

Cabinet

13 September 2017

Sugar Smart Programme



Report of Corporate Management Team **Jane Robinson, Corporate Director of Adult and Health Services** **Councillor Lucy Hovvels, Portfolio Lead for Adult and Health Services**

Purpose of the report

- 1 To provide Cabinet with an update from the Sugar Smart programme following a countywide launch.

Background

- 2 In County Durham 24% of 4-5 year olds, 37% of 10-11 year olds have excess weight and an estimated 68% of adults. If an individual is overweight or obese they are more prone to a range of serious health problems such as cardiovascular disease and type 2 diabetes; as well as psychological and social problems such as stress and depression.
- 3 There are significant costs to the wider economy arising from chronic ill health. The costs of decreased household incomes, earlier retirement and higher dependence on state benefits such as ill health or unemployment benefits that arise from obesity-related conditions also need to be considered.
- 4 County Durham is part of Public Health England's (PHE) three year programme into obesity systems, delivered by Leeds Beckett University and is developing a whole range of approaches to systematically tackle obesity.

Sugar reduction

- 5 The Scientific Advisory Committee on Nutrition has concluded that the recommended average population maximum intake of sugar should be halved: it should not exceed 5% of total dietary energy. Nationally sugar intakes of all population groups are above the recommendations, contributing between 12 to 15% of energy.
- 6 Consumption of sugar and sugar sweetened drinks is particularly high in school age children. Sugar consumption tends to be highest among the most disadvantaged who also experience a higher prevalence of tooth decay and obesity and its health consequences.

- 7 Public Health England (2016) state in very stark terms that “this is too serious a problem to be solved by relying only on individuals to change their behaviour. Implementing a broad programme of measures to affect the areas that influence our sugar consumption...as well supporting people to make healthier choices would have significant impact across population health”.
- 8 HM Government Childhood Obesity Plan (2016) states that we should provide practical steps to help people lower their own and their families sugar intake. It states that we need to harness the true potential of the public sector to reduce childhood obesity. “Every public sector setting, from leisure centres to hospitals, should have a food environment designed so the easy choices are also the healthy ones”. National consumer polling shows that people want lower sugar products and smaller portion sizes.

Sugar smart

- 9 Sugar Smart UK is a campaign from Sustain and the Jamie Oliver Food Foundation to help local areas across the UK to tackle excessive sugar consumption. The campaign encourages local organisations to take varied actions to help their communities reduce their sugar consumption.
- 10 Durham Community Action (DCA) supported by Durham County Council’s (DCC) public health team are leading a consortium of statutory and voluntary services to deliver this national campaign across County Durham. Partners include; County Durham and Darlington NHS Foundation Trust (CDDFT), Taylor Shaw, Wellbeing for Life and DCC departments such as Culture and Sport, Facilities/Catering, Procurement and Environmental Health. DCA will seek to strengthen and grow this partnership as the initiative evolves.
- 11 This project will report into the County Durham Healthy Weight Alliance and Food Durham.
- 12 Sugar Smart aims to encourage organisations to consider sugar reduction and the health of their communities as part of their daily business. Sugar Smart does not require a financial resource to deliver it.
- 13 The Sugar Smart campaign recommends specific action plans, which offer a broad range of approaches to reduce our sugar intake. The programme was shared at a launch on the 10 July (part of the whole systems approach to obesity event). Some initial DCC activities include:
 - procurement have developed a sustainable and healthier procurement policy;
 - catering continue to make the healthy choice easier and are considering a ‘sugar levy’; sugary drinks increase by 20p and sugar free alternatives reduced by 20p. This would be based on the programme developed by Teesside University;
 - culture and sport are proposing to trial reduced sugar vending options and are considering including the Government Buying Standard for Food in future catering contracts;

- environmental health are considering promoting healthier catering/trading through their licensing visits.
- 14 Proposed partner activities include:
- CDDFT will implement a healthy procurement policy, removing sugary foods from point of sales.
 - Wellbeing for life will reduce the sugar content of cookery classes.
 - Taylor Shaw will aim to reduce the sugar content of their menus.
- 15 Improvements to the food environment will impact upon the health and productivity of the workforce and this supports DCC's commitment to the Better Health at Work programme.
- 16 Sugar smarts aligns to DCC's efforts to 'lead by example' in relation to a healthier workforce and supports the recommendations made in the Director of Public Health annual report 'Work and You'.
- 17 Sugar Smart will be underpinned by a communication campaign (see Appendix 2) that will raise the public profile of the important work undertaken by DCC and its partners.

Proposed outcomes

- 18 Making healthy options available in the public sector is a key strategy by HM Government Childhood Obesity plan and sugar reduction is seen by PHE as an integral part to improving population health. An impact could be seen across a range of public health outcomes measures:
- 2.06 - child excess weight in 4-5 and 10-11 year olds
 - 4.02 - proportion of five year old children free from dental decay
 - 2.12 - excess weight in adults
 - 1.09 - the percent of working days lost due to sickness absence
- 19 Sugar smarts will be reviewed quarterly to assess its uptake, impact upon our communities and its contributions towards the associated DCC programmes.

Recommendations

- 20 Cabinet is recommended to:
- (a) note the launch of the Sugar Smart initiative;
 - (b) agree to receive updates on progress to retain oversight of developments as appropriate.

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Appendix 1

Finance - Promoting healthier choices will positively impact the sales of healthier food and drinks.

Staffing - None.

Risk – None.

Equality and Diversity / Public Sector Equality Duty - Public health aims to reduce inequalities and improve health outcomes by reviewing PH outcomes data and developing relevant policies, strategies and intentions as appropriate.

Accommodation - N/A

Crime and Disorder - N/A

Human Rights - N/A

Consultation - N/A

Procurement - Sustainable and healthier procurement policy adopted across DCC.

Disability Issues - None

Legal Implications - None



Marketing Plan 2017

Updated: 05/05/2017

Version: 1.0

Background and key drivers

1. In the UK, the NHS spends between £5 and 9 billion a year treating obesity and related complications such as Type 2 Diabetes. 26,000 children are admitted to hospital for multiple tooth extraction under general anaesthetic caused by excessive sugar consumption. One in every five children starts primary schools overweight or obese and by the time they reach secondary school it's one in three.
2. In County Durham 24% of 4-5 year olds, 37% of 10-11 year olds have excess weight and an estimated 68% of adults. If an individual is overweight or obese they are more prone to a range of serious health problems such as cardiovascular disease and type 2 diabetes; as well as psychological and social problems such as stress and depression.
3. There are significant costs to the wider economy arising from chronic ill health. The costs of decreased household incomes, earlier retirement and higher dependence on state benefits such as ill health or unemployment benefits that arise from obesity-related conditions also need to be considered.
4. County Durham is part of Public Health England's (PHE) three year programme into obesity systems, delivered by Leeds Beckett University and is developing a whole range of approaches to systematically tackle obesity.

Sugar reduction

5. The Scientific Advisory Committee on Nutrition has concluded that the recommended average population maximum intake of sugar should be halved: it should not exceed 5% of total dietary energy. Nationally sugar intakes of all population groups are above the recommendations, contributing between 12 to 15% of energy.
6. Consumption of sugar and sugar sweetened drinks is particularly high in school age children. Sugar consumption tends to be highest among the most disadvantaged who also experience a higher prevalence of tooth decay and obesity and its health consequences.
7. Public Health England (2016) state "this is too serious a problem to be solved by relying only on individuals to change their behaviour. Implementing a broad programme of measures to affect the areas that influence our sugar consumption...as well supporting people to make healthier choices would have significant impact across population health".
8. HM Government Childhood Obesity Plan (2016) states that we should provide practical steps to help people lower their own and their families sugar intake. It states that we need to harness the true potential of the public sector to reduce childhood obesity. "Every public sector setting, from leisure centres to hospitals, should have a food environment designed so the easy choices are also the healthy ones". National consumer polling shows that people want lower sugar products and smaller portion sizes.

Sugar smart

9. To support the reduction of excessive sugar consumption, a campaign from Sustain and the Jamie Oliver Food Foundation -Sugar Smart UK has been established to help local areas across the UK. The campaign encourages local organisations to take varied actions to help their communities reduce their sugar consumption.

- 10 Durham Community Action (DCA) supported by Durham County Council's (DCC) public health team are leading a consortium of statutory and voluntary services to deliver this national campaign across County Durham. Partners include; County Durham and Darlington NHS Foundation Trust (CDDFT), Taylor Shaw, Wellbeing for Life and DCC departments such as Culture and Sport, Facilities/Catering, Procurement and Environmental Health. DCA will seek to strengthen and grow this partnership as the initiative evolves.

Stakeholders and partners

- COUNTY DURHAM AND DARLINGTON NHS FOUNDATION TRUST
- CVS
- Durham County Council – various departments including Sport and Leisure
- Durham University
- Leeds Beckett University
- NHS (in County Durham not listed)
- NHS DURHAM DALES, EASINGTON AND SEDGFIELD CCG
- North Durham CCG
- Schools

This stakeholder list is not exhaustive and will be expanded to include all individuals and groups DCC needs to communicate and work with before and during the project. It will be updated on a regular basis.

Target audience

- AAPs
- Colleges / students
- CVS
- DCC / commissioned services / staff
- Durham University / student unions / students

- Employers
- Families – parents and carers
- Members
- NHS / patients
- Primary schools / pupils
- Public sector catering – schools (Taylor Shaw), council, NHS, Police and Fire
- Restaurants and food outlets
- Secondary schools / pupils
- Customers of sport and leisure facilities
- Tourism and venues – council (e.g. Gala Theatre) and non-council attractions, events and festivals

Objectives

- To raise awareness of the effects medium to long-term excessive sugar consumption can have on children, young people and adults
- To highlight the impact on individuals, employers and on the NHS services
- To promote the app which indicates the levels of sugar contained in food and drink
- To encourage individuals to make ‘better’ choices when buying food and drink to move away from those containing high levels of sugar
- To encourage alternative behaviours of employers and businesses in changing their food, snacks and refreshment offers (as appropriate) that contain lower or reduced sugar and to consider healthier alternatives

Key Messages

- There are surprising amounts of sugar in everyday food and drink
- Too much sugar can increase the risk of serious diseases like heart disease, type 2 diabetes, some cancers and is harmful to dental health
- Downloading the free Sugar Smart app can help reveal the levels of sugar contained in food and drink
- Explain what being Sugar Smart means
- Encourage businesses, particularly food businesses and other partners to sign up to being Sugar Smart
- Offer healthy options
- Link to other comms that seek to encourage a healthy lifestyle
- Introduce an ‘accreditation’ or ‘standard’ which food businesses could use to promote themselves as Sugar Smart

Encourage involvement

- Encourage schools to get involved and engage with their students/pupils to think differently
- Encourage food businesses to adopt a 'Sugar Smart' approach by selling healthier option food and drink
- Encourage schools, colleges, the university, hospitals and employers to reduce unhealthy options through their vending options

Change behaviour

- Focus on providing support and encouraging individuals and businesses to the viable options available to them and to ensure they know where to get that support from

Performance measurement

- Numbers of businesses that engage with the service
- Number of webpage hits
- Time spent on the web pages
- Numbers accessing the schools extranet
- Number of views on the videos embedded on the pages (if applicable)

Key dates and Milestones

Launch 10th July

Budget

Budget is to be confirmed

Key contacts

Chris Woodcock

ACTION PLAN

Date	Action/ method of communication	Notes: include target audience where appropriate and rationale for the action	Action by	Estimate costs	Job ref from TTD
External communications.					
	Develop landing page with ancillary pages (if required) about Sugar Smart on DCC site	Provides a focal point for the content		Nil	
	DCC social media feeds	Using key dates (where appropriate), post reminders to businesses on various compliance requirements		Nil	
	DCC website carousel	Lead people to the landing pages at launch and then at planned intervals		Nil	
	DC News article	Explain the benefits of Sugar Smart and where to find out more		Nil	
	AAP social media	Blanket all APPs		Nil	
	AAP newsletters article	As above		Nil	
	Press release	Periodic reminders in line with key dates		Nil	
	Awareness raising display at events	Opportunities to provide printed materials and encourage people to visit the site		See printed materials	
	Printed materials	Consider printing downloaded materials from PHE to support event attendance		Tbc	

Date	Action/ method of communication	Notes: include target audience where appropriate and rationale for the action	Action by	Estimate costs	Job ref from TTD
	Schools extranet	Push information through the intranet using key messages and tools identified by Taylor Shaw		Nil	
	Free listings in partner and target audience publications And partner intranet sites	Widen the audience and reach		Nil	
	Identify and align message with other campaigns	Ensure campaigns with a link carry the message of Sugar Smart		Nil	
	Launch event 10 July – gear appropriate activity listed above to support the launch	Consider key stakeholders to invite for a photo opportunity		Possible cost for photographer	
	Consider paid for promotions – to push key social media messages, consider outdoor media.	Broaden the audience reinforcing the messages being delivered through other means		tbc	

Date	Action/ method of communication	Notes: include target audience where appropriate and rationale for the action	Action by	Estimate costs	Job ref from TTD
Internal communications					
	Buzz	Make those working with the target audiences aware of Sugar Smart		Nil	
	Members Update	Ensure Members are aware of the work done to support reductions in sugar consumption		Nil	
	Staff intranet	Make those working with target audiences aware of Sugar Smart and the key messages		Nil	
	Notice boards and reception areas	Provide printed materials for locations		See printed materials above	