

gulp. *give
up
loving
pop*

GIVE UP LOVING POP: Impact And Influence Case Study Report



**First Edition
Spring 2020**

A campaign delivered by

**FOOD
ACTIVE**

HEALTH
EQUALITIES
GROUP



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1.0 FOREWORD

Carbonated, sugar-sweetened drinks are high in calories but have no nutritional value.

This is the view of public health nutritionists from Public Health England to internationally-renowned academics such as Professor Marion Nestle at New York University. And yet the evidence shows that such drinks are the biggest source of sugar in everyone's diets excepting the very old and the very young.

Food Active had been established in 2013 with the support of the Directors of Public Health in North West England. We were keen to spread the message consuming SSBs was detrimental to our waistlines, our teeth and, indeed, to our health. So, five years ago in 2015, we launched a hard-hitting campaign, Give Up Loving Pop (GULP), to drive home this message whilst lobbying for a 20% duty on SSBs. The images we used for GULP were developed with a Liverpool based design company and they were deliberately hard hitting and challenging. The Food and Drink Federation and the British Soft Drinks Association certainly did not like them which we took as a compliment.

We were operating on a limited budget, but we thought it was important, as a regional campaign, to take the message as widely across our area as we could. We also wanted to mimic the tactics of the sugary drink industry as, after all, they are very

effective at persuading people to consume their calorie-laden products. We therefore arranged road shows, in collaboration with our local authority partners, at Central Station in Liverpool and St George's Shopping Centre in Preston to promote GULP and give away reusable water bottles. It turned out that organising a venue in Greater Manchester was more complicated than we imagined, and the centre of our choice declined our booking because of their ongoing arrangement with a SSBs company! In the end, we booked space at the Lowry Shopping Centre at Salford Quays.



We were quite nervous about directly engaging with the public initially as we too perhaps believed the hype in the media about the popularity of various promotions by Coca-Cola in particular (well, no doubt there's advertising income related ...). It turned out that thousands of people actually wanted to hear more and tell us their own

1.0 FOREWORD

experiences. There were shocking stories about the amount of soft drinks consumed. We staged our GULP events at half-term in order to connect with young people and families and we talked to nearly a thousand people at our busiest event in Liverpool. The response was overwhelmingly positive. In addition, we received considerable media attention including from [BBC Radio Five Live](#) (an interview carried out live at Salford Quays), BBC Radio Manchester, BBC Radio Merseyside and the Daily Mail. International interest led to swapping experiences and ideas with Open Truth Now, a San Francisco-based organisation.

MailOnline

Just ONE can of fizzy drink a day increases heart attack risk by a third - and could lead a STONE of weight gain over a year

- New campaign challenges 'damage' caused by Coca-Cola and Pepsi
- Campaigners say consumers are unaware of the risks of these drinks
- The campaign called GULP - Give Up Loving Pop - has been created by the Health Equalities Group and supported by NHS and local authorities
- Also highlights links between drinks and tooth decay and type 2 diabetes

By SEAN POULTER, CONSUMER AFFAIRS EDITOR FOR THE DAILY MAIL
PUBLISHED: 17:12, 16 February 2015 | UPDATED: 01:46, 17 February 2015

We were keen to investigate public perception and support for specific policy interventions such as a tax on SSBs to help change consumption behaviour. A subsequent report by Liverpool John Moores University proved very useful. Subsequently, we are proud to have played a part in the public health lobby which helped to secure the Soft Drinks Industry Levy which was implemented in April 2018 and is already showing positive results.

In recent years there have been a number of GULP campaigns across ten different local authorities in the North of England, as illustrated in this report, and we have helped to develop messages with our public health partners for community-based programmes whilst campaigning for more government regulation around, for example, the advertising and promotion of SSBs.

GULP continues to play a role in the fight back against what Professor Nestle calls Big Soda. We were delighted to receive a mention in her book, Soda Politics [1]. This is a global struggle after all.

I am therefore delighted to present this Impact and Influence Report which collates how seven different areas have tackled the issue of SSBs by using the GULP campaign to help mobilise a change in attitude and behaviours around SSBs.

Robin Ireland
Director of Research
March 2020

@robinHEG



2.0 SUMMARY

This report is compiled as a case study format, to help provide examples of the various delivery mechanisms and approaches council and sports organisations have taken to deliver the GULP campaign in their locality, as well as the impact and influence the campaign has had on their communities.

These case studies have been written by local authority public health staff, sports coaches and school teachers, providing both a commissioning perspective but also from the delivery point of view.

This report does not provide case studies for all of the GULP campaigns delivered since it's launch, and will be revisited again in coming years to showcase examples of the campaign delivered in further areas.

3.0 THE GIVE UP LOVING POP CAMPAIGN

3.1 Background

GULP is a campaign launched in 2015 by Food Active which aims to raise awareness of the health harms associated with over consumption of sugar sweetened beverages (SSBs). The campaign is aimed at young people and families with a view to reducing consumption of SSBs and encouraging water intake.

Food Active is a healthy weight programme commissioned by the North West Directors of Public Health, to consider population level policies to address obesity that add value to local programmes and services. The programme was launched in 2013, supported by all North West Directors of Public Health of whom agreed our three key objectives:

1. **Advocate for the use of price and availability of SSBs to change consumption behaviour to impact on obesity rates**
2. Advocate for stronger national regulatory controls on the advertising of junk food to children
3. Advocate for spatial planning measures locally to increase physical activity e.g. 20mph zones

A key objective for the Food Active programme is to investigate public

perception and support for specific policy interventions that are shown to be effective in achieving and maintaining a healthy weight, in addition to considering the use of price and availability of SSBs to change consumption behaviour to impact on obesity rates. Research carried out in collaboration with Liverpool John Moores University to address these objectives revealed a lack of awareness among adults and young people regarding the link between SSBs and type 2 diabetes, weight gain, heart disease and tooth decay [2].

Following the publication of this evidence, we worked with local authority partners and members of the public to develop a public facing campaign to support the local evidence base on SSBs that we had collected through the insight work.



**Cutting back
on sugary drinks...**

The GULP campaign was then designed and developed with a design company and Food Active worked closely with local authority stakeholders to develop the concept, the design and the delivery of the campaign. The key campaign messages were:

- Raise awareness of the risks of consuming SSBs
- Build public support to combat the prevalence of SSBs
- Spread the word about the detrimental effects on health
- Pioneer the cause of a 20% duty on SSBs
- Educate young people in particular about the risks of regular consumption
- To provide unbiased and factual information about the risk of overconsumption of SSBs

In 2015, after a number of months of development, the GULP campaign was born. We held a soft launch event in Manchester, which was supported by Dr Aseem Malhotra, Consultant Cardiologist & Science Director of Action on Sugar and attended by a range of stakeholders.



Dr Aseem Malhotra presents the evidence on sugar and health, December 2014

In the February half term of 2015, GULP then took to the streets and ran three very successful GULP roadshows across the North West hosted by the GULP street team. Roadshows were held in Salford, Liverpool and Preston in line with the school holidays - in locations with high footfall and during the busiest hours, in order to engage with as many children, young people and families as possible.



GULP Street Team Ambassadors, Salford, February 2015

Water bottles and information leaflets were handed out to members of the public in order to engage them in conversation about SSBs and the associated health harms of over-consumption. The roadshows received significant media coverage, including BBC Radio 5 Live and the Daily Mail and engaging with over 2300 members of the public to raise the issue of SSBs and their impact on our health.



3.2 Developing the campaign

Following the successful launch of the campaign, and to support further work in regards to SSBs, we proposed to idea of developing school-based resources.

With the help of a small task and finish group, year 9 students were identified as the most appropriate target group given this age group are the largest consumers of SSBs among the population.

After successfully applying for an Awards for All grant, we worked with a number of Liverpool-based schools, Agent Marketing and an Educationalist to develop PSHE Key Stage 3 lesson plans. Following the success of the Year 9 PSHE lesson plans, and with mounting interest from public health teams across the North West and further afield we supplemented the resource with a number of resources to form a toolkit to help schools in taking a whole-school approach to reducing SSB consumption. We have since developed a Key Stage 2 GULP toolkit which meets the PSHE curriculum, as

well as a wide range of supporting resources for school-based settings. A 21-day #GULPChallenge was also devised, challenging pupils, staff and parents to swap SSBs for water and milk for three weeks.

Now boasting a wide range of school and community-based resources which effectively engage children, young people and families around the issues of SSBs, local authority public teams across the North West now commission the delivery of the campaign. To date (March 2020), 10 local authorities have delivered the campaign, engaging with thousands of children in hundreds of schools. In 2018 we also launched a early years focussed campaign 'Kind to Teeth', where you can access further details for [here](#).



A selection of the GULP school based resources available for local authorities

“ *Delivering sessions on SSBs at KS2 is essential before children become accustomed to the taste of liquid sugar. The GULP sessions were smart, encouraging the children to be inquisitive and question the world around them, but also gave pupils the knowledge and skills to make up their own minds about SSBs and what is best for their education and for playing sport.* **”**

Adam Chamberlain
Primary School Teacher and PSHE Co-Ordinator, Liverpool

“ *GULP has grown from a small-scale North West campaign to a nationally recognised programme. Their message is simple – cut down on SSBs to improve your health.*

This campaign has not only had a local impact, but also supporter the same goals as national action on SSBs and the introduction of the soft drinks industry levy. Campaigns like GULP are essential to the fight to tackle childhood obesity in the UK – we cannot do it alone. **”**

Emma Reed
Deputy Director, Childhood Obesity Branch, Population Health, Global and Public Health Group, Department of Health and Social Care

“ *It was extremely useful to be able to use an already established brand to tackle the issue of sugary drink consumption among young people. GULP resonates very well with this group and when we ran our three week #GULPChallenge we found we had a great level of engagement, so much so, we are delivering our third campaign this year!* **”**

Lynn Donkin
Public Health Specialist, Blackpool Council

“ *It is very important to reduce SSBs consumption, especially in children and young people. The new GULP resources use a school-based approach which can be very effective in influencing behaviour not just in the young people themselves, but families too, as the messages are often cascaded back to the home. The resources are engaging, informative and interactive.* **”**

Bernadette Lee
Healthy Eating Officer, School Improvement Liverpool

Give Up Loving Pop: Campaigns Timeline

Below is a timeline of the local GULP campaigns that have been delivered...



2015

FEBRUARY Launch events in Salford, Preston & Liverpool

Blackpool Council

2017

OCTOBER Blackpool Council delivered their first campaign with KS2

FEBRUARY Tameside Council delivered first campaign with KS3

Tameside Metropolitan Borough

MARCH Sefton Council launch campaign with Everton in the Community in both KS2 and KS3

Sefton Council



APRIL Knowsley launch borough-wide campaign, including roadshows and school delivery

Knowsley Council

MAY Blackpool Council launch second campaign with Blackpool Football Club Community Trust

Blackpool Council



2018

JANUARY Salford City Council launch campaign with KS3

Salford City Council

JANUARY Rochdale Borough Council launch campaign with KS2

ROCHDALE BOROUGH COUNCIL

MARCH Sheffield City Council launch campaign with KS3

Sheffield City Council

MARCH Blackpool Football Club Community Trust launches campaign with KS2

Blackpool Council



JUNE Tameside launches 2nd campaign in KS2 and KS3

Tameside Metropolitan Borough

JUNE Lancashire County Council, Healthy Stadia and Fleetwood Town, Preston North End and Accrington Stanley launch KS2 campaign



2019

JANUARY Cheshire West and Chester launches KS2 campaign

Cheshire West and Chester

JANUARY Rochdale launches second KS2 campaign

ROCHDALE BOROUGH COUNCIL

MAY Blackpool Football Community Trust launches another KS2 campaign

Blackpool Council



2020

FEBRUARY Blackburn with Darwen launch pilot KS3 campaign with four secondary schools

BLACKBURN with DARWEN BOROUGH COUNCIL

MARCH Blackpool Football Community Trust launches another KS2 campaign

Blackpool Council



4.0 LOCAL AUTHORITY CASE STUDIES

In this section we present seven case studies to demonstrate how local authorities have delivered the campaign in their own area, using various delivery mechanisms and approaches to engage with children and young people. These are:

1. Blackpool Football Club Community Trust
2. Cheshire West and Chester Council and the School Sports Partnership
3. Knowsley Metropolitan Borough Council
4. Lancashire County Council, Healthy Stadia and Fleetwood Town FC, Preston North End and Accrington Stanley
5. Rochdale Borough Council
6. Sefton Council and Everton in the Community
7. Tameside Metropolitan Borough Council



4.1 Blackpool FC Community Trust

Marc Joseph, Head of Early Years and Primary Provision

BACKGROUND

Blackpool FC Community Trust have teamed up with Blackpool Council to deliver the GULP Campaign for the last three years. This programme now engages all Year 4, Year 5 and Year 6 children across Blackpool. Our health team and the 'Fit2Go' brand have encouraged children to "Give Up Loving Pop" and to think of drinking healthier alternatives. We aim to raise awareness of the health harms associated with over consumption of SSBs. Children are given a GULP diary and a free water bottle. Diaries are collected at the end of 21-day campaign to help monitor their progress.

IMPACT AND INFLUENCE

Over the last 3 years, Blackpool FC Community Trust have engaged 336 school classes to take part in the GULP Challenge. Our health team delivered GULP assemblies and spoke to class teaches to help promote the challenge and its benefits.

We have seen a combined number of 5,709 pupils successfully return their GULP diary for us to monitor their progress, in years 2 and 3 of delivery we calculated an incredible 28,663 pop free days were registered by children of Blackpool. Over the same period, 1242 pupils completed the full 21day challenge and returned their signed diaries as evidence.

By using the already established 'Fit2Go' health brand we are now able to engage 3 year groups in every Blackpool school. The GULP campaign has now become a staple part of our health delivery and carries the same vital health messages of making healthy choices promoted by our Fit2Go healthy lifestyle programme.



Blackpool FC players promoting the #GiveUpLovingPop campaign

Through our partnership with Blackpool Football Club we were able to use the first team, management and stadium to help promote the initiative across all media platforms.

After evaluating the outcomes of last year's campaign, it became evident that a number of year 6 classes struggled to fully commit to the challenge due to pressures of exams. We have addressed this by moving the challenge forward to March to avoid a repeat this year.

The GULP campaign has ignited pupil's competitive nature to challenge themselves to make healthy drink choices at school and at home. The diaries and free bottle helped enable children to monitor their achievements and this continues once the 21day challenge has ended.

The class who achieved the most pop free days and returned their diaries to us were awarded with a free trip to Blackpool High Ropes.

The GULP Challenge has and continues to be a huge success in Blackpool and with the support of Blackpool Public Health we are able to reinforce the health message year on year. This continuation is key to influence a change of habit in our community.



ABOUT MARC

Having managed the Fit2Go Team for the last 7 years I have helped to establish, develop and deliver our Healthy Lifestyle programme in every Primary school in Blackpool.

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Blackpool Football
Club striker
Nathan Delfouneso
supports the GULP
campaign



NEXT STEPS

We hope to continue the GULP Campaign for many years as we see the impact first-hand on the children of Blackpool. GULP is set strongly within our healthy programme and is delivered as part of our Primary health provision. We would love to engage High schools next year.

"We see the conscious decision by pupils to pick up their water bottles and enjoy making healthy choices. We are encouraged by teachers and parents' engagement in reinforcing our health messages."

Marc Joseph, Head of Early Years Provision and Primary Provision

4.3 Cheshire West and Chester Council and the School Sports Partnership

Cal Bowness, Class Teacher/Primary PE coordinator, Little Sutton C of E Primary School

BACKGROUND

Reducing sugary drink consumption is a priority area of work for Cheshire West and Chester Council's Eat Well Be Active (EWBA) Partnership group with the delivery of the GULP campaign being one area of work. Within west Cheshire, as part of the Change4Life Champions training, Chester, Ellesmere Port and Vale Royal School Sport Partnerships have delivered GULP training to pupils from a number of primary schools across the borough. Change4Life Champions from each of the schools received advice and information on SSBs and healthier alternatives and then shared what they had learnt with their classmates. This case study takes a look at one of the schools involved in the borough, Little Sutton Primary.



GULP training module delivered at Change4Life Champions training, Feb 2019

IMPACT AND INFLUENCE

The GULP campaign was set up at Little Sutton Primary in April 2019 and ran all the way through to July 2019. Prior to the campaign a whole class assembly was held and the Ellesmere Port School Games Organiser was our guest speaker who launched the GULP campaign. The specific focus of the campaign was making sugar swaps during break and lunch times in the school day. As an incentive, all children who made a 'sugar swap' on their

drink or snack could post their name and their sugar swap into our GULP box and be awarded a certificate and a sticker. 115 pupils were involved in the campaign and it was a great success across the whole school, with over 100 pupils across the 4 months making consistent changes to their snack choices. Parents were provided with helpful and easy food swaps that can be made in the supermarkets. The feedback was great, often finding that healthier options were just as tasty and sometimes cheaper.



Sugary drink display boards

This campaign worked brilliantly alongside our 'Hoops4Health' campaign ran by Cheshire Phoenix Basketball. Complimented each other really well, providing our pupils with a real focus and drive to make a positive change to their eating habits and activity levels. It provided them with a WHY.

At the beginning a number of pupils continued to bring fizzy, SSBs and sweets to school. We did not 'ban' these items, as we wanted to let the campaign run its course. After 2 weeks many of these pupils had been immersed in what was happening around them and started to make their swaps...bragging to their peers and teachers on the healthy choices they had made.

The campaign had a significant impact across the school that ran deeper than just



Mark Poole delivering a GULP assembly to primary school pupils.

ABOUT CAL

As our school's PE Coordinator it is my role to plan and implement a rich, engaging and inclusive PE curriculum whilst also providing our pupils with extensive opportunities to engage in School Sport and extra curricular activity.

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giving up fizzy pop. It opened the floor to conversations about diet, physical activity and mental health. Over 450 certificates were given out across the school. 102 out of 115 pupils made these sugar swaps.

NEXT STEPS

A new and fresh GULP campaign for 2020, bigger and better than the previous year. This will be achieved by taking the things that worked and maximising them to their full potential (certificates, stickers, display, celebration assemblies) whilst taking the negatives of last year (slow uptake, parent participation) and tackling them head on to achieve further success.

"The GULP campaign has changed the way Little Sutton C of E Primary School tackle the issue of SSBs. Not only has there been a reduction in sugar throughout the school playground, the GULP campaign has opened the floor to conversations on diet, physical activity and mental health."

Cal Bowness, PE Coordinator at Little Sutton Primary School

4.3 Knowsley Metropolitan Borough Council

Emma Thomas, Public Health Officer

BACKGROUND

Knowsley Council's Public Health Team, Food Active and support from Knowsley Council's Communications Team delivered a GULP campaign during April-May 2017, with the aim to raise awareness around the health harms of consuming SSBs. Residents were encouraged to sign up to the 21 day GULP challenge via the dedicated website and make the switch from SSBs to water or low fat milk. The campaign had a multi-channelled engagement approach working with schools, Knowsley Youth Mutual and Roadshow events in community settings. Early years settings such as children's centres and childminders and nurseries were also sent promotional materials as well as identified partners such as GPs, pharmacies, dental practices, community centres, Town Councils, libraries and Knowsley Chamber to promote to local businesses.

IMPACT AND INFLUENCE

GULP ambassadors visited seven locations across the borough including Whiston Hospital and Knowsley Community College in the run up to the 21 day GULP challenge. They engaged in conversation with over 2,000 people to highlight the health harms of SSBs and handed out free GULP water bottles, concertina leaflets and stickers, whilst also signposting residents to the GULP website to sign-up to the 21 day challenge. The roadshows were a great success and received very well by residents across the borough.

"What you're doing here is fantastic, being out in the community interacting with families and tackling something which is a real issue in today's society"

Member of the public, Kirkby Roadshow, April 2017



GULP Street Team Ambassadors, Kirkby Roadshow, April 2017

All primary, secondary and special schools were invited to take part in the campaign and made aware that a range of PSHE resources suitable for both KS2 and KS3 along with assembly packs suitable for all year groups were available. With the assistance of the Schools For Health Team, 24 primary schools signed up to take part in the GULP challenge and worked closely with eight of these schools. Within the eight schools the team delivered assemblies to

over 2,700 children and also delivered a further three PSHE sessions to over 450 children in year groups three, four and five. Evaluation data suggests the lessons had a positive impact on pupil's awareness of the sugar content of SSBs and behaviours such as reading food labels and reducing the number of SSBs they consume.



Twins from Halewood CE School taking part in the #GULPChallenge

Knowsley Youth Mutual also promoted the campaign through a variety of settings and events engaging with over 260 young people through targeted PSHE activities. Within Our Place youth facility based at Knowsley Leisure and Culture Park, a visual display was created in the atrium using GULP branded and other visual resources. Many young people expressed an interest in the display and took part in informal activities aimed at educating them about the amount of sugar in soft drinks and energy drinks.

ABOUT EMMA

Emma's role has responsibilities around ensuring public health priorities/key messages are communicated and implemented appropriately in line with local and national priorities.

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270 residents signed up to the #GULPChallenge, which was launched in early May following the roadshows, school activities and significant press coverage. Evaluation data suggests the challenge had a positive impact on participants knowledge, attitudes and awareness around SSBs.

Direct campaign engagement from the various channels of the campaign, was estimated to have an overall reach of over 5,000. However, this figure is likely to be much higher due to social media reach, peer to peer contact and under-reporting.

NEXT STEPS

Following the success of this campaign, we also participated in the Kind to Teeth campaign highlighting the health harms of SSBs to the under 5s and will continue to share messages around the health harms of SSBs to people of all ages."

"We localised and upscaled the established GULP campaign and took a multi-channelled engagement approach, enabling us to have maximum impact in relation to behaviour change."

Emma Thomas, Public Health Officer, Knowsley Council

4.3 Give Up Loving Pop with your club in Lancashire

Michael Viggars, Project Manager, Healthy Stadia

BACKGROUND

Lancashire County Council's public health team commissioned a GULP project to improve knowledge, change attitudes and reduce consumption levels of high-sugar drinks in Year 5 children, with the primary aims of improving poor oral health and high levels of obesity in the county. Healthy Stadia (Food Active's sister organisation) recruited community coaches from the charitable arms of Accrington Stanley, Fleetwood Town and Preston North End Football Clubs to deliver a four-part PSHE programme consisting of classroom and playground-based activities helping children to identify the sugar content in drinks, the benefits of drinking water for education and sport and their negative impact on health.

IMPACT AND INFLUENCE

Nine coaches representing the football clubs attended a half day training session at EFL House in May 2018 to provide them with all the knowledge around SSBs to support them in the delivery of the sessions.

In total, 30 form classes from 21 Primary Schools across Hyndburn, Wyre and Preston in Lancashire received the GULP programme with over 900 Year 5 children engaged in the campaign and over 750 contributing data through the pre- and post-quiz and



Community coaches delivering the Key Stage 2 assembly, June 2018



Pupils examining the sugar content of SSBs as part of the PSHE sessions

GULP Challenge. Data extracted from this evaluation found that:

- 95% of children completed 10 days sugary drink free during the programme
- 16 was the average number of sugary drink free days achieved by children (out of 21)
- 77% of children would choose to drink water to aid their learning post-programme
- 70% of children would choose to drink water for sport post-programme

Coaches and teachers felt that children really enjoyed the GULP programme stating that the messages were very timely given the prevalence of poor oral health and childhood obesity in Lancashire.

Ultimately, GULP had a positive impact on children's knowledge, attitudes and behaviour, reframing high-sugar drinks as potentially harmful products that could negatively impact their oral health, attainment in school and performance in sport. The programme also improved children's attitudes towards water, with a substantial increase in the percentage of children reporting they would choose to drink water in school and for sport over a range of high sugar drinks.

Both coaches and teachers suggested the impact of the programme could be greatly increased by further sensitising and engaging parents and guardians.



Lancashire pupils staying hydrated with their GULP water bottles during sports day

ABOUT MICHAEL

Michael provides public health policy guidance and consultancy support to professional sports clubs, sports stadia and governing bodies of sport.

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NEXT STEPS

Accrington Stanley, Fleetwood Town and Preston North End are keen to deliver the programme again in 2020 and Lancashire County Council is also interested in the possibility of recruiting additional clubs in the region to broaden the impact of GULP and deliver the programme to more schools in areas of high deprivation.

Healthy Stadia is also working with several other clubs and local authorities across the UK regarding delivery of GULP in their area. We also intend to perform long-term follow-up to understand if positive changes are maintained in the children.

GULP had a massive impact in our area, we revisited schools several times after delivery finished and pupils still stop us and tell us that they haven't had SSBs. It's great to see that even after a year the message is still fresh in their minds and shows real behaviour change. We can't wait to be involved with GULP again in the future."

Lee Walsh, Head of Sport, Accrington Stanley Community Trust

4.2 Rochdale Borough Council and the Healthy Heroes

Ruth Bardsley, Public Health Programme Officer

BACKGROUND

The GULP campaign in Rochdale began in January 2018 initially with 2 schools, then in 2019 five schools in total engaged in the programme from Key Stage 2, with support from a number of partners including Rochdale Football Club. The campaign has also been incorporated into the Borough's 'Healthy Heroes' campaign which encourages healthy lifestyles across the family. We have been innovative in how we use and communicate the GULP messages to groups of all ages; we are now working closely with environmental health and recycling to promote drinking water in refillable GULP bottles and reduce the plastics in secondary schools, and we have also incorporated the messages with our elderly hydration and nutrition programme to promote them to drink more water.

IMPACT AND INFLUENCE

Our GULP campaign has had a growing recognition in Rochdale and an understanding that the power of working with various schools, sports clubs and events can have a huge impact for children and families on reducing the energy intake from high SSBs, promote drinking water and other healthier options, therefore in the long run reducing the risks associated with type 2 diabetes, obesity and poor oral health and also doing our bit for the environment by reducing plastics.

The success of the campaign locally is also down to our partnership working, with the following partners involved in supporting the campaign:

- Rochdale Football club
- Rochdale children's fun run
- Children's Park Run
- Healthy Schools
- Environmental Health and Recycling RBC
- Link4Life
- Sugar Smart
- [Elected Members](#)



Rochelle our Health Hero mum showing the chemical reaction to hardboiled eggs in water, Coke and Fresh fruit juice as part of the Key Stage 2 PSHE Toolkit.

GULP messages and resources have been used in many ways in Rochdale, from schools education, to children's park runs to the NCMP programme. Some key examples of the campaign activities include: via the NCMP, school nurses handed out Healthy Hero Pump bags containing a GULP bottle 21 day challenge chart, healthy recipes, sugar count cards, oral health messages and how to book a local NHS dentist appointment.

Furthermore, we are working with environmental health who are planning to use GULP bottles work closely with Public Health and to further embed the messages in the community at various events such as the “Feel Good Festival”, “Food and Drink Festival” and where food and drink in local business adjacent to the festivals have in the past agreed to refill the GULP bottles with water. Similar activities have been arranged at the Rochdale Fun run (as pictured below), 10K and ½ marathon. Finally at the next election when the counting is underway, water fountains and refillable water bottles will be available with the GULP messages alongside recycling messages.

To date, 5 schools, 151 year 4 children, 1 football club, 275 children in sports teams aged 12 and under, 2 festivals with approx.



Rochelle and Rochdale Football clubs Desmond dragon at the start of the children’s fun run in Summer 2019.

2000 people and 1 sports event with 200 children have been involved, plus all of the 3,079 reception children in the borough via the NCMP. The evidence gathered during the GULP campaign and the 21 day challenge suggests that education programmes both in school and community groups are successful in reducing consumption of SSBs, whilst increasing children’s knowledge about the health harms of sugar.

NEXT STEPS

Our next steps are to continue to work closely with the recycling team, Healthy schools, Link4Life and oral health, to embed the messages in the day today work and promote water and refillable bottles as part of the challenge during smile month, the festivals and the sports events.

GULP has worked wonderfully with our Healthy hero campaign it has helped to raise the issue with children and families and sensitise parents on the problem of high sugar intake and the role they play in the choice of foods and drinks.”

Ruth Bardsley, Public Health Programme Officer

ABOUT RUTH

My role in the public health team includes support for the programmes aimed to tackle obesity, oral Health and also hydration and nutrition, my background is oral health where I qualified as a dental nurse and studied oral health promotion.

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4.3 Sefton Council and Everton in the Community

Steve Gowland, Public Health Lead (Wellness and Mental Health)

BACKGROUND

Sefton Public Health commissioned a GULP campaign to be delivered in Summer 2018 which had a school-based focus including both Key Stage 2 and Key Stage 3 pupils. The campaign utilised resource within the Active Sefton Team (health and wellbeing provider for Sefton Council) and community coaches at Everton in the Community (charitable arm of Everton Football Club) to deliver the campaign in schools across the borough, and were involved in a training session prior to the campaign taking place. A number of resources were commissioned directly for this project, including the Key Stage 2 toolkit and the SSBs Policy Toolkit.

IMPACT AND INFLUENCE

Active Sefton programme

Following a half-day training session by Food Active to the Active Sefton team, GULP was integrated across the Active Sefton pathway via targeted & universal programmes and interventions:

- Active Lifestyles (Move-It)
- Active Sports (Healthy Habits)

The GULP materials were incorporated in a bid to foster awareness of the dangers of SSBs in a positive way through interactive, fun & student-focused sessions.



Members of the Active Sefton team taking part in a GULP training session delivered by Food Active, December 2017



Year 5 pupils taking part in the GULP Key Stage 2 toolkit, Summer 2018

Week 5 of both 'Move-It' & 'Healthy Habits' were amended to feature the GULP branding and key health messages around SSBs intake.

Through the Move-It programme, GULP reached 16 Schools, 32 Classes and 950+ Year 5 & Year 6 Students.

Through the Healthy Habits programme, GULP reached 10 Schools, 40 Classes and 1200+ students from reception to year 6.

Everton in the Community

Also after taking part in a half-day training session, community coaches from Everton in the Community delivered the three Key Stage 2 sessions to 20 x year 5 and 6 classes across Sefton. The sessions comprised of 30 minutes classroom theory-based work and 30 minutes physical activity, using games to reinforce the messages. Data was collected via a short quiz, both prior to the first GULP session and following the final session. Following the three sessions delivered by EitC coaches:

- 46% of students had reduced their consumption of SSBs
- 65% of students had increased knowledge on sugar content of SSBs
- 82% of students stated they checked sugar content of drinks



Everton in the Community coaches delivering the Key Stage 2 GULP sessions, Summer 2018

ABOUT STEVE

Steve Gowland has been a member of the Sefton Public Health team since 2014. He works closely with schools on wellness and mental health – helping to make sure that good practice is shared across all settings. He is passionate about working with children and young people to improve their wellbeing

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As part of an inter-school competition, primary school students were invited to design and record a school assembly to fellow students on the benefits of swapping SSBs to water and milk. The winning school received £500 to spend on health promotion activities, whilst the remaining three were highly commended, receiving a prize of £250 per school.

NEXT STEPS

We will ensure key health messages delivered remain integral to future healthy lifestyle programmes and interventions. We will also continue to evaluate behaviour change and generate new ways and ideas to help maintain positive choices. Finally, we will look to work with different target groups and support schools in sustaining healthier choices for their pupils

“Being able to work with schools using the Giving Up Loving Pop materials has been very rewarding. We have been able to bring a different approach to fizzy drink consumption into schools that children and young people have really engaged with.”

Steve Gowland, Public Health Lead, Sefton Council

4.3 Tameside Metropolitan Borough Council

Charlotte Lee, Population Health Programme Manager

BACKGROUND

During 2017, Tameside Population Health and the Children and Young People's Partnership Forum delivered a GULP campaign aimed at young people in Tameside secondary schools on the health harms associated with over consumption of SSBs. A range of resources were used to support this including: awareness assemblies (including a video and props), introducing the GULP 4 week challenge, lesson plans, freebies and marketing materials such as posters and pull up banners. Following the success of this, the following year, the campaign continued for a second year and was introduced to primary schools and in particular, children in Key Stage 2.

IMPACT AND INFLUENCE

In the first year of the campaign 12 out of the 15 secondary schools in Tameside engaged. A GULP assembly was delivered to the year 9 pupils in these schools by a Health Mentor from the Tameside and Glossop Integrated NHS Foundation Trust. Whilst getting the schools 'signed up' to the GULP campaign was hard, once the assembly was delivered and resources given, schools were generally proactive in supporting their pupils through continued education and permitting of reusable water bottles in the school environment.



Stone Soup delivering a GULP assembly to Key Stage 2 pupils, June 2018

During this time, over 300 young people completed the GULP 4 week challenge, and feedback demonstrated the positive impact it had made, this ranged from saving money, to feeling more alert or their skin felt healthier. In the second year of the campaign, again over 300 young people signed up to the 4 week GULP Challenge with the majority completing the challenge going sugary-drink free. This time the council commissioned the local arts organisation Stone Soup to deliver the assemblies to make them as engaging and interactive as possible, following a recommendation from the first year of the campaign.



Year 9 Pupils at New Charter Academy with and Executive Member for Lifelong Learning, Cllr Lynn Travis, February 2017

The GULP campaign in Tameside is now embedded and is regularly promoted as part of the Population Health Team's PSHE Programme, with both primary and secondary schools. This thus supports the work of the Tameside Children's Nutrition Team and supports the whole systems approach to food and nutrition driven by the Tameside Food Partnership and Strategy Group.



Secondary school pupils getting involved in the Key Stage 3 assemblies with delivery staff from Stone Soup.

NEXT STEPS

For Tameside, we would like to see the GULP campaign develop three fold, including:

- Supporting messaging in the early years agenda, linking to oral health and healthy weaning;
- Raising awareness amongst the general public, via social media;
- Continue to support local primary and secondary schools in their delivery of GULP lessons and GULP challenges and campaigns.

"The GULP campaign has provided us with a great toolkit to engaging with children, young people and families about the health harms associated with SSBs."

Charlotte Lee, Population Health Programme Manager, Tameside

ABOUT CHARLOTTE

Charlotte's remit within the Tameside and Glossop Strategic Commission, is implementing, supporting and influencing public health approaches to the Starting Well agenda.

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5.0 WHAT'S NEXT FOR THE GULP CAMPAIGN?

In 2020, the GULP campaign is celebrating it's fifth birthday, and after reflecting back on our success and progress over the past five years, we are looking ahead to the future to ensure the issue of SSBs remains high on the agenda, whilst also taking a more positive approach by focussing on promoting the benefits of tap water for not only our health, but the environment too.

Campaigns:

We will continue to work with local authorities across the North of England and beyond to support them to design and deliver their very own Give Up Loving Pop campaign. In 2020 the campaign is set to make tracks in a number of local authorities for the first time, including Blackburn with Darwen, as well as being rolled out again in local authorities such as Blackpool, Rochdale, Cheshire West and more as the GULP campaign continues to become a core component of the health and wellbeing offer locally.



Resources:

To ensure the campaign is fresh and up to date, we will continue to design and produce new resources and materials for use in a wide range of settings. For 2020, we will be publishing:

- New posters highlighting the benefits of drinking tap water
- #GULPChallenge Start Charts and Certificates
- Vending Machine guidance
- SSBs and their impact on the Environment PSHE KS2 and KS3 module and assembly

6.0 HOW CAN I GET INVOLVED?

There are lots of ways for your local authority to get involved in GULP through our extensive range of resources. Below is a summary of the resources that are currently available on a commissioning basis.

School based settings

KEY STAGE TWO PSHE TOOLKIT

The Key Stage 2 Toolkit has been delivered in hundreds of schools across the North of England and includes:

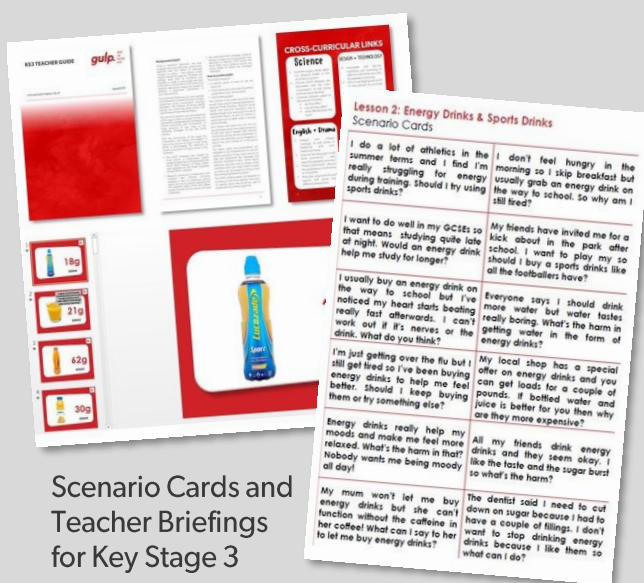
- Key Stage 2 Teacher Guide
- GULP Assembly with teaching notes
- x3 PowerPoint presentations and lesson plans, exploring SSBs and oral health, understanding sugar labels and hydration and exercise.
- Physical activity session plans
- Classroom-based activities
- An evaluation framework taking the form of a pre- and post-Quiz to track attitudinal and behavioural changes



Interactive PPT sessions for Key Stage 2

KEY STAGE THREE PSHE TOOLKIT

- Comprehensive teacher guide on how to use the resources
- Assembly presentation and notes
- x3 lesson plans with accompanying PowerPoint presentations, exploring the sugar content of popular drinks, a focus on energy and sports drinks and examining the marketing of SSBs to children and young people
- Classroom based activities
- An evaluation framework taking the form of a pre- and post-Quiz is also available to track attitudinal and behavioural changes over the course of the lessons.



Scenario Cards and Teacher Briefings for Key Stage 3

Community based settings

We also offer a wide range of promotional materials that are perfect for engaging with the community around the issue of SSBs. Many of our fantastic case studies included in this report have utilised these resources to help engage, initiate conversations and catch the public's eye. Some of these resources include:

- **A6 #GULPChallenge Postcards:** includes details of the challenge, social media handles and a reminder on how much sugar we should be consuming. Great for schools, roadshows and events.
- **GULP Concertina leaflets:** These twelve-fold leaflets provide a host of various information on the facts around sugar, tips on reading food labels and healthier drink choices. Perfect for schools, roadshows and events.



- **Posters:** available in a range of sizes using our eye-catching artwork. Perfect for schools
- **Pop up banners:** using our eye-catching artwork from four different designs. Perfect for schools, community centres, GPs, roadshows and events.
- **GULP Water Bottles:** clear, no spill cap and space for names – very popular for schools and events.

We are also able to design bespoke items on request, and would be very happy to speak to any local authority about how a GULP campaign could look in your area. Please get in touch with one of the team for further details and costs.

Get in touch with us here!

Free to use resources

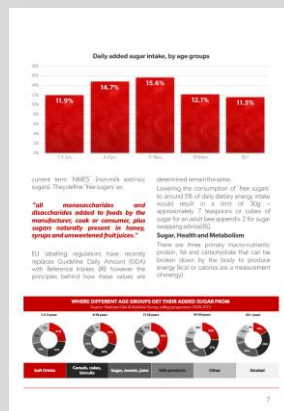
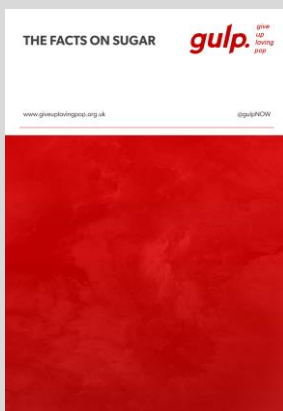
We also offer a range of free resources available to download on the Give Up Loving Pop campaign. These can be used across a wide range of settings, from schools to dental practices to sports and leisure centres.

Free resources:

- Key Stage 2 and 3 Assembly
- GULP Briefing Documents
- List of drinks
- GULP Diary
- #GULPChallenge Certificate
- #GULPChallenge Star Chart
- Key Stage 2 SSBs Policy Toolkit
- Key Stage 3 SSBs Policy Toolkit

- FAQs
- Higher or Lower game
- Hydration Station Posters
- Benefits of Drinking Water Posters

Access the resources here!



KEY STAGE 2: ASSEMBLY

GULP - Beverage List

- A non-exhaustive list of beverages available in supermarkets.
- Product information was collected through online grocery services.
- Colour coding based on the front of pack colour-coded nutrition labelling criteria. Sugars:
 - Red = 13.5g per 100ml or 11.25g/100ml
 - Amber = 11.25g/100ml
 - Green = 2.5g/100ml

Name	Category	Volume (ml)	Energy (kcal) per 100ml	Energy (kcal) per can / bottle	Sugar (g) per 100ml	Sugar (g) per serving
Rockstar Punched Energy + Guava	Energy Drink	500	67	335	15.6	78
Mountain Dew	Energy Drink	500	48	240	13.2	66
Lucozade Energy Orange	Energy Drink	500	62	310	12.4	62
7 UP	Soft Drink	500	41	205	11.2	56
Pepsi Regular	Soft Drink	500	41	205	11.2	56
Monster Energy Drink	Energy Drink	500	47	235	11.0	55
Yop Strawberry	Milkshake	500	72	360	11.0	55
Reckless Origin	Energy Drink	500	45	225	10.6	53
Im Bru	Soft Drink	500	42	210	10.3	51.5
Did Jamaica Ginger Beer	Soft Drink	330	61	201	13.2	44
Ribena Blackcurrant	Soft Drink	500	41	205	10.0	50
Mars Refuel Sportsap	Milkshake	375	70	263	12.8	48
Frij Banana	Milkshake	471	64	301	9.8	46
Sunny Delight Tangy Florida	Fruit Juice	500	37	185	6.3	31.5
Rubicon Mango	Soft Drink	330	49	162	11.2	37.2
Dr. Pepper	Soft Drink	500	29	145	7.2	36
Coca Cola	Soft Drink	330	42	139	10.6	35
Fanta Orange	Soft Drink	500	29	145	6.8	34
Sprite	Soft Drink	500	28	140	6.8	34

7.0 CONCLUSIONS

This report provides an overview of seven different examples of the GULP campaign being delivered locally, tailored to each individual local authority, their needs and their community. The case studies are not an exhaustive list of all the campaigns that have been delivered, but showcases the flexibility of the campaign, as well as the impact and success it has had in tackling issues around SSB consumption in children, young people.

This report has also been a chance to reflect on the progress of the campaign since it's launch back in 2015, which has resulted in thousands of children across the North of England engaging in the campaign to help promote positive changes to both attitudes and behaviours around SSBs. Whilst there has been some important landmarks since GULP was launched, including the Soft Drinks Industry Levy in 2018, there is still much more work to do and the issue of SSBs remains high on the agenda for many public health teams across the country as overweight/obesity [3] and dental decay figures [4] in children and young people continue to rise, particularly in our most disadvantaged communities.

Food Active would be delighted to discuss with any local authorities or sports community trusts to explore how a campaign may look in their local area. Get in touch with us using our contact details on the following page.

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HEALTH
EQUALITIES
GROUP



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