

This newsletter aims to give you an update on Sugar Smart Exeter, as well as Sugar Smart activity in the South West. It will also point towards relevant national news and activity that may be of interest. We hope you find it useful!

Sugar Smart Exeter Updates

Survey

Since the launch, the Sugar Smart Exeter group have been focussing our efforts to push out the survey across the city, so that as many people as possible have the chance to have their say on where we should focus our efforts around sugar.

Responses so far have been great and we are looking forward to analysing them all when the survey closes on 31st March, so we can start with some strong, targeted activity in the identified priority areas.

It will also be great to give out the prizes that have been kindly donated to us by Exeter City Football Club, DCH, Shillingford Organics and Embercombe!

Please do help us promote the survey: www.exeter.gov.uk/sugarsmart

Upcoming Events

We are excited to be attending the following events to raise awareness of harm caused by sugar:

- Exeter City Football Match against Yeovil Town – 25th March
- Toby's Garden Festival, Powderham – 28th April

Are you organising an event which you think you would like to promote Sugar Smart? Get in contact!



We have also been overwhelmed by the support many of you have expressed for the campaign and are very excited about potential Sugar Smart activity in the year to come.

Organisations who have already pledged:

- ✓ Exeter City Football Club
- ✓ Coaver Club
- ✓ Devon Norse

Would your organisation like to make a pledge? Or know of one you think would be interested? Get in touch! More details on potential pledges can be found here: www.sugarsmartuk.org/get_involved/#act

Sugar Smart South West

People across the South West are coming together to discuss Sugar Smart work to try to work collaboratively. We're excited to attend a meeting on Monday 13th March. Get in contact if you are interested in Sugar Smart campaigns in the South West.

Sugar in the News

[Mexico's Sugar Tax Leads to Fall in Consumption for Second Year Running](#)

An analysis of sugary-drink purchases has found that the 5.5% drop in the first year after the tax was introduced was followed by a 9.7% decline in the second year, averaging 7.6% over the two year period.

[Children's sugar intake equals five doughnuts a day, campaigners say](#)

The calculations by the Obesity Health Alliance have led to renewed calls for food and soft drinks manufacturers to make their products healthier to cut the number of dangerously overweight children. They want urgent action to reduce the amount of "hidden" sugar in many common foodstuffs.

[Nestlé to remove 10% of sugar from all snacks in UK and Ireland by 2018](#)

The corporation says the cut is from the levels existing in its sugary products in 2015 and will amount to about 7,500 tonnes. Nestlé says it will not use artificial sweeteners in its confectionery. Instead it plans to replace sugar with higher quantities of existing ingredients or other, non-artificial ingredients.

[Children's Food Campaign launches new campaign to keep a close eye on junk food ads](#)

"On 1 July 2017, new rules come in covering the marketing of less healthy food and drink to under 16s. However, we know from past experience that such rules may be weakly enforced. Together we can keep a close eye on such marketing and take action against irresponsible ads and brands."

Want to support the campaign? Please:

- Encourage people to fill out the survey about sugar in Exeter: www.exeter.gov.uk/sugarsmart
- Promote awareness of the campaign by using #sugarsmartexeter on social media
- Encourage organisations to make a Sugar Smart pledge