

SUGAR SMART

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Open letter

Spending holidays in good health

SUGAR SMART is a campaign that helps local authorities, organisations, workplaces and individuals to reduce the amount of sugar we all consume.

It's with huge concern that we see Coca-Cola once again using the festive spirit of Christmas to promote sugary drinks to children and the general population.

Childhood obesity figures continue to make for grim reading and show no signs of lowering. The latest figures show that almost 1 in 5 children are overweight or obese when they start primary school and almost 1 in 3 by the time they leave primary school. If we don't take drastic action, half of all children will be overweight or obese by 2020.

This year was marked by a record high number of amputations – more than 8,500 last year, mostly due to type 2 diabetes. This condition is closely linked with being overweight or obese and diets high in sugar can lead to being overweight or obese.

It's with these less festive figures in mind that we ask you to stop promoting sugary drinks during the Coca-Cola "Happy Holidays" truck tour this year and only distribute sugar-free drinks and water to the general public and in particular to children.

With the best wishes of a holiday season in good health.

SUGAR SMART AND 44 FOOD GROUPS, DIRECTORS OF PUBLIC HEALTH AND ELECTED MEMBERS REPRESENTING THE FOLLOWING 28 CITIES AND LOCAL AREAS:

Aberdeen
Councillor Lesley Dunbar, Chair of the Sustainable Food City Partnership Aberdeen

Belfast
Dr Elizabeth Mitchell, Chair, Belfast Food Network

Blackpool
Dr Arif Rajpura, Director of Public Health Blackpool Council

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Bournemouth

Paul Cartwright, Chairman, Sustainable Food City Partnership, Bournemouth and Poole
Councillor Jane Kelly, Cabinet Member Regeneration & Public Health, Bournemouth Borough Council

Brighton

Vic Borrill, Director, Brighton & Hove Food Partnership

Bristol

Sally Hogg, Acting Director of Public Health
Councillor Asher Craig, Deputy Mayor with responsibility for Communities
Councillor Gill Kirk
Councillor Celia Phipps

Cambridge

Bev Sedley, Chair, Cambridge Sustainable Food

Cumbria

Stewart Young, Leader, Cumbria County Council
Colin Cox, Director of Public Health Cumbria

Durham

Dr Liz Charles, Project Manager, Food Durham

East Midlands

Professor Nigel Curry, Convenor, Good Food East Midlands and Convenor, Lincoln City Food Strategy

Exeter

Martyn Goss, Convenor, Food Exeter

Glasgow

Professor Linda de Caestecker, Director of Public Health, NHS Greater Glasgow and Clyde
Jill Muirie, Chair, Glasgow Food Policy Partnership
Abi Mordin, Chair, Glasgow Community Food Network

Hackney, London Borough

Dr Penny Bevan, Director of Public Health, London Borough of Hackney

Halton

Councillor Marie Wright, Portfolio Holder for Public Health, Wellbeing and Customer Services, Halton Council
Eileen O'Meara, Director of Public Health and Public Protection, Halton Council

Hull

Julia Weldon, Director of Public Health, Hull Council

Knowsley

Matthew Ashton, Director of Public Health, Knowsley and Sefton Councils
Councillor Shelley Powell, Portfolio Holder for Public Health, Wellbeing & Customer Services, Knowsley Council

www.sugarsmartuk.org c/o Sustain, Development House, 56-64 Leonard Street, EC2A 4LT

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Dr Andy Pryce, Chair, Knowsley Clinical Commissioning Group
Steve Coffey, Independent Chair of Knowsley Health and Wellbeing Board

Lewisham, London Borough
Dr Danny Ruta, Director of Public Health, Lewisham Council and Honorary Senior Lecturer, King's College London
Sir Steve Bullock, Mayor of Lewisham

Liverpool
Dr Sandra Davies, Director of Public Health, Liverpool City Council
Matthew Philpott, Executive Director at Health Equalities Group, Food Active

Nottingham
Penney Poyzer, Chair, Good Food Nottingham

Oxford
Hannah Fenton, Good Food Oxford Manager

Plymouth
Ian Smith, Director of Food Plymouth CIC

Redbridge, London Borough
Vicki Hobart, Director of Public Health, London Borough of Redbridge

Rochdale Borough
Andrea Fallon, Director of Public Health Rochdale Borough

Sefton
Margaret Carney, Chief Executive of Sefton Council
Dr Andrew Mimmagh, Chair of South Sefton Clinical Commissioning Group
Dr Rob Cauldwell, Chair of Southport and Formby Clinical Commissioning Group

Sheffield
Greg Fell, Director of Public Health Sheffield

Southend
Clare Mitchell, Southend Food Partnership Coordinator

South Gloucestershire
Professor Mark Pietroni, Director of Public Health for South Gloucestershire

Waltham Forest, London Borough
Joe McDonnell, Director of Public Health, London Borough of Waltham Forest
Councillor Naheed Asghar, Lead Member for Health and Voluntary Sector Partnerships, London Borough of Waltham Forest