

What's in your food?



Public Health England has launched Be Food Smart - a new national campaign focusing on healthy eating for families. This is a guide for dentists on how to use our resources and support the campaign.

What is the new campaign about?

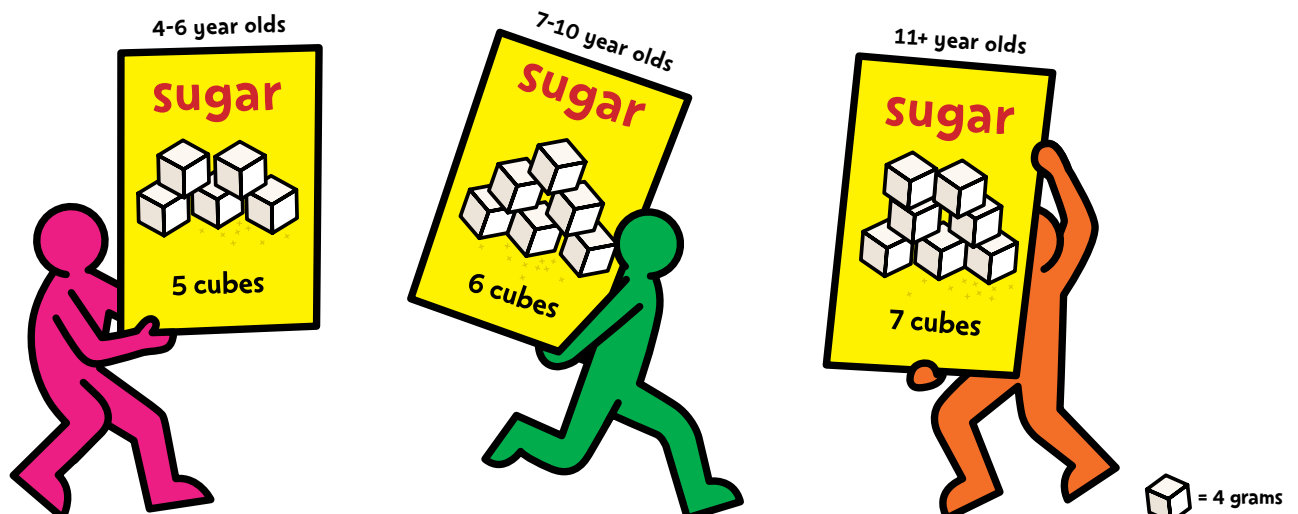
The new Change4Life 'Be Food Smart' campaign is running from the beginning of January through to mid-February 2017. The campaign will encourage families to download the new 'Be Food Smart' app to reveal the surprising amounts of sugar, saturated fat and salt in everyday food and drinks. Change4Life is encouraging families to take control and protect their children from the dangers of having 'too much', by becoming Food Smart.

Why dentists should support Change4Life - key facts about sugar

A quarter of children in England suffer from tooth decay by the time they turn five. Tooth decay was the most common reason for hospital admission for children aged 5 to 9 years in 2012 to 2013. More than 1 in 5 children in England start primary school overweight or obese, rising to more than a third by the time they leave. They are consuming almost 3 sugar cubes at breakfast time alone, which equates to half their recommended daily amount.

Change4Life wants to alert parents to the hidden sugar, saturated fat and salt in everyday food and drink, and highlight the harm this can do to their child's health, including oral health.

The Change4Life Be Food Smart resources complement the work of the Child Oral Health Improvement Programme Board with the ambition that every child grows up free from tooth decay as part of having the best start in life. Our dental partners on the board include the Office of the CDO, the British Dental Association, the Faculty of Dental Surgery and Committee of Post Graduate Dental Deans and Directors.



Key messages

- Without us realising it, we are all eating too much sugar, saturated fat and salt.
- Too much sugar can cause tooth decay, leading to pain, sleepless nights and days off school or work to have dental treatment.
- There are surprising amounts of sugar, saturated fat and salt in everyday food and drinks we give to our kids.
- Sugar-sweetened soft drinks, fruit juices, confectionery, biscuits, breakfast cereals, buns, cakes and pastries are some of the biggest contributors to children's sugar, saturated fat and salt intake.
- Download the NEW Be Food Smart app to see what's in your food and make healthier choices.



How dentists can support the Be Food Smart campaign and the Be Food Smart app

By working together, we hope to get everyone in the country talking about the Change4Life Be Food Smart campaign and new, free app, creating awareness of the importance of reducing sugar in children's diets in relation to their health. You can use our key messages and facts about oral health to aid conversations with patients and

These are fun packs for families which contain a leaflet with nutrition guidelines, information about the Be Food Smart app, and tips for making healthier diet choices. There are also some stickers to reward children for making healthier choices and quiz cards to make it fun. The free packs can be ordered for distribution through waiting room areas, to aid conversations with patients during appointments, or for use at events. Order yours now from our

Share on social media:

We have Be Food Smart social media resources, which include images and suggested posts for Facebook and Twitter that you could use to share the oral health key messages from the campaign on your own social media feeds.

Download and print the digital resources:

We have still adverts/TV screensavers and A4 posters available for you to download and display in your waiting rooms that help you promote the campaign to parents and children. There are also digital banners for your website.

The NEW Be Food Smart app helps you see the sugar, saturated fat and salt in your food.



FREE consumer packs

References

All of the Change4Life Be Food Smart resources can be found on the Public Health England
If you have any questions or need any help please do not hesitate to contact us at Partnerships@phe.gov.uk

