

Jamie Oliver Food
Foundation



Sugar Smart City



Jo Ralling - Jamie Oliver Food Foundation
Harriet Knights - Brighton and Hove Council

SCHOOL DINNERS - 2005



jamie's school dinners

Feed me better

- Helped build the 'Feed Me Better' campaign to ban the junk food in schools.
- Helped get 'Feed Me Better' started a massive petition to lobby government, which you can sign on the Feed Me Better campaign website.

More news

Jamie's made a big splash with his petition. Find out more on [Channel 4 News](#).

FORUM

Share your thoughts, experiences and ideas in the [Forum](#).

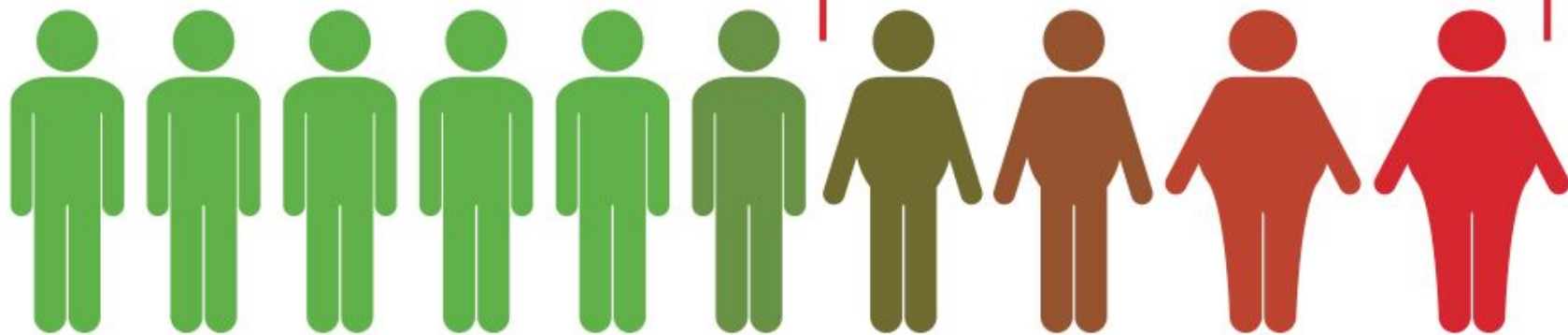
WEB VOTE



WORLDWIDE, THERE ARE ALREADY MORE THAN
42 MILLION CHILDREN
UNDER THE AGE OF FIVE WHO ARE EITHER
OVERWEIGHT OR OBESE.
IF THIS CONTINUES, THE FIGURE WILL RISE TO NEARLY
60 MILLION BY 2020.



**41% OVERWEIGHT
OR OBESE
PEOPLE BY 2030**



**FOR THE FIRST TIME
IN HUMAN HISTORY, THE WORLD
HAS MORE PEOPLE THAT ARE
OVERWEIGHT
THAN UNDERWEIGHT.**



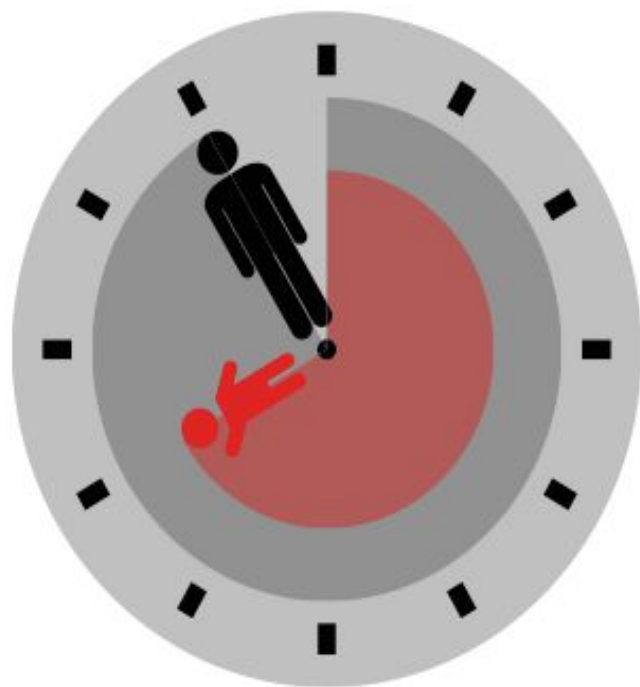
CHILDREN TODAY

ARE THE FIRST GENERATION PREDICTED TO

LIVE SHORTER LIVES

THAN THEIR PARENTS

BECAUSE OF DIET AND INACTIVITY.





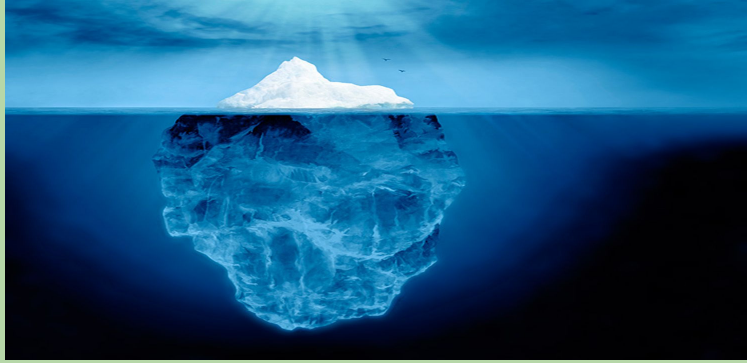


Coca-Cola's International Investments



Some scary UK stats...

- 7000 amputations every year because of type 2 diabetes
- Even treated, type 2 diabetes cuts life expectancy by 10 years
- Over 4 million adults in the UK have it; 600,000 don't know they have it
- Rates of diabetes more than doubled in last 15 years
- Costs £24bn a year; 20% of NHS budget



BMJ: 36% of adults have pre-diabetes
Tripled in the last 10 years
Many will go on to develop diabetes
Most don't know they are at risk

Some scary international stats: International Diabetes Federation

At least 420m diabetics worldwide

In China alone around 100m diabetics and
500m pre-diabetics

UK OBESITY STATS

1 IN 5 CHILDREN
ENTER PRIMARY SCHOOL
OBESE OR OVERWEIGHT

1 IN 3 CHILDREN
ENTER SECONDARY SCHOOL
OBESE OR OVERWEIGHT



64% OF ADULT POPULATION COSTING THE NHS
£8.8 BILLION PER YEAR

JAMIE'S SUGAR RUSH - CLIPS

<https://vimeo.com/140037539>



LEON
NATURALLY FAST FOOD

abokado
Feel great food

TORTILLA
Real California Burritos & Tacos



Petition

Introduce a tax on sugary drinks in the UK to improve our children's health.

Experts believe a tax of just 7p per regular-sized can of soft drink with added sugar could generate £1 billion per year. We believe this crucial revenue should be ring-fenced to support much needed preventative strategies in the NHS and schools around childhood obesity and diet-related disease.

[▶ More details](#)

[Sign this petition](#)

150,705 signatures

[Show on a map](#)

100,000



Parliament will consider this for a debate

Parliament considers all petitions that get more than 100,000 signatures for a debate

Waiting for 66 days for a debate date

Health

Be bold on sugar tax, Jamie Oliver says

By Nick Triggle
Health correspondent

19 October 2015 | Health



TV chef Jamie Oliver has urged ministers to be "big and bold" by introducing a sugar tax on fizzy drinks.

Mr Oliver has been campaigning for the levy to be included in the forthcoming child obesity strategy.

He told MPs on the House of Commons' Health Committee a tax would be the "single most important" change that could be made.

He said it would be "deeply symbolic" as well as raising money.

Ministers have indicated a tax will not be introduced, although Mr Oliver said he did not believe, from his discussions, that it had been "written off".


It has been estimated a 20% sugar tax could raise up to a £1bn a year.

Click the link to see Jamie's
evidence at the health select
committee


<http://www.bbc.co.uk/news/health-34576006>

Consumers deserve clarity to make the right choices

Post Details Reported stats may be delayed from what appears on posts X

 **Jamie Oliver**
Published by Jamie Oliver [?] · October 21 at 9:48am · 🌐

Hi guys...In this picture I've stuck on how many TeaSpoons of sugar are inside these drinks to give you clear and quick clarity so you can be aware. The industry doesn't like this idea because in my opinion they would prefer you to be confused so you buy more product. confusion = ££! have a look at the current nutritional labelling below my hack, there is no way it's as clear and fast to understand is it?! Also guys be aware that these amounts apply to 250ml which is Half th... [See More](#)



13 Teaspoons of sugar in this drink
Each 250ml serving gives you

Energy	438 kJ	5%
	103 kcal	
Fat	0g	0%
Saturates	0g	0%
Sugars	25g	28%
Salt	<0.01g	<1%

of an adult's reference intake

14 Teaspoons of sugar in this drink

350 ml
143 kJ
110 kcal

100 ml
186 kJ / 44 kcal

0,5 L e

10,009,935 people reached Boost Post

92k Likes 17k Comments 44k Shares

👍 Like 💬 Comment ➦ Share

10,009,935 People Reached

245,165 Likes, Comments & Shares

165,863 Likes	92,611 On Post	73,252 On Shares
34,984 Comments	20,215 On Post	14,769 On Shares
44,318 Shares	44,318 On Post	0 On Shares

1,631,558 Post Clicks

335,141 Photo Views	356 Link Clicks	1,296,061 Other Clicks 📄
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NEGATIVE FEEDBACK

2,412 Hide Post	1,052 Hide All Posts
8 Report as Spam	10 Unlike Page

“My wish is to create a strong sustainable movement to educate every child about food, inspire families to cook again and empower people everywhere to fight obesity”



5 OBJECTIVES BY DECEMBER 2016



- 1** Change Public attitudes and habits
- 2** Work with Multilateral organisations start to drive global change
- 3** Identify Priority countries and work with them to implement anti-child obesity and nutrition policies
- 4** Work with Councils, mayors, and schools take action at a local level
- 5** Encourage Food businesses to change practices

INTERNATIONAL ADVOCACY STRATEGY



NUTRITION FOR **GROWTH** | Beating hunger through business and science



**International
Diabetes
Federation**

My strategy to combat childhood obesity in the UK

SUGARY DRINKS TAX



Could raise up to
£1 billion
to reinvest in the NHS and schools to tackle obesity and diet-related disease

SCHOOL DINNERS AND BEYOND



All children should have access to a healthy breakfast and lunch at school



Make food education a priority so kids learn about real food and how to cook it

SUGAR REFORMULATION



Impose mandatory targets on food and drink companies to reduce excessive sugar in their products...



...and there'll be penalties for those that don't comply!

FAIR MARKETING



Ban junk food TV adverts



Stop targeting children with tactical advertising



CLEARER LABELLING



Give clarity on how much sugar all drinks contain



Put restrictions on portion sizes for all confectionary and sugary drinks

EMPOWERING PARENTS TO HELP



Extend the National Child Measurement Programme



Regular checks on height and weight for all kids under 11



Arm parents with the tools to help their children be the healthiest they can be

SUGAR
SMART



Sugar Smart City

What do you think?



**Harriet Knights, Healthy Catering Project
Officer, Brighton & Hove City Council**

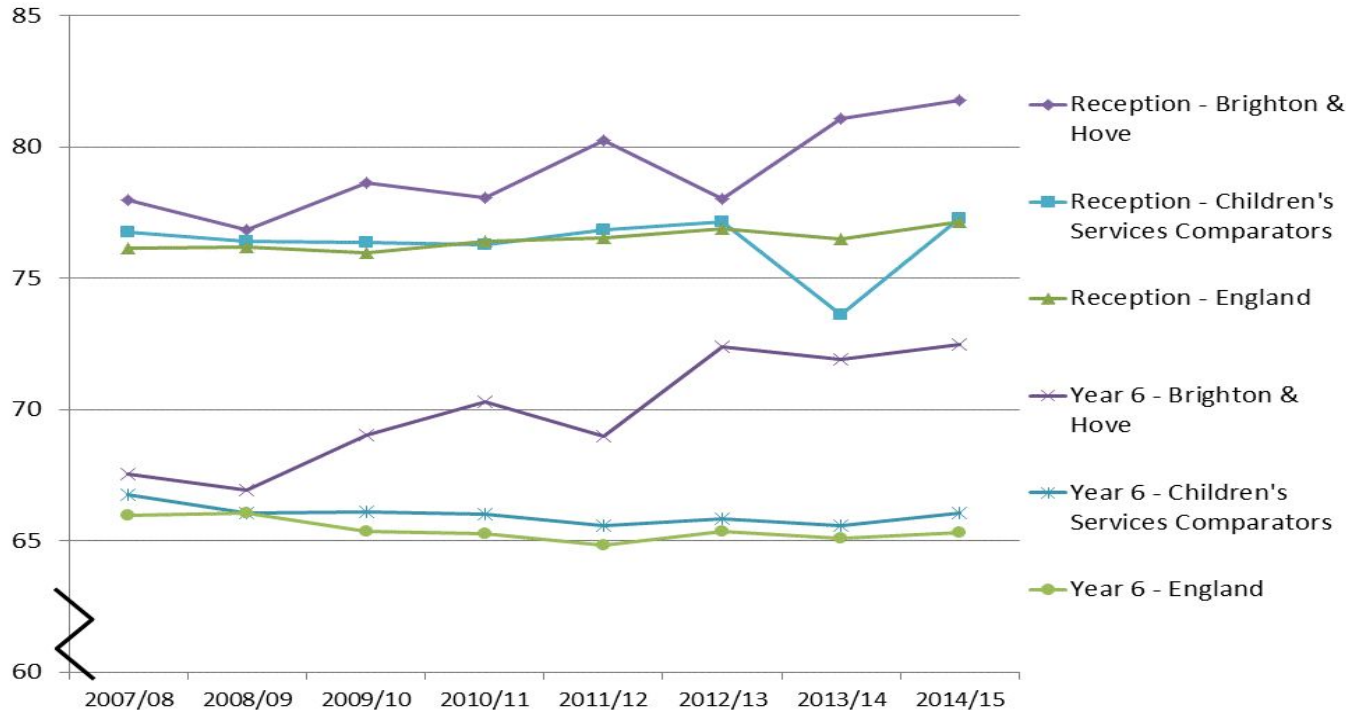
February 2016



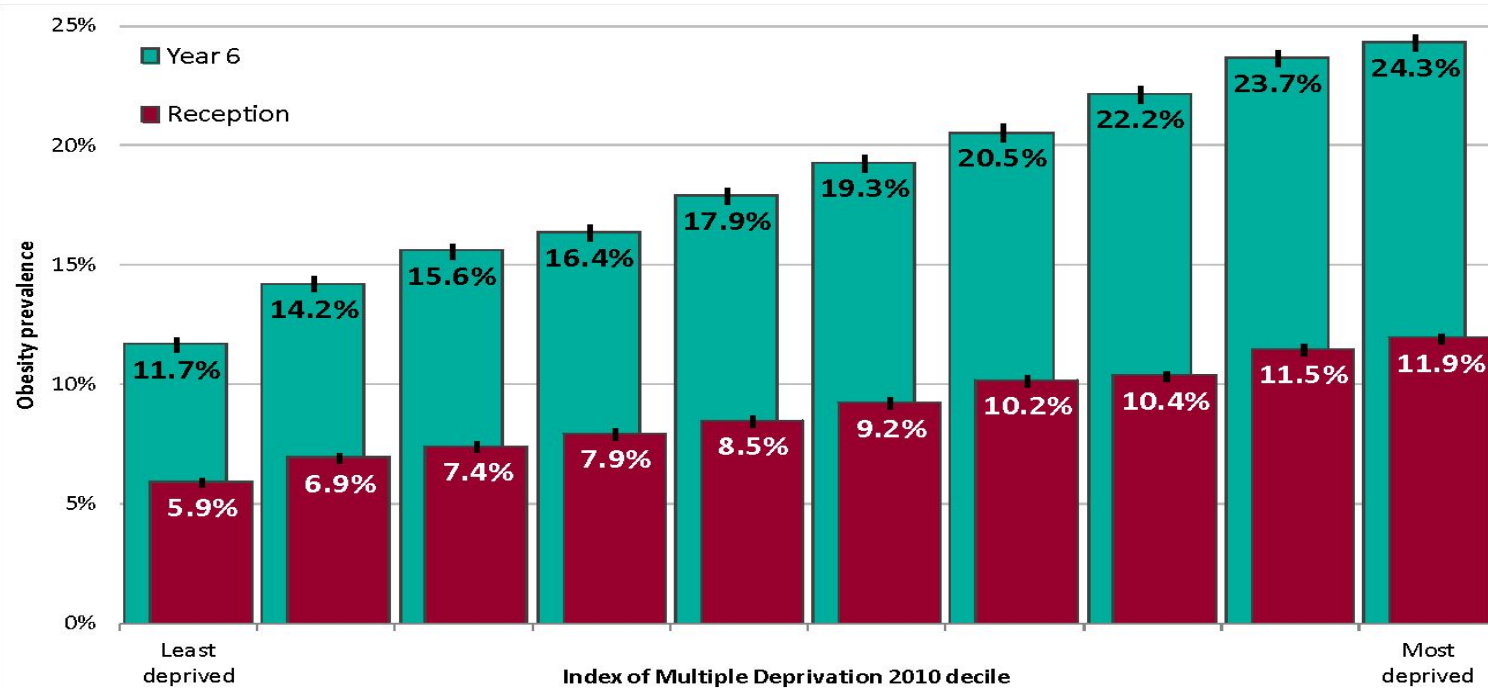
**Brighton & Hove
City Council**

Why sugar in Brighton & Hove

Healthy weight and good nutrition – high priority within JHWS

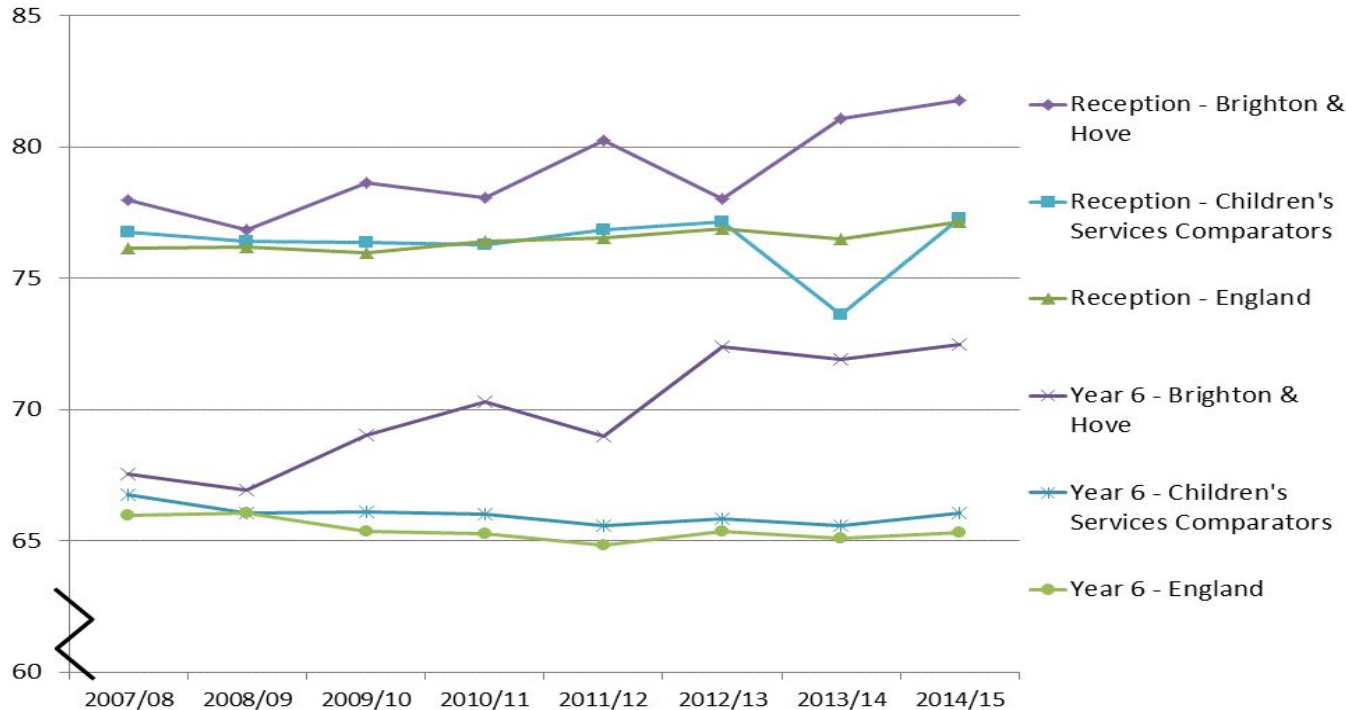


Inequalities



Why sugar in Brighton & Hove

Healthy weight and good nutrition – high priority within JHWS



Timing



SACN review July 2015

Media: Children's Health Fund and *Sugar Rush*

Moving policy context...

- Sugar Reduction: From Evidence in to Action. PHE, October 2015.
- Health select committee . November 2015
- Change4Life Sugar Smart. January 2016
- Childhood Obesity Strategy ? February 2016?

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



NEWS & MEDIA

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



168
people attended focus groups and events

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**



131

food outlets Contributed

200

tweets during the debate

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 up to **3700** people



schools contributed

Media campaign and targeted promotion generated a total of **2331** website visits by **1790** users during the debate

Sugar recommendations

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

1 cube = 4g of sugar

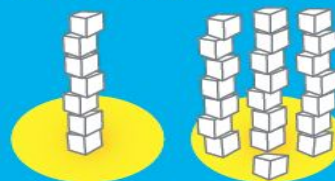
Children aged 4 - 10 years



Recommended intake 5 cubes

Average intake 14.5 cubes

Adults & children over 11 years



Recommended intake 7 cubes

Average intake 22 cubes

Source: SACN, 2015. Calculations and Health, London, UKO

Headline Results

Concern about sugar



81%
reported that they are 'concerned about sugar in food and drink'



71%

said their concern about sugar in food and drink has risen in recent years

Taking action on sugar



82%
said **action should** be taken to help people in the city reduce their sugar intake



71%

reported that they would like to **reduce** their sugar intake

Contribution of sugary drinks to added sugar intake of young people

Teenagers 11-18 years

Children 4-10 years

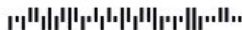
Children 1.5-3 years



Brighton & Hove City Council

Source: National Diet & Nutrition Survey Programme 2009-12

Freeport RTSU-BCLG-CYBK
 Brighton & Hove City Council
 Brighton & Hove City Council
 Regulatory Services (Food Safety Team)
 2nd floor Bartholomew House
 Bartholomew Square
 Brighton
 BN1 1JP



Sugar Smart City What do you think?

Food Outlet



Sugar Smart City What do you think?

On average people in the UK consume too much sugar – especially young people who consume up to 3 times the recommended amount. Too much sugar in the diet is linked with a higher risk of tooth decay, excess energy intake and weight gain. Sugary drinks have also been linked to a higher risk of type 2 diabetes. We are asking residents whether action should be taken to help people reduce their sugar intake.

Half a can of baked beans contains about 3 cubes! There are now low sugar cans available.



A 500ml bottle strawberry flavoured water contains 6 cubes of sugar. Infuse tap water with lemon or cucumber instead.



There's 6 cubes in a 500ml jar of pasta sauce. Make your own with passata and herbs.



Tomato ketchup is one third sugar! That's a cube for every serving. Buy sugarfree or make your own.



Low-fat often means high sugar to enhance flavour. Flavoured yoghurt can contain up to 8 cubes of sugar. Buy plain and add some fruit yourself.

How concerned are you about the amount of sugar in food and drink? (please select one answer)

Very concerned
 Fairly concerned
 Neither
 Fairly unconcerned
 Very unconcerned

Should action be taken to help people reduce their sugar intake in Brighton & Hove? (please select one answer)

Yes
 No
 Don't know

How strongly do you agree or disagree with these statements?

Strongly Agree
 Agree
 Neither
 Disagree
 Strongly Disagree
 Don't know

I need more information about how sugar affects my health

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Food outlets should make healthier options more available and more attractive

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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I would support a voluntary 10p levy on sugar-sweetened drinks *Refer to the enclosed letter for more information

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Fewer sugary drinks and snacks should be available in places like leisure and shopping centres

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Schools and academies should act to reduce sugary drink intake among pupils

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Customers should be free to choose and no action should be taken to restrict or influence food and drink choices

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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This survey closes on 30th November 2015. To find out more and to complete a longer online survey for a chance to win a prize, visit: www.brighton-hove.gov.uk/sugarsmart Join the debate #sugarsmartcity

Events



Press and social media



SUGAR SMART CITY DEBATE 1 October – 30 November 2015

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Children 4-10 years 30%
Children 1.5-3 years 40%



Brighton & Hove City Council

Action Plan - to reduce sugar intake across all ages

Contribute:

- Towards improvement in the proportion of residents with a healthy weight
- Towards improvements in children's dental health with reductions in admissions for dental caries

Key tools:

- Raise awareness
- Increase skills and knowledge
- Change the environment

In a range of settings...

Progress:

- **Primary schools:** events, sugar assemblies and challenge, sign up to KGP
- **Outlets and catering:** sign up to the CHF, range of case-studies of outlets making other commitments.
- Early conversations with **leisure providers, unis and healthcare** settings about healthier vending and food provision

Lessons Learned

- Clear communications plan
- Develop partnerships
- Be brave
- Children's Health Fund and smaller independent outlets

THANK YOU



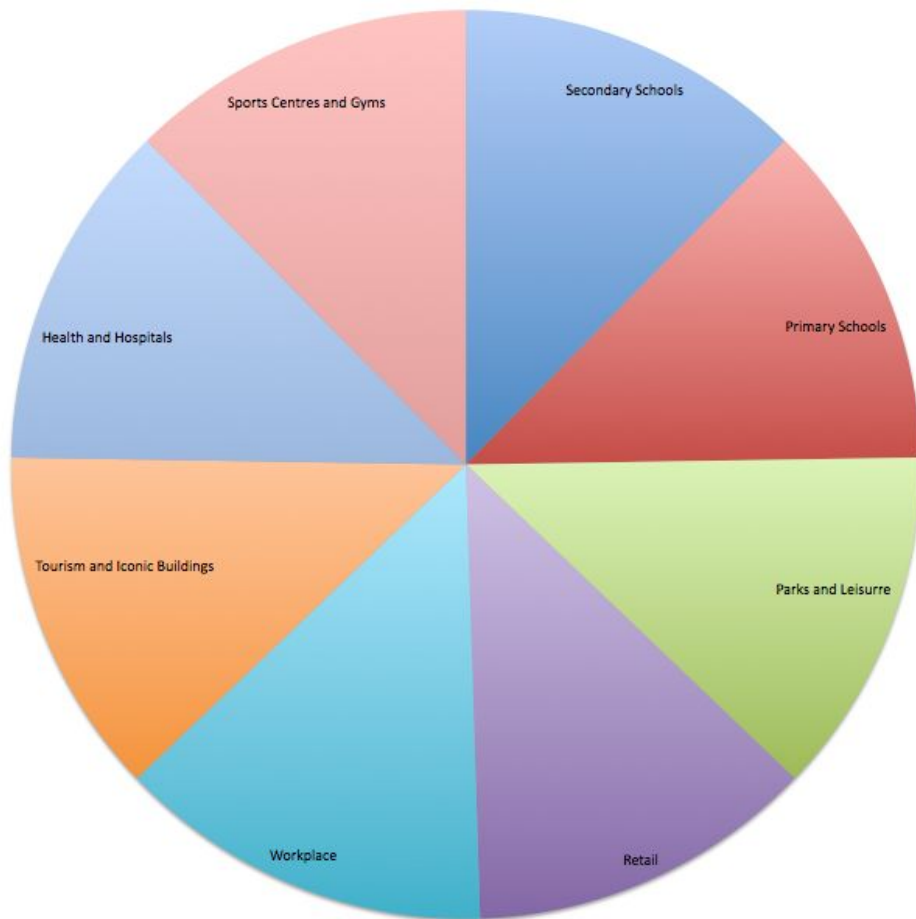
BRIGHTON COLLEGE

48 State Primary
Schools across
the City



Jamie Oliver's

kitchen
garden
project



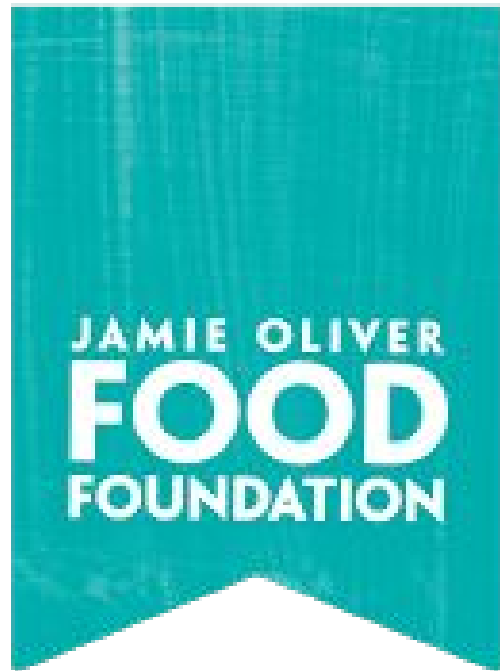
- Secondary Schools
- Primary Schools
- Parks and Leisure
- Retail
- Workplace
- Tourism and Iconic Buildings
- Health and Hospitals
- Sports Centres and Gyms

OTHER CITIES ARE ALREADY WANTING TO DO PILOT SCHEMES

**LONDON
LIVERPOOL
CANTERBURY
CARDIFF
SOUTHAMPTON
BRISTOL**







JAMIE OLIVER
FOOD
FOUNDATION