

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

Public Event – 8th June

We are excited to be organising a Sugar Smart Exeter public event next week on Thursday 8th June, 1pm-5.30pm in Princesshay, Exeter

- Come along for some fun Sugar Smart activities, including Sugar Smart cake tasting and smoothie making using pedal power!

Are you organising an event and would like to promote Sugar Smart? Get in touch!

Now the initiative is fully up and running, many more organisations have been getting involved and we have some brand new Sugar Smart pledges from organisations included in the list below.

Organisations who have already taken Sugar Smart action:

- ✓ Exeter City Football Club
- ✓ Coaver Club
- ✓ Devon Norse
- ✓ Fit Food
- ✓ RD&E Hospital
- ✓ Active Devon
- ✓ Exeter Orthodontic Practice

Would your organisation like to make a pledge? Or know of one you think would be interested? Go to www.sugarsmartuk.org to log actions online. Alternatively get in touch with the Sugar Smart team at sugarsmartexeter@gmail.com

Sugar Smart Exeter Survey Results

The results are in from the recent Sugar Smart Exeter survey, where almost 700 Exeter residents had their say about sugar. It shows that the people of Exeter are concerned about their sugar intake, with 64% of respondents saying they would like help to reduce the amount of sugar they eat. For parents, their children's sugar consumption was also a significant worry.



Respondents were worried about the health risks from excessive sugar consumption, with concerns including the effect of sugar on dental health, behaviour and mood, the risk of type 2 diabetes and, most commonly, the impact of sugar on weight.

Only 6% of respondents were not worried about the effect of sugar on health.

The responses are helping to shape future plans for Sugar Smart Exeter.

When asked about the most important actions that could be taken to help respondents become 'Sugar Smart' and make healthier choices easier, top of the wish list was:

- 1) Healthier food and drinks to be sold in public places including leisure centres and hospitals
- 2) Food companies and restaurants to reduce the amount of sugar in food and drink

We are listening to what people want and are starting to work together with local leisure centres, hospitals and businesses to take Sugar Smart action.



Sugar Smart South West

On 14th June at 10am, people across the South West are coming together for a webinar to talk about their Sugar Smart efforts in local areas. If you are running a Sugar Smart campaign or interested in doing so and would benefit from dialling in, let us know.

Sugar in the News

[Coca-Cola says sugar reductions have not harmed sales](#)

Sugar reductions have not harmed the sales of some of Coca-Cola's biggest brands, including Sprite, Fanta and Dr Pepper. Coca-Cola's chief executive, James Quincey, described how they slowly cut down on sugar in Sprite and have now taken "30% out of Fanta to see what would happen", with no harmful effect on sales.

[Sugar tax must apply to sweets as well as drinks, say campaigners](#)

Public health campaigners from Action on Sugar said they wanted ministers to get tough on childhood obesity by forcing confectionary manufacturers to reduce the sugar in their products.

[World Health Organisation Report on Adolescent Obesity and Related Behaviours](#)

This latest WHO study points to evidence that up to one in three boys and one in five girls aged six to nine is now obese in the WHO European region. While trends have previously been reported separately, this report combines data and reviews the latest evidence on influences on childhood obesity.

Want to support the campaign?

We were overwhelmed by the enthusiasm from supporters wanting to get involved in the campaign, so we have put together some examples of Sugar Smart action people can help out with. For example:

- Promote awareness of the campaign on social media using #sugarsmartexeter
- Advocate for Sugar Smart action and encourage organisations to pledge
- Take part in public events
- Become a Sugar Smart ambassador

Email us at sugarsmartexeter@gmail.com if you would like to get involved!

Together we can make a real difference!

