

# SUGAR SMART

**Bath & North East Somerset**

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# Local Context

- Today's children are the first generation predicted to die before their parents due to poor diet and inactivity.
- Healthy weight has been identified as a key priority by the Health and Wellbeing Board

More than  
2 in 4 Adults



More than  
1 in 4 Children



# Why Sugar?

**Scientific Advisory Committee on Nutrition:** The recommended average population maximum intake of sugar should be halved (5% total dietary energy)



In B&NES many children are consuming **3 X more sugar** than they should



In B&NES many adults are consuming **2 X more sugar** than they should

# Why Sugar?

- 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
- Childhood Obesity Strategy: the government announced a soft drinks industry levy in the March 2016 budget which will come into effect in 2018
- Sugar-sweetened drinks and fruit juices are the biggest source of sugar in pre-school children



# How Sugar Smart are you?

Q – Rank these 3 drinks in terms of their sugar content – Highest to lowest

- Ribena (500 ml)
- Pret freshly squeezed orange juice (500 ml)
- Starbucks Venti White Chocolate Mocha with whipped cream

# Not an easy choice!

1



74g of sugar  
Sugar Equivalent:  
10 bowls of nestle  
golden grahams

2



52.6g of sugar  
Sugar Equivalent:  
13 chocolate oreo  
biscuits

3



51g of sugar  
Sugar Equivalent:  
13 hobnobs



# The campaign

- A 2 year community wide campaign aimed at reducing sugar consumption across Bath and North East Somerset.
  - Raise awareness of sugars in everyday food and drinks
  - Reduce the availability of high sugar food and drinks in targeted settings
- Part funded by Sustainable Food Cities, Jamie Oliver Food Foundation and Sustain; the alliance for better food and farming
- Sugar Smart campaigns in Bristol, Brighton and Hove, Exeter and London
- B&NES will be the first national Sugar Smart campaign reaching both rural and urban areas
- Official launch July 2017

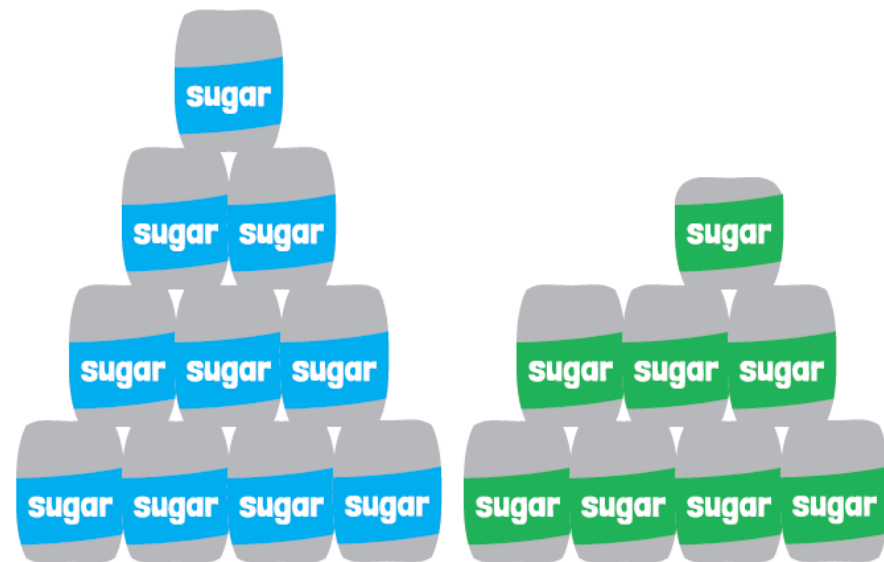


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# Journey to date

- Sugar smart steering group with key partners
- Change 4 Life Be Food Smart packs sent to all schools
- 10 sugar smart assemblies delivered in primary schools
- Engagement with over 60 West of England businesses
- Eat Out, Eat Well Award
- Intern appointed



B&NES Council's catering service  
has **reduced sugar in school meals**  
by **23%** since January 2017



# Campaign Focus

- Needs based
- Communications and events
- Needs based, settings approach



Educational  
settings



Public  
sector



Sports  
and leisure



Neighbourhoods

# Key Outputs

Organizational Outputs	Community Outputs
<ul style="list-style-type: none"> <li>• B&amp;NES Council signs up to a Sugar Smart Charter/ Declaration for 3 years</li> <li>• B&amp;NES council and public sector organisations provide healthy and sustainable food in its catering outlets and concessions</li> <li>• 60 organisations across B&amp;NES sign up to the Sugar Smart initiative by April 2018</li> <li>• Commissioned Wellness Service (Virgin Care) to be Sugar Smart and sign ups made by subcontracted providers</li> </ul>	<ul style="list-style-type: none"> <li>• Radstock and Westfield becomes the new flagship Sugar Smart Neighbourhood</li> <li>• Minimum 2 high profile events are held. Event with Bath Rugby to engage over 10,000 people</li> <li>• 1000 people take Sugar Smart survey and/ or Sugar Smart Challenge</li> <li>• 5 Community challenges delivered</li> <li>• 5 community volunteers recruited</li> </ul>

# Sugar Smart

<https://www.youtube.com/watch?v=0w6WF0s3mDE>



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# Partners

- Jamie Oliver Food Foundation
- Health and Wellbeing Board
- Bath Rugby and Bath Rugby Foundation / Leisure Centres/ Sports clubs
- Educational Settings
- Community Events and play days
- Workplaces – big employers/ linked to Healthy Workplace Charter
- CCG and Virgin Care– Wellbeing Services
- Media – TV/ Radio/ Newspapers
- Wessex Water
- Healthy Living Centres/ Community Groups
- Food businesses/ Restaurants/ Cafes/ Takeaways
- Local Food Partnership
- Pharmacists/ Dentists



# Any Questions?



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