

SUGAR SMART

Durham



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SUGAR SMART is a national initiative led by the Jamie Oliver Food Foundation and Sustain. SUGAR SMART supports local campaigns working with organisations and businesses to take measurable actions to reduce sugar consumption and raise awareness of the impact of sugar on health. Food Durham is excited to announce that we're one of the first areas in the country to launch a local campaign.

Why?

We know that consuming too much sugar is linked to some serious health problems which are affecting people in County Durham. We want to make it easier for people to make healthier choices and we think we can help by promoting actions such as:

- making sugary produce less available, less well promoted, or more expensive
- making non-sugary alternatives available in their place
- communicating the SUGAR SMART messages far and wide including customers, residents, pupils and workforces

You can let us know what you think and enter a prize draw by completing our SUGAR SMART Survey at www.surveymonkey.co.uk/r/GK9WJFB

It's early days but our initial partner organisations have already pledged to take action to:

- promote free drinking water
- reduce high sugar options in vending machines
- spread the SUGAR SMART message with posters and activities
- promote healthy meal deals
- introduce a sugar 'levy' on high sugar soft drinks
- reduce advertising of high sugar products
- stock healthier food and drink
- provide clearer information about sugar content of food and drink

This is just the beginning – the campaign runs until summer 2018 and we want as many organisations, businesses, community groups and individuals as possible to get involved.

Please go to www.sugarsmartuk.org to find out more about the campaign, register as a participant and pledge your SUGAR SMART actions or contact Food Durham's SUGAR SMART co-ordinator Hannah Murray-Leslie at Hannah.murray-leslie@durhamcommunityaction.org.uk.