

Have you heard about the new Change4Life, Be Food Smart campaign?

A new campaign that highlights the surprising amount of sugar, saturated fat and salt found in everyday food and drink has been launched to encourage parents to 'Be Food Smart'. Our kids might seem fine on the outside but too much sugar and saturated fat can lead to the build-up of harmful fat on the inside that we can't see.



Without realising it, we are all eating too much sugar, saturated fat and salt. The Change4Life 'Be Food Smart' campaign brings food labels to life, enabling families to make healthier food and drink choices, with the help of a "Be Food Smart app". The free app works by scanning the barcode of products, revealing how much sugar, saturated fat and salt is inside and encourages users to make healthier choices. The Be Food Smart app has something for everyone, like tips and suggestions for adults, food detective activities for the kids and fun 'mini-missions' for the whole family. The app is available

In addition to TV ads, billboard and digital advertising, the campaign includes distribution of five million free Be Food Smart packs to primary age children and their families via schools, local authorities and retailers. The packs include:

- hints and tips for how families can Be Food Smart and reduce the amount of sugar, salt and saturated fat eaten
- pointers to all the Be Food Smart tips on the Change4Life website
- information on the free Change4Life Be Food Smart Sugar Smart app, available now from the app store or Google play by searching for 'Be Food Smart' or 'Change for Life'.

Locally, we will be supporting the campaign in a number of ways with the primary message of directing people to the app and the Change4Life website including:

- Promoting the campaign in a variety of settings through publicity, displays and newsletters
- Embedding the campaigns messages into local community food projects i.e. cooking groups by raising awareness of sugar, food and saturated fat content in food and drinks
- Distribution of consumer packs and posters via the Public Health Resource Centre
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How you can support the 'Be Food Smart' Campaign:

- Keep an eye out on social media for @change4life's posts.
- Download the Be Food Smart app from the app store or Google Play by searching for 'Be Food Smart' or 'Change for Life'
- Share the message on social media. Follow @change4life or use the hashtag #Be Food Smart
- Encourage people to visit the Change4Life Food Smart website at http://po.st/C4L_Leeds
- Promote through any newsletters, website or any other channels you have.