

let's get sugar smart



Local Authority Activities Guide

Let's get sugar smart



Change4Life are launching a new healthy eating campaign in January. The campaign will help families find out how much sugar is lurking in their food and drink and make healthier choices.

This guide is here to help you encourage local organisations to support the campaign and involve as many families as possible with Let's Get Sugar Smart by encouraging them to download the app.

Find out how much sugar is lurking in food and drinks with our Sugar Smart app

1. Download the Change4Life Sugar Smart app for free from the App Store or Google Play.
2. Scan the foods in your fridge, cupboards and when you shop.
3. See for yourself the amount of total sugar in everyday food and drink.

Talk about it

One of the most important things you can do to support the campaign is also one of the easiest. Simply telling people that you're supporting the campaign and directing them to the Change4Life website for more information is a great way to help. You can find a key messages document on the Public Health England [Campaign Resource Centre](#).

Share Sugar Smart information

The [Campaign Resource Centre](#) also has lots of promotional materials available. You could share them with a range of organisations in your local area so that they can display Sugar Smart information. It contains everything they need to fill notice boards, set up Sugar Smart display stands, and talk about the campaign online with their communities.

Involve local organisations

A great way to spread the word about the Sugar Smart campaign is to invite local organisations to get involved. There are lots of engaging ways to do this. Here are a few suggestions for you to use when approaching local organisations:

- Local dentists can share Sugar Smart information with parents to help them reduce their child's sugar intake whilst communicating the importance of oral hygiene.
- Community centres or housing associations can run a low sugar cookery class. They can advertise it using the empty belly poster available on the [Campaign Resource Centre](#).

- Leisure centres could set up a Sugar Smart display stand in their cafe area using the Sugar Smart app.
- GP surgeries can display posters and leaflets, hand out consumer packs, and use the Sugar Smart graphic on their waiting room TV screen.
- Outreach teams, volunteer groups, healthy living centres and food projects can all share the Sugar Smart assets so the people they interact with can benefit.

Support the campaign through local schools

Every school that is part of the School Fruit and Veg Scheme (SFVS) will receive Let's Get Sugar Smart packs from January. You can see which schools are signed up by checking the Change4Life Campaign Resource Centre. Schools that are not part of the SFVS can order resources on the Change4Life School Zone.

There are lots of ways you can help your local schools support the campaign:

- Let primary schools in your area know that the packs will arrive in January.
- Remind local schools to highlight this campaign on their school website, in their newsletter, and provide information on how to run activities.
- Encourage them to subscribe to the **Change4Life School Zone** to get access to teaching resources and news about campaigns.

Organise some Sugar Smart activities

A great way for local organisations or schools to introduce the campaign and the Sugar Smart app is by running one of these six activities. Using the Sugar Smart consumer packs as giveaways.

Run a Sugar Smart cookery class

Group leaders could run a session where they teach how to prepare a lower-sugar meal. They could visit the recipe finder on the **Change4Life website** for ideas. And use the Sugar Smart app to scan each ingredient and work out the total amount of sugar in the dish.

Play Sugar Snap

For this activity the organiser will need the Sugar Smart app, five food items, five plastic cups, and a box of 4gram sugar cubes.

1. Before the session, pick five items of food that contain different amounts of sugar. Use the Sugar Smart app to do this.
2. Count out the amount of sugar cubes in each item. Place each pile into a clear plastic cup.
3. In the group, line up the five items of food.
4. Then line up the five plastic cups containing the sugar cubes, in a different order to the food items they represent.
5. Ask the group to match up the cup of sugar to the product that contains that amount. SNAP!

Set the lower sugar challenge

This activity is ideal to run at a public event. Anyone running a Sugar Smart stand should find an item of food that contains a high amount of sugar, for example: a fizzy drink. And challenge people to use the Sugar Smart app to find a lower-sugar alternative from a range provided. Who can find one that contains the lowest amount of sugar?

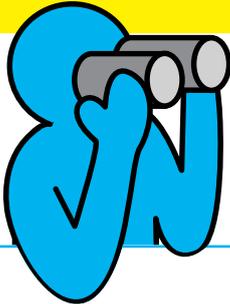


Sugar Smart – higher or lower

Here the group leader needs to have 10 to 20 food items at hand. Start with one – scan it using the Sugar Smart app and tell the group how many cubes of sugar it contains. Hold up another item and ask the group to guess if it has a higher or lower amount of sugar than the last product. Then, ask them to put their hands up in the air if they think it's higher. Scan it using the Sugar Smart app to reveal if they were right. Then bring out another item and ask them to guess again if it contains a higher or lower amount of sugar than the last. Carry on until all the food items have been scanned.

Guess the sugar

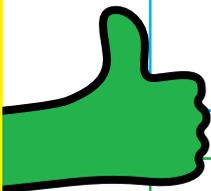
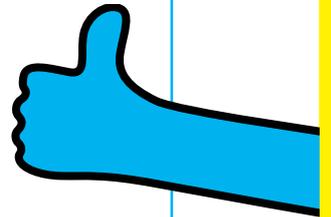
The organiser asks the group to bring in the packaging of their favourite food. The group take it in turns to guess how many sugar cubes are in each. Note down what everyone says. Use the app to find out the right answer and who came closest to knowing the right answer.



Spread the word

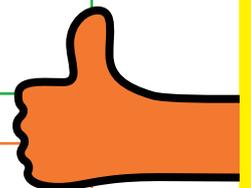
Don't forget, you could also get the Sugar Smart communications toolkit from the [Campaign Resource Centre](#). It has content to help you:

- include a Sugar Smart story in your newsletters
- issue a press release to your local papers
- share information with your colleagues
- involve the campaign at your events
- talk about the campaign online
- share information with community support groups, leisure centres, libraries, outreach teams, voluntary groups, youth services, healthy living centres, food projects, and housing associations.



Make a Change4Life

If you haven't already, sign up to the Public Health England [Campaign Resource Centre](#). It's the best place to find more Sugar Smart resources and information on all Change4Life campaigns.



Now, you're all set

You have everything you need to help families in your local area get Sugar Smart. And we'd love to hear how it all goes – share your stories and show us the resources in action. Please send your comments, questions and photos to partnerships@phe.gov.uk.

