

Sugar Smart Newcastle Action Plan

2018 – 2021



Sugar Smart Newcastle Action Plan



Context for Action

As a nation the UK public are eating and drinking too much sugar which is having a negative impact on our health. Consuming too many foods and drinks high in sugar can lead to weight gain and related health problems, as well as tooth decay.

In the UK, the NHS spends at least £5.1 billion a year treating obesity and related complications such as type 2 diabetes. One in every four children starts primary schools overweight or obese and by the time they reach secondary school it's one in three or even higher.¹ In Newcastle 63.2% of adults are classified as overweight and obese².

The National Child Measurement Programme shows that rates of childhood overweight and obesity are higher than England averages in Newcastle upon Tyne, as illustrated in Table 1 below:

Table 1

Average rates of obese, overweight, severe obesity by year group in Newcastle and England				
2016/17	Newcastle	England	Newcastle	England
	Reception %		Year 6 %	
Obese	11.9	9.6	23.6	20.0
Overweight	12.9	13.0	14.8	14.3
Severe Obesity	3.4	2.35	5.4	4.07
% Total: Excess Weight	24.9	22.6	38.4	34.2

<http://fingertips.phe.org.uk/profile/national-child-measurement-programme>

Over 39,000 children nationally are admitted to hospital for tooth extraction due to preventable tooth decay³, mostly under general anaesthetic caused by excessive sugar consumption.

Dental decay is preventable, but it is the most common reason for 5-9 year olds to be admitted to hospital in England.

¹ Public Health England (2015), Sugar Reduction: The evidence for action. Available at <https://www.gov.uk/government/publications/sugar-reduction-from-evidence-into-action>

² PHE (2015/16) Data based on the Active Lives Survey 2015/16, Sport England <https://fingertips.phe.org.uk/search/adult%20obesity#page/3/gid/1/pat/6/par/E12000001/ati/101/are/E08000021/iid/93088/age/168/sex/4>

³ Available from Public Health England, Oral health Profile. See <https://fingertips.phe.org.uk/profile/oral-health>

-  In Newcastle 1.5% of 5-9 year olds are admitted to hospital for this reason each year.⁴
-  In 2016/17, 450 Newcastle children and young people aged 0-19 years were admitted to hospital due to preventable dental decay, of whom 353 were aged 0-9 years. Most of these admissions were for tooth extraction under anaesthetic⁵.
-  Of the 22.5% of five year olds with decay in Newcastle, each child will have an average of 3.2 decayed teeth⁶.

Consumption of sugary snacks and drinks is a contributory factor to both body weight and dental decay and is particularly high in school age children. It also tends to be highest among the most disadvantaged who also experience a higher prevalence of tooth decay and obesity and its health consequences⁷. The National Diet and Nutrition Survey found that sugary drinks account for 30% of 4 to 10 year olds' daily sugar intake⁸. The 2017 Health Related Behaviour Survey of Newcastle primary and secondary school pupils provides evidence of how sugar is a key part of children's diets. It found:

-  56% of primary school and 65% of secondary school pupils reported eating sweets or chocolate at least 2 or 3 times a week
-  26% of primary school and 30% of secondary school pupils reported eating sweets or chocolate on most days of the week
-  13% of primary school and 19% of secondary school pupils reported drinking regular carbonated non-diet drinks on most days of the week
-  12.5% of primary and secondary school pupils reported drinking carbonated diet drinks on most days of the week

The Scientific Advisory Committee on Nutrition (SACN) concluded that the recommended average population maximum intake of sugar should be halved and not exceed 5% of total dietary energy. However, most people are consuming around three times this amount, with sugar contributing between 12 to 15% of energy for all population groups.⁹



Public Health England conducted an analysis of the evidence for action on sugar reduction in 2015¹⁰ and suggests that a successful programme should include action at many levels including the local environment which influences food choices; the food supply; knowledge and training; and local action. It also recommended that consumption of sugar sweetened drinks should be minimised by both adults and children, a recommendation which the Government accepted. It stresses that no single action will be effective in reducing sugar intake levels alone. Instead a broad

⁴ Available from Public Health England, Oral health Profile. See <https://fingertips.phe.org.uk/profile/oral-health>

⁵ Available from Public Health England, Oral health Profile. See <https://fingertips.phe.org.uk/profile/oral-health>

⁶ Available from Public health England, Oral health Profile. See <https://fingertips.phe.org.uk/profile/oral-health>

⁷ Public Health England (2015), Sugar Reduction: The evidence for action. Available at <https://www.gov.uk/government/publications/sugar-reduction-from-evidence-into-action>

⁸ Public Health England (2016) the National Diet and Health Survey. Available from <https://www.gov.uk/government/collections/national-diet-and-nutrition-survey>

⁹The Scientific Advisory Committee on Nutrition. (2015) Carbohydrates and Health. Available from: <https://www.gov.uk/government/groups/scientific-advisory-committee-on-nutrition>

¹⁰ Public Health England (2015), Sugar Reduction: The evidence for action. Available online at https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/470179/Sugar_reduction_the_evidence_for_action.pdf

and structured programme of measures to reduce the influences that increase sugar consumption are required, working together to be most effective.

A new Soft Drinks Industry Levy (SDIL) was introduced in April 2018 and the food industry now has targets to reduce sugar levels in everyday foods, but these with other national actions will not go far enough to reduce consumption of sugar and the impact this has on health. Childhood Obesity: A Plan for Action Chapter 2 (HM Government, June 2018) outlined the positive changes achieved from the publication of Chapter 1. However, the Plan states that HM Treasury will consider the sugar reduction progress achieved in sugary milk drinks as part of its 2020 review of the milk drinks exemption from SDIL. Sugary milk drinks may be included in the SDIL if insufficient progress on reduction has been made. They will consult before the end of 2018 on the intention to introduce legislation ending the sale of energy drinks to under 16 year olds and may also consider further use of the tax system to promote healthy food if the voluntary sugar reduction programme does not deliver sufficient progress.

A Sugar Smart action plan will potentially help Newcastle to have an impact on reducing sugar consumption. For these reasons a Sugar Smart Campaign is a priority for action within the Newcastle Good Food Plan.

About Sugar

The Scientific Advisory Committee on Nutrition¹¹ concluded that the recommended average maximum intake of sugar should be halved, not exceeding 5% of total dietary energy. Based on average population diets, the recommended maximum amount of free sugar by age group per day are as follows;

Age Group	Grams per day	Equivalent Sugar Cubes or Teaspoons
4-6 years old	19g	5 cubes or 4.75 teaspoons
7-10 years old	24g	6 cubes or 6 teaspoons
11 years and over	30g	7 cubes or 7.5 teaspoons

However, the current average consumption rates by age group are¹²;

-  4-10 year olds are consuming on average; 63g a day (male) and 59g a day (female)
-  11-18 year olds are consuming on average; 84g a day (male) and 64g a day (female)
-  16-64 year olds are consuming on average 58.5g per day

¹¹ [Why 5%? An explanation of the Scientific Advisory Committee on Nutrition's recommendations about sugars and health, in the context of current intakes of free sugars, other dietary recommendations and the changes in dietary habits needed to reduce consumption of free sugars to 5% of dietary energy](#) (July 2015)

¹² [National Diet and Nutrition Survey Rolling Programme – Results from Year 7 & 8](#), (March 2018)

About the Sugar Smart Campaign

Sugar Smart is a campaign of the charity Sustain to help local areas across the UK tackle excessive sugar consumption (www.sugarsmart.uk.org). Whilst how much sugar individuals consume is ultimately down to them, the role of the environment people live in, from advertising and promotions, through to provision of sugary food and drink options is hugely influential¹³. A vital part of Sugar Smart UK is encouraging a multi sector approach with local businesses, organisations and residents involved.

Sugar Smart uses a multi-pronged approach involving a wide variety of settings and sectors which helps to contribute to long term change. It enables different settings/sectors to become engaged in activities over time, which they prioritise in terms of short, medium and long term goals, whilst reinforcing good practice already established.

In the UK, 27 cities, boroughs and counties, including Brighton, Lewisham, Bristol and Greenwich, have launched their Sugar Smart campaigns, and dozens of others are working on developing their sugar reduction campaigns or are beginning the process of becoming a Sugar Smart city.

Sugar Smart UK is not the same campaign as the Change4Life Sugar Smart campaign (www.nhs.uk/sugar-smart) which aims to educate individuals about the dangers of sugar, but it works in synergy with it. The Sugar Smart campaign aims to tackle the over-consumption of sugar from a higher structural level, working with a range of sectors to do so, focussing on the wider local obesogenic environment. Sectors include schools, hospitals, restaurants, retailers and workplaces.

The campaign does not directly target individuals but seeks to influence them through different settings in the sectors identified. Individuals can sign up as a volunteer or supporter of Sugar Smart at https://www.sugarsmartuk.org/get_involved/

Background to Action Plan

The Sugar Smart Newcastle action plan is a practical improvement tool which allows partners to consider what they are doing currently to address excess sugar consumption, identify good practice, and identify and prioritise further actions that can be developed and implemented.

The plan is divided into 11 key strands, 10 of which focus on a specific sector and the last of which is a cross cutting issue.

¹³ Sugar Smart Handbook, Sustain (2018)

Sugar Smart - 11 Key Strands



- * Community Groups including specific population groups e.g. older people, eastern European migrants, mental health service users, early years
- * Communications including media, campaigns, advocacy – cross cutting issue

Key Messages for Sugar Smart Newcastle Campaign

The key messages that the Sugar Smart Newcastle campaign will promote in all communications are:

-  Reduce the frequency of sugar intake
-  Keep sugary foods and drinks as part of a meal
-  Reduce the amount of sugar consumed every day

Using the Action Plan

The action plan acts as a document which can be added to as work progresses. It is both an audit and action plan. For each strand several specific objectives are identified, which relevant organisations are asked to assess and rate against a scale of Red, Amber, Green (RAG):

-  Red: 'No; not in place'
-  Amber: 'In place to some extent'
-  Green: 'Yes; fully in place'

Once a RAG assessment is made a brief commentary of evidence to support the rating should be given, and a brief description of what action needs to be taken to address the identified gaps. Those identifying themselves as a lead for an objective are providing a commitment to

implementing the action(s) identified within a specified target period. Each objective is to be prioritised as 'High', 'Medium', 'Low' to support the long term implementation of the plan. Those with a high priority will be the focus of activity in the first two years of the plan.

As work is implemented leads will be asked to re-assess the RAG rating and relevant commentaries so that progress can be monitored.

Monitoring and Evaluation

The plan will be monitored on a quarterly basis with the leads for each objective responsible for completing a re-assessment of RAG rating given and completing the relevant commentaries for them. This quarterly progress will be reported via the Chair of the Sugar Smart group to the Food Newcastle Steering Group, as part of the governance structure for the implementation of the Newcastle Good Food Plan. It will also be shared with the Sugar Smart UK campaign team nationally.

No one action or setting alone will reduce sugar consumption in the whole population but by implementing action in each setting there is greater potential to make an impact on the health of Newcastle's residents. Such action should equally help to influence action across the city to address obesity.

Evaluation metrics will be through population level metrics. For example;

- A reduction in the overall quantity of the sugar used in the school food and drinks provided pre and post intervention
- Reduction in sales of sugary drinks and foods in vending machines and an increase in those which contain less sugar
- A reduction in the overall quantity of the sugar used in the foods and drinks consumed in hospital settings pre and post intervention
- An increase in sales of less sugary foods and drinks sold in hospital settings and schools
- An increase from baseline in the number of outlets offering 'refill' points in Newcastle.

Newcastle Good Food Plan

The Food Newcastle Partnership developed the Newcastle Good Food Plan based on the Sustainable Food Cities framework. The Sugar Smart Newcastle sub-group was formed to take forward actions identified under the theme 'Diet related ill health and access to food' in which the key priority was to reduce the consumption of sugar across the city

<http://www.foodnewcastle.org/>

Consultation Process

The draft Sugar Smart Newcastle Action Plan was disseminated at the Food Newcastle annual event in March 2018, at which delegates were asked to identify any commitments their organisation can make to the plan and its implementation. Those delegates working with groups of the community, including schools, will be encouraged to undertake engagement sessions with local people to explore the campaign, gather support and engage them in it as appropriate. An engagement exercise is given in Appendix 1 of this plan.

Sector One: Primary Schools

Background Information

In Newcastle 25% of reception age children and 38.9% of Year 6 children were overweight or obese in 2016/17 (National Child Measurement Programme). 0.6% of 0-4 year olds and 1.5% of 5-9 year olds in Newcastle admitted to hospital have decayed teeth removed under general anaesthetic. Consumption of excessive sugar is a significant factor in tooth decay. The 2017 Health Related Behaviour Survey showed that 26% of primary school pupils reported eating sweets or chocolate on most days of the week, and 56% reported having them 2-3 times per week. 13% of primary school pupils reporting that they drank carbonated (non-low calorie) drinks on most days according to the same study.

It is important to take action in primary schools to support the establishment of healthy eating practices in childhood.

National 'School Food Standards' to which school caterers must comply, do not permit the provision of drinks with added sugar (no specified amount of sugar is given nor portion size), confectionary, chocolates or chocolate-coated products within school meals or vending machines. Desserts, cakes and biscuits are only allowed at lunchtime as part of the school meal. National Standards for school food other than lunch, also provide specific rules to schools on what foods can be provided during the extended school day other than that provided by the school meal. For example, they apply to breakfasts, after school clubs, break times. They do not apply to food brought in from home such as packed meals. Such standards provide a strong minimum benchmark for schools, but local areas can develop practice further to exceed the Standards. There are several catering providers for Newcastle School meals including City Catering (main provider), Chartwell's, Orian, the Laidlaw School Trust and schools' own providers.

In addition, schools in Newcastle who have Newcastle Healthy School Status must have a school food policy in place which addresses how the school promotes healthy eating throughout the whole school day, including for packed lunches.

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
	Fully in place	Partial	Not in place					
To work with major school meal catering providers (City Catering, Chartwell's, Laidlaw Trust) to:		✓		<ul style="list-style-type: none"> Initial engagement with City Catering; sugar content reduced by 3% over a 3 week cycle to date. Team of development chefs are in place to try and test recipes to reduce sugar content 	<ul style="list-style-type: none"> Engage with Chartwell's and Laidlaw Trust as well as City Catering, to review and develop menus to reduce sugar content. Review drinks provided – to go further than the National 	NCC (JM, GB, CC) CW () LT (LH) LT (LA)	1/9/19	HIGH

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
	Fully in place	Partial	Not in place					
<ul style="list-style-type: none"> reduce the sugar content of school meals including drinks 				<ul style="list-style-type: none"> 1 day/week no desserts only fruit in school where Heads have not requested the basic menu is changed. Initial engagement with Excelsior; Within Rainbird's primary school (Laidlaw Trust); 1 day/week no cake based desserts- fruit or yogurt only. Training for chefs in Trust arranged for June 2018 about sugar. 	<ul style="list-style-type: none"> Food and Drink standards' in terms of sugar content and portion size. Provide training to development chefs on sugar and the national consumption guidelines Provide a briefing for heads re the importance of addressing sugar consumption and the role of the school meal within this. 			
<ul style="list-style-type: none"> reduce portion sizes of school meals as age appropriate 			✓	<ul style="list-style-type: none"> Standard portion size used by City Catering for school meal regardless of age of child. National food and drink standards do not cover portion size. Excelsior Primary (Laidlaw Trust) use standard portions for each age group using old City Council guidelines. 	<ul style="list-style-type: none"> Engage with Chartwell's, City Catering and Laidlaw Trust to review portion size and agree action required. 	NCC (JM, GB, CC) LT (LH, LA)	1/9/19	HIGH
<ul style="list-style-type: none"> reduce the frequency of traditional cake based desserts provided each day within the school meals 		✓		<ul style="list-style-type: none"> Initial engagement with City Catering. One day per week no 'traditional desserts' provided only fruit or yogurt. However, some Heads have 	<ul style="list-style-type: none"> Engage with Chartwell's and Laidlaw Trust as well as City Catering to review dessert choices offered. 	NCC (JM, GB, CC) LT (LH, LA)	1/9/19	HIGH

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
	Fully in place	Partial	Not in place					
				<p>requested a traditional dessert be provided each day.</p> <ul style="list-style-type: none"> • City Catering considering introducing a savoury starter plus main course rather than a dessert each day. Excelsior Primary to consider introduction of a savoury starter instead of dessert on one day. • Initial engagement with Excelsior; Rainbird's primary school (Laidlaw Trust); 1 day/week no cake based desserts- fruit or yogurt only. Recipes being modified to reduce use of sugar. In secondary schools recipes for cakes being modified to reduce sugar. 	<ul style="list-style-type: none"> • Introduce a savoury starter in place of a dessert within some of the weekly menus 			
<ul style="list-style-type: none"> • change the food architecture of the dining area 			✓		<ul style="list-style-type: none"> • Consider results of Newcastle University food architecture research study. Agree actions to implement widely. 	NCC (JM, GB, CC) LT (LH) NU (SS)	1/1/19	HIGH
To support parents and schools to improve the		✓		<ul style="list-style-type: none"> • Healthy School Status includes requirement for a 	<ul style="list-style-type: none"> • Produce a voluntary code of practice for schools on 	NCC (JM)	1/12/18	HIGH

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
	Fully in place	Partial	Not in place					
quality of packed meals provided.				<p>school food policy, including packed lunches.</p> <ul style="list-style-type: none"> • Most primary schools have packed lunch rules, however mixed picture of monitoring and enforcement 	<p>healthy packed lunches and ask them to sign up to this.</p>			
To support the professional development of classroom practitioners on sugar.	✓			<ul style="list-style-type: none"> • In service training course 'Sugar; the Sticky Truth', offered to primary practitioners biennially. This helps to improve the quality and accuracy of teaching and learning on sugar. • Oral health promoter offers schools support with dental health education. 	<ul style="list-style-type: none"> • Review and develop course to ensure it meets current needs. 	NCC (JM) NUTH (DH)	19/20 Academic year	MED
To increase pupil awareness of the Sugar Smart campaign			✓	<ul style="list-style-type: none"> • Food education is taught to all pupils and includes some sugar and oral health education. Schools use variety of resources including C4L school zone materials. • Approx. 5 schools are focussing on oral health for Healthy School Plus programme. This includes sugar education but not 	<ul style="list-style-type: none"> • Produce a resource pack of ideas for implementing a Sugar Smart campaign in school • Recruit a minimum of 3 schools (one per locality) to run a pupil led Sugar Smart UK campaign • Support schools to develop and implement campaign • Review progress and disseminate good practice 	NCC (JM) NUTH (DH)	1/1/19	MED

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
	Fully in place	Partial	Not in place					
				specific Sugar Smart UK campaign.	to other schools through healthy school forum, newsletters and media.			

Sector Two: Secondary Schools

Background Information

In Newcastle by the time young people enter secondary school at Year 7 many are already overweight or obese; 38.9% of Year 6 children were overweight or obese in 2016/17 (National Child Measurement Programme). The 2017 Health Related Behaviour Survey showed that 30% of students in secondary schools reported eating sweets or chocolate on most days of the week, and 65% reported having them 2-3 times per week. Consumption of carbonated (non-low calorie) is of a concern among young people in secondary school, with 19% of secondary school pupils reporting that they drank carbonated (non-low calorie) drinks on most days according to the same study. Excessive sugar consumption is contributing significantly to the number of young people being diagnosed with type 2 diabetes.

National 'School Food Standards' to which school caterers must comply, do not permit the provision of drinks with added sugar (no specified amount of sugar is given nor portion size), confectionary, chocolates or chocolate-coated products within school meals or vending machines. Desserts, cakes and biscuits are only allowed at lunchtime as part of the school meal. National Standards for school food other than lunch, also provide specific rules to schools on what foods can be provided during the extended school day other than that provided by the school meal. For example, they apply to breakfasts, after school clubs, break times. They do not apply to food brought in from home such as packed meals. Such standards provide a strong minimum benchmark for schools, but local areas can develop practice further to exceed the Standards. In secondary school, including middle schools including Year 5 and 6 pupils, students have a greater choice about their food and drink intake both in and out of school. In several schools, the canteen/café is open all day and the mid-morning break food offer can allow students to consume larger quantities of food (including high sugar foods) at school across the whole school day. Some schools permit students of Year 10 and above to leave the premises at lunchtime to purchase food from external providers which do not need to comply with school food standards. Students also have more freedom to bring food and carbonated drinks into school from home. Vending machines where present, must comply with the National School Food Standards. Where present in Newcastle schools, the machines are within public sports facilities for adults and are only switched on after school hours. They are not always covered over however in school time.

There are several catering providers for Newcastle School meals including City Catering (main provider), Chartwell's, Orian, the Laidlaw Trust and schools' own providers.

In addition, schools in Newcastle who have Newcastle Healthy School Status must have a school food policy in place which addresses how the school promotes healthy eating throughout the whole school day, including for packed lunches.

It is important to engage students in exploring sugar and involve them in solutions for tackling the problem of excessive consumption.

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
	Yes; in place	To Some Extent	No; not in place					
To work with major school meal catering providers (City Catering, Chartwell's, Laidlaw Trust) on reducing sugar content of school meals and drinks, portion size, frequency of traditional desserts, – see primary plan				See primary plan				HIGH
To increase pupil awareness of the Sugar Smart campaign			✓	<ul style="list-style-type: none"> • Messages on sugar included in healthy eating activity and curriculum but no specific Sugar Smart UK campaigns in place. 	<ul style="list-style-type: none"> • Produce a resource pack of ideas for implementing a Sugar Smart UK campaign in school • Engage at least one secondary school to become a pilot 'Sugar Smart UK' school, involving pupils in developing and leading a school based campaign. • This could include pupil Sugar Smart UK champions /ambassadors, social media content production, peer education etc. • Share findings with other schools to encourage roll out. 	NCC (JM) NUTH (DH)	1/1/19	HIGH

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
	Yes; in place	To Some Extent	No; not in place					
To engage pupils in a GULP (give up loving pop) campaign (north west model) http://www.giveuplovingpop.org.uk/			✓	<ul style="list-style-type: none"> Further information from Food Active, coordinators of the GULP campaign sought for consideration. 	<ul style="list-style-type: none"> Disseminate GULP resource materials to schools. Invite 3 secondary schools (1 per locality) to take part in a time limited challenge to get pupils to give up carbonated drinks for at least a 3 week period. Schools to monitor results and feed back Promote initiative through PR. 	NCC (JM) FN (NC)	1/1/19	HIGH
To work with major school meal catering providers (City Catering, Chartwells, Laidlaw Trust) to develop food architecture in the canteen, including product placement, upselling, menu displays, food/drink layout, canteen layout, grab and go menus, drinks provided		✓		<ul style="list-style-type: none"> Initial engagement by Newcastle University with City Catering for the food architecture research study in 2 secondary schools. Research focuses on product layout/placement (no change in menu). 	<ul style="list-style-type: none"> Consider results of Newcastle University food architecture research study. Agree actions to implement widely with main catering providers. Review drinks provided and agree action to go beyond the National Food Standards in terms of their sugar content. Review other aspects of food architecture and agree process for change. 	NU (SS), NCC (JM, DS, GB, CC) CW LT (LH, LA)	2018/19	HIGH
To support schools with vending machines for adult users, to improve their contents and reduce their visibility to pupils.			✓	<ul style="list-style-type: none"> Schools with public sports facilities may have vending machines which are not available to 	<ul style="list-style-type: none"> Identify schools with public sports facilities and vending to determine current contents and visibility to pupils 	NCC (JM)	2020	LOW

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
	Yes; in place	To Some Extent	No; not in place					
				pupils during school hours.	<ul style="list-style-type: none"> Work with the identified schools to improve healthy vend and ask them to entirely cover the machines during school time. 			
To investigate the NCC policy regarding the advertising of high sugar foods and drinks near to schools on advertising sites which they own/manage			✓	<ul style="list-style-type: none"> To investigate if there are means to influence the advertising near schools to reduce sugar promotion. 	<ul style="list-style-type: none"> Identify current extent of advertising of high sugar foods and drinks within close vicinity of schools by engaging schools in mapping these through photography Determine ownership/management of the advertising sites identified Determine what NCC policy is and if and how this can be developed if necessary, using best practice case study evidence. 	NCC (JM) (DS)	Dec 2019	MED
To increase pupil awareness of the harm from energy drinks			✓	<ul style="list-style-type: none"> Schools may include health harms in PSHE or food technology lessons – no statutory requirement to do so 	<ul style="list-style-type: none"> Through the GULP school's initiative, work with young people in one school to produce pilot bespoke social/digital media messages/resources about energy drinks Engage with NU to use best evidence and practice available to inform development. 	JM/DS	Dec 2019	LOW

Sector Three: Workplaces

Background Information
<p>Large businesses who offer staff catering are important to the campaign because they have a significant influence over the contract caterers who operate their catering service. Local employers (large and small) are hugely important for raising awareness about the dangers of too much sugar in the diet with their employees, particularly in iconic local employers who define the fabric of the local area.</p> <p>Being overweight or obese can lead to significant health problems such as diabetes, which contribute to staff sickness absence.</p> <p>For employers, the Sugar Smart campaign should be an attractive campaign to engage with and it could be included as evidence towards achieving the Better Health at Work Award (BHAWA). Additionally, the Sugar Smart campaign should be attractive to companies with a strong or very visible ethical and staff wellbeing policy who are not yet involved in the Better Health at Work Award because they are likely to have the internal will and resources (including staff) to adopt Sugar Smart commitments.</p> <p>Benefits to employers and universities include a healthier workplace with healthier staff and students. Working in collaboration with occupational health on this can show that you care about the health and wellbeing of the people in your workplace.</p>

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
	Yes; in place	To Some Extent	No; not in place					
To encourage employers to adopt Sugar Smart as one of the campaigns they run each year as part of their BHAWA portfolio. Focus on employers at Bronze and Silver as there are specific healthy eating criteria at these levels.		✓		<ul style="list-style-type: none"> Employers could promote the campaign with staff and encourage activities and challenges around sugar reduction 	<ul style="list-style-type: none"> Sugar Smart promoted to employers engaged in the BHAWA Support and resources made available where feasible 	NCC (MM)	2019/20	MED

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
	Yes; in place	To Some Extent	No; not in place					
To promote the Sugar Smart campaign to wider employers through media and links to other campaigns, e.g. Newcastle Can			✓	<ul style="list-style-type: none"> Employers could promote the campaign to their staff as part of a citywide drive to reduce the intake and availability of sugar and sugary products 	<ul style="list-style-type: none"> Sugar Smart promoted to employers via networks and media Support and resources made available where feasible 	NCC (DS/MM)	Ongoing	MED

Sector Four: NHS Hospitals (including dental hospital, Newcastle Hospitals Trust and Northumberland and Tyne and Wear Trust)

Background Information

£5.1billion is spent on the NHS every year to treat obesity and its consequences such as Type 2 Diabetes and dental caries. In addition, over 60% of the 1.35 million NHS workforce is overweight or obese, which is contributing to sickness absence levels among staff. In 2015 PHE estimated the cost of sickness absence to the NHS at £2.4billion.

The volume of food and drink served through NHS catering is substantial and contracts are hugely influential on the policies of manufacturers and contract caterers. The sector includes food provided to patients, staff and visitors through a variety of catering outlets including vending machines, commercial outlets and in-house canteens/cafes.

From April 2016, NHS organisations have been funded to improve staff health and wellbeing. A CQUIN (Commissioning for Quality and Innovation) supports staff to make healthy food choices by prohibiting price promotions, advertisements and the presence at checkouts of sugary drinks and foods high in fat, sugar and salt. It also requires healthy food options to be available to staff on night shifts. The Newcastle upon Tyne Hospitals NHS Foundation Trust (NUTH) has a comprehensive action plan in place to meet the CQUIN. NUTH includes Newcastle Dental Hospital. The CQUIN provides a minimum list of requirements and NHS hospitals can choose to go beyond its requirements.

Northumberland, Tyne and Wear NHS Foundation Trust (NTW) has a base within Newcastle and has achieved the CQUIN.

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
	Yes; in place	To Some Extent	No; not in place					
To ban price promotions on sugary drinks and foods high in fat, sugar and salt, e.g. pre-sugared breakfast cereals, soft drinks, confectionery, savoury snacks and fast food outlets	✓ NTW	✓ NUTH		<ul style="list-style-type: none"> NHS England has developed a CQUIN for Health and Wellbeing which includes promoting healthy eating Hospitals asked to sign up to the NHS Sugar Sweetened Beverages Sales Supplier Commitment 	<ul style="list-style-type: none"> NUTH and NTW signed up to the CQUIN and Commitment with plan in place Identify what actions NTW have in place to address the CQUIN and commitment 	NUTH (GM) NTW (TW)	March 2018	MED

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
	Yes; in place	To Some Extent	No; not in place					
To ban the advertisement on NHS premises of sugary drinks and foods high in fat, sugar and salt	✓ NTW	✓ NUTH		<ul style="list-style-type: none"> NHS England has developed a CQUIN for Health and Wellbeing which includes promoting healthy eating Hospitals asked to sign up to the NHS Sugar Sweetened Beverages Sales Supplier Commitment 	<ul style="list-style-type: none"> NUTH and NTW signed up to the CQUIN and Commitment with plan in place Identify what actions NTW have in place to address the CQUIN and Commitment 	NUTH (GM) NTW (TW)	March 2018	MED
To ban sugary drinks and foods high in fat, sugar and salt from checkouts	✓ NTW	✓ NUTH		<ul style="list-style-type: none"> NHS England has developed a CQUIN for Health and Wellbeing which includes promoting healthy eating Hospitals asked to sign up to the NHS Sugar Sweetened Beverages Sales Supplier Commitment 	<ul style="list-style-type: none"> NUTH and NTW signed up to the CQUIN and Commitment with plan in place Identify what actions NTW have in place to address the CQUIN & Commitment 	NUTH (GM) NTW (TW)	March 2018	MED
To ensure that healthy options are available at any point including for those staff working night shifts.	✓ NTW	✓ NUTH		<ul style="list-style-type: none"> NHS England has developed a CQUIN for Health and Wellbeing which includes promoting healthy eating Hospitals asked to sign up to the NHS Sugar Sweetened Beverages Sales Supplier Commitment 	<ul style="list-style-type: none"> NUTH and NTW signed up to the CQUIN and Commitment with plan in place Identify what actions NTW have in place to address the CQUIN & Commitment 	NUTH (GM) NTW (TW)	March 2018	MED
To reduce the total volume of sugar sweetened beverage sales	✓ NTW	✓ NUTH		<ul style="list-style-type: none"> NHS England has developed a CQUIN for Health and Wellbeing 	<ul style="list-style-type: none"> NUTH and NTW signed up to the CQUIN and 	NUTH (GM)	March 2018	MED

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
	Yes; in place	To Some Extent	No; not in place					
per NHS Outlet, reaching a target of 10% or less of drink sales for the whole of March 2018 and continuing thereafter				<p>which includes promoting healthy eating</p> <ul style="list-style-type: none"> Hospitals asked to sign up to the NHS Sugar Sweetened Beverages Sales Supplier Commitment 	<p>Commitment with plan in place</p> <ul style="list-style-type: none"> Identify what actions NTW have in place to address the CQUIN & Commitment 	NTW (TW)		

Sector Five: Universities

Background Information

Young adults will be the decision-makers of tomorrow. It's essential to try and change what's on offer at universities and higher education institutions as well as educate and raise awareness of the numerous staff and students. Many universities have sustainability as a core facet of their catering offer and nearly all have some form of food policy.

There are 2 university campus in Newcastle; Newcastle University and the University of Northumbria at Newcastle Upon Tyne, plus a further education college; Newcastle College.

Universities usually have dedicated sustainability staff, who could be influential in supporting the campaign. Some university catering will be managed in part, in-house, whilst there will also be commercial contract caterers. These may be different to the staff dealing with contracts for vending, advertising and sponsorship deals on campus.

One potential challenge is that sometimes multiple companies operate catering services in a university. An in-house caterer might manage catering for Halls of residence, while a department restaurant or café is run by another contract caterer. In this case, it is advisable to concentrate on the main or largest caterer(s) for maximum impact.

The emphasis in this sector is changing what's on offer together with raising awareness among staff and students of the sugar problem. Identifying leaders and champions amongst the university population will help to bring changes on campus.

Benefits to employers and universities include a healthier workplace with healthier staff and students. Working in collaboration with occupational health on this can show that you care about the health and wellbeing of the people in your workplace.

Universities in particular have a commitment to work with local government and this is an ideal opportunity to collaborate and have a pathway to impact.

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
	Yes; in place	To Some Extent	No; not in place					
Northumbria University To promote the Sugar Smart campaign to wider employers through staff Health and Wellbeing agenda and links to other campaigns			✓	<ul style="list-style-type: none"> • Include Sugar Smart within the staff health and wellbeing campaign as part of a citywide drive to reduce the intake and availability of sugar and sugary products 	<ul style="list-style-type: none"> • Sugar Smart promoted to employers via networks and media • Support and resources made available where feasible 	NU HR	Ongoing	MED
Northumbria University Work with Chartwells onsite operational team and national nutritionists to review the campaign and develop relevant pledges.			✓	<ul style="list-style-type: none"> • Chartwells are working towards Public Health England's, 20% sugar reduction by 2020 for their homemade desserts. E.g., 'Banana and Apricot Flapjack' made with no added sugar handed out as samples at the recent staff well-being day. • Sugar tax on cold beverages implemented in April 2018 	<ul style="list-style-type: none"> • Develop pledges and implement in catering outlets where relevant • Increase awareness of messaging through digital marketing platforms including social media and in outlets to better inform customers 	VW/ Chart wells	Ongoing	Low
Newcastle University		✓		<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Identify individuals and develop a group to consider opportunities for sugar smart reductions across campus. 	NU (SS)	Ongoing	LOW
Newcastle University – Dental Hospital		✓		<ul style="list-style-type: none"> • Removed drinks with added sugar, with the exception of Coca Cola, to fit in line with 80% of drinks line stocked 	<ul style="list-style-type: none"> • Looking at vending provisions in the Trust area with the aim of changing the sugar drink offer. 	NU-DH (DH)	Ongoing	Medium

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
	Yes; in place	To Some Extent	No; not in place					
				<p>must have less than 5g of added sugar per 100ml allowed under CQUIN guidelines. Now stock all zero sugar varieties of the usual carbonated drink in EAT@BITES.</p> <ul style="list-style-type: none"> • Advertise free water as per the Northumbria water 'REFILL SCHEME'. 	<ul style="list-style-type: none"> • 			

Sector Six: Sports and Leisure

Background Information
<p>Sports and leisure centres should be beacons of good practice given the link between diet and physical activity in maintaining a healthy weight. However too many sugary drinks and snacks can still be found in sports clubs, gyms, swimming pools and leisure centres, often through vending or cafes.</p> <p>Newcastle’s sport and leisure centres are managed by Greenwich Leisure Limited (also known as ‘Better’). They include 3 swimming pools, 6 newly refurbished fitness gyms and a trampoline centre, based in West Denton, Walker, Byker, Gosforth, the west end and the city centre. Such centres have a role to play in supporting people in making the right food and drink choices and maintain a healthy weight. Greenwich Leisure are responsible for developing their contracts with catering and vending providers.</p> <p>Iconic sports venues such as St James’ Park can also support the Sugar Smart UK campaign due to their large audience and influence on supporters to be a healthy weight through celebrity endorsement. The perceived link between improved performance and energy drinks is also an area to tackle.</p>

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
	Yes; in place	To Some Extent	No; not in place					
To work with Newcastle United Foundation to ensure the Match Fit Programme educates young people about the danger of energy drinks and that all the Foundation’s programmes disseminate Sugar Smart messages.		✓		<ul style="list-style-type: none"> The current Match Fit programme includes healthy eating messages. The Family Learning programme includes lessons on the Eat Well Plate and sugary drinks. 	<ul style="list-style-type: none"> Review the Match Fit programme to ensure that greater emphasis is placed upon energy drinks and their dangers Potentially engage NUFC Foundation in a GULP campaign (give up loving pop) Speak with all Foundation programme leads to determine what is currently delivered and see how messages can be 	NUF (AL)	1/1/19	MED

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
					<p>incorporated in individual programmes.</p> <ul style="list-style-type: none"> • Implement a ban on sugary non-diet) drinks for all participants of programmes. • Train all staff on the Sugar Smart campaign. • Use NU Foundation social media to spread Sugar Smart promotional messages once it has been created. 			
To consider seeking local sports celebrity to endorse use of non-energy drinks.			✓	<ul style="list-style-type: none"> • To use a spokesperson for the main target audience of 13-18 year olds. 	<ul style="list-style-type: none"> • Investigate current links with celebrities through Active Newcastle (Bobsleigh athlete), Newcastle Eagles, Newcastle Falcons to determine support. 	NCC (DS) FN (NC)	Dec 2019	LOW
To work with leisure service provider (GLL) to improve healthier vending in sports venues they manage				<ul style="list-style-type: none"> • Promoting healthier options in line with physical activity at venues across the city. 	<ul style="list-style-type: none"> • Investigate links with GLL via Active Newcastle team 	FN (NC)	June 2019	HIGH
To review and improve the healthier food and drink options at St James' Park and encourage their promotion		✓		<ul style="list-style-type: none"> • Email sent 26.2.18 to Catering Manager to arrange meeting to discuss becoming Sugar Smart. 	<ul style="list-style-type: none"> • Speak to catering to see if they will become engaged in the Sugar Smart campaign by reviewing their food and drink offer to include healthier options • Provide examples from other football clubs. 	NUF (AL)	Dec 2019	MED

Sector Seven: Community Groups

Background Information

Several voluntary and community sector groups are responsible for delivering a variety of healthy eating services in Newcastle, such as Healthworks, Food Nation, West End Women and Girls and voluntary youth services. These include provision of cooking clubs and cooking classes, plus the provision of food and drink during events. Initiatives may be targeted at specific key population groups such as the early years, eastern European migrants, older people in the community and those living in the community with a diagnosed mental health illness.

The emphasis with community groups should be on raising awareness amongst group leaders of the Sugar Smart UK campaign, so that they can disseminate messages to the target groups they work with, to inspire and motivate them to be active supporters and advocates, who take action to address sugar issues. Messages on the campaign need to be embedded in community activities to reach local people.

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
	Yes; in place	To Some Extent	No; not in place					
To increase awareness of community and voluntary groups of the Sugar Smart campaign		✓		<ul style="list-style-type: none"> To enable community organisations to share the Sugar Smart messages with the communities and groups they work with. 	<ul style="list-style-type: none"> Produce a simple resource pack for community leaders to use with their target audiences Provide short cascade 'train the trainers' sessions to key community leaders, including those working with BME communities, for them to use to disseminate the campaign and involve others in it 	NUTH (DH), C4LW (KE)	Dec 18 From Autumn 2018 onward	HIGH
To support community organisations to implement Sugar Smart principles for their events.		✓		<ul style="list-style-type: none"> To enable community organisations to share the Sugar Smart messages with the communities and groups they work with. 	<ul style="list-style-type: none"> Produce Sugar Smart guidance for community groups to use for events with the public e.g. healthy snacks 	NUTH (DH)	Dec 2019	MED

					at events, reduced sugar cake stalls			
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Sector Eight: Restaurants

Background Information
<p>Restaurants help to define the fabric of local areas and define the food choices of residents and workers. Popular restaurants with young people, a celebrity restaurant, or learning kitchens are of importance. They can inspire others and help gather media and popular support for the campaign.</p> <p>Independent restaurants should be targeted to ask them to reduce the sugary drinks and foods they serve and join the Sugar Smart UK campaign.</p> <p>Other national organisations, including Public Health England and the Soil Association's Out to Lunch campaign, are targeting national and international chains to take action, thus a local approach needs to be on local independent restaurants instead.</p>

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
	Yes; in place	To Some Extent	No; not in place					
To encourage local independent restaurants to take part in the 'water refill' campaign, providing water refill points to customers on their premises, as an alternative to sugary drinks.			✓	<ul style="list-style-type: none"> Regional coordinator of Refill presented to Sugar Smart group in May 2018. Local community advocates required to sign up businesses to Refill and place on app. Refill working with Northumbrian Water 	<ul style="list-style-type: none"> Investigate the national refill campaign and how it can be potentially rolled out to local restaurants Approach several restaurants to engage with the programme 	NE RF (CH)	Dec 2019	LOW

Sector Nine: Retail

Background Information

Retailers have a large influence on the food choices that residents make. Popular retailers next to schools and in the city centre can make a huge difference in the daily choices of local people.

Local independent retailers can be targeted to encourage them to get involved in the campaign. As with restaurants, large national organisations are working with Government and national organisations on commitments on this issue.

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
	Yes; in place	To Some Extent	No; not in place					
To encourage local retailers to implement a voluntary code of practice to restrict the sale of energy drinks to under 16 year olds	✓			<ul style="list-style-type: none"> Several national supermarkets have implemented a voluntary ban on selling energy drinks to those under 16 years following a national campaign. 	<ul style="list-style-type: none"> Target small and medium retailers to encourage them to introduce a voluntary ban on selling high energy drinks to under 16s. Trading Standards written to retailers asking them to be involved in a voluntary scheme. Provide poster to advertise the policy to customers. 	NCC (Trading Standards)	Sept 18	MED

Sector Ten: Tourism and Venues

Background Information

Tourism attractions and iconic venues may not sell huge amounts of food but do have a disproportionately large impact because of their iconic status or ability to influence the industry. They can therefore be helpful in inspiring, influencing, and gathering media support for the campaign. Local venues which are iconic to the community include the Laing Art Gallery, Great North Museum, Discovery Museum, Arena, the Theatre Royal, and other local venues popular with children e.g. soft play areas that provide food. Some are also part of the City Council's catering arm.

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
	Yes; in place	To Some Extent	No; not in place					
To increase the number of local tourist venues who take part in the refill water campaign, providing water bottle refills to those requiring it.		✓		<ul style="list-style-type: none"> Newcastle has been selected as city for the national water Refill campaign. Regional coordinator of Refill presented to Sugar Smart group in May 2018. Local community advocates required to sign up businesses to Refill and place on app. Refill working with Northumbrian Water 	<ul style="list-style-type: none"> Work with Refill campaign to devise an action plan to target key tourist venues with refill points. 	FN (NC)	Dec 2019	MED

Sector Eleven: Communications, including media, advocacy, campaigns

Background Information

Communicating key consistent messages to the public, media, employees and partners about the Sugar Smart UK campaign is essential to ensure clarity of purpose and embed sustainability. Communication channels are vast but include those through social media, newsprint, digital media, published articles, press releases and face to face interaction. All partners need to use the same messages in any communication whether these are through formal or informal channels.

Another important aspect of communications activity is advocacy, including lobbying for change. For example; local partners can respond to local or national consultations relating to sugar, could lobby for changes such as further rolling out the sugar tax on carbonated drinks to other high sugar foods and for changes in the school food standards in terms of nutritional content, campaigning against the Coco Cola truck when it visits local venues etc.

It is important that communications actions activity is coordinated through a plan and key messages are consistently applied.

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
	Yes; in place	To Some Extent	No; not in place					
To use consistent agreed key messages in all communications activity			✓	<ul style="list-style-type: none"> Key messages have been agreed through the Action Plan 	<ul style="list-style-type: none"> Agree and produce a short briefing for all partners outlining the key messages Use messages in all PR and ask all partners to do so 	NCC (DS)	Dec 2018	HIGH
To convey key factual messages about sugar to the public		✓		<ul style="list-style-type: none"> C4L sugar related messages conveyed through resources provision and media 	<ul style="list-style-type: none"> Produce infographics on sugar and the campaign Produce bespoke resource materials about the Sugar Smart UK campaign in Newcastle. 	NCC (DS)	Feb 2019	HIGH

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
	Yes; in place	To Some Extent	No; not in place					
To engage the public in a Sugar Smart Newcastle campaign			✓	<ul style="list-style-type: none"> Sugar Smart is about environmental changes to make consuming less sugar easier for the public. These actions need to be communicated through community engagement. 	<ul style="list-style-type: none"> Organise a series of short sugar debate workshops and consultation within local communities to get their ideas on how Newcastle can become a Sugar Smart city. Use short tool to support engagement with communities – see appendix. 	All community partners	Ongoing	HIGH
To publicise the Sugar Smart campaign widely to the public and professionals			✓	<ul style="list-style-type: none"> Sugar Smart messages are already embedded in community organisations work and training 	<ul style="list-style-type: none"> Develop a communications action plan which identifies opportunities to publicise the campaign widely 	NCC (DS, JM), FN (NC)	Feb 2019	HIGH
To advocate for change in relation to sugar			✓	<ul style="list-style-type: none"> SDIL and consultations on high energy drinks in place so need to continue to lobby for actions which would reduce people's consumption of sugar 	<ul style="list-style-type: none"> Proactively lobby for an expansion of the sugar tax, age restrictions on the sale of energy drinks, tighter restrictions on the advertising of high sugar foods and drinks etc. Respond to any relevant consultations Proactively respond to promotions by the food 	Sugar Smart Newcastle NUTH (DH) – Chair	Ongoing as part of comms plan	MED

Objective	Assessment of Current Position			Very Brief Evidence	Actions Required to Fill Gaps	Lead	Target Date	Priority Level
	Yes; in place	To Some Extent	No; not in place					
					and drinks industry within Newcastle e.g. coca cola truck visits			
To formally launch the Sugar Smart campaign in Newcastle		✓		<ul style="list-style-type: none"> • Potential launch of plan to coincide with Sugar Smart September. Potential to launch as a debate on sugar. 	<ul style="list-style-type: none"> • Following agreement of the action plan and key messages organise a formal launch to the campaign • Publicise widely 	FN (NC)	11/18	HIGH

Key Partners and Legend for Tables

Organisation	Initial Used	Lead Name	Initial Used	Role
Food Newcastle	FN	Nicola Cowell	NC	Community Food Engagement Co-ordinator
The Newcastle upon Tyne Hospitals NHS Foundation Trust	NUTH	Debora Howe	DH	Oral Health Promotion Practitioner
		Geoff Moyle	GM	Trust Catering Services Manager
		Darren		Dental Hospital Catering Manager
Newcastle City Council	NCC	Judith MacMorran	JM	Health Improvement Practitioner (Advanced) Healthy Schools
		David Stobbs	DS	Health Improvement Practitioner (Advanced) Obesity
		Michael McMullen	MM	Health Improvement Practitioner (Advanced) Workplace
		Gillian Battista	GB	Senior Operations Manager (City Catering)
Northumberland and Tyne and Wear Trust	NTW	Tony Whelan	TW	Trust Catering Manager
Newcastle University	NU	Suzanne Spence	SS	Newcastle University Research Fellow
Northumbria University	NTU	Victoria Watson	VC	Contract Manager Catering
Newcastle United Foundation	NUF	Ashley Lowe	AL	Health Project Coordinator
Change4Life West Newcastle	C4LW	Kath English	KE	Change4Life West Newcastle Coordinator
Laidlaw Trust	LT	Lesley Hope	LH	Catering Manager Excelsior Academy
	LT	Lyndsey Anderson	LA	Catering Procurement Manager
North East Refill Campaign	NERF	Charlotte Hawkins	CH	North East Coordinator Refill

Appendix 1

Engagement Tool

As part of the engagement of local community groups and young people in a Sugar Smart Newcastle campaign it is suggested that facilitators ask their groups to explore the sugar environment in their daily lives;

 Think of a typical day for you and your family

 On your typical day how does sugar feature in it? For example;

- What is often eaten or drunk? Does it contain sugar? Is the sugar hidden? Where is the sugar listed on the ingredients packet?
- Do you see adverts for food and drinks which contain sugar on TV, social media, advertising hoardings, at bus stop stands, bus sides?
- Do the TV programmes you watch include sugar products in the background or is an actor drinking or eating a particular brand? (this is called product placement)
- Do you always offer sugar with a hot drink or has someone else offered it to you?
- Do you normally call into the sweet shop/supermarket on the way to or from school to buy sweets or drinks containing sugar?
- Do you give children sweets as a reward or do you reward yourself with sweets?
- Are the sweets next to the checkout in the supermarket or local shop?
- What kind of offers were there at the supermarket e.g. buy one, get one half price. Were these for sugary foods or drinks?
- Did you see or buy any foods which had labels associated with children's story characters?
- Did your children, if relevant, pester you for a snack or to buy a particular product?
- What size portion are biscuits and cakes normally that you see?
- Have you heard or seen any news headlines about food this week?

Once those involved have 'mapped out and discussed' their typical 'sugar day' ask them for ideas on:

 Do they know enough about sugar and if not, what do they want to know?

 How they can help to tackle the issue of over consumption of sugar in their communities?

 What are they doing now to help reduce consumption?

 What should others be doing to help reduce consumption?

 What do they think will be effective?