



Dear

**As an Exeter citizen, I'm writing to ask you to support the Sugar Smart Exeter campaign and make a real difference in reducing sugar consumption in Exeter – please read on**

[Sugar Smart Exeter](#) is our local campaign to improve health by reducing sugar intake, supported by Jamie Oliver and Sustain.

Most children and adults in the UK are consuming at least twice the recommended amount of sugar, leading to serious health conditions such as obesity and diabetes, as well as preventable tooth decay.

**We would like to ask businesses and organisations to make healthy choices easier for people in Exeter. This is not about being sugar free, but about being Sugar Smart.**

In this year's Sugar Smart Exeter survey, more than three-quarters of Exeter citizens said they would like to see:

- Fewer price promotions on high-sugar products and more on healthier products
- Less advertising of high-sugar food and drink
- A reduction in the amount of sugar in food and drink sold

### **Getting involved**

We are encouraging businesses and organisations to pledge to make small changes that could make a big difference, such as:

- removing high-sugar products from checkouts
- promoting healthier choices, e.g. offering promotions
- making drinking water available
- other

Organisations have already demonstrated how easy it can be to make a difference, including Exeter City Football Club who were the first to pledge in the city and who have removed sweets from sale in their club shop.

**[www.sugarsmartuk.org/get\\_involved/sectors/?sector=11](http://www.sugarsmartuk.org/get_involved/sectors/?sector=11)**

**[You can also contact the Sugar Smart Exeter team to make a pledge or find out more at sugarsmartexeter@gmail.com](mailto:sugarsmartexeter@gmail.com)**

Many thanks and best wishes

## Why get involved in Sugar Smart?

- The recommended maximum intake of free sugar per day is approximately 7tsp for adults and 5-6tsp for children. However on average adults are consuming twice this amount and children eating 2-3 times as much.
- Consuming too much sugar is having a significant effect on the health of the nation, with particular serious public health concerns being the obesity epidemic and high rates of preventable dental decay.
- The report *Sugar Reduction: The Evidence for Action* from Public Health England demonstrated that to reduce sugar intakes, we must focus on environmental drivers including advertising and marketing, price promotions, sugar levels in food and food availability.
- To date action has not focussed on these structured drivers of obesity. By taking small actions to change the food environment across the city, we could have a big impact on the health of Exeter's citizens.
- Public Health England have already started to have discussions with food producers on a national level. Local Sugar Smart action will complement and enhance their actions.
- Sugar Smart is about increasing choice and fairness through food availability and reducing aggressive promotion of unhealthy foods
  - it's about being **Sugar Smart**, not sugar free!

## What are the benefits to our organisation of pledging to be Sugar Smart?

- Involvement in an innovative, new initiative with the potential to make real difference to health.
- Publicity about your involvement in the Jamie Oliver initiative and the Sugar Smart actions you are taking, e.g. press releases, social media, newsletter announcements, website promotion.
  - You will also get a Sugar Smart certificate detailing your actions which you can display within your organisation or online.
- Increased health of staff/clients/customers/users.
- Support and advice to take forward Sugar Smart actions.

## What actions can we take?

- Please see the list of potential actions suitable for your sector at:  
[www.sugarsmartuk.org/get\\_involved/#act](http://www.sugarsmartuk.org/get_involved/#act)  
Alternatively a list of potential pledges may be provided by a Sugar Smart Exeter representative.
- If you are interested in pledging to be Sugar Smart, please contact [sugarsmartexeter@gmail.com](mailto:sugarsmartexeter@gmail.com)

## There are many ways to become Sugar Smart

If you would like to join the campaign, please add your actions directly onto the website at [www.sugarsmartuk.org](http://www.sugarsmartuk.org)

Alternatively you can choose at least three actions below and return the completed document to the Sugar Smart team at [sugarsmartexeter@gmail.com](mailto:sugarsmartexeter@gmail.com)

.....  
 We are a Sugar Smart organisation. We are taking relevant action to reduce sugar in food outlets and raise awareness of the health impact of high levels of sugar in foods & drinks.

On behalf of ..... (organisation name)

I agree to:

- 1) take action to change the type of foods and drinks we offer and promote in order to make healthy food and drink more affordable and accessible
- 2) tell our employees and the public that we are developing and implementing Sugar Smart actions and publicise our involvement in Sugar Smart Exeter
- 3) spread the message about reducing the amount and profile of products high in fat, salt and sugar, to our patients, employees, suppliers and others

Action	Description	✓
Improve vending	Remove sugary items from vending machines and display information about the amount of sugar in food and drink.	
Free drinking water	Install water points and/or sign up to Refill Devon to promote drinking water as the number one drink ( <a href="http://www.recycledevon.org/welcome-to-refill-devon">www.recycledevon.org/welcome-to-refill-devon</a> )	
Remove adverts for sugar	Remove ads and make it policy not to advertise or promote any food and drink high in sugar.	
Ban price promotions	Ban price promotions on sugary drinks and snacks such as discounts, multi-buys, free items or meal deals.	
Stock healthier food and drinks	Replace sugary items with healthier food and drinks and display signage about sugar content in everyday foods and drinks.	
Sugar-free checkouts	Ensure there are no sugary drinks and snacks for sale at checkout areas to discourage impulse buying.	
Remove sugary drinks	Stop selling drinks high in sugar and promote water and no added sugar drinks instead.	
Introduce sugar levy	Introduce a 10p levy on sugary drinks and sign up to the Children's Health Fund ( <a href="http://www.childrenshealthfund.org.uk">www.childrenshealthfund.org.uk</a> )	
Sugar Smart Challenges	Set a challenge, such as giving up sugary drinks for a whole week, a low sugar bake off or a Sugar Smart session to raise awareness in the community	
Get creative	Create viral content such as videos or interviews to share on social media channels.	
Sugar Smart Quiz	Run a quiz with surprising facts about sugar in everyday food and drink	
Work with partner organisations	Encourage partner organisations to make Sugar Smart pledges.	
Social media promotion	Promote Sugar Smart Exeter messages and news on social media accounts	
Other:		

Signed: ..... Date: .....

Print Name: ..... Position: .....

Organisation Address: .....