

# ***London Borough of Bexley***

## ***News Release***

**For Immediate Release**

**16 January 2017 / PR 8438**

### **SUGAR SMART BEXLEY**

Bexley is backing Sugar Smart, the joint campaign with the Jamie Oliver Food Foundation and the food charity Sustain. 'Sugar Smart Bexley' will be launched later this month (25 January) at an event for residents, community groups and partners with special guest Jo Ralling, Director of the Sugar Smart Campaign and UK Partnerships at the Jamie Oliver Food Foundation.

It is a fact that Bexley residents are consuming too much sugar. Excess intake of sugar can lead to weight gain, type 2 Diabetes and tooth decay. In Bexley, 38.3% of children aged 10-11 and around two thirds of adults are overweight or obese; which is above the England and London average. The aim of the campaign is to reduce sugar intake in our diet and raise awareness of the issue of excess sugar consumption.

Cllr Peter Craske, Cabinet Member for Community Safety, Environment and Leisure said: "We will be working with food businesses, schools, children's groups and other organisations as part of the Sugar Smart Bexley campaign. By working together we hope to make healthier, less sugary choices more accessible locally."

The Sugar Smart Bexley event will take place on 25 January between 10.30am and 12.30pm at the Bexley Voluntary Service Council, Crayford Manor House, Mayplace Road, Bexleyheath DA1 4HB.

The launch will include an interactive session on added sugar in commonly consumed food and drinks, free sugar smart resource pack, with opportunities to network and exchange ideas and for participants to make their pledge for change as part of the campaign.

For more information or to book a place at the event call Louise Lam on 020 3045 3331 or email [louise.lam@bexley.gov.uk](mailto:louise.lam@bexley.gov.uk).

Follow us on Twitter @LBofBexley using #sugarsmartbexley.

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