

# SUGAR SMART

**Calderdale**

## HOW TO GUIDE FOR EARLY YEARS AND PRIMARY SCHOOLS

We hope this guide on the Sugar Smart campaign is helpful.  
If you need further information or support please contact:  
[CalderdaleOralHealthTeam@locala.org.uk](mailto:CalderdaleOralHealthTeam@locala.org.uk)

# HOW TO GUIDE CONTENTS

**Page 1: Registering with Sugar Smart**

**Page 2: Choosing actions and making pledges**

**Page 3: Making additional pledges**

**Page 4: Downloading a certificate of participation and actions taken**

**Page 5: Accessing Assets/ Resources**

**Page 6 - 9: Ideas on pledges**

# REGISTERING WITH SUGAR SMART

There are two ways to register with Sugar Smart, pre-register or self-register.

## PRE-REGISTER

Complete the pre-register form with your details:  
<https://forms.office.com/r/XQWXYKbLEA> (Fig: 1)  
 The details will be used to register your setting with Sugar Smart.

You will receive a link from Sugar Smart to complete the registration.

If you do not receive the link within 5 working days please contact:

[CalderdaleOralHealthTeam@locala.org.uk](mailto:CalderdaleOralHealthTeam@locala.org.uk)

For a video version of pre-registering go to:  
<https://youtu.be/LgnvLF1tU3Y>

## SELF-REGISTER

Go to: [www.sugarsmartuk.org](http://www.sugarsmartuk.org)

Click 'Get Involved' (Fig: 2)

Click 'Go Sugar Smart' (Fig: 3)

Complete the registration form and **click** 'Let's get started' (Fig: 4)

You will receive from Sugar Smart confirmation of your registration, you can now choose actions and make pledges

If you do not receive the confirmation email please contact:  
[CalderdaleOralHealthTeam@locala.org.uk](mailto:CalderdaleOralHealthTeam@locala.org.uk)

For a video version of Self-registering go to:  
<https://youtu.be/8QWzGufdTVA>

Fig: 1

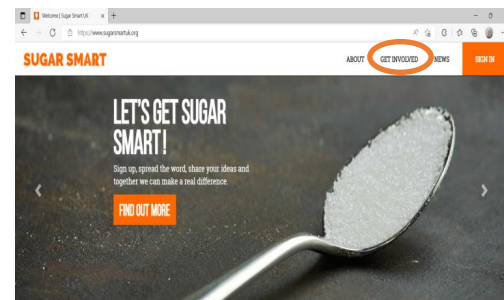


Fig: 2

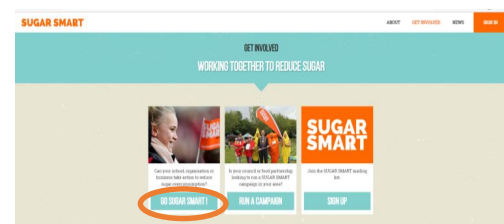


Fig: 3

Fig: 4

## CHOOSE ACTIONS AND MAKE PLEDGES

This section shows you how to choose actions and to make pledges. If you are not registered with Sugar Smart please go to page 1 for help on registering.

Log onto the Sugar Smart website using the email and password you registered with (Fig: 5 & 6)

On the dashboard is a list of actions that you can choose from (Fig: 7)

For more information on an Action **click** 'Tell me more' to see what it involves, resources and ideas for pledges (Fig: 8)

When you're ready to pledge **click** 'Let's Do It' (Fig: 9)

In the dialogue box, add the date and describe the pledge. If you're asked, add the number of people involved. **Click** 'Let's do it' and your pledge will be recorded (Fig: 10)

You will know that your pledge has been recorded by a tick showing next to the action title (Fig: 11)

For a video version on making pledges go to: <https://youtu.be/8VxfM9ydWv4>

To add a new pledge to an existing action, please go to the next section.

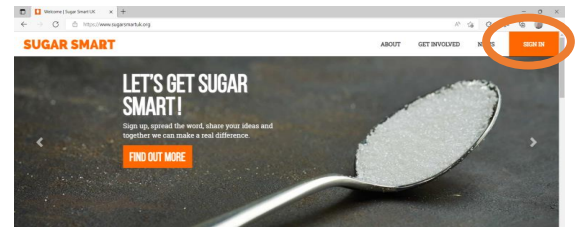


Fig: 5

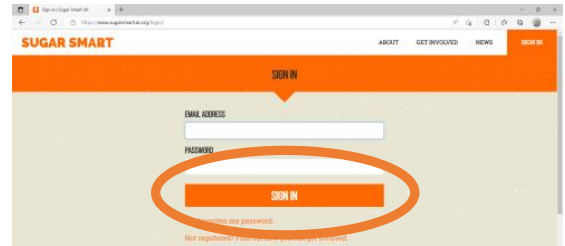


Fig: 6



Fig: 7



Fig: 8



Fig: 9

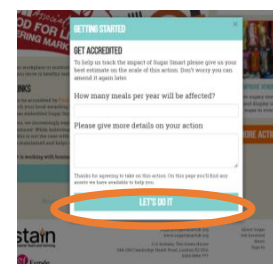


Fig: 10

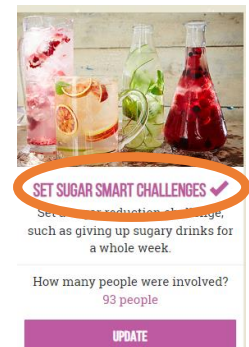


Fig: 11

## ADDING A NEW PLEDGE

This section explains how to add a new pledge to an existing action.

Log onto Sugar Smart website using the email and password you used to register (Fig: 12 & 13)

On the dashboard **click** 'update' on the action you wish to pledge against (Fig: 14)

In the dialogue box, under the previous pledge, add the date and the new pledge. If you are asked, add the number of people involved and **click** 'update' (Fig: 15)

For ideas on pledges go to pages 6-9

To download a certificate with your last five pledges, go to the next section

For a video version on adding a new pledge go to: <https://youtu.be/E8DQUduBcFE>

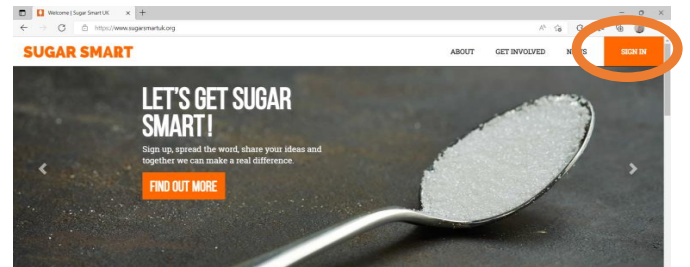


Fig: 12



Fig: 13

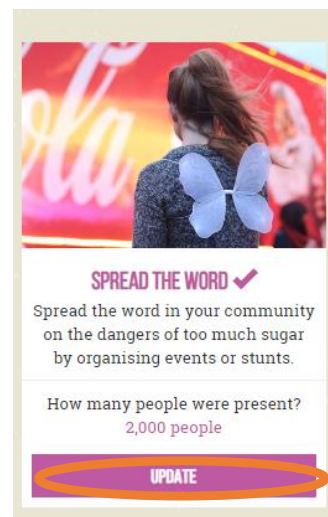


Fig: 14

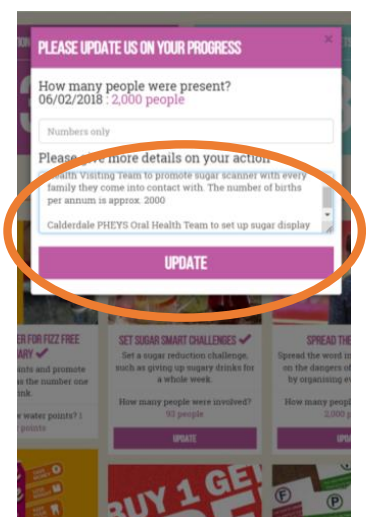


Fig: 15

## DOWNLOADING A CERTIFICATE OF PARTICIPATION AND ACTIONS TAKEN

This section explains how to download a Sugar Smart certificate, showing your last five actions achieved.

Log onto the Sugar Smart website using the email and password you registered with (Fig: 16 & 17)

Click the orange certificate icon (on the top right hand side, above the list of actions) (Fig: 18)

Click 'Create certificate' then save or print (Fig: 19)

For a video version on downloading a pledge certificate go to: <https://youtu.be/QX7fOxNBN1M>

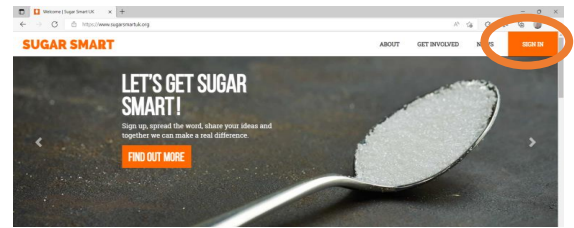


Fig: 16

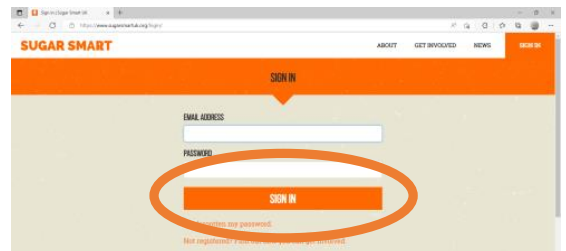


Fig: 17

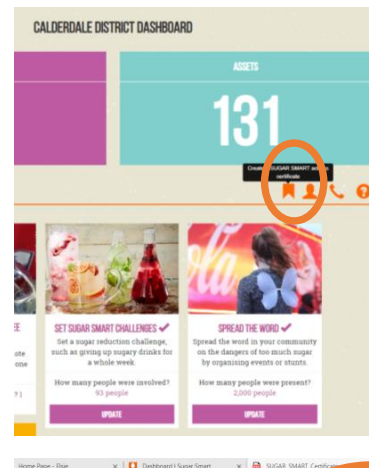


Fig: 18



Fig: 19

## ACCESSING ASSETS/ RESOURCES

The Sugar Smart dashboard gives you access to accredited information and resources on sugar, healthier eating and oral health. There are two ways to access assets, this section will explain both ways.

Log onto Sugar Smart website using the email and password you used to register (Fig: 20 & 21)

The first way to access assets is through the 'assets' tab (top left). **Click** the tab to see a list of assets, these include Sugar Smart promotional resources including logos, presentations, pledge cards and diaries. It also includes information and quizzes (Fig: 22 & 23)

The second way is through the 'Action' icons. **Click** on the image of an action to access assets (Fig: 24)

For a video version on accessing assets (resources) go to: <https://youtu.be/EMCMaBzCfSA>

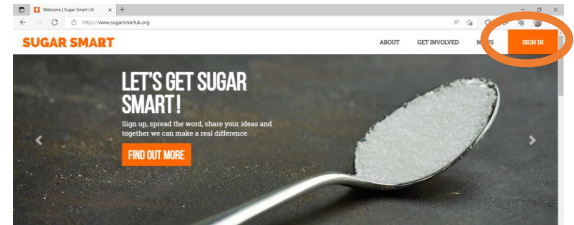


Fig: 20

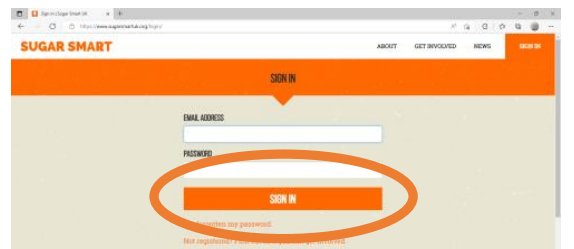


Fig: 21



Fig: 22

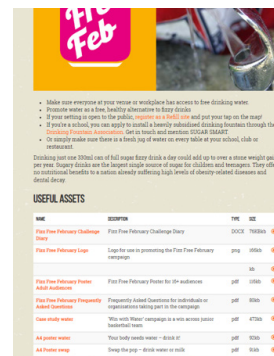


Fig: 23

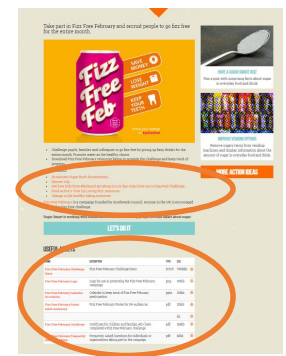


Fig: 24

# IDEAS FOR PLEDGES FOR PRIMARY SCHOOLS AND EARLY YEARS

## Get accredited

Get accredited by an external organisation to ensure the food and drink you serve is healthy for people and planet.  
Metric: How many meals per year will be affected? Unit: meals

## Get kids creative

Get children to make viral content such as videos or interviews to share on social media channels.  
Metric: How many children will be involved? Unit: children

## Give staff cooking lessons

Get your colleagues to take part in a cooking course and promote low or sugar-free recipes.  
Metric: How many people will be trained? Unit: people

## Go Fizz Free

Take part in Fizz Free February and recruit people to go fizz free for the entire month.  
Metric: How many people will be involved? Unit: people

## Have a SUGAR SMART quiz

Run a quiz with surprising facts about sugar in everyday food and drink.  
Metric: How many people will be involved? Unit: people

## Promote sugar-free packed lunches

Implement a packed lunch policy in your school to ensure children have a healthy and nutritious lunch.  
Metric: How many children will be involved? Unit: children

## Promote water

Install water points and promote drinking water as the number one drink.  
Metric: How many new water points? Unit: water points

## Promote water for Fizz Free February

Install water points and promote drinking water as the number one drink.  
Metric: How many new water points? Unit: water points

## Remove sugary drinks

Stop selling drinks high in sugar and promote water and no-added sugar drinks instead.  
Metric: How many sugary drinks will be removed from sale? Unit: sugary drinks

## Remove sugary drinks for Fizz Free February

Stop selling or offering drinks high in sugar and promote water instead.  
Metric: How many sugary drinks will be removed from sale? Unit: sugary drinks

## Run a SUGAR SMART assembly

Run a SUGAR SMART assembly or session for children using our video and information resources.  
Metric: How many children will be involved? Unit: children

## Run a SUGAR SMART recipe demo

Use low sugar recipes to do cookery demonstrations and help children and adults make better choices for their meals.  
Metric: How many people will be involved? Unit: people

## Run an assembly on Fizz Free February

Run an assembly or session for students using our assembly resources and Fizz Free February materials.  
Metric: How many children will be involved? Unit: children

## Set SUGAR SMART challenges

Set a sugar reduction challenge, such as giving up sugary drinks for a whole week.  
Metric: How many people will be involved? Unit: people

## Sign up to healthy workplace schemes

Get your organisation to sign up to schemes such as the Workplace Wellbeing Charter or London's Healthy Workplace Charter.  
Metric: How many employees will be involved? Unit: employees

## Spread the word

Spread the word in your community on the dangers of too much sugar by organising events or stunts.  
Metric: How many people will be present? Unit: people

## Stock healthier food and drink

Replace sugary items with healthier options and display signage about sugar content in everyday food and drink.  
Metric: How many points of sale will be affected? Unit: points of sale



## IDEAS FOR PLEDGES FROM SETTINGS IN CALDERDALE

### Have a SUGAR SMART quiz

"During our team meeting we had a sugar smart quiz! We were surprised how much sugar in the products"

"Our Facebook followers and staff were given a quiz around the sugar content of drinks. Participants were asked to guess the sugar content per 100ml of the drinks. A local family won and £10 voucher for a local supermarket".

### Go Fizz Free (GFF)

"Talk to parents about our new initiative GFF"

"Give out Fizz Free February calendar to parents, children and staff"

"Encourage those involved through Fizz Free February by sending weekly text message to families"

"Staff will be swapping the pop for milk or water for a whole week"

"Run an assembly on Fizz Free February"

"Talk to children about Fizz Free February challenge. Compare sugar in certain fizz drinks versus water"

### Run a SUGAR SMART recipe demo

"12 parents and children participated in a healthy snacks session. They watched a demo and made a healthy snack. Discussion about hidden sugar and healthier choices when offering snacks"

"13 parents and children participated in a healthy lunch box session. Parents looked at questionnaire and teacher did a demo. Made healthy hummus wrap from scratch and tasting session"

"Following children interest in Goldilocks' story, made some porridge. Children mixed the oats and warm milk. Instead of using golden syrup, they added bananas', apples and strawberries"

"Invited parents and children for a Let's cook session. Sent the ingredients home to try at home"

"Staff and children in nursery researching and baking sugar free puddings such as flourless and sugar-free cookies and many more. This pledge is to help guide from free sugars and withdrawing from sugar"

### Set SUGAR SMART challenges

"The team were involved in a Sugar Smart training session and presentation on how best to look after children's teeth in Calderdale"

"Staff pledged to not eat sugary food or drinks on a Monday"

"Every Wednesday no biscuits, sweets, buns etc in the staff room, fruit bowl provided"

"Pledge to reduce sugary breakfasts"

"Our school council decided to look at providing sugar free/ reduced sugar dessert tasters during one of the weeks with Fairtrade Fortnight. The long term aim is to introduce some of these 'healthier' options to our weekly school meal plans"

"School asked children and families to participate in the C4L snack challenge, encouraging swapping sugary snacks for healthier ones. We have reinforced the healthy snack policy within school"

"Practitioners bringing water bottle instead of fizzy drink or juice. By doing this, they will lead by example, and encourage children to help themselves more with the water fountain"

"Staff have healthier snacks (fruit) or no snacks at team meetings"

### Get accredited

"We have Food for Life, Silver accreditation"

"Signed up to healthy workplace schemes. Achieved reviewing menu's through the food for life award, currently waiting to finish the award and receive it"

"We work with food for life and all our staff have had cute fruit training"

## IDEAS FROM EARLY YEARS SETTINGS IN CALDERDALE

### Remove sugary drinks

"In our school we serve only water at lunchtime , no fruit juice or fizzy drinks are allowed during the day children are offered milk or water to drink when thirsty"

Stock healthier food and drink

"We have looked at our cereals and taken out the ones with most sugar and restocked cereals with little or no sugar. We have also looked at our puddings and have reduced the sugar in them"

"Reduced sugar by half in all puddings , cakes etc"

"Choosing drinks which have 0g of sugar in"

"All food and drink for snack is low sugar and healthy"

"In nursery, the sugar smart lead and team checked what is high in sugar and if we can replace it with sugar free or very low sugar. This includes, cereals, yogurts, sauces, bread and more. We have successfully managed to reduce on sugar within our weekly shopping"

"In nursery, staff researched healthier teas to make for the children. We include vegetables and fruit and swapped ready made sauces which are full of added sugar with homemade sauces from and swapping flavoured sugary yogurts to natural"

### Spread the word

"Parents given healthy snack leaflet to promote oral health and reduce sugar intake at school transition evening and displayed sugar smart board"

"Made display showing amounts of sugar in sugary drinks"

"We promote sugar scanner with every family we come into contact with"

"We posted sugar smart flyer on our social media pages and emailed our parents to raise awareness of our pledge"

"The campaign promoted in our newsletter - emailed to 1776 families, put on Facebook page and our website. Article included hard hitting facts relating to diet and ill health and included a link to your website. We included a 'did you know' section around the content of sugar in ready made jars and soups, we encouraged families to ditch these by providing a healthy homemade soup recipe as an alternative"

"School send information to parents and carers within their community encouraging them to take some sugar reduction pledges"

"As part of our newsletter within the nursery, we add each month a new sugar free/low sugar recipe to cook at home. We will provide instructions and methods, it provides quick and easy snack teas that are sugarless or a cooked meal for all the family"

### Run a SUGAR SMART assembly

"School ran a Sugar Smart assembly where they focussed on sugar in breakfast cereal. We launched a competition to produce a recipe book of low sugar breakfasts"

"Ran a SUGAR SMART assembly using the presentation from sugar smart"

"The pupils that attended the SUGAR SMART launch became our SUGAR SMART ambassadors and ran SUGAR SMART assemblies for three different year groups"

## IDEAS FROM EARLY YEARS SETTINGS IN CALDERDALE

### Promote sugar-free packed lunches

"We will promote healthy lunchboxes with preschool families. We will share information about being sugar smart and offer guidance to build a healthy lunchbox"

"Parents encouraged to pack healthy lunch for their children. We gave to parents, two booklets with tips and advice on what is good for their children 'tummy and teeth'. If unhealthy food is sent to preschool, a sticker will be placed on the package with 'We promote healthy eating, thanks' and a smiley face will be drawn as well"

"During an upcoming school readiness session, we are focussing on packed lunches and what you can put in them. We will promote during the session and have example packed lunches on display for parents to look at"

"13 parents and their children participated in a healthy lunch box session. Parents looked at questionnaire and teacher did a demo on what is healthy and not healthy. Made healthy hummus wrap from scratch and tasting session"

### Promote water

"We have had a new water machine put in staff kitchen to promote water"

"We regularly fill children's water bottles during the day to encourage them to drink water also ensuring that fresh water is available throughout the day"

"We will install water points"

"Children cannot bring juice at preschool. We provide milk and water for them throughout the day. A water fountain is accessible for them in the indoor area, and a jug of water is available outdoor. Staff are also encourage to drink water whilst at preschool"

"Children and adults bring water only to our community group rather than sugary drinks and fill up using the gym water fountain"

"Families encouraged to bring water bottles to fill up, instead of fizzy drinks/ drinks high in sugar"

"Every child has a water bottle at nursery and it is filled with water for them it is easy for them to access"

"We have 2 water dispensers in our school. 168 children have been given a free water bottle to encourage them to drink water. they can have their bottle with them during the day and refill at anytime"



Produced by:  
Calderdale Public Health Early Years Service Oral Health Team December 2023.  
Adapted with kind permission from Sugar Smart UK.