Sugar Smart City

Jo Ralling - Jamie Oliver Food Foundation
Harriet Knights - Brighton and Hove Council
Where it all started……School Dinners - 2005
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

- Mexico: $12.4b (2010-2020)
- Brazil: $7.6b (2012-2016)
- Africa: $17b (2012-2020)
- China: $4b (2015-2020)
- Indonesia: $500m (in 2015)
- Philippines: $1.2b
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
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

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

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

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.
Consumers deserve clarity to make the right choices.
“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
My strategy to combat childhood obesity in the UK

**SUGARY DRINKS TAX**
- **TAX** 20p per litre on sugary drinks
- Could raise up to £1 billion to reinvest in the NHS and schools to tackle obesity and diet-related disease

**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!

**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

**FAIR MARKETING**
- Ban junk food TV ads before 9pm
- Reduce promotion of sugary products. Support the healthy options more
- Stop targeting children with tactical advertising

**CLEARER LABELLING**
- Make traffic light labelling mandatory on packs
- 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

#foodrevolution
Why sugar in Brighton & Hove

Healthy weight and good nutrition – high priority within JHWS
Inequalities

![Bar chart showing obesity prevalence by deprivation level and year. The chart compares Year 6 and Reception obesity rates across different levels of deprivation.](chart.png)
Why sugar in Brighton & Hove

Healthy weight and good nutrition – high priority within JHWS
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?
What We Did

1136 responses to online and postcard survey
168 people attended focus groups and events
131 food outlets contributed
200 tweets during the debate
20 Facebook posts reached up to 3700 people

News & Media

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

168 people attended focus groups and events

National TV interviews and regional coverage on ITV & BBC

Twitter posts had a potential reach of over 1,000,000

Concern about sugar

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

Taking action on sugar

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

71% said their concern about sugar in food and drink has risen in recent years

SUGAR SMART CITY DEBATE 1 October – 30 November 2015

Aimed at residents, schools and outlets across Brighton & Hove

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

Teensagers 11-18 years

Children 4-10 years

Children 1.5-3 years

Cola

30%

40%

20%

Brighton & Hove City Council
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.

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?

<table>
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<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Don’t know</th>
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<tbody>
<tr>
<td>I need more information about how sugar affects my health</td>
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<td>Food outlets should make healthier options more available and more attractive</td>
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<td>I would support a voluntary 10p levy on sugar-sweetened drinks <em>Refer to the enclosed letter for more information</em></td>
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<td>Fewer sugary drinks and snacks should be available in places like leisure and shopping centres</td>
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<td>Schools and academies should act to reduce sugary drink intake among pupils</td>
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<td>Customers should be free to choose and no action should be taken to restrict or influence food and drink choices</td>
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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

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

200 tweets during the debate

20 Twitter posts and School posts reached up to 3,700 people

131 food outlets contributed

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

NEWS & MEDIA

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

News articles in the Guardian, Independent, Argus, Lutetia and Brighton & Hove News

National TV interviews and regional coverage on ITV and BBC

SUGAR SMART CITY

Contribution of sugary drinks to added sugar intake of young people

Teenagers 11-18 years

Children 4-10 years

Children 1-3 years

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

Recommended intake 7 cubes

Average Intake 22 cubes

Adults & children over 11 years

Recommended intake 9 cubes

Average Intake 32 cubes

40% 30% 20% 10%

Taking action on sugar

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

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

71% said their concern about sugar in food and drink has risen in recent years

71% reported that they would like to reduce their sugar intake
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
48 State Primary Schools across the City
Other cities are already wanting to do pilot schemes

London
Liverpool
Canterbury
Cardiff
Southampton
Bristol