

**SUGAR
SMART**
Newcastle

SUGAR SMART Newcastle
aims to tackle high sugar consumption
at population level. It is a multi-pronged
approach involving a wide variety of
settings and sectors who, working together,
can contribute long term change.



The key messages of the **Newcastle Sugar Smart** campaign 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

**FOOD
NEWCASTLE**

**JOIN US...
LET'S GO
SUGAR SMART!**

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