



Sugar Smart Secondary Schools

Information and Sign up 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 Infant, Primary, Secondary Schools, College and the Universities, to take part.

What do Secondary schools need to do to be Sugar Smart?

We are asking B&NES Secondary schools to register now to become a Sugar Smart school by e-mailing **Claire_Davies@bathnes.gov.uk**

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 adults and children in B&NES are eating up to three times more sugar than we should?

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 young people/ 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:

- **Challenge young people/ families:** Have a breakfast, snack or drinks swap challenge replacing with no or low Sugar Smart alternatives. This could be for a week, month or term and could challenge young people as well as their families.

- **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.
- **Pledge to be 'Energy Drink free':** Many young people are regularly consuming energy drinks on the way to school or are bringing them into school to drink during the school day. A single 500ml can contains 12 teaspoons of sugar and 160mg of caffeine - equivalent to around two shots of espresso coffee! Drinking this amount of sugar and caffeine has known effects on concentration, behaviour and attainment. Let your school community know you are an 'energy drink free school' and help raise the awareness of the dangers of energy drinks.
- **Sugar Smart Snacks:** Review your provision of snacks at mid-morning break to make them Sugar Smart. Serve only low sugar options which are compliant with the Standards for School Food other than lunch. We have resources and ideas to help you and to promote the Sugar Smart options.
- **Be compliant with the School Food Standards:** Join Secondary Schools across the country who are signing up to the School Food Standards ensuring pupils have access to balanced, nutritious food and drink across the school day. Compliancy includes serving food and drinks in line with the standards for school lunch and standards for food served at other times of the day. We have lots of ideas and resources to support you and your caterers and would be happy to work with you!
- **Improve vending (if you have it) - even in the 6th form:** Remove sugary items including drinks and confectionary by replacing them with lower sugar alternatives and display information about the amount of sugar in common fizzy drinks.

What resource will we receive to help us run the campaign?

When you have registered with us and chosen your pledge options, we will then signpost you to relevant resources according to the pledges you have selected.

You will also receive printed A1 posters highlighting hidden sugar in foods and drinks, stickers, some leaflets and postcards that are yours to keep and use with pupils and families to inform the campaign and help you to create your display.

We also have 5 sets of resource packs to loan and would like to ensure all settings taking part in Sugar Smart have the opportunity to borrow the resources.

These resources include Sugar Smart bunting, a pull up banner and an outdoor banner/school gate sign and a drinks resources box to help engage your pupils in the campaign.

Sign up to be a Sugar Smart School by e-mailing Claire.Davies@bathnes.gov.uk

You can then tell your school community you are a Sugar Smart school. Use the logo on your website, parent newsletters and other communications. 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 this academic year. However, the campaign will be running for 2 years across B&NES so you could choose to start your campaign at the start of the 2018/19 academic year.

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 worked on the Change for Life Be Food Smart Campaign

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.

Find out more by visiting:

- [B&NES Council Sugar Smart Website page](#)
- [Director of Public Health Award website](#)

And don't forget to register by e-mailing Claire_Davies@bathnes.gov.uk



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