

SUGAR SMART

Bath & North East Somerset

Get Children and Young People Creative!

There are lots of ways to get Children and Young People creative with Sugar Smart – so this pledge is really up to you! Here are some simple steps ideas to get you thinking:

1. Get started with research

Doing some research is a good place to start.

Why is research important?

- Research can help you understand what people know and think about Sugar
- It lets you find out why people make the choices that they do and what stops them choosing healthier foods and drinks
- You can find out how to phrase your messages in ways that will work best
- You can work out percentages or create bar charts and use them to highlight how much sugar is being consumed in your school.

Why not hold a school Sugar Smart debate?

Holding a debate/ discussion about sugar with your Equalities Team/ E Team or student council could help you with your research. The following questions could be areas for debate or discussion:

- Do young people worry about the amount of sugar that they eat? Do they believe it affects their health? How?
- Is sugar addictive? Do you think it affects behaviour/mood?
- Who influences what we eat?
- Could food labelling of sugar levels be clearer? Would it affect how much you consume?
- Should schools/colleges/ leisure centres/ takeaways/ other places that you eat do more to help reduce sugar? What could they do?
- Is it right that we allow marketing and advertising of high sugar foods? Should there be less marketing and advertising of high sugar food and drink?
- How would a rise in price of sugary food and drink products influence what you buy?
- What would a Sugar Smart School look like to you?

2. Make your campaign materials

There are lots of Sugar Smart campaign materials that have already been produced. Your teacher will have access to these. You may think of others ways to get your campaign messages out to people in your school community. You could create:

- A social media or TV clip
- Articles for a school newsletter, website or blog
- A radio advert
- Additional leaflets or posters that you think will engage pupils at your school in the Sugar Smart Campaign

How can we use words and writing?

- Use snappy slogans that are easy to remember – like ‘Sugar Smart!’
- Choose powerful words that grab your audience’s attention and encourage them to take action
- Describe the benefits of finding out how much sugar is in your food and drink
- Ask questions that make people think – Are you eating too much sugar? Do you know what’s hiding in your food and drink?

How do we create a great media clip?

- If you are interviewing people, get lots of different opinions
- Incorporate music by creating a Sugar Smart song – you could write new words to the tune of a well-known song, or write and record a new song or rap that promotes Sugar Smart Food and drinks.
- Make sure it isn’t too long – 1 or 2 minutes at the most
- Include interesting locations in your video to keep your audience engaged
- Show people what you want them to do – you could include people finding out how much sugar is in their food and drink and making healthier swaps
- Be creative! Think about what messages children and young people would want to hear.

How can we include facts and numbers?

- Facts and numbers are a really good way to make complicated messages simpler so that people can understand them. Have a look at the B&NES Sugar Smart resources <https://www.directorofpublichealthaward.org.uk/content/sugar-smart-resources-schools>
- For example:
 - o A can of cola contains approximate 9 teaspoons sugar – more than the recommended daily amount
 - o In Bath and North East Somerset we are having up to three times more sugar than we should and its affecting our health

3. Get the message out

Once you have your campaign materials, you're ready to run your Sugar Smart campaign!

You might want to talk to your teacher about:

- Showing your media clip in and around school
- Putting your campaign materials on the schools website or putting your articles into school newsletters to let parents and carers know what you have been doing.
- Spreading the message among pupils - perhaps in an assembly or as part of tutor time.
- Involve your school cook or caterer – highlight the Sugar Smart options at break or lunch time.