



Sugar Smart Schools

Information pack

Sugar Smart B&NES – what is it?

Sugar Smart is a national initiative supported by the Jamie Oliver Food Foundation and Sustainable Food Cities. It is a campaign to help local authorities, organisations, workplaces and individuals to reduce the amount of sugar we all consume.

Anyone can pledge to become SUGAR SMART – from councils and schools to restaurants, hospitals and independent companies.

The DPH Award team are supporting Sugar Smart B&NES by inviting all our Early Years and educational settings, including the universities, to take part.

What do Primary schools need to do?

We are asking B&NES Primary schools to register now to become a Sugar Smart school.

By signing up you will be helping people reduce the amount of sugar they are consuming. Many of us are consuming too much sugar, and this can lead to weight gain, type 2 Diabetes and tooth decay. Did you know the average 5 year old eats their entire body weight in sugar in one year!

In order to become a Sugar Smart school, we are asking you to sign up to the activities below. These include 2 things we would like every school to do and then make 2 further pledges out of a choice in the list provided.

We are here to support you every step of the way!

All Sugar Smart schools need to sign up to these two activities:

1. Put up a poster (we provide) and create a display (with some ideas/guidance from us) which shows the amount of sugar hidden in familiar food and drink items. The display will also signpost families to additional information on social media and online and include a space for young people/families to add their own Sugar Smart pledges
2. Deliver a Sugar Smart launch assembly and one follow up assembly– the Director of Public Health Award Team will provide the assembly powerpoint.

AND THEN Choose a further **two** of the following pledges:

Primary schools (choose 2):

- **Individual/family challenges:** This could be on providing Sugar Smart lunchboxes, only having Sugar Smart drinks or having Sugar Smart breakfast cereals. Involve your PTA in sugar smart. We're not putting a stop to cake sales or fundraising events, but we are asking schools to think about messages to families and the balanced offer provided and choice you are giving to families. Use our ideas sheet.
- **Get your children Sugar Creative:** Have an E team/School council debate on sugar and/or get pupils to make a short film about how they are becoming Sugar Smart to share online to help get the messages across.
- **Promote Sugar Smart packed lunches:** Bring your packed lunches in line with the School Food Standards by reducing the amount of sugar and confectionary and increasing the number of portions of fruit and vegetables. We have lots of ways of supporting you, from refreshing your packed lunch policy to providing lots of ideas for great sugar swaps. Get your families to complete a pledge sheet so you know they are taking part
- **Promote Sugar Smart Breakfast clubs:** Make sure your breakfast club is Sugar Smart by committing to undertake 2 of the following 3 actions and by complying with the National School Food Standards for food other than lunch:
 1. Dilute fruit juice 50/50 with water.
 2. Have at least 2 days free of sugary toast toppings. Try options such as; mashed banana, marmite, eggs, cheese, soft cheese, low sugar baked beans, tomatoes, avocados, mushrooms, hummus, tuna, mackerel, ham or tofu.
 3. Offer natural yogurts with fruit to sweeten rather than sugary flavoured yogurts.



What's next?

Make sure you tell everyone you are a Sugar Smart school. Use the logo on your website, parent newsletters and other communications.

Use the pledge sheets coming back from your children/families in your Sugar Smart display. Count them up to show how many people have been involved.

Be as creative as you can – we would love to see films or podcasts about your Sugar Smart work!

Frequently asked questions

Does being part of Sugar Smart B&NES cost anything?

No! Pledging to become a Sugar Smart school is completely free. You can also access resources from us to support your campaign and use the official logo and branding.

What is the timescale?

You are initially signing up to be Sugar Smart during the academic year September 2017 – July 2018, although the campaign will be running for 2 years across B&NES.

Do we need to report back to anyone?

We are keen to know how many children/young people and families you have worked with on Sugar Smart. The easiest way to gather that information is to count the number of pledges you get back from them that you display on your display board. We will be asking you for this number during the campaign.

Do we need to be a DPH Award school to take part in Sugar Smart?

No – although being part of Sugar Smart could help you to achieve your healthy school and/or healthy outcomes certificate!

Sugar Smart is being introduced across Bath and North East Somerset so it is very likely that you will see the logo and branding in other places in the coming months including leisure centres, businesses and hospitals. Be part of the campaign and help us make it a huge success!

We have already sent home the Change 4 Life Be Food Smart resources.

Great! We know lots of schools use the School Zone and C4L to support your health and wellbeing work across schools. This campaign links with C4L and in fact we promote the 'C4L scanning app' among many of the messages within our campaign materials.

Behaviour change experts tell us we continually need to relay health messages as we all respond to information at different times - so don't worry that your families may have already seen some sugar information.

As Sugar Smart is an authority wide campaign, many other settings are getting on board in order to not only help raise awareness of hidden sugars in many foods and drinks but also to pledge to help change the eating environment for residents of B&NES. The orange branding and logo is a key feature of the campaign.

Our Sugar Smart Checklist:

Activity	Notes	Date started	Date completed
Register with the Sugar Smart B&NES team	Start to think which 2 pledges you want to do (see below) Start using the Sugar Smart logo on your website/letterheads etc. to let your community know you are a Sugar Smart school		
Decide when you want to start your Sugar Smart campaign	You may want to tie Sugar Smart into a health week you have already planned, or use it towards evidence for your DPH Award. Ask Claire Davies for advice		

Decide on **2** pledges from the list of 4 below:

1. Family/children challenge set			
2. Get children sugar creative			
3. Promote Sugar Smart packed lunches			
4. Promote Sugar Smart breakfast club			

Complete the two compulsory Sugar Smart tasks:

Produce your Sugar Smart display	<p>Borrow resources from the DPHA/ Sugar Smart team.</p> <p>Send out pledge slips to families and/or children</p> <p>Display pledges as part of the overall Sugar Smart display</p>		
Give Sugar Smart Assembly 1	<p>Access from DPHA team.</p> <p>Deliver in the first term of your Sugar Smart work.</p>		
Implement optional pledges	Get the whole school community involved		
Count the number of pledges on your display	The team will ask you for the number of people that have taken part in your Sugar Smart work		

Give Sugar Smart Assembly 2	A follow-up assembly later in the academic year		
--	--	--	--

Find out more by visiting:

- [Director of Public Health Award website](#)

We have set up a designated page on the website where you can access resources and keep up to date with the latest news. We will be updating these pages regularly over the coming months so check back when you can.

- [Change 4 Life – Sugar Information](#)

Some key sugar facts, swap ideas and daily added sugar guidelines

- [Change 4 Life Lunchbox information](#)

Lots of useful ideas about a balanced packed lunch including recipes!

- [B&NES Council Sugar Smart Website page](#)



Find us on Facebook and Twitter: Search - SugarSmart BANES