

## Sugar Smart Campaign Extension

### 1. Introduction

- 1.1 Change4Life has become one of the most instantly recognisable brands in health improvement. It enjoys high levels of trust and involvement from both the public and private sectors.
- 1.2 The Change4Life Sugar Smart campaign aims to encourage and support families to reduce the amount of sugar they consume. It was launched in early January 2016, and ran throughout the month.
- 1.3 The campaign aims to raise awareness of the high level of sugar consumed and its influence on health, by providing families with the knowledge and tools to understand the amount of sugar in foods and find healthier alternatives to reduce sugar intakes.
- 1.4 The Change4Life Sugar Smart app was launched, with media and advertising to promote the campaign. The Change4Life website also provides support for both families and teachers.

### 2. Kent County Council Campaign Extension

- 2.1 It was felt that there would be a benefit to extending this campaign further in Kent, during the months of February and March, with a particular focus on areas with higher rates of children with excess weight.
- 2.2 A programme of press advertising, out of home (billboards, mobile ad van, buses etc) and social media work was delivered. This was supported by targeted materials to the three schools in each District with the highest levels of excess weight according to the National Childhood Measurement Programme (NCMP) results, and also by a letter from Andrew Scott-Clark to each GP with a supply of posters, as well as business cards that they could hand to patients, at their discretion.



- 2.3 Every Children's Centre in Kent received a supply of Sugar Smart materials. All 277 pharmacies in Kent were provided with a poster, and the 100 in the target areas also received a sugar swaps pack.

### 3. Campaign Evaluation

3.1 PHE provided us with a unique web url so that we can track the benefits of our work. The agency which delivered the campaign extension for us, ThinkZest, also conducted post campaign research which showed that from a sample of 242 parents:

- 58% of respondents recalled the campaign, with this raising to 70% when prompted by a campaign poster
- Individuals were more likely to have been in contact with campaign materials in schools (38%) and GP surgeries (45%)
- They felt that schools and GP surgeries were the most effective channels for getting across health messages
- Compared to a year ago, 74% are more aware of the dangers of excessive sugar consumption
- The campaign made 81% think more about the amount of sugar they give their children, with 73% acting upon the message and reducing the amount of sugar they gave their child.

Clearly some of the respondents may have recalled the campaign promotion as a result of the national campaign; however the KCC extension was the only element to feature in GP surgeries or in school packs.

3.2 PHE also issued a postcode based report on the results of the January campaign, which showed that Kent had 1788 registrations to the Change 4 Life site during January. They have also recently provided a report on the subsequent sign ups during February and March, as a result of our promotion, when a further 1,660 Kent parents registered for support from the Change 4 Life programme.

3.3 The original data release from PHE (on the January element), has been analysed by the Public Health Observatory and shows that registrations were divided by district as follows:

	<b>Registrations</b>
Ashford	159
Canterbury	186
Dartford	110
Dover	153
Gravesham	98
Maidstone	194
Sevenoaks	127

Shepway	139
Swale	188
Thanet	171
Tonbridge and Malling	144
Tunbridge Wells	119
<b>Kent</b>	<b>1,788</b>

3.4 Further analysis highlights the following wards as having high overweight and obesity prevalence but low levels of uptake of Sugar Smart, whereas in all other areas sign up was in line with expectation;

- Within Gravesend; Central, Chalk, Riverview and Northfleet South.
- Within Dartford; Castle, Sutton at Hone & Hawley, Stone and Swanscombe.
- Within Swale; Grove.
- Within Ashford; Charing, Great Chart with Singleton North and Victoria.
- Within Dover; Tower Hamlets.
- Within Tonbridge & Malling; Aylesford.
- Within Tunbridge Wells; Paddock Wood East.

3.5 This analysis will be repeated, with the recently received data from PHE, and will be used to target increased coverage at these areas in future campaign work.