



Sugar Smart Devon:
Challenges and Successes

Jamie's Support

[Click on link below to video:](#)

[Jamie Oliver helps Exeter become Sugar Smart](#)

Sugar Smart campaigns across the country



Sugar Smart Devon

Working group under the Exeter Food Network

Membership includes or has included:

- Public Health Devon
- Exeter City Council
- University of Exeter
- Registered Nutritionists
- Life Dental
- Exeter City Football Club
- Sugar Smart Ambassadors from Tavistock and Cranbrook

• Valuable support from:



Campaign Aims

- 1) Improve the food environment so that it does not encourage high sugar intake, or health inequalities
 - 2) Raise awareness of sugar consumption and hidden sugars in food within the public
 - 3) Challenge the norms around eating habits to reduce sugar intake
- Aims to encourage organisations to make **Sugar Smart pledges**, to reduce sugar in their control or raise awareness of sugar

Example pledges



Free drinking water



Installation of
healthy vending
machines



Adding healthier
options at checkout

Campaign Objectives

- 50 organisations sign up to the Sugar Smart initiative by January 2018 and pledge to raise awareness and encourage action to reduce sugar intake

Any organisation which influences the diet of Exeter's citizens and could include leisure centres, sports clubs, schools and food or catering businesses etc. We are aiming for a spread across the city, with a significant focus on those reaching marginalised communities.

- 15 organisations sign up to the Children's Health Fund and introduce a voluntary sugary drinks levy

Core Principles

- **“Free” sugar is any sugar that is added to foods at home or by the producer, plus sugar naturally present in honey, syrups, and fruit juices. It does not include sugar naturally present in milk or whole fruit and vegetables.**
- **We encourage people to be Sugar Smart, not Sugar Free.**
 - This is more realistic and sustainable in the current environment.
- **We want to help make the healthy choice, the easy choice.**
 - Small changes to the way that food is provided, presented and advertised can make a big difference to consumer health and behaviour.

Sugar Smart Exeter Survey

- When asked about the most important actions that could be taken to help respondents become ‘Sugar Smart’ and make healthier choices easier, top of the list was:
 - 1) Healthier food and drinks to be sold in public places including leisure centres and hospitals
 - 2) Food companies and restaurants to reduce the amount of sugar in food and drinks



Targeting organisations

- Survey informed development of targeted action plan
- Priorities identified as:
 - Hospitals
 - Leisure Centres
 - Food outlets on the school fringe in areas of high deprivation
- Target list created with intelligence from Environmental Health Officers

Getting momentum

- Launch
- Public Events e.g. in Princesshay
- Food festivals, staff festivals etc.
- Presentations to stakeholders
- Social media



ECFC: one of our first sign-ups



Exeter City Football Club Pledges/Actions

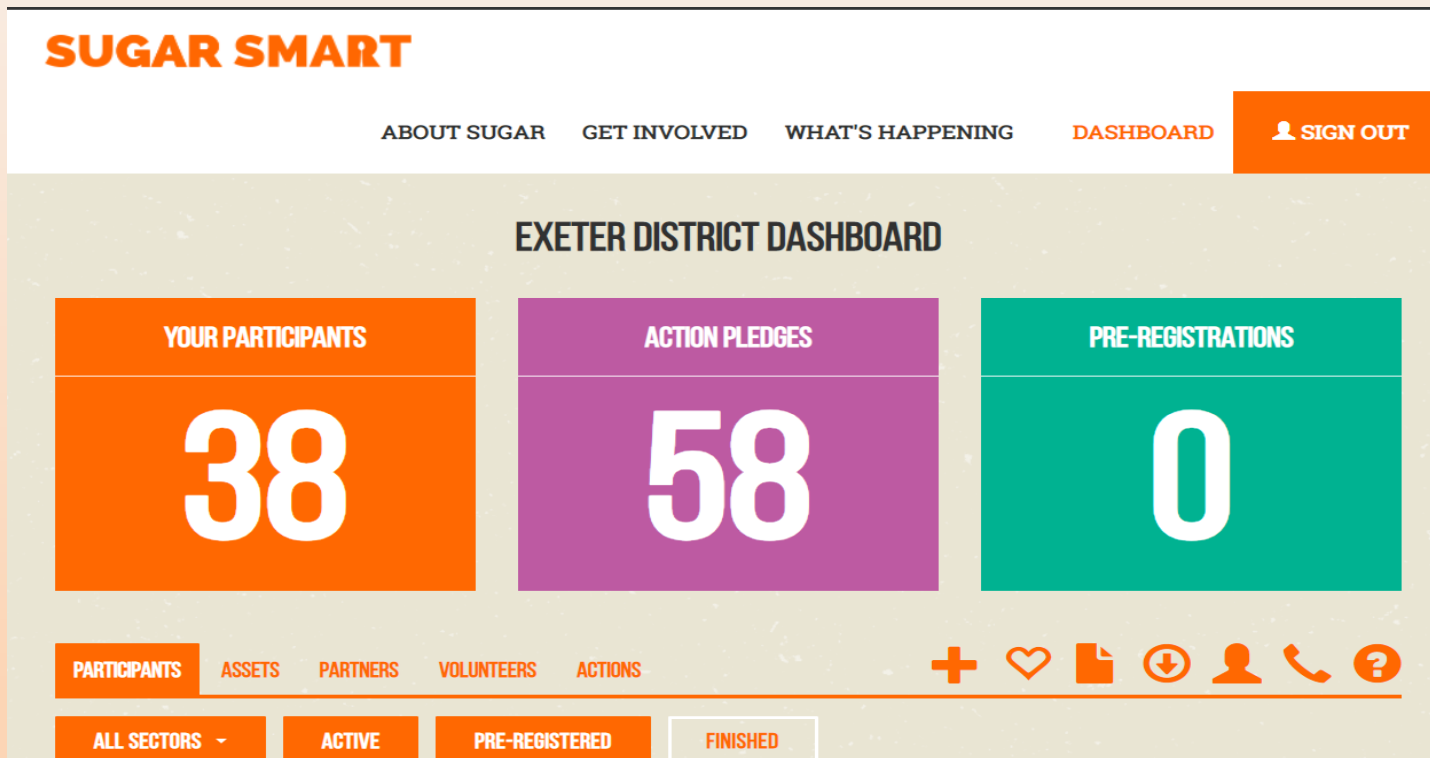
- 1) **Stock healthier food and drink**— Fruit will be made available to buy in food outlets around Exeter City grounds.
- 2) **Remove sugary drinks price promotions** — Current sugary fruit drink offer will be replaced with a reduced sugar product.
- 3) **Reduce sugary food**— Confectionery will no longer be sold in the club shop.
- 4) **Sugar Smart Sessions for kids**— Through the Plus Sport Move and Learn Project, Sugar Smart messages will be reinforced.
- 5) **Fund healthy living activity for kids** — Exeter City FC will contribute a sum of money from the sales of sugary drinks towards the Football in the Community organised Children's Challenge

Pledges from Target Organisations

- Hospitals
 - Royal Devon and Exeter
 - Devon Partnership Trust
- Leisure Centres
 - Teignbridge Leisure = 3 in Teignbridge
 - LED Leisure = 8 in East Devon
 - Fusion Lifestyle = 3 in West Devon/South Hams
 - Wonford Sports Centre = 1 in Exeter

Exeter City Football Club	Beacon, Heavitree & Polsoe,	Teignbridge Leisure
Coaver Club	Whipton Childrens Centres	Ilfracombe and Braunton
Exeter Orthodontic Practice	Central Cluster Childrens Centres	Childrens Center
Devon Norse	Exeter	Tiverton Childrens Center
Fit Food	Devon Partnership Trust	Crediton Childrens Centre
Active Devon	Retail Shops University of Exeter	Culm Valley Childrens Centre
Wonford Sports Centre	WestExe Childrens Centre	Cranbrook Pharmacy
Life Dental & Wellbeing	Nutrition in Practice	Exmouth Childrens Centres
Active Devon	Royal Devon and Exeter NHS	St Martin's C of E Primary School
University of Exeter Retail Cafes	Foundation Trust	Axe Valley and Honiton Childrens
Public Health Devon	Holsworthy Children's centre	Centres
Devon Norse	Torrington CC	Clyst, Ottery and Sidmouth
Existing Business Team, LV	Devon square Orthodontics	Childrens centres
South West Grid for Learning,	Newton Abbot Childrens Centre	Wellity
Exeter Office	Teignmouth and Dawlish Childrens	LED Leisure
DCH	Centre	West Devon Childrens centres
The Free From Fairy	South Devon and Teign Valley	Tavistock Childrens Centre
Exeter Cookery School	Childrens Centres	SOUTH HAMS CHILDREN CENTRE
	Ide Primary School	Daisy and rainbow Childcare

Where are we now?



Evaluation – in progress

- Has the campaign led to greater awareness of the impact of sugar amongst organisations and other target groups?
- How successful has the campaign been in terms of encouraging organisations to make pledges to change the obesogenic environment? Has it reached all relevant organisations and parts of the City?
- Have these pledges made any impact on the food environment within the City; and in what way?
- What are the barriers and facilitators for organisations in becoming 'Sugar Smart'? What have their experiences of the campaign been and how could we increase impact and reach in the future?

Challenges

- Leisure centres – profit
- Complexity of food procurement
- Sugar messages being confused
 - “Sugar police”
 - Individual behaviour change focus
 - Confusion with Be Food Smart PHE campaign
- Limited resources and levers

From Summer 2018

- Rebranded as Sugar Smart Devon
- New campaigns launched in Cranbrook and Tavistock, as well as Plymouth
- Ongoing work with initial target organisations
- Two new priority areas:
 - Sugar Smart Ambassadors
 - Sugar Smart Schools

Sugar Smart Ambassadors

- Recruiting anyone interested in championing Sugar Smart action within organisations in their local community – can be employees or community members – or anyone!
- Must agree to keep to the core Sugar Smart principles but free to tailor action to their area/interest
- More than 80 ambassadors trained so far, with 2 leading local campaigns in Cranbrook and Tavistock



SUGAR SMART

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