

REPORT TO: Exeter Health and Wellbeing Board
Date of Meeting: 31st January 2017
Report of: Exeter Food Network
Title: Sugar Smart Exeter Initiative

1. Purpose of report

- 1.1 To update the Exeter Health and Wellbeing Board on the progress of the Sugar Smart Exeter initiative.

2. Recommendations:

- 2.1 That Exeter Health and Wellbeing Board members use any communication opportunities available to them to promote the Sugar Smart Exeter survey to enable a good number of responses.
- 2.2 That Exeter Health and Wellbeing Board use any opportunities available to encourage organisations to make Sugar Smart pledges.

3. Reasons for the recommendation:

- 3.1 The Sugar Smart Exeter survey will:
- Inform the next actions of the initiative
 - Raise awareness of sugar and the campaign in Exeter
 - Provide data that can be used to evaluate effectiveness of the campaign locally
- 3.2 Encouraging as many organisations to make sugar smart pledges will increase the beneficial effect of the campaign. Lots of small steps to change the food environment and to increase awareness of sugar in food may have a big impact on health locally.

4. What are the resource implications including non-financial resources?

- 4.1 The resource implication continues to be staff time for those working on the project. The working group have already been awarded a grant of £500 which will be used throughout the year of the campaign. Supplementary grants may be applied for by the Exeter Food Network from the Sustainable Food City network.

5. Report details

- 5.1 The launch of Sugar Smart Exeter on Monday 23 January 2017 went very well, with lots of positive feedback and enthusiasm. At the event, we had the following speakers:
- Councillor Phil Bialyk, Portfolio Holder for Health and Wellbeing, Exeter City Council
 - Steve Brown, Deputy Director of Public Health, Devon County Council
 - Sofia Parente, National Sustain Team
 - Matt Wilby, Chief Executive of Devon Norse
 - Dr Natalia Lawrence, Cognitive Neuroscientist
 - Pete Ferlie, Exeter City Football Club
- 5.2 Exeter City Football Club have already made a number of Sugar Smart pledges, which were announced at the event.

- 5.3 Pledges have also been made by Devon Norse and Coaver Club. There was also interest from the local Exeter Children's Centres, Toby's Garden Festival and Devon Libraries.
- 5.4 The Sugar Smart Exeter survey is now live at www.exeter.gov.uk/sugarsmart
The focus of the campaign is now to get as many responses to the survey as possible, which has some prizes available for completion and closes at the end of March. The closing date has been extended to allow promotion of the survey through the Exeter Citizen. The responses will be used to inform the next actions.
- 5.5 Meanwhile the working group will continue to try to increase energy for sugar smart work and get some more organisations signed up to make a sugar smart pledge. We will be attending an Exeter City Football Club home game with a stand, as well as Toby's Garden Festival.
- 5.6 The Exeter Food Network are looking into applying for a grant of £5000 for sugar smart work from the Sustainable Food City network. However this may require match funding.
- 5.7 Various individuals and organisations across the South West are interested in doing Sugar Smart work. Therefore Ruby King and Justine Womack from Public Health England are organising a South West meeting to present the work of Sugar Smart Exeter and support other areas who are looking to introduce this campaign locally.
- 5.8 The national website can be found at www.sugarsmartuk.org
Eventually this will have a function for organisations to make their pledges online, which will enable us to get local data on how the campaign is going in Exeter.
- 6.0 What is the impact of the decision on equality and diversity; health and wellbeing; safeguarding children, young people and vulnerable adults, community safety and the environment?**
- 6.1 The Sugar Smart Exeter initiative has been designed with reducing health inequalities in mind. Actions will be completed to try to achieve this objective and will be monitored as part of the evaluation.

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