

Exeter Health and Wellbeing Board

Improving Diet Priority

Sugar Smart City

Brighton has recently begun a new initiative with Jamie Oliver named 'Sugar Smart City'. The work already suggested as a result of the Exeter Health and Wellbeing Board's improving diet priority would fit well underneath the Sugar Smart framework.

Ruby King from Public Health Devon has begun discussions with Brighton and Hove Public Health and Sustain on how this can be implemented locally. She is now helping these partners to develop a framework that can be used to implement the initiative across the county, which will likely involve a Sugar Smart pledge that organisations can sign up to. This is similar to Sustain's current campaign, [Sustainable Fish Cities](#).

Meanwhile, work has begun to scope what action is most needed within the city. Very short surveys have been given out to women's groups and university students so far. The next steps will be to circulate the survey online.

This work is currently being led by Public Health Devon, but the hope is for it to be absorbed within the Exeter Food Network under the new structure once it is formed. The Sugar Smart work will be piloted within Exeter, to then be spread across Devon.

Potential Areas of Work beneath the Sugar Smart City Framework:

Food in council outlets

- Voluntary sugary drinks levy
Progress = Discussions are already underway with Devon County Council food outlets, catered by Devon Norse. The voluntary sugary drinks levy has been endorsed by Devon County Council Corporate Leadership Team.
If District Councils could also implement the sugary drinks levy, this will give a clear message to the county that council is dedicated to improving the food environment within Devon.
- There will also be significant improvements made to DCC outlets, including the food served, to encourage healthier choices.

Restaurants/Cafes

- Water freely available within outlets without having to ask
- Encourage businesses to make a sugar smart pledge
- Explore the potential for a voluntary sugary drinks levy in the private sector.

Supermarkets

- Encourage supermarkets to make a sugar smart pledge e.g. sugar smart checkouts
- Potential for a supermarket event where both healthy eating and waste messages are promoted

Schools

- Food for Life – encourage local schools to purchase their own support from Food for Life, or source some funding for this.
 - Progress = Promotion includes a press article during healthy eating week and delivery of a workshop at the recent Health and Wellbeing Conference.
- Ensure drinking water is freely available

Sugar Smart Vending

- Reduce the high sugar options available in vending machines across the city, including leisure centres, libraries and health care settings

Fast Food Outlets on the School Fringe

- Discussions have been started with the planning department to restrict fast food outlets on the school fringe.

Breakfast Clubs for Vulnerable Children

- Exeter Food Action is happy to support this project with the time of an employee they are currently recruiting for, as well as providing food.

Actions needed by the Exeter Health and Wellbeing Board:

- Suggest ways to circulate the survey to Exeter's residents e.g. online newsletters/bulletins, websites
- Sign up as a supporter of the [Children's Food Campaign](#).
- Consider ways to promote or fund Food for Life in local schools
- Consider the implementation of a sugary drinks levy within all Exeter City Council corporate contracts.

Ruby King
Public Health Devon
1 July 2016.