

SUGAR SMART

Webinar: Junk Food Ad Bans

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Sustain

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20  years
sustain
the alliance for better food and farming



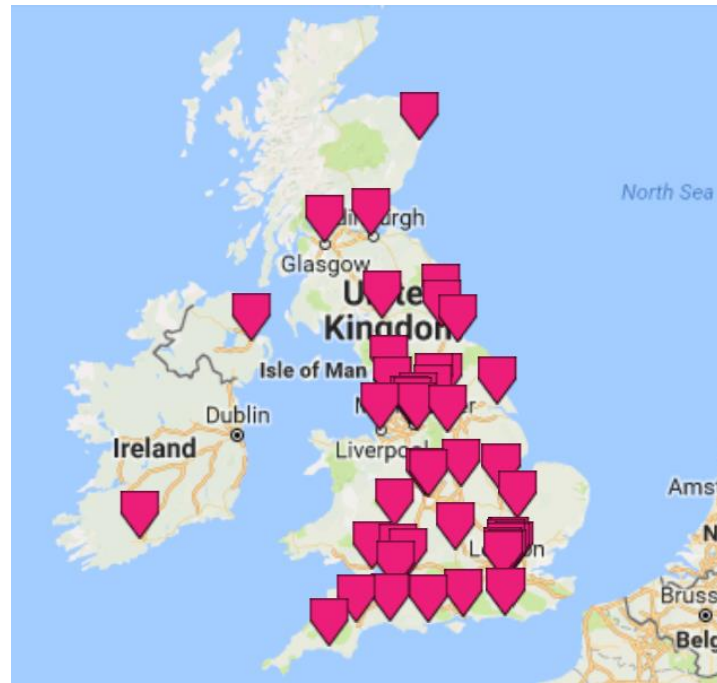
SUGAR SMART webinar

Junk food ad ban

- 14.00 Welcome and housekeeping, Ben Reynolds**
- 14.10 Introduction to Sustainable Food Cities and update on the SUGAR SMART Campaign**
- 14.20 Taking down junk food ads: Food Active and Sustain report**
- 14.35 Mayor of London's Healthier Food Advertising Policy**
- 14.50 Q&A**
- 15.10 Ends**



51 Sustainable Food Cities Network members



www.sustainablefoodcities.org





The Sustainable Food Cities approach is about...

- Creating a city-wide **cross-sector partnership** of public agencies (health, environment, economy), businesses, NGOs, community organisations and academic bodies.
- Developing a **joint vision** and **common goals** on how healthy and sustainable food can become a defining characteristic of their city.
- Develop and implementing an **action plan** that leads to significant measurable improvements in all aspects of food, health and sustainability.

“It is about completely re-imagining, and ultimately reshaping, a city (or town, borough, district, county) through the lens of good food”





Six key issues:

1. Promoting healthy and sustainable food to the public.
2. Tackling food poverty and increasing access to affordable healthy food.
3. Building community food knowledge, skills, resources and projects.
4. Promoting a vibrant and diverse sustainable food economy.
5. Transforming catering and food procurement.
6. Reducing waste and the ecological footprint of the food system.

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Key issue 2: Tackling food poverty, diet-related ill health and access to affordable healthy food

Example of city initiatives:

6. Promote Healthy Start, free school meals and social food provision

Carlisle's [Fair Meals Direct](#) is an innovative service working to get 'hearty, healthy, locally-produced food' to some of Carlisle's most vulnerable people.

Exeter's [Make Lunch](#) kitchens provide free, healthy, cooked food during the holidays for pupils who usually receive free school meals.

Food Cardiff piloted '[Food and Fun](#)', a school holiday enrichment programme providing nutritious food and fun activities for children during the holidays.

Example of resources:

6. Promote Healthy Start, free school meals and social food provision

The APPG on School Food's Holiday Hunger Task Group published the [Filling The Holiday Gap Update Report 2015](#) outlining holiday provision activity in the UK and making further recommendations as to how central and devolved government could support future activities.

Brighton and Hove have produced a handy 'how to' [booklet on breakfast clubs](#), listing practical ideas based on findings from local research. They have also produced '[Eatin Together](#)' a study to understand the role of shared meals in reducing longer-term or 'chronic' food poverty.

[Casserole Club](#) helps people share extra portions of home-cooked food with others in their area who are not always able to cook for themselves.

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FOOD cities**







SFC Network

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- Get in touch : [Leon Ballin lballin@soilassociation.org](mailto:Leon.Ballin@soilassociation.org)



Any questions?

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