

Sugar Smart Island Debate - 10th October to 9th December 2016

Aimed at residents and organisations on the Isle of Wight

What we have done so far...


294
Responses to
an online
survey


19
Interviews

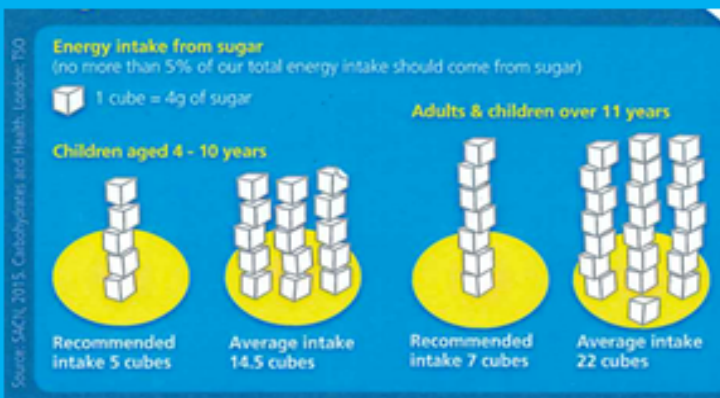


The campaign was broadcast
across local media (County Press,
Isle of Wight Radio)



Presentation to Anti-poverty
Group on Sugar Smart Island

Sugar recommendations



Sugar intake
is central to
two key
health issues:

- Obesity
- Oral Health

Headline Results – Key Themes

Individual's responsibility

Clear
measurable
outcomes

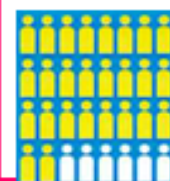
Link to national
campaigns

Sugar Smart could incorporate action on:

Education across life-course
"hidden sugars"
Place (schools, leisure centres,
supermarkets)
Price (affordability of health food)
Promotion (media, social norms)
Psychological (rewards)

Headline Results - Statistics

Concerns about sugar



83%
reported that they
are 'concerned about
sugar in food and
drink'

Taking action on sugar



76%
Said action should
be taken to help
people reduce
their sugar intake



92%
Agreed children
should be
encouraged by
schools and clubs
to reduce sugar
intake



89%
Said food outlets
should make
healthier options
more available and
more attractive