

<b>MEETING</b>	<b>B&amp;NES HEALTH AND WELLBEING BOARD</b>
<b>DATE</b>	<b>17 May 2017</b>
<b>TYPE</b>	<b>An open public item</b>

<b><u>Report summary table</u></b>	
<b>Report title</b>	Bath and North East Somerset Sugar Smart Campaign
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<b>List of attachments</b>	
<b>Background papers</b>	<a href="#">Bath and North East Somerset Healthy Weight Strategy</a> <a href="#">Bath and North East Somerset Local Food Strategy</a>
<b>Summary</b>	Update and brief the Health and Wellbeing Board on the imminent public launch of the Bath and North East Somerset Sugar Smart Campaign
<b>Recommendations</b>	The Board is asked to agree that it will: <ul style="list-style-type: none"> <li>• Provide strategic support for the Sugar Smart Campaign</li> <li>• Support key public sector and health promoting organisations across Bath and North East Somerset to sign up to the Sugar Smart Campaign and make pledges to support a reduction in sugar intake.</li> </ul>
<b>Rationale for recommendations</b>	<p>The Sugar Smart Campaign will help to meet outcomes set out in the Joint Health and Wellbeing Strategy by supporting the local population to reduce their sugar consumption and support an overall community wide campaign to tackle obesity.</p> <p>Specifically the Sugar Smart Campaign will contribute to the delivery of the following Health and Wellbeing Strategy outcomes:</p> <ul style="list-style-type: none"> <li>• Create Healthy and Sustainable Places</li> <li>• Help children to be a healthy weight</li> </ul> <p>Strategic support for the Sugar Smart Campaign by the Health and Wellbeing Board is important to facilitate the delivery of the campaign.</p> <p>Individual organisations will be able to sign up as supporters to make pledges to raise the awareness of sugar consumption in</p>

	both a workplace setting with staff but also with customers/public facing services.
<b>Resource implications</b>	The campaign has received £15,000 non-recurring funding which has been part funded by Sustainable Food Cities. A business plan has been developed to allocate resources that will be required to make this campaign successful over an initial two year period. There are no further resource implications.
<b>Statutory considerations and basis for proposal</b>	<p>The Sugar Smart Campaign is co-ordinated by a Sugar Smart Steering Group that reports to the Healthy Weight Strategy Group and Local Food Partnership. The Campaign will deliver key objectives outlined in the B&amp;NES Health and Wellbeing Strategy as well as key priorities in the Local Authority's Children and Young People's Plan, B&amp;NES Healthy Weight Strategy, Local Food Strategy and Oral Health Strategy.</p> <p>The need for the Sugar Smart Campaign arose from objectives from the Local Food Partnership and Healthy Weight Strategy Group to reduce diet –related ill – health and inequality and unhealthy weight.</p>
<b>Consultation</b>	<p>The Sugar Smart Campaign has been developed in consultation with key health representatives and community groups where levels of obesity are highest.</p> <p>The first stage of campaign is to run a Sugar Smart Survey to further inform the strategic direction of the campaign.</p>
<b>Risk management</b>	A risk assessment related to the issue and recommendations has been undertaken, in compliance with the Council's decision making risk management guidance.

## THE REPORT

### 1. Introduction

- Dietary health and wellbeing and healthy weight are key local priorities as outlined in the B&NES Health and Wellbeing Strategy, Healthy Weight Strategy and Local Food Strategy.
- Bath and North East Somerset Council has received £15,000 funding to co-ordinate a 2 year Sugar Smart campaign for the district in partnership with Sugar Smart UK, the Jamie Oliver Food Foundation and Sustainable Food Cities.
- The aim of the B&NES Sugar Smart campaign is to reduce excessive sugar consumption in Bath and North East Somerset and to raise awareness of the issue of excess sugar consumption. This will be achieved by:
  - Raising awareness of sugar in food and drinks and the health impacts of sugar
  - Improving the availability of healthier/ lower sugar foods and drinks in targeted settings
- The campaign will launch in June 2017 and run for 2 years. B&NES will be the first national community wide campaign reaching both rural and urban areas

### 2. Context: The evidence and case for change

- Many of us are consuming too much sugar and this can lead to excessive weight gain, type 2 diabetes and tooth decay. The Joint Strategy Needs Assessment indicates that in Bath and North East Somerset:
  - Children and young people are consuming 3 times more sugar than national recommendations on average (SACN 2015)
  - Adults in B&NES are consuming twice the maximum recommendations of sugar (SACN, 2015)
  - Over half of adults are estimated to be overweight or obese with rates increasing
  - 22.6% of reception aged children are an unhealthy weight
  - 27.9% of year 6 aged children are an unhealthy weight and 7.4% are obese.
  - Radstock (target area) has the highest levels of obesity amongst children aged 10 – 11 years (**37.4%**) – higher than the national average.
- In 2015 the Scientific Advisory Committee on Nutrition (SACN) concluded that the recommended average population maximum intake of sugar should be halved; it should not exceed 5% of total dietary energy. It also recommends that the consumption of sugar sweetened drinks should be minimised both by adults and children.

- Sugar-sweetened drinks and fruit juices are the biggest source of sugar in the diet of school- age children. It is predicted that reducing the amount of sugar in sweetened drinks by 40% over five years could prevent 300,000 cases of type 2 diabetes and one million less people who are obese nationally over a decade.
- The government announced a soft drinks industry levy in the March 2016 budget which will come into effect in 2018.
- Jamie Oliver and the Jamie Oliver Food Foundation have championed the need to reduce the amount of sugar in our diets. The Channel 4 programme – Jamie’s Sugar Rush in 2015 provided viewers with compelling evidence of the harm of consuming too much sugar.
- Takeaways and eating out are becoming a social norm. A fifth of adults and children eat takeaway meals at home once a week or more and 75% of people report eating out or buying takeaway food in 2014 (compared to 68% in 2010).

### **3. Progress to date: Sugar Smart achievements**

- Bath and North East Somerset Council has established a Sugar Smart steering group to co-ordinate local action on sugar reduction. This group is accountable to the Healthy Weight Strategy Group and Local Food Partnership. To date we have achieved the following:
  - Oral health assemblies delivered in 10 schools focusing on sugar reduction.
  - Support from B&NES school catering to reduce high sugar desserts in 2017/18.
  - Over 17 educational settings (pre-school, primary and secondary) have signed up to deliver the campaign in the next year.
  - Change4Life Be Food Smart packs delivered to all pre-school and school aged children, encouraging families to download the Be Food Smart App and make healthier food choices.
  - Support for schools to implement the school food standards, develop packed lunch policies and limit sugary foods and drinks via our Director of Public Health Award.
  - Engaged with over 60 public – sector organisations on Sugar Smart campaign as part of our West of England Food Procurement Network and Event (1<sup>st</sup> Feb 2017)
  - Appointed a dedicated Sugar Smart Comms Intern to coordinate the campaign

#### **4. Campaign Focus 2017/18**

The campaign will include district wide PR and social media activities and a series of events. The campaign will take a needs based approach and will target the following settings for 2017/18:

- **Neighbourhoods** – The campaign will have a strong community focus targeting key community organisations ideally placed to reach large numbers of targeted communities. The campaign aims to create a flagship “Sugar Smart neighbourhood” in Westfield and Radstock – an obesity hotspot. The campaign will be led by community organisation ‘Radstock and Westfield Big Local’ who will allocate a proportion of the grant funding for community groups and local residents.
- **Educational Settings** – (Early Years, Schools and Colleges) - Our local Food Forum will work with the Director of Public Health Award to co-ordinate Sugar smart pledges and assemblies, develop pupil and family challenges, educate families about the sugar content within packed lunches and work with caterers to reduce the sugar content of meals.
- **Leisure Settings (Sports and Leisure)** - The campaign will target key sports and leisure providers including Writhlington and Greenwich Leisure Limited (GLL) with a commitment from both providers to implement healthy catering and vending offers. A high profile event will be organised with key sport settings to maximise campaign profile.
- **Public Services** – The campaign is embedded into the Virgin Care Community Services Contract from both an organisational and customer facing perspective. The campaign will target key public sector organisations including Bath and North East Somerset Council, Hope House GP Surgery and other health organisations to improve healthy food provision and to promote the campaign to staff and visitors.

#### **5. Planned Activities (2017/18)**

The following activities are planned for 2017/18

- Sugar Smart Survey launch (Mid-June 2016)
- One – year social media campaign (Develop in May 2017, Mid-June launch)
- Sugar Smart roll out in educational settings (End of June 2017)
- Sugar Smart roll out in Sports and Leisure Settings (Summer 2017)
- A series of community sugar smart events targeted at families. (First event is Radstock Roundabout 20th May 2017)
- Review council food procurement as part of food strategy refresh

#### **6. Campaign Impact: Outputs and Outcomes**

**The campaign aims to deliver the following outputs:**

- Bath and North East Somerset Council signs up to a Sugar Smart Charter, providing strong leadership for Sugar Smart initiative across B&NES.

- A minimum of 2 high profile events are held and a series of family events. Event with sports organisations to engage over 10,000 people.
- A new flagship “Sugar Smart Neighbourhood” is developed in Westfield and Radstock.
- B&NES council provides healthy and sustainable food in its catering outlets and concessions
- 60 organisations across Bath and North East Somerset sign up to the Sugar Smart initiative by April 2018 and make pledges to support a reduction in sugar intake including 2 biggest leisure providers and multiple educational settings (see question 2).
- 1000 people take Sugar Smart survey and/ or Sugar Smart Challenge. 5 Community challenges delivered and 5 community volunteers identified and trained.
- New commissioned Wellness Service (Virgin Care) to be Sugar Smart – pledges and sign ups made by subcontracted providers.
- Providing opportunities for job skills and training through internship and volunteer ambassadors

### **Timescale**

- Plans are being developed for two years in the first instance (April 2017-March 2019).

### **Funding**

- The campaign has received £15K non-recurring funding which has been part funded by Sustainable Food Cities and Public Health.
- A business plan has been developed to allocate resources that will be required to make this campaign successful over an initial two year period.

### **Recommendations**

The Board is asked to agree that it will:

- Provide strategic support for the Sugar Smart Campaign
- Support key public sector and health promoting organisations across Bath and North East Somerset to sign up to the Sugar Smart Campaign and make pledges to support a reduction in sugar intake.

**Please contact the report author if you need to access this report in an alternative format**