



Consensus Action on Salt, Sugar & Health

ANNUAL REPORT

May 2017 – April 2018

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About Consensus Action on Salt, Sugar & Health

Consensus Action on Salt, Sugar and Health (CASSH) is a group of specialists concerned with dietary salt and sugar consumption and its effects on health.

Action on Salt and its international arm World Action on Salt and Health (WASH) are successfully working to reach a consensus with the food industry and Governments over the harmful effects of a high salt diet and bring about a reduction in the amount of salt in processed, catered and restaurant food, as well as salt added to cooking and at the table.

Salt is the main factor causing high blood pressure, the consequence of which is strokes and heart attacks; these diseases are the biggest causes of death and disability in the UK. Salt is also linked to a number of other health conditions including stomach cancer, osteoporosis, kidney stones, kidney disease and obesity.

Salt intakes have fallen in the UK from 9.5g in 2001 to 8.1g in 2011, a drop of 15%. This has been due to a multifaceted salt reduction programme involving both industry and government, leading to a gradual fall in the amount of salt added to every day foods, along with a public awareness campaign informing the public of the dangers of too much salt to their health. This steady and continuous decline in salt intakes is extremely encouraging, as studies suggest that this reduction in average daily salt intake, through the reduction it has on blood pressure, prevented approximately 20,000 strokes, heart attacks and heart failures, 8,500 of which were fatal in the UK every year. If everyone lowered their salt intake from the current daily average level of 8.1g to the target of 6g, another 17,000 lives would be saved each year. Nevertheless, many adults still eat up to twice the maximum amount of salt that is currently recommended. Variations of this coherent programme are now being rolled out worldwide, and we are seeing similar health benefits in other countries.

Following the model of salt reduction, Action on Sugar is working to reach a consensus with the food industry and Government over the harmful effects of a high sugar diet, and bring about a reduction in the amount of sugars in food and drink products.

AIMS

- I) The identification and relief of those who suffer from the effects of a high salt or sugar intake or whose health is more at risk from a high salt or sugar intake;
- II) To advance education by providing information and training on the effects of salt or sugar intake on health and to undertake and disseminate research into the effects of salt and sugar on health;
- III) To promote the benefits a reduction in salt and sugar intake would have and to increase the understanding, awareness and recognition of the effects of salt and sugar intake on health;
- IV) Identification of those who suffer from the effects of, or whose health is more at risk from a high salt or sugar intake; to advance education of the effects of salt and sugar intake and disseminate research into the effects of salt and sugar; to promote the benefit of a reduction in salt and sugar intake and to increase the understanding, awareness and recognition of the effects of salt and sugar intake on health.

Action on Salt Members

Chairman	Professor GA MacGregor	Member	Professor PM Dodson
Trustee	Professor PS Sever	Member	Professor T Lang
Trustee	Professor MR Law	Member	Professor KT Khaw
Member	Professor Sir Nick Wald	Member	Professor FP Cappuccio
Member	Professor P Sleight	Member	Professor J Winkler
Member	Professor AG Shaper	Member	Dr F He
Member	Professor WPT James	Member	Dr W Sunman
Member	Professor G Beevers	Member	Mr M Kane (food technologist)
Member	Professor P Elliott	Member	Professor S Capewell
Member	Professor Sir Michael G Marmot	Member	Professor K McPherson
Member	Professor NP Poulter	Member	Dr J George
Member	Professor MEJ Lean	Member	Professor Christopher Millett

Action on Sugar Advisors

Chairman	Professor GA MacGregor	Advisor	Dr Y Freedhoff
Advisor	Professor A Rugg-Gunn	Advisor	Dr M Rayner
Advisor	Professor D Haslam	Advisor	Professor J Winkler
Advisor	Professor J Cuzick	Advisor	M Kane
Advisor	Professor J Wass	Advisor	N Rigby
Advisor	Professor P Sever	Advisor	T Fry
Advisor	Professor P James	Advisor	Professor P Whincup
Advisor	Professor S Capewell	Advisor	Professor RJ Johnson
Advisor	Professor Sir Nick Wald	Advisor	K Jenner
Advisor	Professor T Lang	Advisor	M Mwatsama
Advisor	Professor R Lustig	Advisor	Professor Christopher Millett

STAFF

Katharine Jenner	Campaign Director, Action on Salt/WASH/Action on Sugar
Sonia Pombo	Campaign Manager, Action on Salt
Sarah Alderton	Assistant Nutritionist, Action on Salt (until June 2018)
Mhairi Brown	Nutritionist, Action on Salt and WASH
Zoe Willcox	Assistant Nutritionist, Action on Salt
Jennifer Rosborough	Campaign Manager, Action on Sugar (until January 2018)
Kawther Hashem	PhD Researcher and Nutritionist, Action on Sugar
Holly Gabriel	Nutrition Campaigner, Action on Sugar
June Phillips	PA
David Clarke	Press Officer p/t

With thanks to all volunteers who worked May 2017 – April 2018, we are very grateful for your help.

Address

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Summary of the Year

2017/2018

Welcome to our annual report for 2017/2018, combining our three campaigning arms; Action on Salt, World Action on Salt & Health (WASH) and Action on Sugar (AoS). 2017 saw a name change for Consensus Action on Salt and Health to Action on Salt – a clean name in line with CASSH branding, and a clear indication to the media and the public of our purpose and work.

Similar to 2016, 2017 was a disappointing and challenging year for salt reduction, with a strong focus on sugar from Public Health England (PHE) and other health charities and NGOs, as well as the government's continuing focus on Brexit. PHE have still to announce salt reduction plans for 2018 and beyond and, as a result, companies are losing momentum in salt reduction. Action on Salt have made repeated calls to PHE to get tough on salt throughout the year, and have requested the resetting of the 2017 salt targets. We celebrated the 19th National Salt Awareness Week and 11th World Salt Awareness Week and carried out a number of food surveys focused on key contributors of salt to the diet.

Action on Sugar continues to make sugar and saturated fat reduction a priority for public health, to replicate the success of the salt reformulation programme.

Action on Sugar primarily focused on strengthening the government's Childhood Obesity Strategy, by promoting our evidenced-based plan to tackle obesity and Type 2 Diabetes.

We continue to impact all areas of the strategy, through holding key influential meetings with Public Health England, Public Health England, National Health Service, HM Treasury, Committee of Advertising Practice – whilst releasing product surveys to educate the public on sugar consumption and pressurising manufacturers to create healthier products.

Following many meetings and negotiations, Public Health England published a technical report to support the food industry in achieving a 20% sugar reduction by 2020, in the nine food categories that contribute the most amount of sugar in the diets of children. Sugar reduction targets are Action on Sugar's primary aim, and it is testament to the hard work of the team that this is now up and running.

The announcement that Parliament approved the Soft Drinks Industry Levy as part of the Finance Bill in April, nicely ended the financial year.

Staff changes

We said goodbye to Jennifer Rosborough in January. Katharine Jenner began her maternity leave in February 2018 and Sonia Pombo began her maternity leave in May 2018.

We are delighted to welcome nutrition campaigner Holly Gabriel who will be supporting Kawther Hashem with Action on Sugar responsibilities.

We also welcomed two PhD students Monique Tan and Roberta Alessandrini, who are focusing their research on salt and saturated fat reduction, respectively.

Government Level Work

2017 Salt Reduction Targets

Public Health England (PHE) republished the 2017 salt reduction targets in March 2017, but as yet there has been no public announcement from PHE on their intentions to reset the targets. PHE's Chief Nutritionist Alison Tedstone said *"Once commercial data starts to become available, we will allocate analyst and nutrition resource to assess in which categories the 2017 salt targets are being met, by which businesses and where there has been no action. This resource allocation has to be balanced against the analysis work we are also committed to for sugar and calories. Due to the high number of food product categories for which there are salt targets, this detailed analysis work will continue through into the first half of 2018."* Ms Tedstone later said *"the analysis of progress towards the 2017 targets is "scheduled for publication later this year (2018)"*

Despite this, no update was available on this analysis in early 2018.

Next steps for Action on Salt will be to produce a policy position and send this to PHE, ministers, health charities and NGOs to lay out our recommendations for a salt reduction strategy moving forward. Through regular product surveys, communications with the team at PHE and strong messaging during Salt Awareness Week, we will maintain pressure on PHE to publish an analysis of industry progress towards achieving the 2017 targets, to publish their salt reduction strategy for 2018 and beyond and to

carry out an assessment of UK population salt intake.

Potassium-based Sodium Replacers – SACN and COT Joint Report

In 2013, the Department of Health asked the Scientific Advisory Committee on Nutrition (SACN) to provide advice on the benefits and risks of using potassium-based sodium replacers. Sodium replacers were not included in the salt reduction strategy due to concerns around increased potassium consumption for some individuals, in addition to the intention to lower taste preference for salty foods. However, industry have long requested to use sodium replacers to help them comply with salt reduction targets. SACN and the Committee on Toxicity (COT) concluded that, at a population level, the benefits of using potassium-based sodium replacers to help reduce sodium levels in foods outweigh the potential risks, and recommend that the government consider encouraging industry to explore the use of sodium replacers.

Action on Salt welcomed the outcome of the report, and moving forward will recommend the use of potassium-based sodium replacers, especially for food categories in which reformulation is known to be a challenge. Action on Salt will prepare a position statement on the use of sodium replacers, with reference to the joint report.

Salt Product Surveys

Action on Salt has carried out a number of surveys on the salt content of popular food products. The surveys have focused on foods that people may find surprisingly high in salt and perhaps do not even consider when thinking about their daily salt intake. Following each of these campaigns, the brands featured negatively were contacted and questioned on their plans for salt reduction. A summary of this activity is as follows (oldest to newest):

Gluten-free snacks are five times saltier (August 2017)

Action on Salt, in an exclusive with The Times, compared the salt content of gluten-free savoury snack foods, including pretzels and crisps, to the salt content of randomly chosen gluten-containing equivalent products. We found that three quarters of gluten-free snacks are saltier than conventional gluten-containing alternatives and some products, including The Snack Organisation Sweet Chilli Rice Crackers and Schar's Gluten Free Pretzels were up to 3 times as salty as alternatives. Furthermore, only 33% of the 106 products included in the survey had full colour-coded front of pack nutrition labelling but if this labelling was in place, more than a third would have a red label for salt. This survey clearly highlighted that consumers cannot assume that all gluten free products are healthy options, and the industry must do more to offer coeliacs lower salt options.

New Survey Reveals Shockingly High Levels of Salt in Pesto as 2017 Salt Targets Are Ignored (October 2017)

Action on Salt published a survey exposing the increase in salt levels of many pesto products since 2009. Sacla's Italia Organic Vegetarian Pesto No. 5 Basil contained 2.5g of salt per 100g in 2009 but now contains 3.3g of salt, a 32% increase! Action on Salt issued a strong call to Public Health England to get tough on enforcing the 2017 salt reduction targets, as a worrying 40% of pesto products surveyed exceeded the average salt target for pesto sauces.

New Survey Finds Shocking Amounts of Salt in Popular Branded Sausages (December 2017)

In December, Action on Salt found that the average salt content of sausages sold today is 1.3g/100g, or 1.16g of salt per two sausages – a figure that has remained relatively unchanged since 2011. The saltiest sausages were made by the Richmond brand, and salt levels in Richmond products have remained consistently high since at least 2011. We also revealed that vegetarian sausages are not always a reliable healthy alternative, with Quorn's 4 Best of British Sausages containing 1.9g salt per 100g. This was Action on Salt's final survey before the expiry of the 2017 targets and we issued a call to PHE to set new mandatory targets for 2020.

New Survey Reveals Shockingly High Levels of Hidden Salt in Valentine's Day Meal Deals Sold at UK's Biggest Retailers (February 2018)

Action on Salt surveyed the salt content of products offered as part of a Valentine's Day

‘meal deal’. From the meal deals surveyed, the saltiest meal deal combination was from Marks & Spencer, who offered customers a starter, main, side dish and dessert for two, including a bottle of wine/sparkling wine and a box of chocolates, containing 7.16g of salt per portion. The survey found that there were some healthier combinations available across all retailers, providing customers with significantly fewer calories, saturates, sugars and salt, but retailers failed to promote the healthier options.

Salt Awareness Week: Health Warnings on Chinese Takeaways and Ready Meals Should Be Mandatory After New Survey Exposes Certain Takeaways Contain As Much Salt As Five Big Macs (March 2018)

The theme for this year’s Salt Awareness Week was *6 Ways to 6 Grams* – promoting 6 simple actions the public could take to lower their salt intake. To launch the week, Action on Salt surveyed the salt content of supermarket Chinese ready meals, side dishes and dipping sauces, as well as a small sample of Chinese takeaway meals collected from six randomly chosen restaurants in London’s Chinatown. The survey revealed that most of the dishes from Chinatown restaurants contained 2g of salt or more and more than half had 3g or more, with the saltiest containing 11.5g of salt.

The saltiest supermarket ready meal was *‘Slimming World’s Chinese Style Banquet Rice’* with 4.40g of salt per pack, highlighting how some

products are marketed as healthy while hiding high levels of salt. 43% of supermarket ready meals contained more than 1.5g of salt per 100g, but lower salt alternatives were available across all retailers, demonstrating how unnecessarily high the levels of salt are in certain products.

Although we all know soy sauce is salty, our survey showed that they are on average over five times saltier than seawater, and just 15ml could be adding 4g of salt to a typical meal.

The survey received extensive media coverage, including BBC Breakfast, and allowed us to clearly highlight to the public why PHE need to take urgent action on salt reduction. We called on PHE to release their salt reduction strategy for 2018 and beyond, and hope to see a strong plan for salt reduction from them later in the year.

Discussions with food industry

Action on Salt have engaged in a number of discussions with industry nutritionists over the last year. These meetings provide insight to industry salt reduction plans, commitment and attitude to government targets, and the role reformulation plays within wider Corporate Social Responsibility policies. This year we have had meetings with Starbucks, Marks and Spencer, Asda, Mars, SNACMA and The Co-Operative.

FoodSwitch UK

CASSH predominantly focused its campaigning priorities directly on the food industry and government, but our venture into smartphone apps has enabled us to take a more behavioural approach to salt and sugar reduction. The app educates and empowers users to pay attention to the salt, fat, saturates and total sugars content of foods, and encourages them to shop around and choose a healthier option. We are working hard to strengthen our FoodSwitch database by collecting data on a broad range of products from different outlets. This has enabled us to be reactive to media and to develop a more rounded picture of who is, and who isn't meeting the 2017 targets.

The app displays colour-coded nutrition

Salt Awareness Week 2018

Our nineteenth annual National Salt Awareness Week was held on **Monday 12th – Sunday 18th March 2018** with the theme *6 Ways to 6 Grams*. We provided the public with six simple actions they could employ to help bring down their individual salt intake, including using herbs, spices and citrus in place of salt while cooking, and checking food labels before buying to choose the lowest salt options.

We emphasised the importance of reducing salt across all age groups during the week. Many people think that eating too much salt is only a cause for concern in our later years. However, eating too much salt during childhood increases

information per serving as opposed to per 100g, aligning with what is stated on pack, and is thus more useful and relevant to the user. The in-built crowdsourcing function allows users to send in photos of products that aren't yet in the FoodSwitch database or products requiring an update due to reformulation, enabling us to keep a more up-to-date, accurate and comprehensive database and capture new product ranges as soon as they hit the shelves. We produced a leaflet to support FoodSwitch which has been distributed to healthcare professionals, GP surgeries, hospitals, pharmacies, NHS trusts, libraries and other organisations for Salt Awareness Week in both 2017 and 2018. The leaflet is also available to download from the FoodSwitch UK website.

To download the current free version of the app, please visit [iTunes](#) or [Google Play](#).

blood pressure, which then tracks into adulthood and later life, increasing the risk of strokes and heart attacks.

We made a strong call to the government to set mandatory targets for 2020 and to release their salt reduction plans for 2018 and beyond. A national media campaign was used as the key method of conveying our message to families and the food industry. We issued a press release to launch the week based on our food survey.

Supporters

This year we were fortunate enough to have support from the following UK charities:



And with the support of the following companies, we were able to send all our leaflets and posters for free:



Parliamentary Reception

As part of Salt Awareness Week, Action on Salt held an afternoon reception at the House of Commons on Wednesday 14th March 2018, hosted by Luciana Berger MP. The day was a success, with over 100 guests attending the event.



Luciana Berger MP, event sponsor, voiced concerns that the NHS is increasingly

dealing with lifestyle-related disease, and diet is a main contributor to these diseases. Many of us do not realise how salty food is and Luciana reinforced that reformulation is required to protect the health of the UK population. Luciana also echoed Action on Salt’s concerns of the lack of progress from PHE on salt reduction and finished with a statement that public health is a key priority for the Health Select Committee, and salt reduction is an important part of this.

Nathalie Pomroy, Whitbread Restaurants, gave



an overview of Whitbread’s brands, including Costa and Beefeater, and stated that Whitbread is

committed to being progressive on nutrition across all their brands. Nutrition is key to Whitbread’s sustainability plan, reflecting their responsibility to health and delivering on customer expectations. Nathalie stated that Whitbread have been a long standing supporter of the Responsibility Deal and work actively with suppliers to continue salt reduction efforts. Many products launched across Whitbread’s brands comply with the 2017 salt reduction targets and those products that do not comply are being

reviewed or redeveloped.

Caroline Klinge, Lo Salt, shared observations on



salt reduction in food from the past 20 years, stating that over those 20 years retail has

become so competitive that manufacturers struggle to invest in reformulation. Caroline stated that the Food Standards Agency's combination of a public awareness campaign and the setting of voluntary targets formed a benchmark salt reduction programme that inspired many countries to instigate their own campaigns. Movement of responsibility for salt reduction to the Department of Health stalled progress, manufacturers feel they don't need to do more, or can't do more. Caroline welcomed the SACN COT joint report recommending the use of potassium-based sodium replacers as a strategy moving forward.

Vicki Coulton, Public Health England, stated that



reformulation, including salt reduction, is a key commitment in the government's

Childhood Obesity Plan. Vicki informed attendees that work by the Food Standards Agency and Department of Health led to a 11% reduction in population salt intake, and current sugar and calorie reduction work has taken learnings from the salt reduction strategy. PHE are currently assessing industry progress towards achieving the 2017 targets and will use this data to inform the next steps on salt reduction. Those next steps will take into account the SACN-COT joint report findings.

Professor MacGregor, Chair of Action on Salt,



welcomed the update from Vicki indicating that the next steps in salt reduction are due later in 2018.

Professor MacGregor reminded us that for every gram reduction in salt in the population, the NHS would save £1.5 billion and prevent around 14,000 stroke and heart attack events. Due to government inaction for several years, many lives have been lost unnecessarily. Professor MacGregor urged all attendees to encourage dramatic action from PHE over the coming months.

Salt Awareness Week 2019

Following the end of December and the expiry of the 2017 salt reduction targets, we have a real lack of focus on the need for a robust salt reduction plan. PHE intend to release an evaluation of industry progress towards achieving the 2017 targets at the end of 2018, which we hope will lead to an updated salt reduction strategy from PHE. These developments will likely shape our messages for Salt Awareness Week 2019.

Proposed topics to focus on the week are:

1. **Children and hidden salt – Too Young to Choose** with an out of home salt survey and international comparisons
2. **Salt in restaurant food - ‘No, Chef!’** with a salt survey of all major UK restaurant chains
3. **Dispelling the myths - The Salty Truth** with a focus on health and a salt survey of ready meals

Action on Salt Resources

We continue to educate the general public and health professionals on the importance of salt reduction through dedicated pages on our website and through our resources. Every year hospitals, GP surgeries, sports centres, pharmacies, schools, libraries, universities, councils, businesses, charities and other interested parties hold their own events to support Salt Awareness Week, and this year over 350 events took place around the country. A total of 33,500 leaflets and shopping guides, and 670 posters were ordered in anticipation of Salt Awareness Week. It is estimated that 150,750 people would have seen our resources.



Action on Salt and WASH Alliances

Action on Salt and WASH have continued to develop mutually beneficial alliances with other health charities and organisations. WASH has also continued to extend its networks in the international public health arena, participating at informal and formal WHO consultations, at both regional and local levels. Action on Salt and WASH have continued to work alongside other health charities, offering comments on health related media, acting as cosignatories on campaigning materials and attending numerous meetings, webinars and conferences around the world. WASH continues to support its international members with comments on press releases, logos on leaflets and posters and links through from our website.

Organisations Action on Salt and WASH have collaborated with in the last year include:

American Heart Association	European Salt Action Network	Sustain – Campaign for Better Hospital Food
Blood Pressure UK	Faculty of Public Health	Sustain—Real Bread Campaign
British Dietetic Association	Heart UK	Sustain – The Children’s Food Campaign
Cancer Research UK	Kidney Research UK	The George Institute for Global Health
Center for Science in the Public Interest, USA	Ménière's Society	The NCD Alliance
Consumers International	UK Health Forum	The Stroke Association
CRONICAS Peru	National Obesity Forum	Which?
Department of Health	Pan American Health Organisation	World Health Organisation
Diabetes UK	Polycystic Kidney Disease	World Cancer Research Fund
Heart Research UK	Public Health England	

World Action on Salt and Health

World Action on Salt and Health (WASH) was established in October 2005 with the aim of bringing about a gradual reduction in salt intake throughout the world, by highlighting the importance of salt reduction and drawing attention to the need for countries to take immediate action. Our influence has grown to global policy levels, with the setting of a global target on salt reduction for all countries to achieve by 2025 to reduce the growing burden of non-communicable diseases (including cardiovascular diseases, cancer, and diabetes).

The mainstay of the WASH's work remains to encourage and support key stakeholders in all countries around the world to set up their own salt reduction programmes, as well as acting as a global monitor, conducting surveys on food products – highlighting products high in salt with a view to drive reformulation by the food industry. WASH continues to raise awareness on the importance of a low salt diet during its annual World Salt Awareness Week, which is supported by many countries around the world, and via regular updates on the WASH website, social media (twitter and blog posts) and through media channels including radio and TV.

WASH Membership

World Action on Salt and Health has over 624 members from 100 countries. New members include experts from USA, Malaysia, Peru, Costa Rica and China.

Action on Salt China

WASH Chair Professor Graham MacGregor and WASH member Dr Feng He have been awarded £6.6m by the National Institute for Health Research (NIHR) to establish a new Global Health Research Unit. This award comes from the NIHR's Global Challenges Research Funding. The new Global Health Research Unit will be called Action on Salt China (ASC) and will develop and implement a salt reduction programme in China in partnership with several organisations, including the George Institute China, China Center for Disease Control and Prevention, Chinese Center for Health Education and the National Center for Food Safety Risk Assessment. ASC aims to develop and implement a comprehensive and sustainable salt reduction program, especially focusing on home cooking, and restaurant and pre-packaged foods. The goal is to achieve a 15% reduction by 2021 and 30% reduction by 2025.

Updates from around the world

World Health Organisation

In November 2017, the World Health Organisation opened a consultation on their thirteenth General Programme of Work (GPW13). Within their Impact Framework, population-wide salt reduction programmes was no longer a priority, as they were within GPW12. Instead, the WHO stated that its role is to 'implement the Global Hearts Initiative to Reduce Heart Attacks and Strokes' and 'support the implementation of the HEARTS and SHAKE technical packages in at least 20 low- and middle-income countries where the burden of cardiovascular diseases is highest'. These actions were listed under the hypertension target 'Reduce prevalence of raised blood pressure by 20%'. There was no mention of the population salt reduction target of 30% by 2025.

While the Global Hearts Initiative does encompass salt reduction activities, it also involves better management of CVD and tobacco reduction, and the SHAKE technical package is only mentioned in relation to low- and middle-income countries. This suggested a move in focus to better management of NCDs related to salt intake, as opposed to vitally important preventive actions such as population-wide salt reduction.

WASH Chair Graham MacGregor issued a strong response on behalf of WASH members detailing the need for population salt reduction programmes and requested that GPW13

reflected the priorities as set out in the WHO NCD Global Monitoring Framework.

As a result of our response and similar responses from health experts and organisations worldwide, the approved GPW13 features a target of '25% relative reduction in mean population intake of salt/sodium' by 2030, under *Non-communicable Diseases, Mental Health and Risk Factors*. This target appears in addition to 'Reduce prevalence of raised blood pressure by 20%'.

USA and Canada

In May 2017, USA's Secretary of Agriculture announced that the United States Department of Agriculture (USDA) would weaken proposed school nutrition standards by 'allowing greater flexibility'. Current standards ensure that school meals for children from low-income backgrounds have no trans fat, more whole grains and vegetables and less salt. Junk food and sugar-sweetened beverages are also restricted. However, new standards aimed to slowly reduce salt levels but the announcement means that salt reduction will be delayed by up to three years, and further reductions could be removed.

In March 2018, US Food and Drug Administration (FDA) Commissioner Scott Gottlieb announced the FDA's 'Nutrition Innovation Strategy', which will include making food labels easier to understand, and requiring calorie labelling on restaurant menus. Key to the strategy is

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implementation of the FDA's sodium reduction strategy, which have been in draft form since 2016 due to objections from the food industry. Gottlieb stated that the FDA would release new, short-term sodium reduction targets in 2019.

In January 2018, Health Canada released an evaluation of progress towards achieving voluntary sodium reduction targets, published in 2012 to be met by 2016. The analysis revealed that only 14% of food categories met the target reduction. 48% of categories did not make any meaningful reduction in sodium content and in some categories sodium content actually increased. Increases occurred in pie dough, tortillas and wraps, dry mashed or scalloped potatoes, and dairy-free cheese and spreads. Health Canada is now considering a more structured voluntary approach, a more regular monitoring programme and public reduction commitments for manufacturers, similar to the Responsibility Deal.

Between February and April 2018, Health Canada opened a public consultation on mandatory front of pack labelling for foods high in sugars, sodium and saturated fat. Views were sought on the proposed regulations, in addition to potential labelling designs. The results of the consultation will be available later in 2018.

Latin America

In July 2017, an analysis of industry progress towards meeting Brazil's voluntary salt reduction targets was released. The evaluation revealed

that as a result of the salt reduction programme, between 2011 and 2017 there was a significant 8-34% reduction in average salt content in more than half of the food categories. By 2017, most products of all food categories had met the regional targets proposed by the Pan American Health Organization. The salt reduction strategy will be in place until 2020.

In October 2017, Peru followed Chile's example and proposed mandatory warning labels for salt, sugars and saturated fat on foods and beverages. The warning labels came into force in June 2018.

Europe

In July 2017, France's food safety agency ANSES released results of their survey, which found that salt intake in France is 9g per day in men and 7g per day in women. The main contributors to the high salt intake were bread, prepared sandwiches and pizzas, savoury pastries and condiments. In October 2017 Portugal's State Budget proposed a tax on high salt foods, including potato chips, cereals and crackers. An increase of 80 cents was proposed on products with a salt content of 1g or more per 100g.

Spain's Ministry of Health, Social Services and Equality released a Collaboration Plan for Improving the Composition of Food and Beverages and Other Measures (2017-2020). The plan proposes a 10% reduction in salt, saturated fat and sugar content on more than 3,500 products by 2020. WASH welcomed the plan, but questioned why industry had been involved in the

setting of the 10% target, as this is likely to have made the reduction target less ambitious.

Australia

In August 2017, research from The George Institute, VicHealth and the Heart Foundation looked at the salt content of cooking sauces sold in Australia's four main supermarkets. The findings show that manufacturers have reduced the amount of salt in pasta sauces by 27 per cent. However, ambient meal-based sauces increased by 29% from 2010-2017 and Asian/black bean sauces had the highest salt content at 2.37g salt/100g. Similar research on 1478 supermarket ready meals between 2010 and 2017 found a 31% increase in salt content of chilled ready meals. Australia's Salt Awareness Week 2018 survey analysed the salt content in more than 1000 processed meats, such as sausages, ham and bacon from Australia's four major supermarkets from 2010 to 2017. The survey found that on average one sausage has more than a quarter of recommended maximum daily salt intake. Bacon and sliced meats saw a reduction in salt content since 2010 but the salt content of sausages did not change.

In January 2018, colleagues from The George Institute released a meta-analysis of salt intake studies. They analysed data from more than 30 salt-intake studies carried out between 1989 and 2015, involving around 17,000 people, and found that salt intake in Australian men was 10.1g a day, a figure which is not decreasing.

Gulf Region

In August 2017, the WHO released an update on salt reduction progress in Oman. Oman's main bakeries, who supply 90% of Oman's bread products, have achieved a 10% reduction in the salt content of bread and bread products since 2015. The target has been increased to a 20% reduction in bread, and cheese will now be included in reformulation efforts. Oman's Ministry of Health has also established a national monitoring team to monitor salt and fat reduction efforts in Omani foods. The team also aim to perform a baseline measurement of salt intake.

During Salt Awareness Week, Qatar's Ministry of Public Health announced that all bakeries in Qatar are committed to a 30% reduction in salt content, as part of Qatar's National Nutrition and Physical Activity Action Plan 2017-2022.

In June 2017, Iran's Food and Drug Administration proposed a plan to the Supreme Council of Health to monitor salt levels in restaurant foods.

WASH as a global monitor

Each year WASH conducts an international food survey, in line with its aim as a global monitor of the food supply. The aim of these surveys is to highlight those foods that are high in salt and to compare salt levels of similar foods between countries.

In 2018, WASH conducted a survey on the salt content of commonly consumed bread. Bread is an important staple food for many countries, but is also a main contributor of salt to diets, due to the amount of bread we consume. WASH surveyed more than 2,000 white, wholemeal, mixed grain and flat breads from 32 countries and regions, and found that the saltiest bread in the survey – Rosemary Focaccia by ACE Bakery, available in Canada – had 2.65g of salt per 100g making it saltier than seawater. More than a third (34%) of breads had more salt than the UK’s maximum salt target for bread (1.13g/100g).

Flat breads and wholemeal breads were more salty than other bread types in the survey, with an average salt content of 1.08g per 100g, compared to mixed grain breads, which had the lowest average salt content of 1.02g/100g.

Despite the UK’s progress with salt reduction to date, the average salt content of wholemeal breads from Qatar, China, Costa Rica and South Africa (0.78g/100g – 0.92g/100g) were lower than the average salt content of wholemeal breads in the UK (0.93g/100g). This suggests that salt reduction progress may have slowed in the UK and demonstrates that mandatory salt reduction targets, such as those put in place in South Africa, are more effective than voluntary targets.

WASH called for a renewed focus on salt reduction worldwide, including voluntary and mandatory salt reduction targets for staple foods.

World Salt Awareness Week 2018

World Action on Salt and Health held its 11th annual World Salt Awareness Week (WSAW). WASH prepared a poster specifically for WASH members, adapting the UK theme for an international audience to ‘5 Ways to 5 Grams’. The poster was distributed to all WASH members, placed on the WASH website and publicised via social media, and we processed translations upon request. Several requests were received from

non-WASH members indicating the reach of the 2018 campaign via social media.

Many countries now plan their own activities, and co-ordinate activities in their own regions. Over 15 countries took part in World Salt Awareness Week, and as a result the campaign received media coverage through print, social media, TV and radio around the world. Examples include

World Action on Salt and Health

interviews on morning news programmes in Australia, media coverage of community events in Morocco and radio interviews in Costa Rica. Details of activities can be found in the Salt Awareness Week evaluation report for 2018

As a result of the week:

- WSAW raised both the profile of WASH, and of those countries engaged in salt reduction activities.
- WSAW drew attention to the importance of salt reduction around the world.
- WSAW provided the opportunity for countries to highlight salt reduction as an important public health intervention to reduce the global burden of disease from non-communicable diseases (lifestyle diseases such as cardiovascular disease, type 2

diabetes) and bring it to the attention of both consumers and governments – to implement salt reduction programs.

In recognition of the impact of social media, social media resources, including infographics and picture tiles, will be produced for World Salt Awareness Week 2019 and made available for download in advance of the campaign from the WASH website. WASH will also consider producing a WASH-specific poster for WASH members in 2019 as the 2018 poster engaged many more members in comparison with previous years.

World Action on Salt and Health

WASH Resources

WASH members helped to translate the World Salt Awareness Week resources into Spanish, Portuguese, Italian, French, Chinese, Japanese and Arabic, which allowed for greater dissemination of the WASH message worldwide:

Settimana mondiale per la riduzione del consumo di sale
12-18 Marzo 2018

Queen Mary University of London

5 consigli per 5 grammi

- Lava le verdure in scodola e mangia più frutta e verdura fresca
- Riduci progressivamente il sale nelle tue ricette: il tuo gusto si adatterà
- Usa erbe, spezie, aglio e limone al posto del sale per insaporire il cibo
- Elimina il sale e i condimenti dalla tavola, così i più giovani non prenderanno l'abitudine di aggiungere sale nella pietanza
- Controlla le etichette alimentari per scegliere alternative con meno sale

Mangiamo tutti troppo sale che può aumentare la pressione sanguigna e il rischio di infarti e malattie cardiache. Segui questi 5 consigli e diminuisce il consumo di sale già da oggi!

WASH

الأسبوع العالمي للتوعية عن الملح
من 12 إلى 18 مارس 2018

Queen Mary University of London

5 طرق إلى 5 جرامات

- اغسل الخضراوات نظيفة - من الخبز الخبز الطازج - برامج التناول لتقليل على هذه الكمية
- استخدم الأعشاب والتوابل والليمون بدلاً من الملح لتساقط الكمية إلى طعامك
- أزج الأعشاب والتوابل المنجزة من على طاولتك الطاهر وبذلك أن تطور عادات إضافة الملح عند الأكل
- أكثر من مراقبة المنتجات الغذائية على اختيار الخيارات الأقل بملحاً
- تصفيق والحفظ الخضراوات الطازجة وتناول المزيد من الفواكه والخضراوات الطازجة

جميعنا نتناول كميات كبيرة من الملح والتي بدوره يرفع ضغط الدم ويزيد من خطر الإصابة بالجلطات والسكتات القلبية وأمراض القلب. اتبع هذه الخطوات الخمس ليقل مأخوذك من الملح اليوم

WASH

2018年3月12-18日 減塩啓発週間

Queen Mary University of London

5gへの5つの方法

- 洗剤ではなく新鮮な果物、野菜を食べましょう
- 調理に使う食塩を少しずつ減らしましょう—塩味は慣れてきます
- 食品を買う時には成分表示を見て食塩の少ないものを選びましょう
- 食塩の代わりにハーブ、香辛料、ニンニク、かんづつ類を使いましょう
- 子供たちに食塩を足す習慣をつかせないよう食卓から食塩を減らしましょう

私たちは食塩をとりすぎています 食塩のとりすぎは血圧を上昇させ、脳卒中、心臓病のリスクを高めます。今日からの5つの方法にしたがって食塩摂取量を減らしましょう

WASH

Semana da Conscientização Mundial do Sal
12 a 18 de Março 2018

Queen Mary University of London

5 Medidas para 5 Gramas

- Adicione gradualmente menos sal às suas receitas favoritas - as suas papilas gustativas irão adaptar-se
- Utilize ervas aromáticas, especiarias, alho e citrinos em vez de sal para adicionar sabor à sua refeição
- Verifique os rótulos dos alimentos antes de os comprar para escolher as opções menos salgadas
- Reduza o sal e os condimentos sujeitos de mesa para que os membros mais jovens da família não desenvolvam o hábito de adicionar sal
- Escove e enogue os vegetais frescos. E coma mais frutas e vegetais frescos

Todos estamos a consumir sal em excesso que aumenta a pressão arterial e aumenta o risco de acidentes vasculares cerebrais, ataques cardíacos e doenças cardíacas. Siga estes 5 passos e baixe a sua ingestão de sal hoje!

WASH

Action on Sugar

Government Level Work

The government finally published the subsequent chapter of their plan to tackle childhood obesity *Childhood Obesity: Chapter 2*. Major progress has been the announcement of consultations on many policy areas we have been calling for such as the ban on the sale of energy drinks to under 16s and marketing and promotion restrictions. Our aim going forward is to ensure that the obesity plan is implemented as effectively as possible and to ensure that it is made robust, by including a commitment to reduce the marketing of, and promotions on, foods and drinks high in sugar, salt and fat – as well as other key actions.

Reformulation and Public Health England's Sugar Reduction Programme

Action on Sugar aim to undertake the role of independent monitors, which will include a campaign to get the out-of-home sector to transparently provide their nutrition information which, currently, many are not doing. We have successfully ensured that reformulation is a priority for public health in the UK and have been expanding this message world-wide. We attended the stakeholder briefing of the calorie reduction programme. We were also invited to observe PHE's meetings with companies producing drinks excluded from the Soft Drinks Industry Levy.

Marketing and advertising

An important action on Action on Sugar's obesity strategy is to only advertise and market 'healthy' foods and drinks. As part of our campaign, we have

attended several meetings with the Committee of Advertising Practice (CAP). We will continue to work closely with other NGOs, such as the Children's Food Campaign, Obesity Health Alliance and Jamie Oliver Foundation, to ensure good progress.

The Soft Drinks Industry Levy (SDIL) and other food and drink levies

We attended several meetings with the HM Treasury, and continue to publically call for further levies to push the food and drink industry to improve their products. We are monitoring the progress of the SDIL.

NHS England

Action on Sugar had meetings with NHS England, including the CEO Simon Stevens, to advise on sugar reduction policies within all NHS settings.

Nutrient Profiling

We are preparing to respond to the consultation on the Nutrient Profiling Model, supporting its revision to include the new sugar recommendation.

Sugar Product Surveys

Action on Sugar has continued to successfully raise awareness of the importance of sugar reduction in food and drink, through exposing high sugar products to the public with strong media support and putting pressure on manufacturers to take action.

New Research Reveals Cereal Manufacturers Are Deliberately Deceiving Shoppers By Using Poor Nutrition Labelling (Aug 2017)

This survey showed whilst Bear, Jordans, Kellogg's and Nestle do use front of pack labelling, they do not use Department of Health's recommended colour-coding, making it difficult for consumers to interpret the information and make informed decisions. A further six brands, including Eat Natural, Lizi's, Nature's Path, Paleo Foods Co., Rude Health and Dorset Cereals, contained no front of pack nutrition labelling and some products contained high levels of sugar.

Sugar Awareness Week: New Findings Reveal Lunchtime Meal Deals Serve Up FOUR Full Days' Worth of Sugar in Just One Meal (Oct 2017)

Shock survey revealed certain lunchtime meal deals sold by supermarkets and retailers contain up to 30 TEASPOONS of sugar. While seven out of ten (72%) meal deal drinks sold in Morrisons are high (red) in sugar. The combination containing the highest amount of sugar was from WHSmith. This included a sandwich plus the option of a Mountain Dew Citrus Blast 500ml drink and a bag of Skittles Crazy Sours which contained an extraordinary 30 teaspoons of sugar – equivalent to the amount of sugar in 79 chocolate fingers. In fact, if someone was to consume this meal deal every day over a working week, this would equate to 150 teaspoons of sugar (595g); more than a 1lb bag of sugar.

Call for a complete ban on all confectionery price promotions after new survey reveals shocking amounts of sugar (Jan 2018)

Of the 95 chocolate confectioneries surveyed, the 'sharing' bag with the highest amount of sugar per pack (i.e. Brookside Dark Chocolate Pomegranate Flavour 198g) contained an astonishing 29 teaspoons, which is four times an adult's maximum

daily sugar intake – almost 1000 calories. Next in line was Brookside Dark Chocolate Acai & Blueberry Flavors (198g) with 28 teaspoons of sugar per pack, followed by Marks & Spencer's Gigantic Milk Chocolate Buttons (170g) and Lidl Mister Choc White Chocolate Giant Buttons (140g), both containing a 23 teaspoons of sugar. The M&S pack suggests there are five portions in it, but even if the pack is shared between five, a single portion still contains nearly five teaspoons of sugar - almost a 7-10 year old's maximum intake of sugar for an entire day.

Warning over blueberry muffin hidden sugar content - with leading brands containing up to 10 teaspoons of sugar; more than a can of Coke (Mar 2018)

Analysis by Action on Sugar and the Obesity Health Alliance showed huge variation in sugar content, portion size and lack of nutrition labelling on blueberry muffins sold at out of home outlets in the UK's busiest train stations and supermarkets. On average, muffins bought on-the-go at railway station food outlets had 19% more sugar per portion and were 32% bigger than those bought in supermarkets. While, 61% (17 out of 28) of all the muffins included in the survey contained six teaspoons of sugar or more, which is the upper daily limit for a child aged 7-10 years.

There was also lack of nutrition labelling on products sold at popular outlets in train stations (AMT Coffee, Camden Food Co., Delice de France, Patisserie Valerie, Pumpkin, Ritazza and Upper Crust) and in supermarket bakeries, meaning consumers are in the dark about exactly what they are eating.

In addition to the publications above, we are continuing to research and collect as much product data as possible and submit to our database to enable us to monitor progress made by the food and drink industry.

Manufacturers and retailers

Action on Sugar continues to meet with manufactures and retailers to encourage, inform and monitor sugar reduction. We have attended several meetings with retailers and brands, including out-of-home coffee shop and restaurant chains over the last year, both independently and as part of PHE's sugar reduction programme such as dried fruit companies, Starbucks, Co-operative, ASDA, M&S, Mars and Peppersmith. We continue to meet with the Food and Drink Federation to assess commitment and encourage action. Recently, sugar reduction and better labelling commitments have been announced by leading brands and retailers, including Nestle, Kellogg's, Cereal Partners, Waitrose, Pizza Hut, TGI Fridays, Sainsbury's, Asda, Aldi, Tesco, Costa, Greggs, Morrisons, some of whom have acknowledged Action on Sugar as key influencers in their decision making.

Gaining expertise in the food technology of sugar reduction

Action on Sugar continues to build relationships with food technologist experts, to enable us to advice on the reformulation of food and drink in a realistic and practical way.

Collaborations

Action on Sugar continues to build relationships

with different NGOs. Over the last year we have assisted Obesity Health Alliance, attended and contributed to the work of Children's Food Campaign, met with the Soil Association to support their Out to Lunch Campaign, Cancer Research UK to discuss reformulation and marketing and Living Loud to understand the marketing tactics used by industry.

Raising our profile

Action on Sugar has been building influential relationships to ensure that the momentum of our campaign continues to expand. We have now established ourselves as the expert voice on reformulation amongst our peers (including the 40 plus members of the Obesity Health Alliance) and government, and have gathered professional support for our campaign by speaking at conferences and providing research, evidence reports and experience based on our role in the UK's successful Salt Reduction programme.

In October, we worked with BBC One to record a Britain's Fat Fight with Hugh Fearnley-Whittingstall documentary, featuring Action on Sugar and Jamie Oliver, which exposed the government's lack of action on labelling and marketing, and thus called for the release of a stronger strategy. In conjunction with the airing of the documentary, Action on Sugar participated in extensive social media activity and signed a letter alongside many other organisations, asking Prime Minister, Theresa May for a stronger obesity plan. Action on Sugar was also invited to talk about the sugar tax on BBC's Daily Politics show.

Action on Sugar have become the leading media voice when it comes to sugar reduction and obesity policies – across TV, radio and written media (off- and online). We continue to expand our social media presence. Twitter (exceeded 10,000 followers) and Facebook (over 2,800 likes) are useful platforms to share our work and gain support from the public and professionals. Action on Sugar regularly contributes articles to national consumer and magazines and websites, such as healthy living and home magazines and dental websites to raise awareness of our campaign and attract public backing.

Events

We have spoken at a number of influential national and international conferences, seminars and expert group meetings, talking about the progress made in public health policy in the UK to tackle obesity and type 2 diabetes and how this can be replicated world-wide, including the Caffe Culture show, the Allergy show, Public Policy Exchange, Inside Government Forum, Saving Kids Teeth conference, The Sugar Reduction Summit and Food Manufacture’s Foodex Forums. We also contributed to the British-Irish Parliamentary Assembly on childhood obesity.

In October, Kawther Hashem and Sonia Pombo received an award from Queen Mary University of London for the Best Published Research Campaign. The media campaign in question referred to the publication issued in journal Public Health Nutrition in 2017, looking at the salt and sugar content of breakfast cereals sold in UK retailers.



Action on Sugar Publications

Why tax sugar sweetened beverages? (Oct 2017)

A commentary discussing the importance of a sugar tax, particularly the initial impact of the SDIL.

Hashem, K. and J. Rosborough, Why Tax Sugar Sweetened Beverages? Journal of Pediatric Gastroenterology and Nutrition, 2017.

Cross-sectional surveys of the amount of sugar, energy and caffeine in sugar-sweetened drinks marketed and consumed as energy drinks in the UK between 2015 and 2017: monitoring reformulation progress (Dec 2017).

A study published in the BMJ Open revealed the sugar, calorie and caffeine content of products marketed as ‘energy drinks’ sold in the UK in 2015 and 2017. Whilst the study showed the number of products (per serving) available on the market has fallen from 90 to 59 between 2015 and 2017, sugar, calorie and caffeine content remain at concerning high levels in 2017. The energy drinks

surveyed show a 10% reduction in sugar from 10.6g to 9.5g/100 ml and a 6% reduction in calorie content per 100 ml between the same periods, highlighting that certain manufacturers have started to reformulate before the impending Soft Drinks Industry Levy in April 2018. The manufacturers of the reduced products have either only reduced sugar or have alternatively reduced sugar and replaced it with non-caloric sweeteners.

Hashem, K.M., F.J. He, and G.A. MacGregor, Cross-sectional surveys of the amount of sugar, energy and caffeine in sugar-sweetened drinks marketed and consumed as energy drinks in the UK between 2015 and 2017: monitoring reformulation progress. *BMJ Open*, 2017.

Sugar Awareness Week 2017

The government eliminated all action on tackling price promotions from last year's Chapter 1 of the Childhood Obesity: A plan for action and therefore our specific focus for this year's Sugar Awareness Week was to ask Government to take action against retailers using price promotions which encourage overconsumption of high sugar and calorie products. We focused on one particular type of price promotion – meal deals – by highlighting the large amounts of sugar (and calories) sold as part of a lunch time meal deal with the campaign, 'What's the deal?' and asked retailers not to offer any other high (red) sugar products along with those high in salt and saturated fat as part of meal deals and increase the range of healthier choices.

Over the week we raised awareness of our campaign through national media, an online campaign and local activities. The aim was to

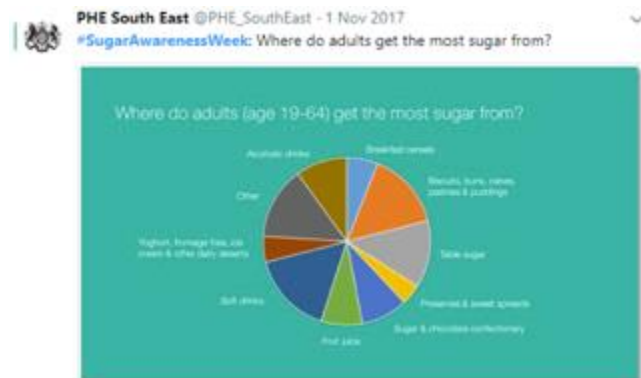
achieve public engagement to get them behind our campaign and create consumer demand for lower sugar products. In addition, food companies and retailers are exposed and they, along with the government, are pressured into taking action.

During sugar awareness week over 135,000 impressions were made on Twitter and Action on Sugar gained more than 600 new followers during October and November.

Our support and retweets from our celebrity supporters likely contributed to increased engagement in our story and improved our twitter reach and following. Our official Sugar Awareness Week celebrity supporters included Jamie Oliver, Jimmy Doherty, Chris Bavin, Dr Hilary Jones, Dr Zoe Williams and Dr Hazel Wallace. Each of our celebrity supporters have a respected influence in food and health – and they ranged from chefs and medical professionals to TV personalities and social media influencers, to ensure a wide reach.

Our high level of twitter engagement during the week – from celebrities, NGOs, health charities and the general public – is demonstrated by the trending of #SugarAwarenessWeek. We gained support from all leading health charities and organisations including NHS, Public Health England, Change4Life, Jamie Oliver's Food Revolution, Cancer Research UK, World Cancer Research Fund, Children's Food Campaign, Blood Pressure UK, British Dietetic Association, Dentists and dentist bodies and many more. Food companies such as Nestle and the British Soft Drinks Association also shared their sugar reduction work. Many consumers and members of the general public also joined the online debate #whatisthedeal asking

retailers to make changes.



We wrote blogs for World Cancer Research Fund, Food Matters Live, The Huffington Post, Food Active and Jamie Oliver’s Food Foundation which were shared during Sugar Awareness Week and ranged in topics from practical tips to cut down on sugar to key policy calls, reaching a large and varied audience.

Action on Sugar held a reception at the House of Commons with the theme ‘What’s the deal?’. The reception was held at the Terrace Pavilion on Wednesday 1st November 1 -3pm, hosted by Maggie Throup, MP for Erewash and Chair of the All-Party Parliamentary Group on Obesity. The event was an opportunity to engage with the food and drink industry, NGOs and health care professionals and, most importantly, members of parliament/ policy decision makers and inform them of our objective and campaign actions.

Our speakers had varied backgrounds and expertise, and each gave their perspective of sugar reduction – from government and public health – to medical and industry experts.



In addition to Maggie Throup MP, who discussed the importance of sugar reduction and role of the government, our speakers were:



Dr Hilary Jones, GP and Medical Broadcaster looked at the effect excess sugar intake has on our health and what is the impact on the NHS?



Victoria Targett, Public Health England, Team Leader, Sugar Reduction, Overview of the evidence, discussed why sugar reduction is important and how the food environment, including price promotions, contributes to excess sugar intake.



Chris Bavin, Green Grocer and TV Presenter as seen on BBC's *Eat Well for Less?* looked at what challenges the public face when attempting to make healthy, affordable choices when shopping.



Peter Harding, Chief Operating Officer of Lucozade Ribena Suntory Ltd and President of the British Soft Drinks Association spoke about what role can the food and drink industry play to support the public in consuming less sugar.



Professor Graham MacGregor, Chairman of Action on Sugar gave an overview of the next steps in our sugar reduction campaign.

Change4Life, the Obesity Health Alliance, World Cancer Research Fund, Consensus Action on Salt and Health, Blood Pressure UK and BOKA Foods exhibited at our event.

In total there were 71 attendees representing a wide range of organisations, including the food and drink manufacturers and retailers, food industry associations, caterers and food service providers, NGOs, Department of Health and Public Health England, academics and health professionals and

importantly, MPs. Unfortunately, PHE arranged a meeting with industry which clashed with our event (despite them knowing this) which meant that approximately 30 attendees had to attend that meeting instead. This was out of our control, but we have fed back to PHE regarding the impact to ensure it doesn't happen again. Most companies were able to send other colleagues to attend.

The speeches gave a balanced account of the issue of excess sugar reduction, real-life examples of the impact and discussions on practical solutions – including the key, important roles of the government and the food and drinks industry.



This was our first year encouraging local communities to deliver local Sugar Awareness Week events, which resulted in over 200 events taking place around the country during the week. There was a varied distribution of resources across a range of venue types including NHS, community, education and business.

Meal Deals. Just another way retailers smuggle sugar into your diet.

Meal Deals can contain up to 30 teaspoons of sugar. It's time to stop the food and drink industry from profiting at the expense of the nation's health.



 **SUGAR AWARENESS WEEK, 30TH OCTOBER - 5TH NOVEMBER 2017**
Join the conversation #sugarsawarenessweek #whatisthediet

There was an excellent uptake of our resources. In total, 10,000 sugar and health factsheet 10,000 FoodSwitch leaflets and 400 posters were posted out to communities across the UK. Exhibiting donations from our Parliamentary reception helped to cover the costs of the resources, posting and packaging which were offered to communities free of charge (up to 50 leaflets per site).



Sugar Awareness Week 2018

Sugar Awareness Week 2018 will be held from 12th to 18th November. The week aims to raise awareness of the impact of sugar on health to the general public. We will be holding panel discussion at the St Bartholomew's Hospital Great Hall instead of our regular Parliamentary Reception to celebrate the success of manufacturers and retailers who have led the way in sugar reduction and as an opportunity to discuss Reformulation, from policy to process and everything in between.

Next Steps

As a priority, Action on Sugar aims to undertake the role of independently monitoring the government's Sugar Reduction programme, and to improve the robustness of the voluntary programme. We will continue to meet with retailers and manufacturers to encourage, and advise on, sugar reduction and conducting surveys, as well as publicising progress amongst the public, government and other NGOs. This will include a focus on the 'out-of-home' sector, to persuade them to be transparent with their nutritional data.

We will continue to speak to key public health representatives in other countries to discuss how to disseminate programmes similar to the UK's Soft Drinks Industry Levy and Sugar Reformulation programme internationally.

Following the successful procession of the SDIL through Parliament, we would like to test the appetite of Government, PHE and the public for mandatory sugar reduction targets and the idea of an energy-density levy on non-essential food categories such as confectionery.

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