ladder.
 There were also alternative incentives in the personal tax allowance to £11,500 and the higher-rate threshold to £45,000 from April 2017. Pooled Victims will benefit from a new insurance premium tax and small businesses will get better efforts on business rates and a further cut to corporation tax.
 Mr Osborne said that the sugar tax was “doing the right thing for the next generation.” “I’m not prepared to look back at any time here in this parliament along this job, and so for my children’s generation.” “It’s not, we know there was a problem with sugary drinks. We know it caused disease. But we decided the difficult decision and we did nothing,” he said. The tax will have two

George Osborne held a budget that “puts the next generation first” but warned that the recovery was facing severe tests

THE KEY POINTS
 ● New lifetime tax for the under-40s
 ● Increased personal allowance and raising of higher-rate tax threshold
 ● Fuel, beer and spirit duty frozen
 ● £700 million upgrade for bus services
 ● Capital gains tax rates cut, excluding residential property
 ● All children to study maths to 18

year. Instead he will have to borrow £75 billion more, although he is still able to claim that he is on course for a surplus in four years.
 The Office for Budget Responsibility (OBR) warned that there was only a 55 per cent chance of getting Britain into the black by 2020. Mr Osborne’s numbers add up only thanks to deferred corporation tax receipts, transferred pension costs and a doleby plan to cut a further £1.5 billion from departments.
 The doleby were also put on notice that they stood to lose £4.1 billion over the rest of the parliament in controversial reforms that could affect as many as

Continued on page 2, col 5

Islamist gang held after Paris agents foil new terror attack

Adam Sage Paris
Bruno Waterfield Investors

An imminent terrorist attack on Paris was thwarted after four suspected Islamist extremists were arrested in the capital, according to French intelligence officials.
 The uncovering of an alleged mass-sacre plot four months after attacks in the city centre left 131 people dead

showed that the terrorist threat remains at a very high level,” President Hollande said.
 A counterterrorism operation in central Paris was ordered by the Director, Générale de la Sécurité Interne — the equivalent of MI5 — to break up what it said was a “shatter cell.” The cell’s leader is believed to be a 28-year-old Frenchman who was known to the security services and had been detained at Saint-Etienne airport in central France in 2014 as he prepared to board a flight to Syria.
 He was arrested with his partner as well as two brothers of Turkish origin. EU leaders will meet today to discuss visa-free travel for Turkish citizens in exchange for the country putting a halt to migrant flows into Europe.
 After the attacks in November and a concert hall, restaurants and cafes

across Paris, the man was among dozens of Islamist suspects Parised under house arrest. A French intelligence source said that police had discovered a Kalašnikov cartridge and a non-lethal pellet revolver.
 Bernard Cazeneuve, the interior minister, said that one of the arrested men was suspected of planning “violent actions in France” while the three others were suspected of helping him.

Mr Cazeneuve and police said that reports from intelligence sources that an attack was imminent should be treated with caution, however.
 The arrests came as police in Belgium hunted for two suspects who went on the run after a raid on Tuesday by French and Belgian forces in Brussels. A suspected terrorist was killed by a police sniper in the suburbs of Brussels, Continued on page 2, col 5





WHAT'S HAPPENING

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



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

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

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

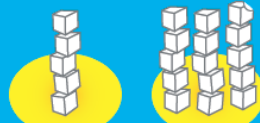
Headline Results

Sugar recommendations

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

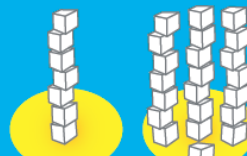
1 cube = 4g of sugar

Children aged 4 - 10 years



Recommended intake 5 cubes
Average intake 14.5 cubes

Adults & children over 11 years



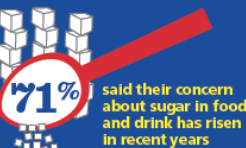
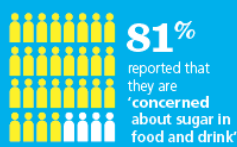
Recommended intake 7 cubes
Average intake 22 cubes

Contribution of sugary drinks to added sugar intake of young people

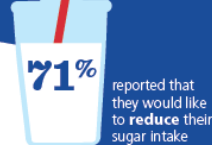
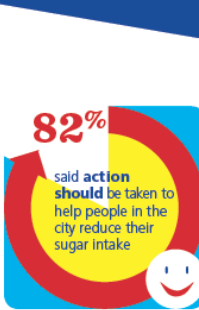
Teenagers 11-18 years **27%**
Children 4-10 years **30%**
Children 1.5-3 years **40%**



Concern about sugar

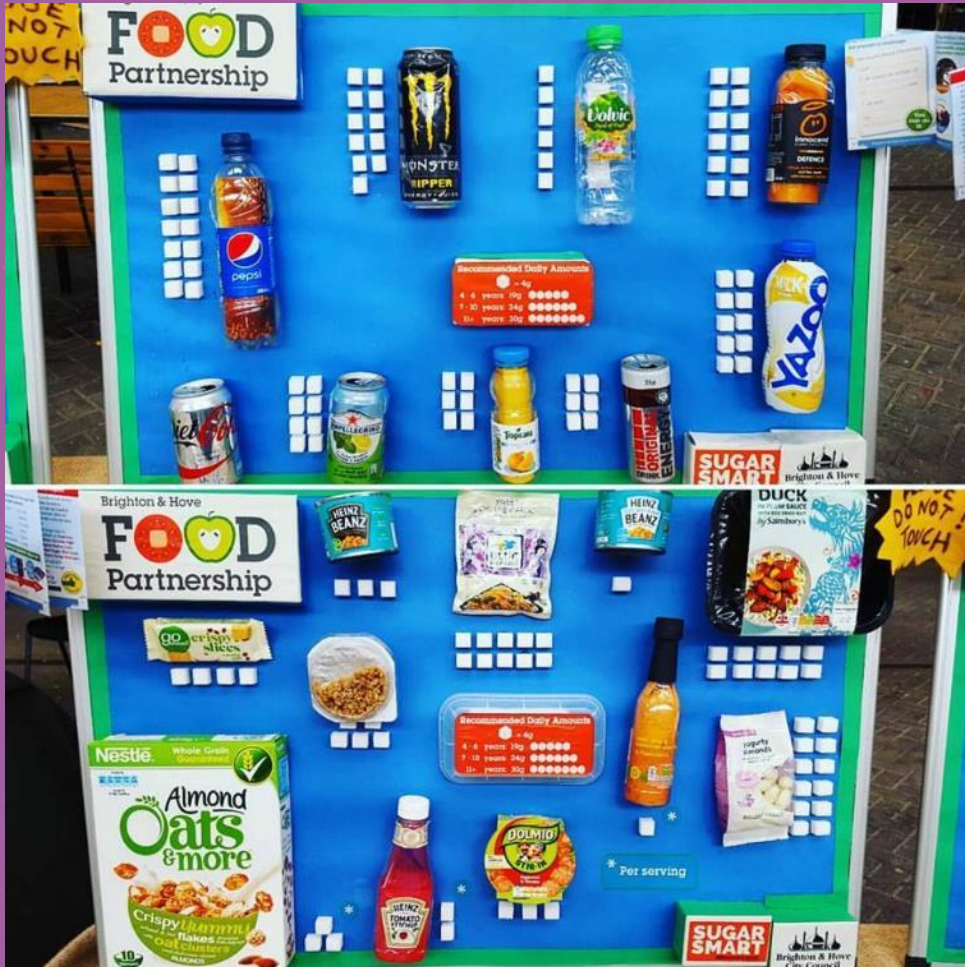


Taking action on sugar



Source: National Diet & Nutrition Survey, rolling programme 2008-12

WHAT'S HAPPENING



SUGAR SMART
UNIVERSITY OF BRIGHTON

EAT LIVE SLEEP REPEAT
EAT.BRIGHTON.AC.UK

The University of Brighton is the first university in the country to launch a campaign to cut sugar consumption – and it is being backed by Jamie Oliver.

That's why at the university, we're adding 10p to the price on some soft drinks. The money raised will be used to fund food education schemes for the university's students.*

For more information visit eat.brighton.ac.uk/ethics/sugar-smart

What the levy applies to

Cold, non-alcoholic soft drinks with added sugar of over 5 grams per 100ml.

This can include:

- Sweetened fizzy drinks
- Fruit juice drinks with added sugar
- Milkshakes

What the levy does not apply to

- Soft drinks with no added sugar, including water, milk, pure fruit juice
- Soft drinks with added sugar of less than 5 grams per 100ml
- Hot drinks

How can I tell what is subject to the levy?

Drinks that the levy applies to will be marked with our sugar smart levy logo.

WHAT'S HAPPENING

**Is it important
to have a
healthy diet?**

98.9%
**AGREE OR
STRONGLY AGREE**

**10802 sugary bottles and cans
sold in October 2015**

**9051 sugary bottles and cans
sold in October 2016***

16.21%

**the drop in the sale
of sugary drinks
for October 2017
compared to
October 2016**

WHAT'S HAPPENING



6 childminders

14 schools



and **9**

nurseries have signed up to Sugar Smart.




4 x

Lewisham's **children centres** have become Sugar Smart

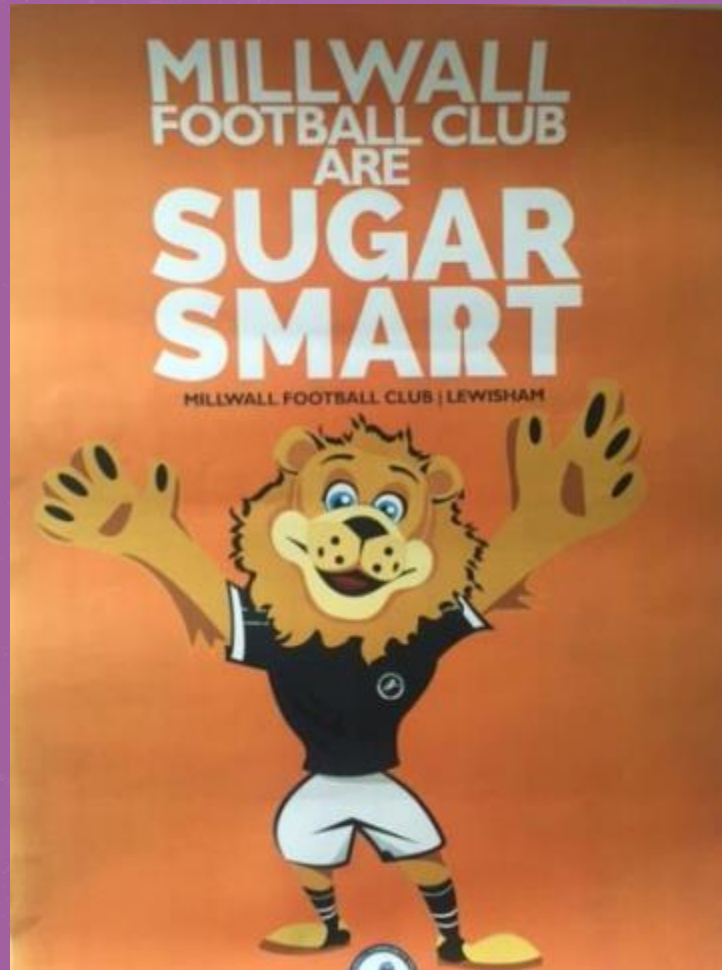


Millwall FC

are the first football club in the UK to become Sugar Smart and have agreed to put a **10p levy on non-diet drink**, the proceeds of which will fund physical activity programmes for children.



WHAT'S HAPPENING



WHAT'S HAPPENING

#Refill

Be Sugar Smart : download the Refill App

#BristolWaterBar #DrinkMoreWasteLess

SUGAR SMART BRISTOL

BRISTOL WATER

We have pledged to be Sugar Smart

Find out more at sugarsmartbristol.co.uk

Should Bristol be a Sugar Smart city?

YOUTH COUNCIL DEBATE:



SUGAR SMART
BRISTOL



4,112
Tweets



in sugary drink sales as
30,000 UWE students and staff
celebrate Feel Good February.

You said...
Yes Yes!

the big kick off

40,000 of you were part of the Sugar Smart Bristol launch at Ashton Gate.

SUGAR SMART SURVEY

Hospital Trusts UHBT and NBT got the word out to
20,000
staff and thousands more visitors.
NHS

5% decrease
2,185
Tweets

Sport vs. Sugar
6,800 of you got involved with our Varsity Sport events including a colour run, boat race, basketball and rugby.
2,710 Tweets



Health, Education, Social Care, Business, Communities and Voluntary sectors **came together** to debate weight and obesity.

The Great Weight Debate
A Bristol conversation and action plan towards healthier lifestyles

Fizzy drinks off the menu
Lloyds Banking Group's restaurant and staff wave goodbye to fizzy drinks as part of their **health week**.



Over 750 basketball fans



took part in the **Bristol Flyers** sugar quiz.



Making a splash
Bristol Water showcase Sugar Smart on the front cover of their newsletter reaching 500,000 households.

BRISTOL EATING BETTER AWARDS
Bristol Eating Better Gold

Nine gold awards to date for commitments to Sugar Smart, healthier food, sustainability and recycling.



400 people hopped onboard the **Ministry of Food Bus** for cookery classes at Ashton Gate.

10,000
Tweets



Hydration for the nation with Hydro Harry - Bristol Water's award-winning Water Bar poured over **6,000 litres of drinking water** for people at the Balloon Fiesta, saving 10,000 plastic water bottles in the process.

so where next?



Thirsty Eyes

keep an eye and an ear out for our **social media** campaign.

4,300
children in reception class and thousands more in Year 6 will be educated about becoming Sugar Smart, as part of the National Child Measurement Programme.

WHAT'S HAPPENING



WHAT'S HAPPENING



WHAT'S HAPPENING





CAMPAIGNS UPDATE

- **22 campaigns have launched**
- **23 more in development stages**
- **Over 700 sector participants taking action**
- **16 Sustainable Food Cities grants awarded to local food partnerships running SUGAR SMART campaigns**

GET INVOLVED

Primary schools

Secondary schools

Universities

Hospitals

Workplaces

Sports & leisure

Restaurants

Retail

Tourism & venues

Community groups

GET INVOLVED

For local campaign leads:

Step 1 – Register your interest in running a local campaigns at www.sugarsmartuk.org

Step 2 – Identify your priority areas and sectors to target

Step 3 – Launch your campaign & promote the sectors taking action

Step 4 – Develop next steps and keep going!

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

GET INVOLVED

For local participating sectors:

**Step 1 – Register your organisation, setting
or business on www.sugarsmart.org**

Step 2 – Pledge action(s) and do it

**Step 3 – Publicise your SUGAR SMART
actions**

Step 4 – Keep going!

GET INVOLVED



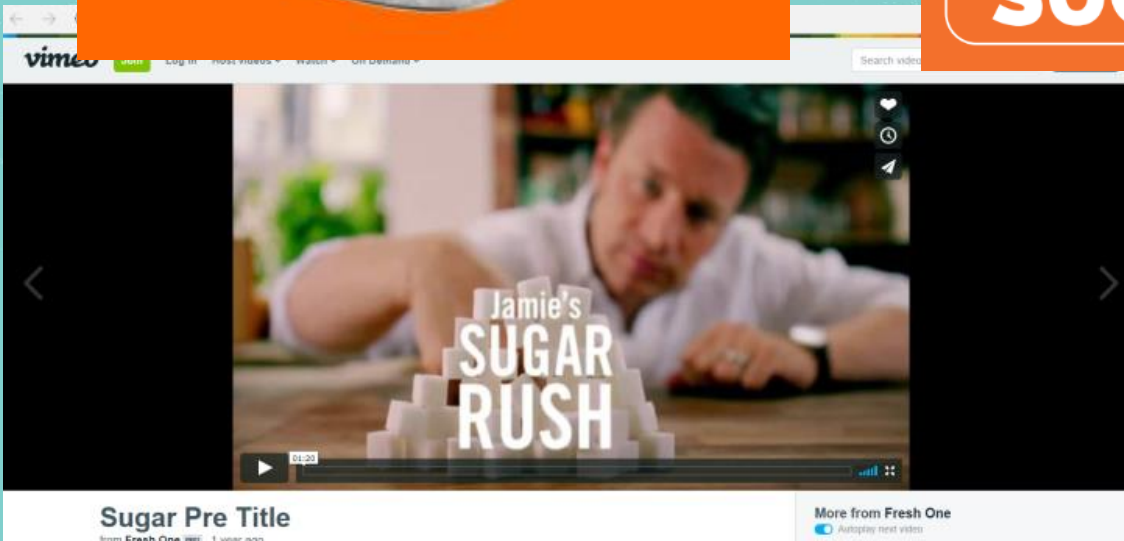
ARE YOU SUGAR SMART?

4g = 1 teaspoon

Water 500 ml	0 teaspoons	
Coca Cola 500 ml	13 teaspoons	████████████████████
Pepsi 500 ml	13 teaspoons	████████████████████
7 UP 500 ml	14 teaspoons	████████████████████
Monster Energy 500 ml	15 teaspoons	████████████████████
Dr Pepper 500 ml	9 teaspoons	████████████████████
Fanta Mango 500 ml	12 teaspoons	████████████████████
Tango Orange 500 ml		
Volvic Lemon and Lime 500 ml		

Recommended daily intake of sugar aged 11 years and over is 30g = 7.5 teaspoons

SUGAR SMART



CASE STUDY

Healthier food and drink options at Guy's and St Thomas Trust

Guy's and St Thomas' NHS Foundation Trust provides 3,500 meals to patients, visitors and staff daily.

As part of recent efforts to meet the staff health and wellbeing CCQUIN and improve the food available to staff and outpatients, the Trust worked with AMT Coffee, one of its retailers, to improve the health focus of the range of foods on offer. With the help of Trust's Health and Wellbeing dietitians, AMT Coffee created a more varied and healthy menu that includes porridge, bircher muesli, fruit pots, snack pots, salads, soups and grab and go hot meals. All of the new range contains no red traffic light nutritional labels indicating these are all healthy foods. Ingredients such as wholegrains, oily fish and nuts have been included in these products and portion sizes, total calories and saturated fats have been reduced. All of the new range carries traffic light labelling to help customers make healthy choices at the point of sale.

This new menu is on offer at AMT Coffee outlets at St Thomas Hospital, Guy's Hospital and Evelina London Children's Hospital.

The Trust has also approved a Nutritional Care Strategy 2016-18 that includes the following principles for all its restaurants and cafes:

- Making no-added Healthy foods will be identified and promoted. Unhealthy foods will be identified and their availability reduced.
- Healthy foods and drinks will be visible and easily accessible. Food and drink that is less healthy will not be positioned in prominent locations, for example at tills or at eye level.
- Guy's and St Thomas' will provide and promote freely accessible drinking water to staff and visitors in public and communal areas, as well as in office and staff working environments.
- In catering, all food will have traffic light labelling to denote energy, fat, saturated fat, salt and sugar content to enable informed healthy choices at the point of sale.

GET INVOLVED

For individuals & campaign supporters:

- **Sign up to receive the newsletter**
 - **Sign up as a volunteer**
 - **Get others on board**

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

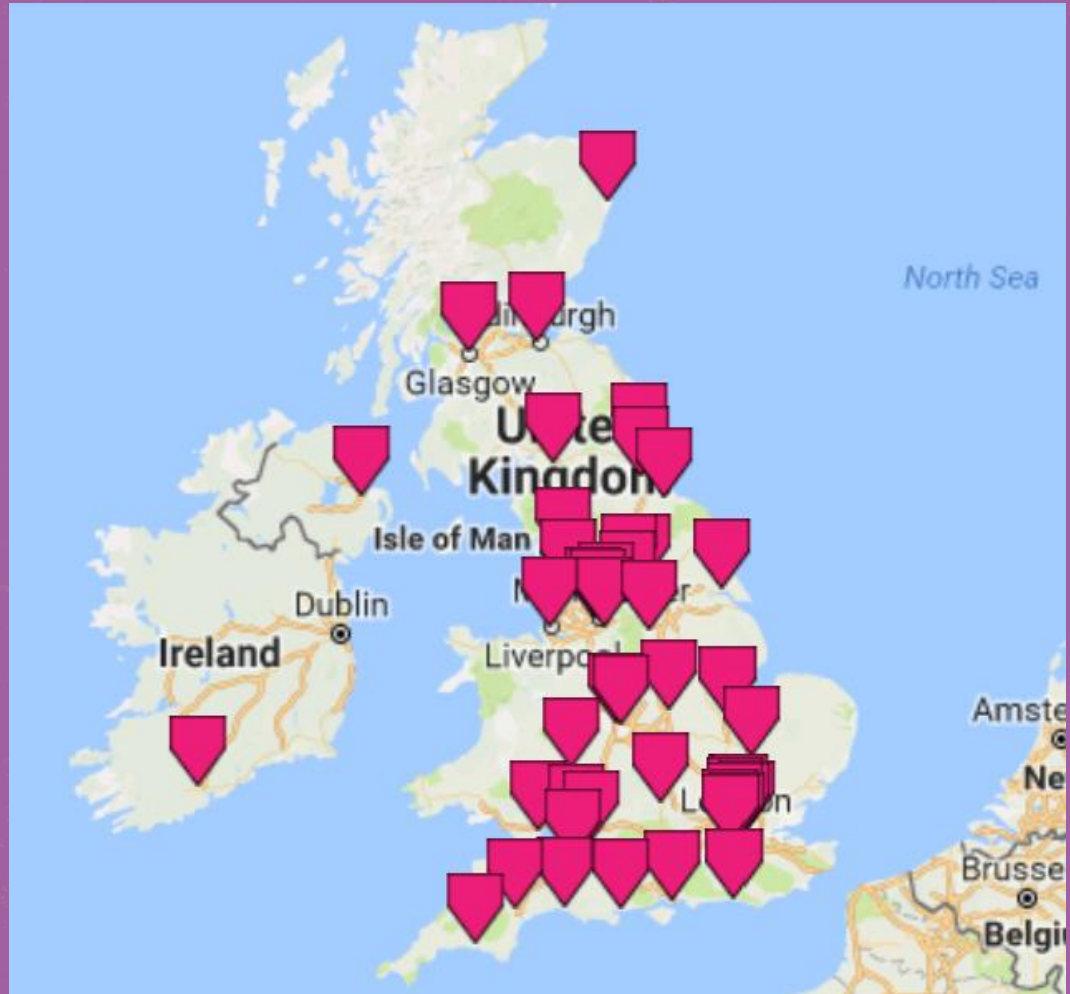
**SUGAR
SMART**

GET INVOLVED



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

www.sustainablefoodcities.org



SUGAR SMART

www.sugarsmartuk.org

Sofia Parente
sofia@sustainweb.org

Vera Zakharov
vera@sustainweb.org