SUGAR SMART campaign webinar
Tuesday 16th January 2018

14.00  Welcome and housekeeping, Sofia Parente, Sustain
14.05  Introduction to Sustainable Food Cities, Sofia Parente
14.10  Walk through SUGAR SMART website and resources, Vera Zakharov, Sustain
14.25  Next stages for web development, Vera Zakharov
14.40  SUGAR SMART campaign update and opportunities to get involved, Sofia Parente
14.55  Q&A & discussion, Vera Zakharov, Sustain
15.00  Ends
SUGAR SMART
SUGAR SMART WEBSITE

- Central campaign platform
- Database of resources
- Log of local action and impact
- Partner dashboard (for campaign leads)
- Participant dashboard (for organisations making changes and running activities)
GET INVOLVED

WORKING TOGETHER TO REDUCE SUGAR

Can you reduce the amount of sugar around your organisation or business?

GO SUGAR SMART!

Can your organisation coordinate a SUGAR SMART campaign in your local area?

RUN A CAMPAIGN

Volunteer in your local area and join the Sugar Smart mailing list

VOLUNTEER

GO SUGAR SMART!
GET INVOLVED

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GO SUGAR SMART!

RUN A CAMPAIGN

VOLUNTEER

GO SUGAR SMART!
Assets in dashboard

- New handbook
- Generic powerpoint
- Communications guidelines & FAQs
- New quizzes and activities
- Sample press releases
## Partner Assets

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<td>A4 Poster 5 a day</td>
<td>Your body needs fruit and vegetables ... eat 5 a day</td>
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### The Moon Dashboard

#### Your Participants
- **3**

#### Action Pledges
- **6**

#### Pre-Registrations
- **1**

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Organise a cookery demonstration at your school or club to show that it’s easy to eat healthily and avoid popular high-sugar breakfast options.

Share your recipes with us and we will publish the best ones on our website and across our social media channels.

Breakfast is a really important meal, but most products sold in our supermarkets are incredibly high in sugar. Cereals are a big culprit and many brands contain more than our daily recommended sugar consumption in a single portion.

Sugar Smart is working with community groups across the UK to help people become smart about sugar.
HEALTH AND HOSPITALS

TIME TO SET AN EXAMPLE

The NHS is at breaking point, spending between £5 billion and £9 billion per year treating obesity and related complications such as type-2 diabetes. Each year there are 7,000 amputations because of type-2 diabetes. In addition, over 60% of the 1.35 million NHS workforce is overweight or obese.

Your organisation can set the example for the rest of the nation by taking action on sugar in-house, and with your wider policies.

SUGAR SMART ACTIONS

1. **Ban Price Promotions**
   - Ban price promotions on sugary drinks and snacks such as discounts, multi-buys, free items or meal deals.

2. **Establish Sugar-Free Checkouts**
   - Ensure there are no sugary drinks and snacks for sale at checkout areas to discourage impulse buying.

3. **Get Accredited**
   - Get accredited by an external organisation to ensure the food and drink you serve is healthy for people and planet.
- Eliminate all price promotions on sugary drinks and foods in any retail outlets at your workplace.
- Eliminate all unhealthy multi-buys, free items or meal deals.

**USEFUL LINKS**

Download and read about hospitals in England that are ending price promotions. We hope you get inspired to take similar action in your canteen, café, shop or restaurant.

Price promotions have a huge influence on our food choices. Banning unhealthy price promotions is an important step in dissuading people from consuming too much sugar.

Please join SUGAR SMART to access all the downloads for this action.

SUGAR SMART is working with hospitals and health centres across the UK to help people become smart about sugar.
JOIN SUGAR SMART
WORKING TOGETHER TO REDUCE SUGAR

We support schools, universities, hospitals, businesses and other organisations that serve food and drink to get smart on sugar. Please register below to work with us. Alternatively if you would like to coordinate a SUGAR SMART campaign in your area or would like to volunteer [click here](#) to find out how you can become SUGAR SMART.

☐ We are a school, university, hospital, business or other organisation that serves food and drink.

**SECTOR***

- Health and hospitals

**ORGANISATION NAME***

- 

**FIRST NAME***

- 

**LAST NAME***

- 

**ROLE***

- 

**CONTACT NUMBER***

-
Massive, massive thank you for signing up to the SUGAR SMART campaign, to raise awareness and reduce sugar consumption.

Together, we can make sure our children have a happier, healthier future.

Remember, if we all do a little bit – it will add up to a huge, nationwide movement.

It's time to act. It's time to go SUGAR SMART!

Big love,
WORKING TOGETHER TO REDUCE SUGAR

In The Moon Sugar Smart is coordinated by Sugar Free Moon, we’ll pass them your details and they may be in touch to offer their support.

Before we get started please can you just confirm your location and agree to our terms and conditions? Drag the red marker on the map below to your exact location.
 PARTICIPANTS TERMS AND CONDITIONS

We want to take action to make our organisation or business more SUGAR SMART. We agree to:

- Take at least one action (although ideally more) on the SUGAR SMART actions page and report back on progress.
- We are happy for our details to be shared with the local SUGAR SMART campaign coordinator (where applicable), and for them to contact us about SUGAR SMART.

☐ I have read and agree to the terms and conditions.

SAVE AND CONTINUE

DATA SECURITY

Sustain, the Jamie Oliver Food Foundation and our Sugar Smart local campaign coordinators will save and store the information you have submitted. We will not share your details with anyone else.
## The Moon Dashboard

### Your Participants
- **3** participants

### Action Pledges
- **6** pledges

### Pre-Registrations
- **1** registration

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SUGAR SMART Moon is coordinated by the Local Authority, with support from Good Food Moon and Oral Health team. We are working with early years settings, University and sports & leisure providers to improve our local food environments and support residents to make healthier choices.

*Tooth decay among 4-6 year olds is higher than the national average,* with over 500 hospital visits a year for dental surgery. Obesity rates among children leaving primary are also above average at 19%. Our SUGAR SMART Survey revealed that 92% of residents wish to see improvements to local food environments to make healthier choices more accessible and affordable.

Since launching, we have achieved the following:

- Our Leisure Centre has committed to improve their vending across 2 sites
- Our Football Club and University have adopted voluntary sugar levies, with funds going toward community healthy lifestyles education
- 10 schools and 8 children’s centres have run SUGAR SMART assemblies and sugar reduction workshops.

Read more about our Local SUGAR SMART Action Plan.

WHAT’S HAPPENING IN THE MOON

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THE SUGAR SMART CAMPAIGNS

SUGAR SMART IN ACTION
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Sports clubs, leisure and parks actions

Ban price promotions
Ban price promotions on sugary drinks and snacks such as discounts, multi-buys, free items or meal deals.

Metric: How many points of sale will be affected? Unit: points of sale

Establish sugar-free checkouts
Ensure there are no sugary drinks and snacks for sale at checkout areas to discourage impulse buying.

Metric: How many checkouts will be affected? Unit: checkouts

Get accredited
Get accredited by an external organisation to ensure the food and drink you serve is healthy for people and planet.

Metric: How many meals per year will be affected? Unit: meals

Get kids creative
Get children to make viral content such as videos or interviews to share on social media channels.

Metric: How many children will be involved? Unit: children

Give staff cooking lessons
Get your colleagues to take part in a cooking course and promote low or sugar-free recipes.

Metric: How many people will be trained? Unit: people

Have a SUGAR SMART quiz
Run a quiz with surprising facts about sugar in everyday food and drink.

Metric: How many people will be involved? Unit: people

Improve vending options
Remove sugary items from vending machines and display information about the amount of sugar in everyday food and drink.

Metric: How many vending machines will be affected? Unit: vending machines
## The Moon Dashboard

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The Moon Dashboard

### Participants

- **Your Participants:** 3

### Action Pledges

- **Action Pledges:** 6

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- **Pre-registrations:** 1

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**Export Actions List as CSV**

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GETTING STARTED

BAN PRICE PROMOTIONS
To help us track the impact of Sugar Smart please give us your best estimate on the scale of this action. Don’t worry you can amend it again later.

How many points of sale will be affected?

Please give more details on your action

Thanks for agreeing to take on this action. On this page you’ll find any assets we have available to help you.

LET’S DO IT
### Partners

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## THE MOON DASHBOARD

### YOUR PARTICIPANTS
- **3**

### ACTION PLEDGES
- **6**

### PRE-REGISTRATIONS
- **1**

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**Volunteers**

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**Export Actions List as CSV**
New developments

• Generate certificates for participants
  • Linking map with local pages
  • Fill out our survey!
• Targeted work with other sectors
GET INVOLVED

• Register on the site
• Update your local actions
• Share with us so we can promote
• We’re here to help!

LET’S GET SUGAR SMART
JOIN US
Over 540 participants
- Mostly primary schools, workplaces, health and hospitals, sports and leisure and community groups
  - Over 460 actions to reduce sugar
  - 120 organisations promoting water
  - 40 orgs reducing sugar in vending machines
  - 50 orgs stocking healthier food and drinks
- Interested in webinars with sectoral focus?
GET INVOLVED
SUGAR SMART

www.sugarsmartuk.org

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Vera Zakharov
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