

*gulp.*

*give  
up  
loving  
pop*





---

## Campaign Overview

The new Give Up Loving Pop (GULP) early years campaign, *'Kind to Teeth'* is improving knowledge and raising awareness of the health risks associated with consumption of sugary drinks in under-fives. The campaign is aimed at parents / carers with a view to reduce the consumption of sugary drinks in the early years and encourage water and milk for babies and children.

*Kind to Teeth* will be initially launched on Monday 14<sup>th</sup> May 2018, to coincide with the start of this year's National Smile Month. In addition to public health teams from North West England who currently commission Food Active on an annual basis, we are encouraging additional local authorities to join us and launch their own *'Kind to Teeth'* campaign on Monday 14<sup>th</sup> May 2018 to run alongside the month-long event (and beyond if desired).

## Key messages

Across the UK, the state of oral health in the UK is worsening. National research by Public Health England found that 12% of three-year-olds have evidence of tooth decay having on average three decayed, missing or filled teeth.

In addition to this, obesity levels are rising. Nearly a quarter (22.5%) of 4-5 year olds start school at an unhealthy weight. The trend continues into adolescence and adulthood, and the situation is much worse for those living in deprived areas.

Sugar, notably contained within sugary drinks, is a major cause of both dental decay and weight gain. Britons on average eating 700g of sugar a week - that's 140 teaspoons per person and a staggering 2240 calories.

---

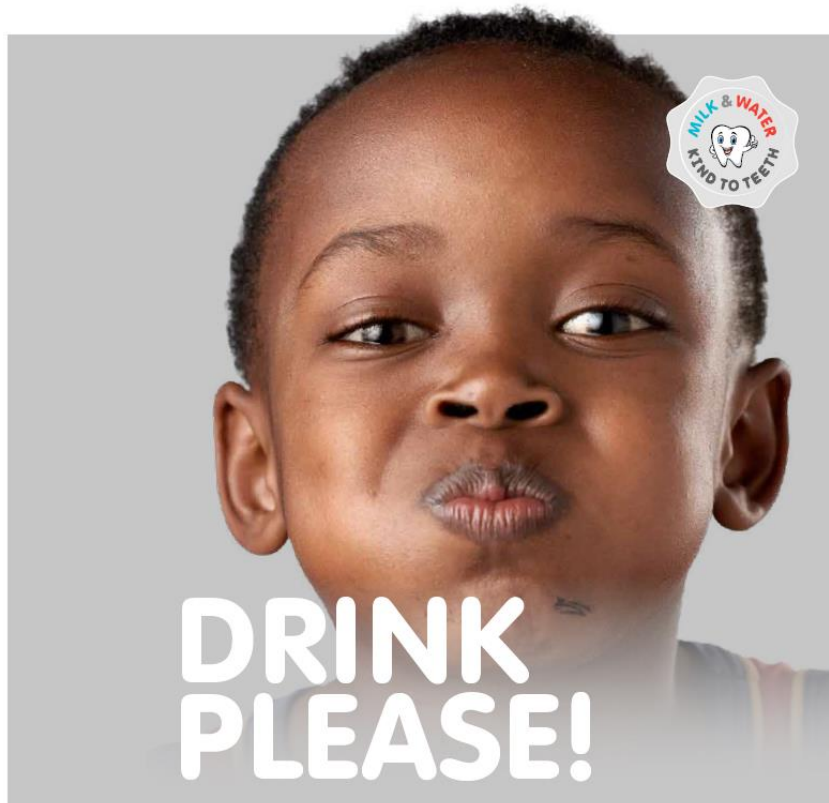
Under new guidance, we are only recommended to consume 5% of our total energy from free sugars adults and children aged 2 years upwards. There is no guidance for children under 2 years of age, as high-sugar intakes are especially discouraged in the diets of all toddlers who require nutrient dense diets and it is recommended that free sugars are kept to a minimum.

### ***Kind to Teeth for Your Organisation***

The *Kind to Teeth* campaign has been developed by the public health charity Food Active, a healthy weight programme that originated in the North West of England. Food Active is directly commissioned by 12 Local Authority public health teams within the North West for 2018-19, but also works with Local Authorities, CCG's and other health stakeholders both within and outside of the North West through one-off commissions.

We are therefore offering organisations with an interest in healthy weight and oral health the opportunity to buy-into the *Kind to Teeth* campaign (or parts thereof) on a licence basis. All monies generated through this licence will be reinvested in to the Food Active programme in entirety.

---



# CAMPAIGN RESOURCES

*Please note: All the resources below can be personalised to include up to two organisational or partner logos.*

## Campaign Communication Toolkit:

Accessible through *'Kind to Teeth'* web portal

Suite of 10 campaign poster designs, including:

- BAME specific imagery
- Briefing paper and FAQ's document on drinks for Under-5s.
- Social media resources, including visual assets and template social media content (Twitter, Facebook)
- Kind to Teeth short video for use on social media platforms, and/or at GP surgeries, Sure Starts, playgroups



Cost to access Campaign Communications Toolkit:

£795 + VAT (applies to local-level agencies only).

# ADDITIONAL CAMPAIGN RESOURCES

*Please note: All the resources below can be personalised to include localised information (excluding banner stands) and up to two organisational or partner logos.*

*All costs detailed below are subject to VAT at current rates.*

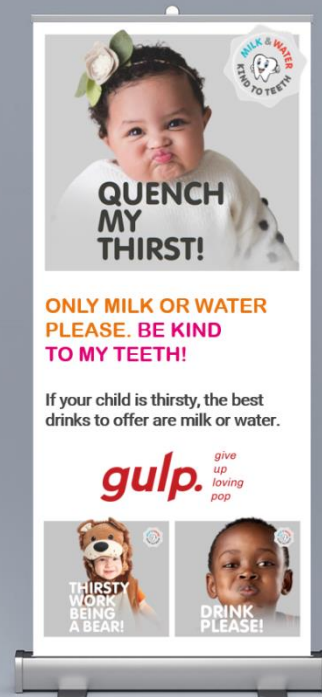
## 12 panel 'concertina' information card

x1000 print run = £880  
x2000 print run = £985  
x3000 print run = £1,235



## 2m x 1m pull up banner stand

x1 = £130



## A4 3-fold information leaflet

x1000 print run = £230  
x2000 print run = £350  
x3000 print run = £485



## Bespoke items:

Fridge magnets, sipping cups – quote to order

**gulp.** *give  
up  
loving  
pop*

If you are interested in buying into the campaign for your own area, please email:

[beth.bradshaw@foodactive.org.uk](mailto:beth.bradshaw@foodactive.org.uk)

Or call us on: 0151 2372686

[www.giveuplovingpop.org.uk](http://www.giveuplovingpop.org.uk)



**Food Active**  
151 Dale Street  
Liverpool  
L2 2JH  
United Kingdom  
[www.foodactive.org.uk](http://www.foodactive.org.uk)

[info@foodactive.org.uk](mailto:info@foodactive.org.uk)  
+44 (0) 151 237 2686

**FOOD  
ACTIVE**

All text, tables, copyright  
Food Active, 2018

Primary Author:  
Michael Viggars BSc. MA.