



Bristol Health & Wellbeing Board

| Sugar Smart Bristol | |
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| Report for: Information, discussion and endorsement | |

1. Purpose of this Paper

This paper sets out a vision and ambition for a major city wide programme that will be branded 'Sugar Smart Bristol'. It will focus on raising awareness and reducing the obesogenic environment across many settings and the life course, including targeted work to address 'food' related health inequalities across the city.

2. Current situation

We are eating too much sugar and it is bad for our health. Consuming too many foods and drinks that are high in sugar can lead to weight gain and related health problems, as well as tooth decay (PHE, 2015). The intake of sugar is relevant to every population group and accounts for 12 to 15% of our energy, although consumption of sugar and sugar sweetened drinks are particularly high in school age children. This tends to be higher amongst the most disadvantaged who also experience a higher prevalence of tooth decay and obesity.

Children today are the first generation predicted to live shorter lives than their parents because of diet and inactivity. In Bristol 23% (1,154 children) 4-5 year olds and 35% (1,304 children) of 10-11 year olds were classified as overweight or obese in (PHE Child Health Profile 2014/15) with 59% of adults classified as overweight or obese (PHE 2015).

In Bristol every year approximately 819 people die prematurely (75 or under) through preventable disease such as heart disease, diabetes, certain cancers and respiratory conditions. Bristol City Council, like many other councils throughout the country, faces a big challenge to meet the rising costs of health and social care. There is robust evidence recognising the importance of good health and wellbeing in reducing levels of chronic disease and premature death and placing a priority on investing in prevention.

Over the last 30 to 40 years our relationship with food has changed; how we shop, where we eat, availability of food and where it is produced. Food is readily available, heavily marketed, promoted and advertised and in real terms is cheaper than ever before. All of these provide a nudge towards over consumption with the changes creeping up. This is nobody's fault but it is time to take serious and systematic action to change the sugar landscape.

There is already a desire to ensure that food in Bristol is sustainable, Bristol was awarded Bristol was awarded a Soil Association, Silver Sustainable Food Cities Award in March 2016 for its collaborative approach to food across the city. Sugar Smart Bristol will keep Bristol on track in its ambition to go for 'gold'.

From a national perspective Public Health England introduced an initiative Change4life 'Sugar Swaps', which encourages families to swap sugary foods for healthier alternatives, with a sugar app 'Sugar Smart' which scans barcodes and tells users how much sugar a food or drink contains (DH, 2015).

3. The evidence

The Scientific Advisory Committee on Nutrition (SACN) 2015 concluded that the recommended average population maximum intake of sugar should be halved; it should not exceed 5% of total dietary energy. It also recommends that the consumption of sugar sweetened drinks should be minimised both by adults and children.

Small sustained reductions in obesity (of just 1% per year below the predicted trends) could prevent around 64,000 new cases of cancer in the UK by 2035 (Cancer Research UK, 2015). The increasing number of people with Type 2 diabetes is directly linked to obesity, with 36% of adults having pre-diabetes, a rate that has tripled in the last 10 years (BMJ).

Dental decay is one of the most chronic preventable childhood diseases affecting over a quarter of five year olds and impacting on weight, ability to thrive, sleep, speech, play, socialise, attend and achieve at school. In March 2015, a national survey showed a persistence of oral health inequalities, and in Bristol it is shown that tooth decay rates and dental fillings are concentrated in socially deprived children. Dietary sugar has been identified as the main behavioural risk factor (Williams & Harwood, 2015).

Takeaways and eating out are becoming a social norm. A fifth of adults and children eat takeaway meals at home once a week or more and 75% of people report eating out or buying takeaway food in 2014 (compared to 68% in 2010).

Sugar-sweetened drinks and fruit juices are the biggest source of sugar in the diet of school- age children. It is predicted that reducing the amount of sugar in sweetened drinks by 40% over five years could prevent 300,000 cases of type 2 diabetes and one million less people who are obese nationally over a decade.

The government announced a soft drinks industry levy in the March 2016 budget which may come into effect in 2018. The situation is currently unclear following a change in prime minister.

Jamie Oliver and the Jamie Oliver Food Foundation have championed the need to reduce the amount of sugar in our diets. The Channel 4 programme – Jamie's Sugar Rush in 2015 provided viewers with compelling evidence of the harm of consuming too much sugar.

Brighton & Hove have piloted the Sugar Smart City approach in England. Bristol is the first major city to adopt Sugar Smart and it is likely that other major cities will follow suit in 2017.

4. What will Sugar Smart Bristol look like?

Following a period of scoping and planning we can wait no longer, the government proposals could be protracted or not materialise and partners across the city have a desire to work towards making Bristol a Sugar Smart city.

Healthy Weight has been identified as one of three priority areas for the Health and Wellbeing Board. A Great Weight Group will be convened to lead the healthy weight agenda. It will report to

the Health and Wellbeing Board, with groups sitting beneath it which address all aspects of the healthy weight agenda, including a Sugar Smart Steering Gr

The aim of Sugar Smart Bristol is:

‘To increase awareness and reduce consumption of sugar across Bristol’

The objectives are:

- To contribute to decreasing the numbers of adults and children in Bristol who are overweight or obese
- To lead and develop a major city wide campaign to increase awareness of the harm of too much sugar in the context of healthy weight and dental health
- To focus on areas of inequality within the city where health outcomes are poorer
- To create a ‘let’s talk about sugar’ conversation with Bristol to include all ages and settings
- To develop Bristol Eating Better Awards for food outlets across the city
- To work with schools to ensure Sugar Smart is embedded in the culture
- To focus on public sector organisations as major employers and providers of services
- To explore engagement and support with major supermarkets
- To make it easier for people to access low sugar foods

The Jamie Oliver Food Foundation have committed a day per week to work with us to lead this work and we have received a message from Jamie Oliver endorsing his support.

The steering group consists of a wide range of partners, including the cabinet member for Health and wellbeing – Fi Hance, chefs and restaurant owners, University of West of England, University of Bristol, Bristol Sport.

The launch

- Due to the interest of other cities and the commitment of the steering group there will be a period of soft launching in the pre- Christmas period. The highlight of this will be a debate with the youth council on Monday 5th December 2016.
- The main launch is taking place on Saturday 14th January and Sunday 15th January with local derby’s in football (Bristol and Cardiff) and rugby (Bristol and Bath) where there will be expected audiences of 27,000 people on each of the days.
This is being sponsored by Bristol Sport and will include branding, children’s activities, use of the big screen and a potential celebrity appearance at half time. It is also hoped that Jamie Oliver will video a personal message to Bristol.
- Packs which outline ‘why Sugar Smart Bristol?’ and other relevant resources will be sent to all dentists, pharmacists, GPs, schools, children’s centres etc in the new year to coincide with the launch.

The plans

- Filming of the Youth Mayor’s for the BBC Sunday Politics Show (4.12.16)
- Setting up an evaluation process for the beginning
- Sugar Survey (December 2016)
- The ‘Great Weight Debate’ early 2017
- Explore a local voluntary tax on sugary drinks

- Building on a pilot project to encourage healthier vending
- Fresh fruit available in leisure centres
- Healthy Food Awards for food outlets
- Working with Wessex Water to investigate free water bottles for all school children
- A standard relating to Sugar Smart in the Mayor's Award for Healthy Schools

Timescale

Plans are being developed for two years in the first instance.

Funding

A business plan will outline the resources that will be required to make this campaign successful over an initial two year period.

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