



Join the new Island wide campaign highlighting the health dangers of sugar

Many of us are consuming too much sugar, but the problem is that most of us don't know about the damaging effects it can have on our health.

Here on the Island:

- nearly a quarter of Reception year children (aged 4-5 years) are overweight or obese
- a third of Year 6 children (aged 10-11 years) are overweight or obese
- two-thirds are overweight or obese when they reach adulthood
- a quarter of 5 year olds have signs of decayed, missing or filled teeth
- 6.6% of the population registered with GP practices aged 17 and over are recorded as having type 2 diabetes
- on average more than 6 people die every month from preventable cardiovascular disease

In response to an Island-wide survey identifying a need to increase awareness of hidden sugars and its impact on health, the Council has teamed up with Jamie Oliver and Sustain, Isle of Wight NHS and other partners on the Island to launch a new campaign – SUGAR SMART Isle of Wight.

We would like to invite you to become “Sugar Smart”, by joining us to make healthy choices easier for people on the Isle of Wight. We are encouraging businesses and organisations to:

- Raise awareness of hidden sugars and its impact on health through the provision of SUGAR SMART materials
- Promote healthier choices such as stocking healthier food and drink in tuck shops for staff

Join the SUGAR SMART Isle of Wight initiative to make small changes that could make a big difference - sign-up and make a pledge at https://www.sugarsmartuk.org/local/isle_of_wight follow-us on twitter and facebook or contact the Island's Public Health Team at publichealth@iow.gov.uk. There is more information about actions that you can take online and in your pack.

Together we can lead healthier happier lives and reduce sugar consumption. Join us!

Yours sincerely

Maggie Oldham
Chief Executive
Isle of Wight NHS Trust

Cllr Clare Mosdell
Cabinet Member for Adult Social
Care and Public Health
Isle of Wight Council

Dr Michele Legg
GP and Chair
Isle of Wight Clinical
Commissioning Group

Why get involved in SUGAR SMART?

- The recommended maximum intake of sugar per day is approximately 7 cubes of sugar for 11 year olds and over, 6 cubes of sugar for 7-10 year olds and 5 cubes of sugar for 4-6 year olds. However on average adults are consuming twice this amount and children eating 2-3 times as much¹.
- 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*² 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 Island, we could have a big impact on the health of Isle of Wight residents.
- 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 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:
https://www.sugarsmartuk.org/get_involved/

¹ Public Health England (2016) Young children still exceeding sugar recommendation
<https://www.gov.uk/government/news/young-children-still-exceeding-sugar-recommendation>

² Public Health England (2015) Sugar reduction: from evidence into action
<https://www.gov.uk/government/publications/sugar-reduction-from-evidence-into-action>