

SUGAR SMART

EXETER

Exeter Health & Wellbeing Board Update - September 2017

The Exeter Health and Wellbeing Board supported the Exeter Food Network (soon to be renamed *Food Exeter*) to launch the Sugar Smart campaign in January 2017.

The main objective of the Sugar Smart Exeter campaign is:

- 50 organisations across Exeter sign up to the Sugar Smart initiative by January 2018 and pledge to raise awareness and encourage action to reduce sugar intake. These can be 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.

The outcome of meeting this will be an improved food environment, which encourages healthier choices: *making the healthy choice, the easy choice*.

This will contribute to reducing levels of obesity, tooth decay and malnutrition within the city.

More information about the campaign can be found on the national website www.sugarsmartuk.org and the local website www.exeterfoodnetwork.org.uk/sugar-smart

Participants

Participants in the Sugar Smart Exeter campaign are growing, with 14 participants having pledged on the website, and several more being devised offline.

Our target organisations to encourage Sugar Smart change within are hospitals and leisure centres, as identified in the survey with the public early this year. We are also targeting retail shops surrounding secondary schools, in areas of deprivation.

- Hospitals – we have managed to get some engagement from the RD&E and Devon Partnership Trust is looking to sign their pledge this month.
- Leisure centres – Wonford Sports Centre have pledged to be part of the campaign, but engagement with the other centres to date has been slow.
- Retail shops near secondary schools – Invite letters have been sent to all mapped target organisations, identified with the help of the Environmental Health Team. No responses to date. We are due to follow up the letters via email, phone and social media.
- Exeter City Council – Work begun by Bob Norley, Cllr Phil Bialyk and Dawn Rivers is still continuing to look at implementing the Local Authority Sugar Smart Declaration.

Publicity

Sugar Smart September – Local campaign to encourage individuals/work teams to be Sugar Smart during the month of September. More details at www.exeterfoodnetwork.org.uk/sugar-smart

Exeter City Football Club – Next actions planned include players warming up in Sugar Smart tshirts on 25th November game, along with presence from Sugar Smart team.

Princesshay Event – Public event ran by Sugar Smart Exeter in Princesshay on 8th June.

External Events – Events have included those with University of Exeter, community builders, children centre playday. Exeter City Football Club. Powderham Food Festival planned for October, with Sugar Smart tent and talk.

Engagement with the Community

Advocacy packs – At all events, advocacy packs are given out to members of the public to encourage them to ask local organisations to make Sugar Smart pledges.

Ambassador training – Ambassador training is being organised for 8th November, during Sugar Awareness Week. This will equip individuals in the community passionate about the topic to increase Sugar Smart activity across Devon.

Work Outside Exeter

Sugar Smart Devon – Work has started to expand the campaign across Devon, including communications sent out to all Children's Centres and Leisure Centres in the County. Ambassador training is being co-developed with Food Plymouth.

Sugar Smart South West – The Exeter campaign has championed a network of Sugar Smart campaigns across the South West, which are working on communications planning and evaluation together.

Evaluation

Evaluation is being heavily supported by the University of Exeter locally. As mentioned, there is also work continuing to join up evaluations across the South West region.