



THE BRISTOL JOURNEY

WENDY PARKER
PUBLIC HEALTH
COUNCIL

PRINCIPAL, BRISTOL CITY

Should Bristol be a Sugar Smart city?

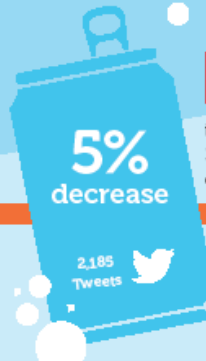
YOUTH COUNCIL DEBATE:



SUGAR SMART
BRISTOL



Hospital Trusts UHBT and NBT got the word out to **20,000** staff and thousands more visitors.



in sugary drink sales as **30,000 UWE students and staff** celebrate Feel Good February.

Health, Education, Social Care, Business, Communities and Voluntary sectors came together to debate weight and obesity.



Fizzy drinks off the menu

Lloyds Banking Group's restaurant and staff wave goodbye to fizzy drinks as part of their health week.



Over 750 basketball fans



Sport vs. Sugar
6,800 of you got involved with our Varsity Sport events including a colour run, boat race, basketball and rugby.



2,710 Tweets

Making a splash

Bristol Water showcase Sugar Smart on the front cover of their newsletter reaching **500,000 households**.



Nine gold awards to date for commitments to Sugar Smart, healthier food, sustainability and recycling.



400 people hopped onboard the **Ministry of Food Bus** for cookery classes at Ashton Gate.



BRISTOL WATER

Hydration for the nation with Hydro Harry – Bristol Water's award-winning Water Bar poured over **6,000 litres of drinking water** for people at the Balloon Fiesta, saving **10,000 plastic water bottles** in the process.

so where next?



Thirsty Eyes

keep an eye and an ear out for our social media campaign.

took part in the Bristol Flyers sugar quiz.



4,300

children in reception class and thousands more in Year 6 will be educated about becoming Sugar Smart, as part of the National Child Measurement Programme.

YOUTH COUNCIL - THE DEBATE



[Sophie Giltinan](#) @sophieiltinan · Dec 5

Debate time! Should Bristol be a SugarSmart city? #sugarsmartbristol

Bristol is facing some big health challenges around dental decay, obesity and diabetes.

We need to address this by becoming a SugarSmart City

People should be free to choose and no action should be taken to restrict or influence food and drink choices

MAIN THEMES FROM DEBATE:



- Education through the schools
- Food labelling
- Sugar Tax
- Influence of the media
- Personal responsibility vs. collective responsibility
- Empathy with parental dilemma esp. low income families
- Concern over how to fund programme
- Understanding of prevention vs. treatment

<https://youtu.be/cl7dHHa6wzA>

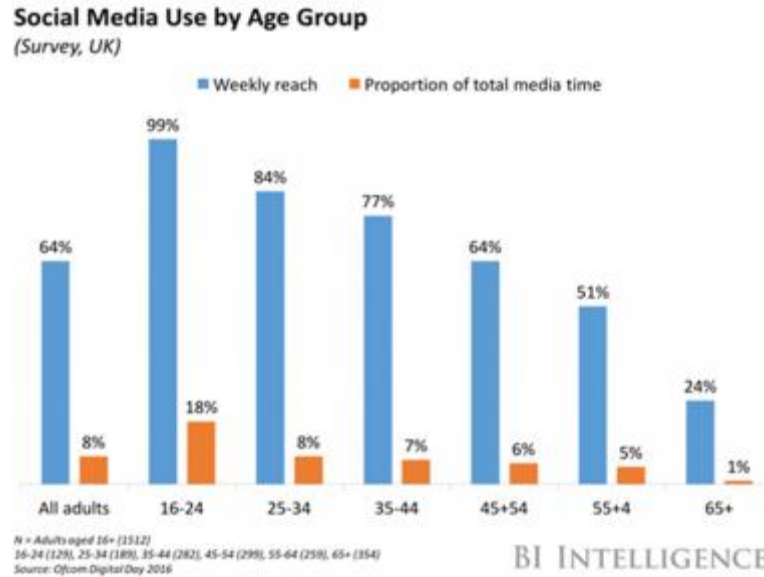
Sugar Smart is included in the criteria for the **Dental Health Badge** and **Food & Nutrition Badge**.

Within the 'Whole School Food Policy' schools are challenged to:

- Consider healthy fundraising
- Reduce/ stop birthday sweets and cakes
- Stop sweets and treats as a reward
- Promote water drinking and reduce sugary drinks
- Focus on savoury, rather than sweet, recipes in practical cooking lessons
- Promote healthy snacks
- Our **Advanced Food and Nutrition Badge** suggests designing and undertaking a bespoke whole school intervention of their own design using the Sugar Smart principles



15-18 AGE GROUP



Social media platforms used by UK internet users aged 16 – 22 years, Sep 2017.

Source: BBC Newsbeat / Ipsos Mori

There can be

3

teaspoons of sugar in a 150g jar of pasta sauce

#SugarSmartBristol SUGAR SMART

There can be

3+

teaspoons of sugar in 30g of cereal

#SugarSmartBristol SUGAR SMART

There are

5

teaspoons of sugar in some fruit yoghurts

#SugarSmartBristol SUGAR SMART

Fizzy & energy drinks

17

can be high in sugar so try not to drink them every day

#SugarSmartBristol SUGAR SMART

There are

17

teaspoons of sugar in some hot chocolates & caramel lattes

#SugarSmartBristol SUGAR SMART

STATISTICS



YouTube: media:

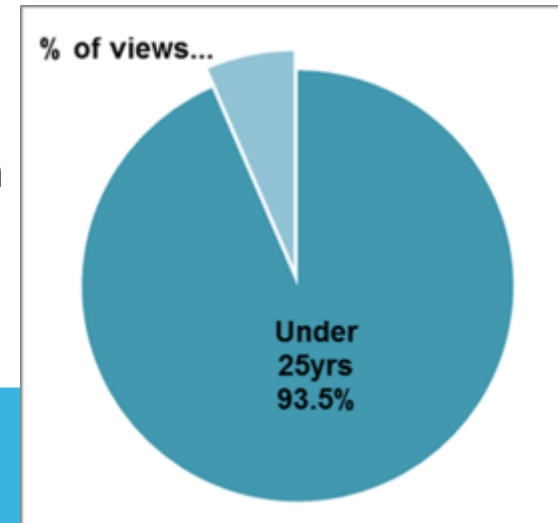
- >64,000 views
- Av view time 2:00 mins (full: 3:22 mins)
- 360,794 impressions in YouTube ads
- 93% views based in Bristol

93.5% people accessing the social media were in 13-24 age group

Future: Interactive element; peer groups

Other social

- 283 likes on instagram
- 14,096 video views
- 101,706 impressions



Percentage views on social media by age

THIRSTY EYES - VIDEO



ThirstyEyes EDIT 03.mp4



BRISTOL EATING BETTER AWARD

- Increase healthy food options
- Use local food producers
- Source environmentally sustainable and ethical food and packaging



WINNERS INCLUDE:

Cod Almighty – Fish n Chip takeaway in Southmead

Baxterstorey – Catering company

Parsnip Mash – Catering company

Buzz Lockleaze – Community Café in Lockleaze

Windmill Hill City Farm Café – South Bristol

Greenway Café – Community Café in Southmead

Horfield Leisure Centre Café

Southmead Hospital – Patients Kitchen and Vu Restaurant

Royce Rolls – Café in St Nicholas Market, City centre

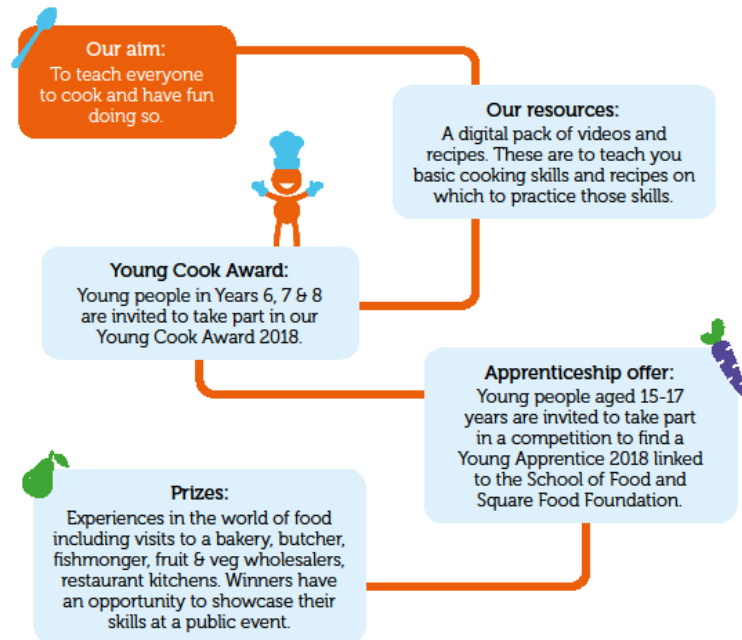


TEACHING A CITY TO COOK



Bristol Young Cook Awards 2018

All young people are invited to take part in our 'Teaching a City to Cook' challenge



- **Inspire** a generation through food using cross cultural food education
- **Inform** through learning and practical skill development providing consistent messages
- **Engage** using social media, schools, communities and competitions



For more information and to register your interest here:
www.bristol.gov.uk/youngcooks
[#teachingacitytocook](https://twitter.com/teachingacitytocook) [#sugarsmartbristol](https://twitter.com/sugarsmartbristol)

WORKING IN PARTNERSHIP



At festivals/events:

- Balloon Fiesta
- Pride
- Upfest
- Peaceful Portway



Delivered to 500,000 homes across Bristol

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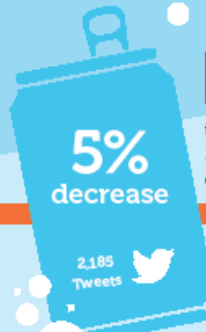


BRISTOL SPORT FOUNDATION

4,112 Tweets



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