



Liverpool
City Council

SAVE KIDS FROM **SUGAR**

COMMUNICATIONS TOOLKIT

Content embargoed until 00:01 on Monday, 19 June 2017

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ABOUT THE SAVE KIDS FROM SUGAR CAMPAIGN

'Save Kids from Sugar' is the latest phase of Liverpool City Council's war on sugar, which began last year when the city identified the high number of sugar cubes in children's popular drinks.

Analysis shows that some breakfast cereals contain up to 3.7 sugar cubes, which means a child could be having over half their maximum daily allowance (six cubes) before they leave for school.

When added to drinks and snacks later in the day, some children could be having up to 20 cubes in one day – more than three times the recommended number.

The campaign will show the amount of sugar cubes in branded breakfast cereals and popular drinks.





Sugary cereals and drinks can cause tooth decay, obesity and even type 2 diabetes and some cancers in the future. The campaign which **launches on 19th June 2017** will target parents of children aged 5-11. Campaign materials will feature heavily in areas of high footfall of parents such as children's centres, hospitals, dental practices, GP practices, walk in centres etc. Parents will be encouraged to swap their children's breakfast cereals for lower sugar versions and to swap sugary drinks for water or semi skimmed milk.

To help parents see how much sugar their child is having each day the campaign will include a website featuring a sugar check tool. The tool enables parents to choose which breakfast cereals, drinks and snack their child has on a typical day and works out how much sugar the child is consuming.



Website Link: savekidsfromsugar.co.uk



KEY MESSAGES

- There are surprising amounts of sugar in everyday food and drinks we give our kids. Without us realising it, we are all having too much sugar
- Too much sugar can also cause tooth decay, leading to pain, sleepless nights, days off school for dental treatment
- The extra calories that sugar adds to yours child's diet can lead to weight gain and obesity.
- Even if your child seems fine, too much sugar can lead to the build-up of harmful fat in the body which can cause serious disease in the future
- Children in England can consume over 3 sugar cubes at breakfast time alone, which equates to half their recommended daily amount.
- Sugary drinks (soft drinks and fruit juices) are one of the biggest sources of sugar in children's diets



- When you add a serving of breakfast cereal to drinks and snacks, some children could be having up to 20 cubes in one day – more than three times the recommended amount.
- Some children are drinking a 500ml bottle of soft drink a day! That's over 13 cubes of sugar!
- Sugary drinks should be swapped for semi skimmed milk or water.
- Tooth decay in children is largely preventable - by reducing sugar intake, and keeping teeth clean by brushing twice a day, we can have a population of children who are free from dental decay.
- When it comes to healthy refreshing drinks, water is king! Liverpool's water comes from one of the most beautiful lakes in Wales, Lake Vyrnwy. The quality and purity of this water rivals top selling bottled waters and all you need to do to enjoy it is turn on the tap
- The sugar found in sugary drinks, including fruit juice can cause tooth decay
- The acid found in all soft drinks, including diet and 'no added sugar' may cause tooth enamel damage.
- If you choose sugary or diet drinks have these with meals and only occasionally.
- In Liverpool 12% of reception school age children and 23.6% of Year 6 children are classed as being obese
- Almost a third (32%) of 5 year old children in Liverpool have decayed, missing or filled teeth (England = 25%)
- On average, 2 children under the age of 10 have to be admitted to hospital to get teeth removed every day.

CALL TO ACTION





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See how your child's sugar adds up with our quick and easy sugar check at:
savekidsfromsugar.co.uk

RECOMMENDED SUGAR GUIDELINES

Age	Recommended max added sugar intake	Sugar cubes
4 – 6 years	No more than 19g per day	5 cubes
7-10 years	No more than 24g per day	6 cubes
From 11 years	No more than 30g per day	7 cubes

1 sugar cube = 4g

SAVE KIDS FROM SUGAR CAMPAIGN ACTIVITY

The campaign will launch on 19 June 2017 with a local media release. The campaign will be promoted through:

- Targeted digital advertising through sites such as Facebook, Google Display and YouTube
- Advertorials in the Liverpool Echo supported by local Councilors, Dentists and Nutritionists
- Primary school engagement





- Primary schools have already engaged in a school poster competition to raise awareness of the dangers of too much sugar
- Encouraging school breakfast clubs to change to healthy cereals
- Distributing campaign messages and materials through schools
- Community Health Ambassador Team (CHATS) events in the following locations:
 - 21/6/17 Anfield Children's Centre
 - 23/6/17 St Philomenas Primary School
 - 23/6/17 Tesco Park Road
 - 24/6/17 Tesco, Old Swan
 - 27/6/17 Wilmslow Road, County Road
 - 28/6/17 Everton Children's Nursery
 - 29/6/17 Vaughn's Café Kirkdale
 - 30/6/17 Williamson Square
 - 30/6/17 Tesco Wavertree
 - 1/7/17 Barlows Lane School Fazakerely
 - 4/7/17 Tesco, Mather Avenue
 - 5/7/17 Alder Hey Hospital
 - 6/7/17 Co-op Utting Avenue
 - 7/7/17 Co-op, Norris Green
 - 10/7/17 Sainsbury's, East Prescott Road
 - 15/7/17 Walton Hall festival
 - 21/7/17 Tesco Metro, County Road
 - 28/7/17 ESLA School Garston
 - 2/8/17 Princess Park

At the supermarket events CHATS will be giving the public advice and guidance before they commence their shopping in order that they can be informed of healthier choices to purchase. This will be accompanied with a shopping list (Z-card) for the public to keep for reference.

All events will involve taking the public through the sugar checker tool and giving advice on healthier options.





HOW TO GET INVOLVED

We hope to get everyone in Liverpool talking about the Save Kids from Sugar campaign and aware of the importance of reducing sugar in children's diets.

You can support the campaign from 19 June by:

- Using the long or short copy provided below in this toolkit in your communication channels
- Promote our campaign and sugar check tool through your social media channels – adverts, animations and infographics are available for your use
- Order communication materials to display in areas of high footfall such as reception areas and notice boards

READY-TO-USE COPY

Below are some examples of copy that you are welcome to use when communicating with your audiences about the campaign. This copy can be used across a range of channels, including: websites, e-bulletins, newsletters and social media. Simply cut and paste and share. You can start using this copy from 19th June. .

Long form copy

'Save Kids from Sugar' is the latest phase of the city's war on sugar, which began last year when the city identified the high number of sugar cubes in some popular drinks.



Analysis shows that some cereals contain up to 3.7 sugar cubes, which means a child could be having over half their maximum daily allowance (six cubes) before they leave for school.

When added to drinks and snacks later in the day, some children could be having up to 20 cubes in one day – more than three times the recommended number.

The campaign will highlight the sugar content in popular branded children's breakfast cereals plus drinks. To help parents see how much sugar their child is having each day the campaign will include a website featuring a sugar check tool. The tool enables parents to choose which breakfast cereals, drinks and snack their child has on a typical day and works out how much sugar the child is consuming.

Too much sugar can cause tooth decay, obesity and even type 2 diabetes and some cancers in the future

The campaign has been launched after findings revealed in Liverpool:

- 12% of reception school age children and 23.6% of Year 6 children are classed as being obese
- Almost a third (32%) of five year old children in Liverpool have decayed, missing or filled teeth.
- On average 2 children a day under the age of 10 have to be admitted to hospital to get teeth removed

See how your child's sugar adds up with our quick and easy sugar check at savekidsfromsugar.co.uk

Short form copy





'Save Kids from Sugar' is the latest phase of the city's war on sugar, which began last year when the city identified the high number of sugar cubes in some popular drinks.

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The drive is aimed at tackling an alarming level of obesity and tooth decay in young children in the city, with dentists having to remove teeth from children as young as five under general anesthetic on a daily basis.

See how your child's sugar adds up with our quick and easy sugar check at savekidsfromsugar.co.uk

Press release from Public Health Liverpool

EMBARGOED UNTIL 00.01HRS MONDAY 19 JUNE 2017

Liverpool reveals breakfast cereal sugar shock

PUBLIC health officials in Liverpool are the first in the country to highlight the amount of sugar in specific breakfast cereals.

'Save Kids from Sugar' is the latest phase of the city's war on sugar, which began last year when the city identified the high number of sugar cubes in some popular drinks.





Analysis shows that some cereals contain over 3.5 sugar cubes per serving, which means a child could be having over half their maximum daily allowance (six cubes) before they leave for school.

When added to drinks and snacks later in the day, some children could be having up to 20 cubes in one day – more than three times the recommended number.

Over the next three months, **Public Health Liverpool** is highlighting the issue with a digital media campaign backed up by pop ups, posters and leaflets in health centres, dentist surgeries, Children's Centres and hospitals identifying how many sugar cubes are in an average serving of popular brands.

Parents can log on to a new website – www.savekidsfromsugar.co.uk – and calculate how much sugar their children are consuming each day and get tips on healthier breakfasts.

There will also be events at supermarkets and public buildings to educate families, a community street fair in Walton, and the Public Health team will also be working with school breakfast clubs on healthy options.

The drive is aimed at tackling an alarming level of childhood obesity in the city with 12% of reception school age children classed as obese. Over 23% of year 6 children are obese, and almost 40% are overweight or obese.

Too much sugar in a child's diet can lead to obesity, tooth decay, type 2 diabetes, heart disease and some common cancers in the future

Children aged between four and 10 years old consume approximately 5,500 sugar cubes each year hidden in their food and drink - more than the total body weight of an average five-year-old child

Councillor Tim Beaumont, Mayoral lead for wellbeing, said: "It is a myth that breakfast cereals are a healthy choice. Some are, but most are loaded with sugar. Families simply don't realise how much is in them."

"Combined with other sugary snacks, drinks and chocolate bars, this is contributing to an alarming level of tooth decay and obesity in children. Dentists are having to remove teeth from children as young as five under general anaesthetic on a weekly basis."

"Almost a third of five year olds in Liverpool have decayed, missing or filled teeth, with 2 children a day under the age of 10 having to be admitted to hospital to get teeth removed..

"This is about getting families and young children into healthy habits which will hopefully last a lifetime and prevent future unnecessary pain and trauma as well as debilitating health conditions."





The Liverpool campaign breaks cereals down in to high and medium sugar classifications and also recommends healthier options.

High sugar (between 2.4 and 3.7 sugar cubes per serving): *Frosties, Cocopops, Coco Shreddies, Cookie Crisp and Krave plus supermarket own brands including Frosted Flakes, Choco Rice and Honey Nut*

Medium sugar (between 1 and 2.2 sugar cubes per serving): *Cheerios, Weetos, Shreddies, Rice Krispies plus supermarket own brands including Multigrain Hoops and Chocopops*

Healthier options (less than half a sugar cube per serving)

Shredded Wheat, Wheat Shreds, Ready Brek, Porridge Oats and Weetabix, or alternatives such as a boiled egg, scrambled egg or toast.

Director of Public Health, Dr Sandra Davies, said: “Tackling sugar in diets is a real priority for us because we know that people simply don’t realise how much they are consuming.

“If we are to stand any chance of tackling this ticking time bomb, we must give parents as much information as possible so they can make informed decisions.

“Most people don’t have the time to read labels when racing around the supermarket to complete their weekly shop and so we have to support them to make healthier choices.”

The campaign is being backed by Liverpool-based campaign group Food Active. Alex Holt, Food and Nutrition Lead said: “There are surprising amounts of sugar in everyday food and drink that we give our children and, without realising it, we all have too much sugar.

“Sugars are hidden in many foods, which people are unaware of and even creep into savoury items such as pasta sauces. Parents can make sure they limit the amount of sugar their children eat by reading the labels to make sure they are choosing low sugar varieties where possible.

“The amount of added sugar can really add up over the day, so starting with a low sugar breakfast and choosing water or milk for drinks, and fruit as snacks really can make a difference. You can also offer your child a reward such as a trip to the park, rather than a sweet treat.”

THE NUMBER OF SUGAR CUBES IN A 40g SERVING OF POPULAR BREAKFAST CEREALS

- 3.7 – Frosties (Kellogg’s)
- 3.5 – Cocopops (Kellogg’s)
- 3.5 – Crunch Nut (Kellogg’s)
- 2.8 – Krave (Kellogg’s)
- 2.1 - Cheerios (Nestle)
- 1.5 – Shreddies (Nestle)





- 1 – Rice Krispies (Kellogg's)
 - 0.5 – Shredded Wheat (Nestle), Ready Brek (Weetabix Ltd) and Weetabix
- Each cube = 4g of sugar*

TOP TIPS FOR PARENTS

- Keep sugary drinks, snacks and treats to mealtime and have only occasionally
- Encourage your child to drink only water and milk between meals
- Always check labels for sugar content
- Get your child to brush their teeth twice a day
- Take your child to the dentist at least from the age of one

ENDS

NOTE TO EDITORS

Attached are jpg images of the digital campaign and posters.

Interviews with Dr Sandra Davies, Cllr Tim Beaumont and food nutritionist Alex Holt are available on request.

For more information, please contact Paul Johnston, Communications Officer, on 0151 233 0069 or 07740 918615

For the latest news from Liverpool City Council, visit www.liverpool.gov.uk or www.twitter.com/lpoolcouncil

ASSETS TO SUPPORT THE CAMPAIGN

There are a number of assets available to support the campaign activity, including:

You can order a range of Sugar Cube materials by emailing PublicHealth@liverpool.gov.uk. Materials can be used from 19 June and throughout the year:

Save Kids From Sugar Campaign	Resource type	Format



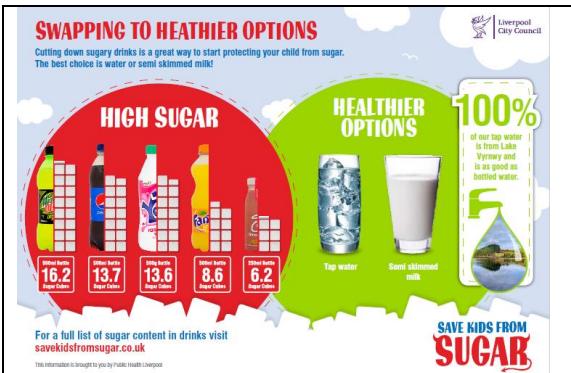


<p>STARTING YOUR CHILD'S DAY WITH A SUGARY BREAKFAST CAN ADD UP TO HEALTH PROBLEMS</p> <p>Like obesity and tooth decay. It can also lead to type 2 diabetes, heart disease and some cancers in the future.</p> <p>Maximum Daily Allowance > 4-6yrs 5 Sugar Cubes 7-10yrs 6 Sugar Cubes 11yrs+ 7 Sugar Cubes 1 High Calorie = 4g</p> <p>HEALTHIER OPTIONS</p> <p>Swap sugary cereals for healthier options to keep your child safe from sugar</p> <p>See how your child's sugar adds up with our quick and easy sugar check at savetkidsfromsugar.co.uk</p> <p>SAVE KIDS FROM SUGAR</p>	<p>Cereal poster – A2 and A3</p>	<p>Printed copies and PDF available</p>
<p>LOOK OUT FOR THE HIDDEN SUGARS THAT COULD BE HARMING YOUR CHILD'S HEALTH</p> <p>Sugary drinks can cause tooth decay and obesity. They can also lead to type 2 diabetes, heart disease and some cancers in the future.</p> <p>Maximum Daily Allowance > 4-6yrs 5 Sugar Cubes 7-10yrs 6 Sugar Cubes 11yrs+ 7 Sugar Cubes 1 High Calorie = 4g</p> <p>Healthier options</p> <p>The best choice is water or semi skimmed milk.</p> <p>See how your child's sugar adds up with our quick and easy sugar check at savetkidsfromsugar.co.uk</p> <p>SAVE KIDS FROM SUGAR</p>	<p>Drinks Poster – A2 and A3</p>	<p>Printed Copies and PDF available</p>



	<p>Cereal Z-Cards</p>	<p>Printed copies available</p> <p>Front – shows how sugar consumption can add up during a day plus the effects of too much sugar on a child's health.</p> <p>Back – shows a range of cereals and sugar content</p>
	<p>Drinks Z-Cards</p>	<p>Printed copies available</p> <p>Front – shows how sugar consumption can add up during the day plus the effects of too much sugar on a child's health.</p> <p>Back – shows a range of drinks and sugar content</p>
	<p>Digital Adverts - MPU Skyscraper Leaderboard</p>	<p>Animated digital adverts that can be used on websites and the intranet sites to promote and link to the Save Kids From Sugar website and sugar checker</p>





Infographics

infographics that can be used to promote the campaign.

- Sugar content in drinks
- Swapping to healthier drinks
- Shocking sugar stats
- See how sugar consumption can add up in a day
-





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SHOCKING SUGAR STATS

The dangers of sugar are becoming harder and harder to ignore. Parents, now is the time to fight back and Save Kids From Sugar!

Before children leave the house in the morning they could be having OVER 3 SUGAR CUBES AT BREAKFAST

500ml of soft drink can contain over 13 sugar cubes

25% of the sugar in kids diets come from soft drinks and fruit juice

In Liverpool:
23.6% of children in year 6 are classed as obese
32% of 5 year olds have decayed, missing or filled teeth
540 teeth had to be removed from under 10s in hospital in 1 year

Visit savekidsfromsugar.co.uk to see how you can protect your child from the dangers of sugar

This information is brought to you by Public Health Liverpool

SAVE KIDS FROM SUGAR

SEE HOW HIDDEN SUGARS CAN ADD UP TO HEALTH PROBLEMS

Some drinks can be double or even triple a child's maximum daily allowance alone! Add this to a sugary breakfast cereal in the morning and snacks later on in the day and their health could be at risk.

IN ONE DAY YOUR CHILD COULD BE HAVING:

McKee's Coco Pops Big Serving* 3.5 Sugar Cubes + Coca-Cola 13.2 Sugar Cubes + 5.5' Sugar Cubes = 22.2 Sugar Cubes

Maximum Daily Allowance

4-6yrs	5 Sugar Cubes
7-10yrs	6 Sugar Cubes
11yrs+	7 Sugar Cubes

1 Sugar Cube = 4g

Use our online sugar check at savekidsfromsugar.co.uk to see how much your child is having

This information is brought to you by Public Health Liverpool *40g Serving = small bowl. 1 Source PHF, Sugar Reduction: achieving the 20% report - March 2017

SAVE KIDS FROM SUGAR

STARTING YOUR CHILD'S DAY WITH A SUGARY BREAKFAST CEREAL CAN ADD UP TO HEALTH PROBLEMS

Giving your child sugary cereal for breakfast can put them close to their maximum daily sugar allowance before the day has even started.

Here's what you need to look out for

CEREAL OFFENDERS
We've ordered lots of popular cereals by sugar content, so you can clearly see which ones are the worst and start making healthier choices.

HIGH SUGAR

FROSTIES	COCO POPS	RICKLES	SHREWDLES	COOKIES
HIGH SUGAR 3.7	HIGH SUGAR 3.5	HIGH SUGAR 3.4	HIGH SUGAR 2.8	HIGH SUGAR 2.5

For a wider range of cereals and their sugar content visit savekidsfromsugar.co.uk

This information is brought to you by Public Health Liverpool

SAVE KIDS FROM SUGAR



	Animations	Animated short films that can be used on websites, Facebook, intranet sites and display screens to promote and link to the Save Kids From Sugar website and sugar checker
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An initial supply of posters will be sent to GP surgeries, Dentists and Children Centers.

Pull Up banners have been distributed to Neighborhood Health Centers, Hospitals, Lifestyle centers and Walk in Centers.

SOCIAL MEDIA

To help us reach as many people as possible it would be great if you could use the below suggested posts/tweets through your own social media channels.

Please follow @LiverpoolPH and retweet our messages

Suggested tweets

Should you wish to send out tweets from your organisations Twitter account, please see below suggested tweets. We also have a range of images to accompany these tweets. Please contact PublicHealth@liverpool.gov.uk to request these assets.

Liverpool City Council's Public Health sugar reduction campaign is now live. Find out how much sugar your child is having a day <http://po.st/tLIFBE>





Public Health Liverpool launches Save Kids From Sugar helping parents reduce the amount of sugar their children have. <http://po.st/H5G2Mx>

Our kids are eating too much sugar putting them at risk of obesity & tooth decay. Click here for healthy recipes, hints & tips <http://po.st/76sZPB>

We're supporting the new Save Kids From Sugar campaign. Click here to find out how much sugar your child is having in a day <http://po.st/tL1FBE>

Don't waste your money buying bottled water for your kids, Liverpool's water is as good as bottled. Swap to healthier drinks <http://po.st/iuuQaV>

Do you know the recommended amount of sugar your child should have each day to stay healthy? Find out more here <http://po.st/tL1FBE>

Some children are drinking a 500ml bottle of soft drink a day! That's over 13 cubes of sugar. Get advice on swapping to healthier drinks <http://po.st/iuuQaV>

Cereal+drink+snack = over 20 cubes of sugar each day way over a child's daily allowance. Get advice on how to swap to healthier options <http://po.st/76sZPB>

Facebook Posts

For those who wish to send out Facebook posts to support the campaign we have developed content for the adverts and assets including static images and short animations. The three animations available (one for drinks, cereals and one combined) include sound and subtitles within each film. We also have a range of static images to accompany any Facebook posts. Please contact

PublicHealth@liverpool.gov.uk. to request these assets

Facebook post content	Suggested graphic/animation
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<p> Save Kids From Sugar Sponsored · 0</p> <p>Starting your child's day with a sugary breakfast can add up to health problems. Why not swap to healthier options?</p>  <p>SAVE KIDS FROM SUGAR</p> <p>For more cereals and to see how your child's sugar adds up use our quick and easy sugar check, click 'learn more'</p> <p>Learn More</p> <p> Like  Comment  Share</p>	<p>Girl cereal animation with sound and subtitles.</p> <p>Available as a 30 second Quick Time movie</p> <p>Link to http://po.st/H5G2Mx</p>
<p> Save Kids From Sugar Sponsored · 0</p> <p>If your child has a sugary breakfast cereal, drink and a snack it could add up to over 20 sugar cubes in one day.</p>  <p>SAVE KIDS FROM SUGAR</p> <p>To see how your child's sugar adds up use our quick and easy sugar check, click 'learn more'</p> <p>Learn More</p> <p> Like  Comment  Share</p>	<p>30 second boy and girl animation (for drinks & cereals) with sound and subtitles</p> <p>Available as a 30 second Quick Time movie</p> <p>Link to http://po.st/H5G2Mx</p>





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Save Kids From Sugar
Sponsored · 0

Look out for the hidden sugars that could be harming your child's health.
The best choice is water or semi skimmed milk.

SAVE KIDS FROM SUGAR

For more drinks and to see how your child's sugar adds up use our quick and easy sugar check, click 'learn more'

[Learn More](#)

Like Comment Share

30 second boy drinks animation with sound and subtitles.

Available as a 30 second Quick time movie

Link to <http://po.st/H5G2Mx>

Please email publichealth@liverpool.gov.uk if you require images to accompany your social media messages.

FURTHER INFORMATION

For further information about Save Kids From Sugar and how you can get involved locally please contact sue.cumming@liverpool.gov.uk or call 0151 233 8672





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KEEP INFORMED ABOUT OUR LOCAL HEALTH CAMPAIGNS

To make sure you don't miss out on future campaign briefings and communication toolkits join our campaign mailing list by emailing your name, job title and organisation to [PublicHealth @liverpool.gov.uk](mailto:PublicHealth@liverpool.gov.uk).

