

**SUGAR SMART Webinar**  
**Wednesday 27<sup>th</sup> September 2017**

**SUGAR  
SMART**



### **Top tips from webinar attendees:**

**Lucy in Liverpool:** 're hospitals - in order to comply with the new food CQUIN - Hosps have to have a food & drink strategy - we've added in about sugar to the Royals and they are using the quiz development etc as an example of how they are complying.'

**Lucy in Liverpool:** Ask your council if the Coca Cola truck contributes any money for coming to your city.

**Lucy in Liverpool:** 'Partnership work - we linked up with the main hospital - the Royal and Public Health Liverpool to develop our quiz - and they paid for the printing cos we included their logos. Win win!'

**Clare in Plymouth:** 'we are engaging our students in Plymouth (dietetic students and dental students already volunteered to be Sugar Smart ambassadors)'

**Mary in Aberdeenshire:** 'Good idea to involve dentists. One prop we used that generated heaps of public interest involved eggs soaked for 24 hrs in various sugary and sugar free drinks. the change in colour of the egg shells was amazing. Simple but effective'

### **Questions from webinar attendees:**

**Laura Penny in Aberdeen:** Can we input activities on behalf of partners on the website? I worry that school teachers for example may not have capacity to input their actions online but we know what they are doing so it'd be useful to input for them.

→ Yes, you can. In your dashboard, you will see participants listed, and can go into each listing and update actions on their behalf. You can also register participants on their behalf. However, please bear in mind that the named contact for each organisation will have to agree to the Terms & Conditions in order to complete registration.

**Lucy Antal in Liverpool:** We've got two separate sugar campaigns already going on in our city - we've linked in with them but it's harder to "launch" as a unique campaign - any suggestions welcomed! We're focusing on tourism , hospitals & universities.

→ A very useful aspect of the SUGAR SMART campaign is that it can sit alongside any public engagement campaigns already running in your area. In fact, we feel it is beneficial if sugar reduction community education work has a locally developed and locally relevant aspect to it. Work delivered by local partner campaigns can be counted as part of your SUGAR SMART work and likewise the other campaigns can benefit from having a wider reach by partnering with the local SUGAR SMART

campaign. It may be suitable to agree a co-launch of both campaigns, delineating a joint approach being taken to engage the public and transform local food environments.

**Azita Boozchaloo in Glasgow:** factories and companies are reducing the sugar content of their products but replacing it with more unhealthy artificial sugar. How can this be addressed?

→ Many people, including public health officials, are concerned about the wider impacts of shifting consumption habits from sugary food and drinks to those that are artificially sweetened. There is currently conflicting research on the wider health implications of overconsumption of artificially sweetened products. While artificially sweetened beverages can be useful for those individuals with a high intake of sugary drinks, especially those above a healthy weight, this is only a temporary measure. In the long term, individuals should aim to break their reliance on sweet-tasting foods. The key message is to encourage people to avoid consuming too much sweet-tasting food. Another message is that water is a much better choice for hydration than fizzy beverages, especially those with caffeine.

→ Public Health England is working with the food industry to reformulate popular brands and products, with the aim of achieving a target of 20% sugar reduction in 9 food categories by 2020. While major brands are beyond the remit of the SUGAR SMART campaign, our work can support people to make better choices utilising the guidance and key messages outlined above.

**Lakhvinder Matharu in London:** We are embarking on the next stage of our campaign in Lewisham. We want residents to lobby local businesses and organisations. Are there any useful resources for residents to use when they lobby businesses?

→ Your best asset is the result of your public survey which gives your campaign a public mandate to deliver this work. A bit of information on the outcomes and headlines of this survey will show to businesses that the public is keen to see a provision of healthier foods in their area. You can include this alongside a menu of actions businesses can do as part of their work with the SUGAR SMART campaigns. Some are as simple as offering free drinking water, excluding sugary drinks from meal deals, and taking down promotions of sugary foods. Another asset that people can use is our SUGAR SMART flyer, which is available in the Partner Assets of your dashboard. Residents can bring the flyer with them to leave with the businesses.

→ Exeter has developed an “advocacy pack” which they have been giving out to members of the public at events to encourage them to lobby organisations. Please do get in touch with Ruby if you would like to see the pack.

**Lucy Antal in Liverpool:** Is it possible to get a pdf/ link for the newsletters that we could add to our own website/facebook/ twitter feeds?

→ Each newsletter has a link at the top to view it in your browser. You can embed this link in a Facebook post, tweet or a website. Otherwise, you can forward the newsletter to others who may be interested. But please do include a link for others to sign up directly to the campaign newsletter: [https://www.sugarsmartuk.org/get\\_involved/#join](https://www.sugarsmartuk.org/get_involved/#join)

**Hannah Fenton in Oxford:** Is this dashboard going to be available into the future, after the Sugar Smart focus has finished?

→ Sugar Smart is the feature campaign for the Sustainable Food Cities network until mid-2018 and we will continue to provide support to the cities and to develop the website. With past SFC feature campaigns e.g. Sustainable Fish Cities or Beyond the Food Bank, Sustain was very successful at fundraising to continue the campaigns after the initial period of them being feature SFC campaign. Similarly on sugar, we hope to continue to campaign on sugar and use the functionality of the website post 2018.

**Mary Bellizzi in Aberdeenshire:** any of your restaurants in Exeter agree to do smaller portions?

→ We haven't been working with restaurants much at all and actually in our public survey the options for reduced portion sizes came out as the least popular, so it is an area we haven't really addressed.

**Jo Lewin in Brighton & Hove:** Who are you recruiting for ambassador training and how?

→ We are hoping to recruit a broad range of people for the ambassador training, with potential groups including parents, students, active members of local communities, individuals who have been through our healthy lifestyle service or other weight management groups and health professionals. We are advertising the opportunity on social media, community events and groups, at the university, workplaces, through nutritionists, via our newsletter and with our existing group of advocates. The Eventbrite link can be found here: <https://sugarsmartambassadors.eventbrite.co.uk>

**Lakhvinder Matharu in London:** How can we manage the situation whereby businesses offer to make a pledge by baking cakes using processed dried fruit?

→ Public Health England recently updated their advice to reflect a review of the evidence around dried fruit. They clarified that there are no grounds to restrict the number of portions of dried fruit that can be counted as part of people's 5 a day. The recommendation of restricting dried fruit to mealtimes is now also being questioned due to a lack of evidence. Therefore we can safely say that including traditional dried fruit in place of added sugar is beneficial, although caution should be taken with processed fruit snacks, which may indeed contain added sugar. For more information, see <https://www.foodmatterslive.com/news-and-comment/comment/Dried-fruit-sticking-to-the-evidence>

An important message for businesses, as well as individuals, is to look to reduce the sweetness content of foods rather than just look for replacements for added sugar.