



### Join Sugar Smart Bath & North East Somerset

Sugar Smart Bath and North East Somerset is a local campaign to reduce **excess** sugar consumption by helping people to recognise how much sugar is in their food and drink as well as supporting organisations to provide healthier choices.

#### Why Sugar Smart?

- The recommended maximum daily amount of added sugar is **7.5 teaspoons for adults** and **3 – 6 teaspoons for children**. However both children and adults in the UK are consuming **up to 3x the recommended amount of added sugar** leading to serious health conditions such as obesity and diabetes as well as tooth decay.
- In Bath and North East Somerset more than **25% of 11 year olds** are overweight or obese and approximately 61% of adults are overweight. The rate of diabetes is also increasing locally.
- By taking small actions to change the food environment in key settings, we can have a positive impact on the health of Bath and North East Somerset's population.
- Sugar Smart aims to make the **healthy choice the easy choice** through awareness raising and the provision and promotion of healthy food choices.

– **It's about being Sugar Smart, not sugar free!**

#### Get involved!

Educational settings, sport and leisure organisations, food outlets and community groups can join the Sugar Smart campaign by pledging to make small changes that make a big difference such as:

- Displaying and promoting Sugar Smart materials
- Stocking and promoting healthier items
- Removing high – sugar products from check outs
- Running a sugar smart quiz with staff, customers and service users

Please see the list of potential actions suitable for your sector on page 3 or at:

<https://www.sugarsmartuk.org>

### **What are the benefits to our organisation of pledging to be Sugar Smart?**

- Involvement in an innovative, new initiative with the potential to make real difference to health.
- Publicity about your involvement in the Sugar Smart UK initiative and the Sugar Smart actions you are taking, e.g. press releases, social media, newsletter announcements, website promotion.
- Increased health of staff/clients/customers/ service users.
- Support and advice to take forward Sugar Smart actions.

### **Sign up to Sugar Smart**

- If you would like to join the campaign please register with Sugar Smart UK and add your pledge actions directly onto the website: [www.sugarsmartuk.org/#act](http://www.sugarsmartuk.org/#act)
- Alternatively you can choose at least three actions on the pledge commitment document below and return the completed document to the B&NES Sugar Smart team at: [Sugar\\_Smart@Bathnes.GOV.UK](mailto:Sugar_Smart@Bathnes.GOV.UK)
- A free Sugar Smart resource pack is available for all participating organisations including:
  - Sugar Smart posters
  - Soft drinks posters
  - Postcards
  - Leaflets
  - Hand flags

### **For more information please visit:**

[www.sugarsmartuk.org](http://www.sugarsmartuk.org)

[www.bathnes.gov.uk/getsugarsmart](http://www.bathnes.gov.uk/getsugarsmart)

[www.facebook.com/sugarsmartbanes](https://www.facebook.com/sugarsmartbanes)

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## Pledge Commitment

On behalf of ..... (organisation name) we agree to take the following action to reduce sugar in food outlets and/or to raise awareness of the amounts of sugar in food and drinks.

**Please select at least 3 actions from the list below:**

Actions	Description	X
Stock healthier food and drinks	Replace sugary items with healthier food and drinks and/or display signage about sugar content in food and drinks	
Improve vending	Remove high – sugar items from vending machines and display information about the amount of sugar in food and drink	
Free drinking water	Provide free drinking water, install water points and/or sign up to Refill Bath to promote drinking water as the number one drink	
Remove sugary drinks	Stop selling drinks high in sugar. Promote water and no – added – sugar drinks instead	
Get accredited	Get your institution or outlet accredited by suitable accreditation schemes such as Food For Life or the Sustainable Restaurant Association.	
Sugar - free checkouts	Ensure that there are no sugary drinks and snacks at checkout areas to discourage impulse buying	
Ban price promotions	Ban price promotions on sugary drinks and snacks such as discounts, multi-buys, free items or meal deals	
Remove adverts for sugar	Remove ads and make it policy not to advertise or promote any food and drink high in sugar	
Sugar Smart Quiz	Run the B&NES Sugar Smart quiz with surprising facts about sugar in everyday food and drink	
Get creative	Host a sugar smart activity, provide free sugar smart cookery lessons, or create online content such as posts, interviews or short - films to help promote sugar smart messages on social media	
Spread the word	Organise a Sugar Smart stand at festivals, conferences or events. Organise your own Sugar Smart event or meeting in the community	

Signed: ..... Date: .....

Print Name: ..... Position:.....

**Please complete and return to [Sugar\\_Smart@BATHNES.GOV.UK](mailto:Sugar_Smart@BATHNES.GOV.UK)**