

SHEFFIELD IS SWEET ENOUGH CAMPAIGN TOOLKIT

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Sheffield's Sweet Enough is an initiative run by Sheffield City Council & partners to help local families, food businesses, schools and healthcare professionals tackle the harms caused by eating too much sugar.

Our aim is to inspire behaviour change within the Sheffield population by sharing helpful facts, low-sugar recipes, healthy swap ideas and general advice on sugar for all ages.

On our official website – sheffieldissweetenough.org – we have a selection of downloadable materials to enable people to become advocates of eating less sugar.

This campaign toolkit tells you more about what assets are available, who they are aimed at and how you might use them to help people adopt a healthier lifestyle.

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HOW MUCH is
Too MUCH
SUGAR?

FEED YOUR FAMILY FOR LESS BOOKLET

What is it?

A short booklet that contains recipe ideas and tips for cooking on a budget.

Who is it for?

All families on a low income.

Who should share it?

Schools, nurseries, businesses, community organisations, other parents.

How can it be used?

It can be emailed to parents or guardians as a PDF or printed and handed out as a booklet.

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ACTIVITY SHEETS

What is it?

A range of fun activity sheets to help children learn about sugar including word searches, dot-to-dot, colouring sheets, games, and baking ideas.

Who is it for?

Materials are aimed at two age groups: children aged 4 to 6 and children aged 7 to 10.

Who should share it?

Parents, teachers, nursery staff and community groups, such as brownie and scout leaders, who are looking for fun, free educational activities that support children's understanding of nutrition.

How can it be used?

Activity sheets can be printed out from the website or emailed by teachers as a PDF for parents to use at home. They can also be used by teachers in conjunction with the Sheffield Sugar Detective lesson plans.



SUGAR-FREE ACTIONS CERTIFICATE

What is it?

A reward certificate for learning about sugar.

Who is it for?

Children who have taken part in a learning activity around sugar, such as an assembly or lesson. Certificates can also be given out for completing the activity sheets.

Who should share it?

Parents, teachers, or nursery staff who have led children in a sugar-based learning activity.

How can it be used?

Children love to be rewarded with stickers and certificates. These can be given out in assemblies or community groups to congratulate children on learning about sugar.

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SHEFFIELD SUGAR DETECTIVES SCHOOL ASSEMBLY

What is it?

A fun and interactive assembly plan which teaches school children about the amount of sugar in foods and drinks, the different types of sugar, how much is too much sugar and how to spot high sugar items. The assembly invites children to become 'Sugar Detectives' and requires some printing out and audience participation.

Who is it for?

There are two assemblies available to download to suit KS1 & KS2 children.

Who should share it?

Teachers of KS1 & KS2 children. There is a homework task that can be given to parents to play with their children at home.

How can it be used?

The assemblies can be downloaded as PowerPoint presentations with full instructions for teachers in the comments section. There is also an accompanying image pack which should be printed out for use in the assembly.



SHEFFIELD SUGAR DETECTIVES PUPIL PRESENTATION

What is it?

A presentation that pupils can give to their classmates to show their understanding of the dangers of too much sugar.

Who is it for?

KS2 children who have taken part in the Sugar Detectives assembly or lesson in school.

Who should share it?

Teachers can invite five pupils from KS2 to deliver this presentation to the rest of the class to demonstrate their key learnings from the Sheffield Sugar Detectives assembly or lesson.

How can it be used?

The pupil presentation can be printed out as a PDF by a teacher and distributed to five pupils. Each section includes instructions.



SUGAR ADVICE FOR PARENTS

What is it?

An informal presentation offering advice for parents and providing discussion points around sugar.

Who is it for?

The content is aimed at parents of toddlers or school age children in KS1/KS2.

Who should share it?

Nursery staff or primary school teachers who want to raise the topic of sugar among parents.

How can it be used?

This can be downloaded as a PowerPoint document with full instructions for the host in the comments section. It is designed to be delivered as part of a relaxed coffee morning, such as an event hosted by the PTA, to share advice on sugar.

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RECIPE BOOK FLYER

What is it?

A flyer promoting sales of the Sheffield Family Guide to Smart Sugar Swaps. This is a cookbook created by local students, businesses, parents, and nutritionists, which provides healthy, low-sugar recipes for all ages. For every book purchased another is gifted to a local family or community group.

Who is it for?

Anyone who may be interested in purchasing a copy of the cookbook and could benefit from the Buy One Give One promotion. The book also contains advice and information on recommended sugar allowances per age group and tips that help families eat less sugar.

Who should share it?

Ideal for giving out at school fairs and community events or by businesses who want to support people to eat less sugar.

How can it be used?

Download and print out this flyer as an A5 sheet and distribute.

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SWEET ENOUGH POSTERS

What is it?

A series of colourful, eye-catching posters that share important messages about sugar. These posters direct people to our official website to find out more about the harms of too much sugar, with healthy recipe and food swap ideas.

Who is it for?

People who would benefit from learning more about sugar.

Who should share it?

Anyone who runs a business or service that wants to encourage people to eat less sugar e.g. midwives, dentists, teachers, nursery nurses, food business owners, leisure centres.

How can it be used?

Print out as a PDF and put up anywhere you see fit, such as waiting rooms, staff canteens or communal kitchens.

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LEAFLETS

What is it?

Leaflets that contain low-sugar tips and swap ideas to help children eat less sugar.

Who is it for?

Parents who want to understand more about the harms of sugar and help their children have a healthier lifestyle.

Who should share it?

These leaflets are ideal for dentists and nurseries to distribute to parents.

How can it be used?

Download directly from the website and print out.

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SOCIAL MEDIA

What is it?

A bank of social media assets for use on Facebook, X, Instagram, LinkedIn and What's App.

Who is it for?

People who want to promote the Sheffield is Sweet Enough initiative and encourage more people to get involved.

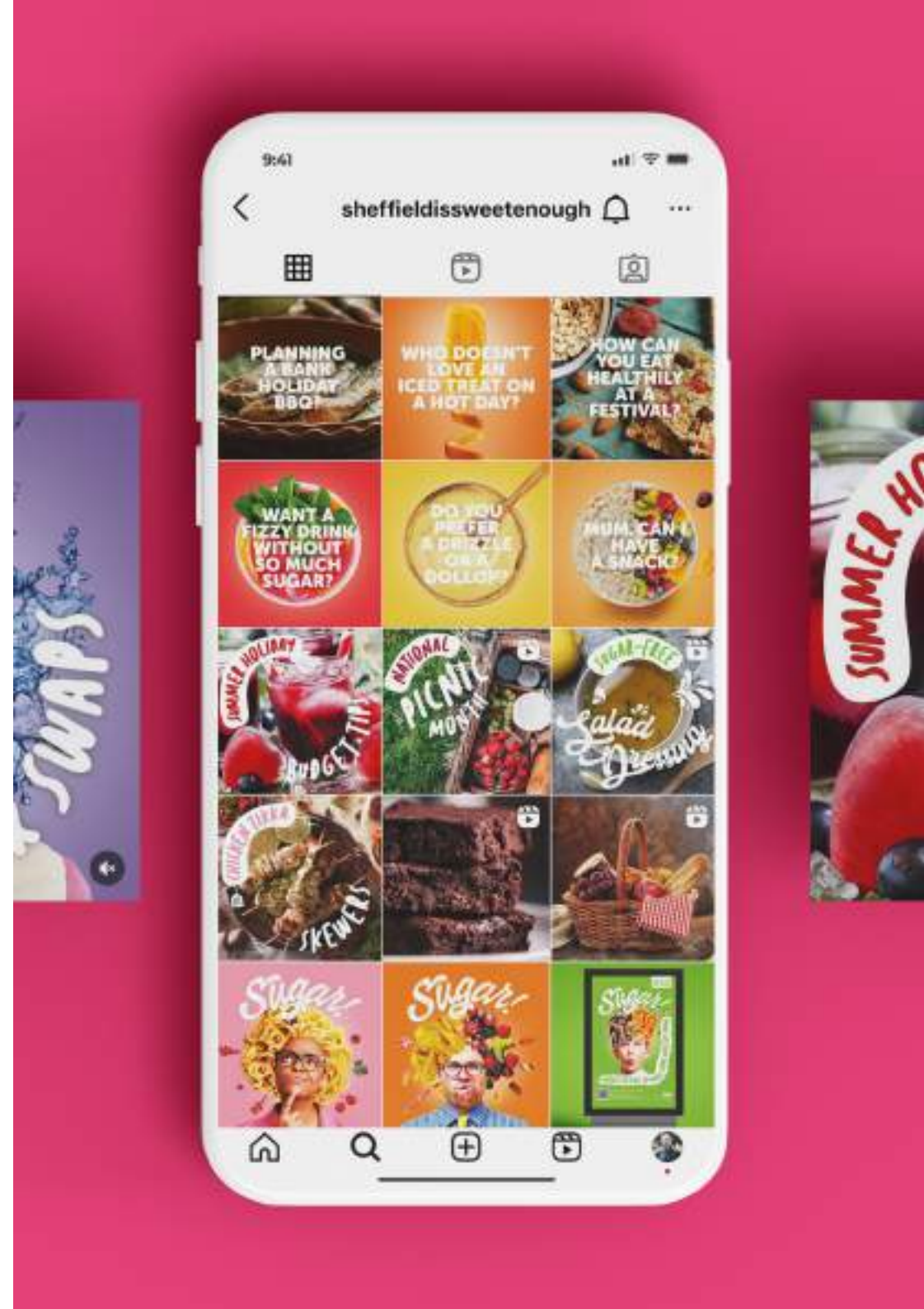
Who should share it?

Anyone who is active on social media and has an interest in sharing messages around sugar reduction and healthy eating.

How can it be used?

Repost these assets on your own social media feeds to spread the word.

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SHEFFIELD HOMEWORK LETTER

What is it?

A letter to parents explaining that their children will be learning about sugar in school as part of 'Sheffield Sugar Detectives' and how they can support them by taking part in a homework task. The homework involves downloading the Change4Life app and identifying high sugar food items at home.

Who is it for?

Parents of school children who will be taking part in Sheffield Sugar Detective lessons and assemblies.

Who should share it?

Headteachers or class teachers should share this letter with parents.

How can it be used?

The letter can be printed out and distributed in children's bags or attached to a parent email as a PDF.

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BEAT SUGAR BINGO

What is it?

A fun activity based on the game of bingo for business teams. Organised over email, a number is drawn each day which features a challenge to encourage employees to reduce their sugar intake. Everything to run the game is ready to download, including a link to generate up to thirty unique bingo cards, email templates for the facilitator and the bingo cards themselves.

Who is it for?

Anyone who runs a business in Sheffield who wants to help their employees cut down on sugar.

Who should share it?

Business owners or team leaders in any industry based in Sheffield.

How can it be used?

Great as a fun, team-building activity to support employee health and well-being.

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WEANING VIDEOS

What is it?

A short series of videos demonstrating simple weaning recipes.

Who is it for?

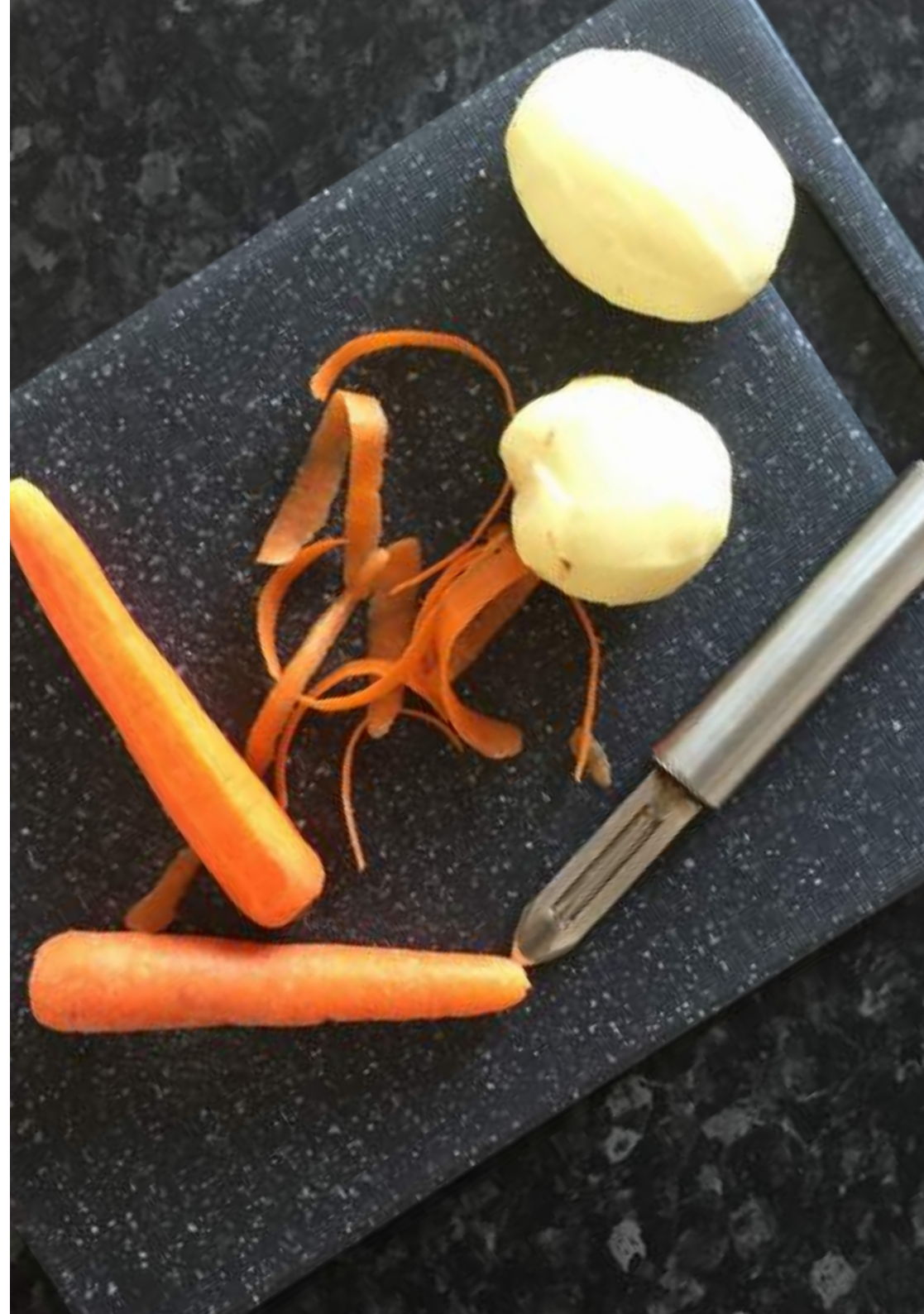
Parents of babies who are just embarking on their weaning journeys who may be concerned about sugar and are looking for healthy, affordable alternatives to jars and pouches of baby food.

Who should share it?

Anyone who works with parents with young children, such as midwives, community group leaders or dentists, as well as people who may want to support other parents.

How can it be used?

Videos can be downloaded from our YouTube channel at [Sheffield's Sweet Enough – YouTube](#) and shared via your own channels or played as infomercials on screens in doctor/dentist waiting rooms.



SHEFFIELD FAMILY GUIDE TO SMART SUGAR SWAPS

What is it?

A cookbook written by local parents, schools, students, nutritionists, and businesses in Sheffield with help from the council and its partners. It contains low-sugar recipes, tips, and food swaps that the whole family can enjoy.

Who is it for?

Anyone who wants to learn more about sugar and try some family-friendly healthy recipes to reduce their sugar intake.

Who should share it?

People who want to encourage others to eat less sugar to improve their health.

How can it be used?

The book is available to purchase at **Meze Publishing**, Waterstones, Amazon and selected independent retailers. For every book bought, another is gifted to a deserving family or community group. There are also some copies available to be given out free of charge to schools, community groups and libraries.

Please contact Hollie-Mae.Janes@sheffield.gov.uk to find out more.



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If you have any questions about these assets and how to use them, please don't hesitate to contact Sheffield City Council Public Health Team.

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