

Sugar Smart Campaign

Consultation Report - FINAL

Report Date: 03 January 2018

Report prepared by:

David Besbrode
Research Analyst
Communications and Consultation

Contact

Hackney Consultation Team
on 020 8356 3343 or
consultation@Hackney.gov.uk



Contents

Introduction and aim of consultation	3
Consultation Approach	3
Response Rate	3
Analysis	3
Overview of Results	
• What is your postcode?	4
• How concerned are you about the amount of added sugar in food and drink?	4
• Are you worried about any of the following?	5
• How often do you eat/drink the following?	6
• Does the amount of added sugar in products influence what you say?	7
• Would you like to help reduce the amount of sugar you eat?	7
• Do you agree or disagree that it would be a good idea to introduce the following to reduce sugar consumption in Hackney?	8
• Would you like to be involved in any of the following to help make Hackney a Sugar Smart borough?	9
Profile of Respondents	
• Gender	10
• Is your gender identity different to the sex you were assumed to be at birth?	10
• What is your age group?	11
• Disability: Do you consider yourself to be disabled?	11
• Caring responsibilities: Do you regularly provide unpaid support caring for someone?	12
• Ethnicity	12
• Religion or belief	13
• Sexual orientation	13
• Housing Tenure	14
Conclusion	

Introduction and aim of the consultation

With sugary foods and drinks so commonplace, cheap, and heavily promoted by the food industry, we consume much too much sugar than is good for us. Some people, particularly children and those on low incomes consume really excessive amounts, many times greater than the recommended intake of 7 teaspoons of sugar for adults and 5-6 teaspoons for children each day.

The Council and Hackney Food Partnership have joined forces to deliver a Sugar Smart campaign that aims to reduce the risk of ill health (obesity, Type II diabetes and tooth decay), by reducing excessive sugar consumption in the borough. This will involve working with schools, early years, workplaces, community groups, leisure centres, dentists and independent cafes and restaurants.

The aim is to find out what should be done to help people better understand sugar and what can be done to reduce sugary food and drink being sold and consumed in Hackney.

Consultation approach

The public consultation ran from 18 September to 30 October 2017, and was an online survey on Citizen Space.

The consultation featured on the home page of the Council's consultation and engagement platform, <https://consultation.hackney.gov.uk/>.

An article was published in Hackney Today to promote the consultation, as well as the use of Twitter.

Response rate

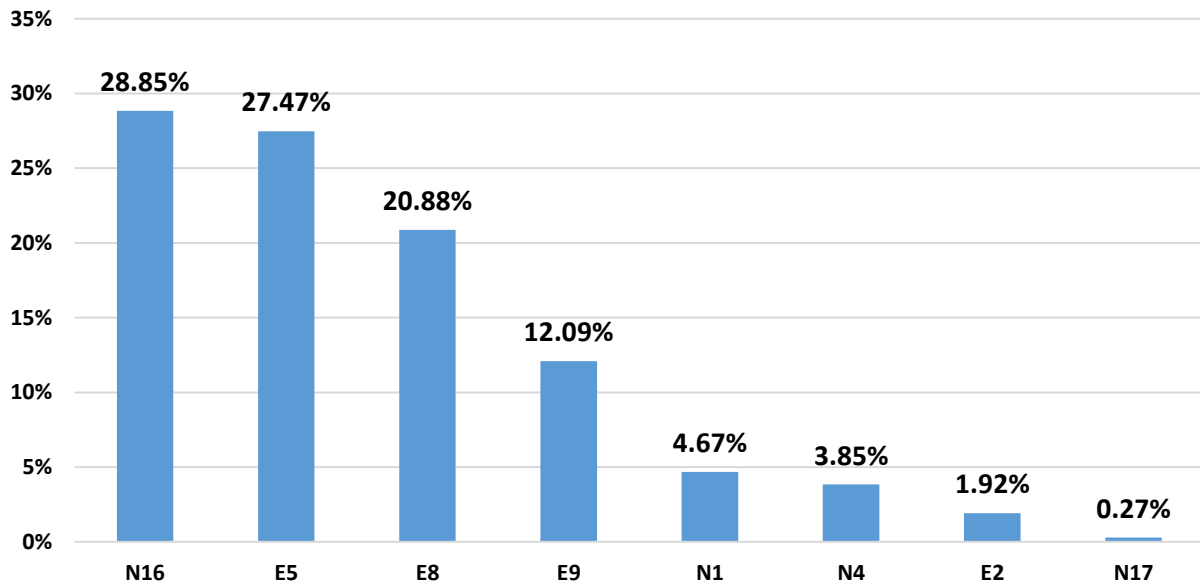
A total of 367 respondents took part in the consultation.

Analysis

This report has been interpreted and analysed by the Research Analyst in the Consultation Team.

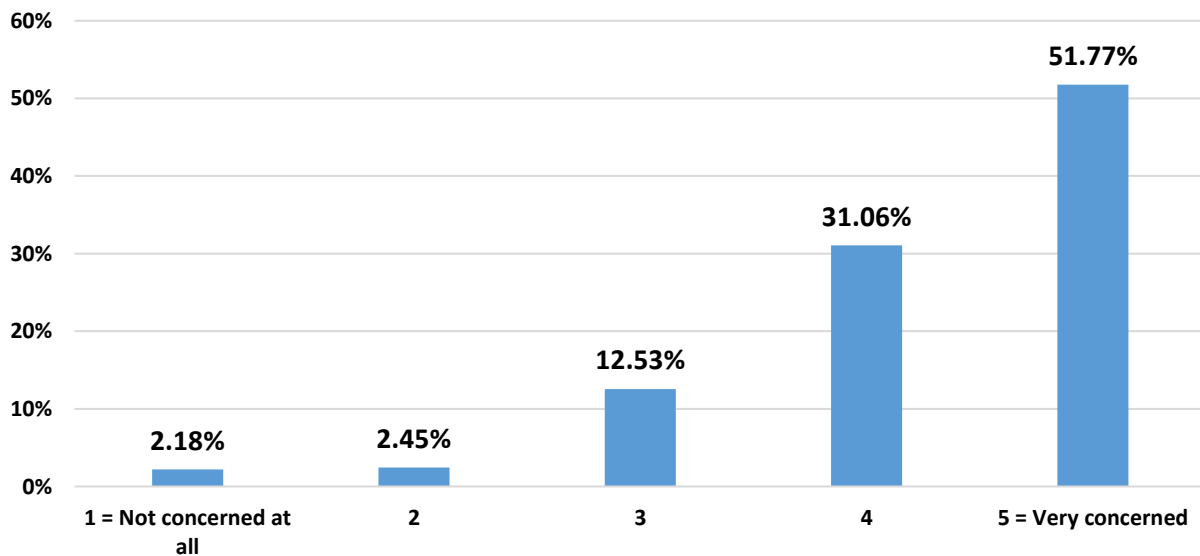
Overview of Results

What is your postcode? (Base – 364)



The chart above shows the postcode areas of respondents. N16 (105) and E5 (100) account for the highest number of respondents, followed by E8 (76) and E9 (44).

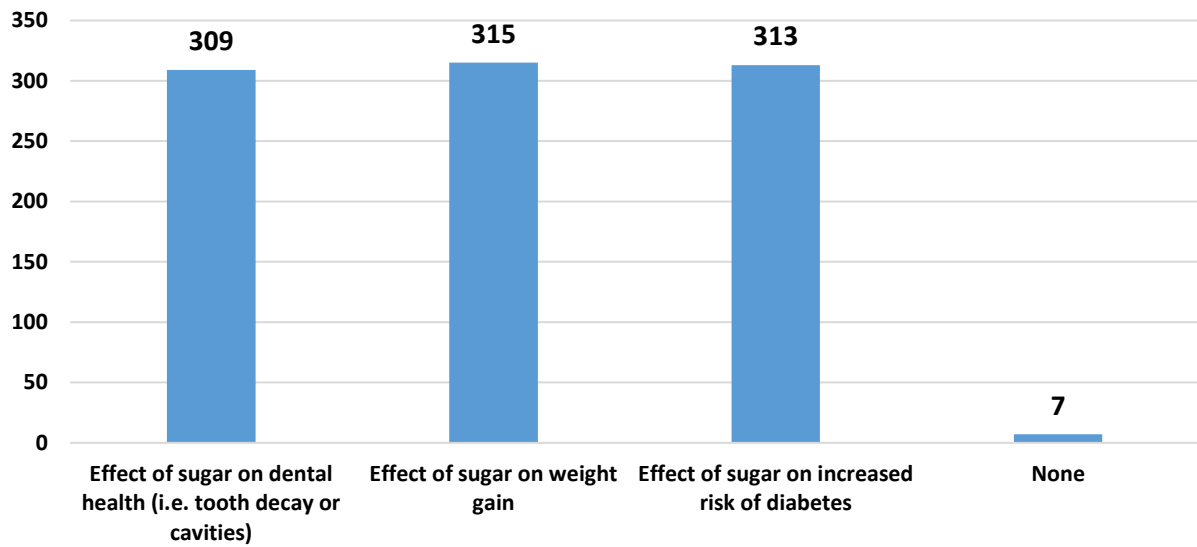
On a scale of 1-5, how concerned are you about the amount of added sugar in food and drink? (1 = not concerned at all, 5 = very concerned) (Base – 367)



The chart above represents how concerned a respondent is about the amount of added sugar there is in food and drink, by choosing from a 1 to 5 scale.

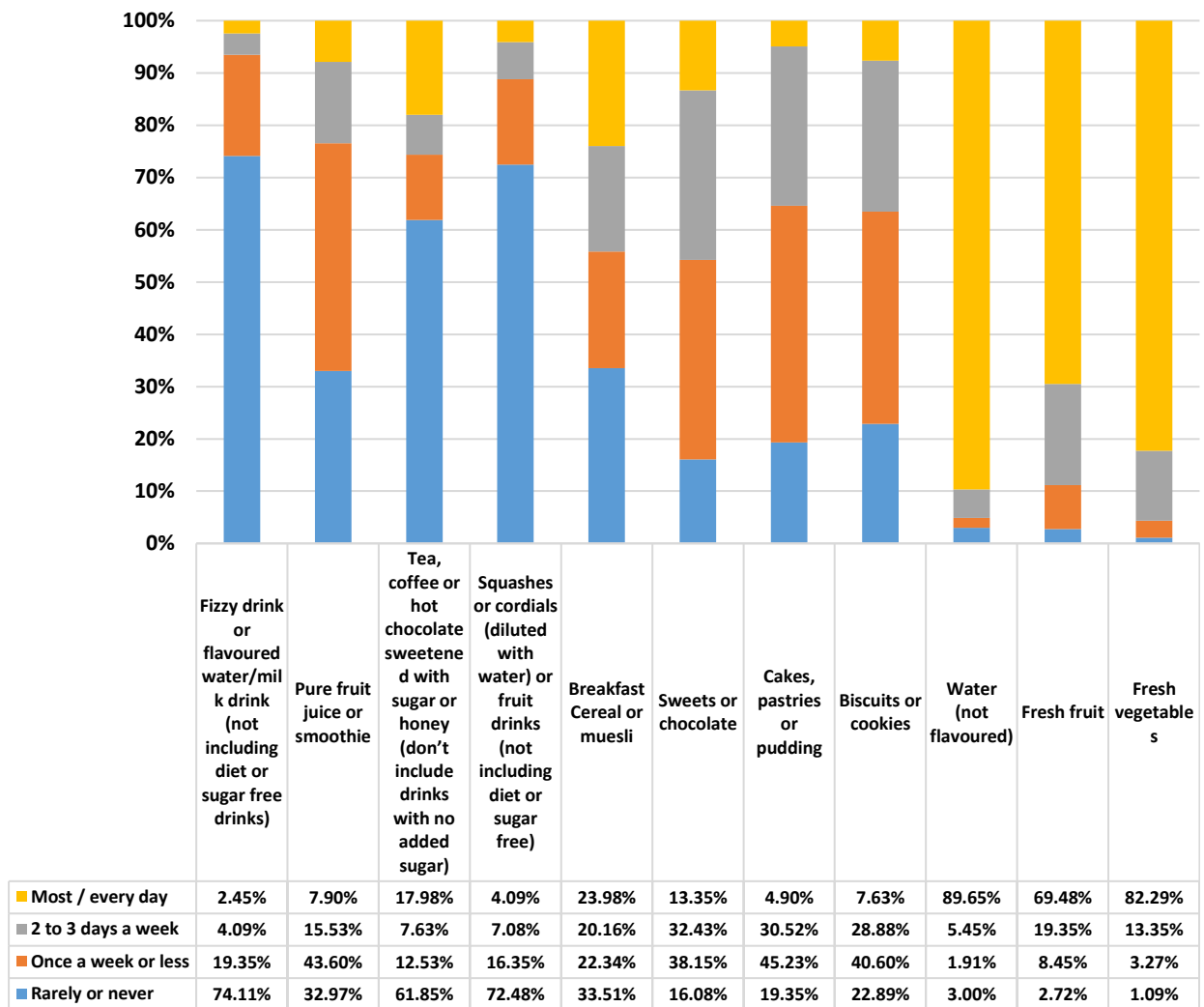
The majority of respondents selected “5” (190), followed by “4” (114) and “3” (46). Those who selected “1” (8) and “2” (9) accounted for a very small percentage.

Are you worried about any of the following? (Tick all that apply)



The chart above shows the multiple responses from respondents on the effect of sugar on dental health, weight gain and increased risk of diabetes. There was a very even response for this questions with an average of 312, with only 7 respondents stating “None”.

How often do you eat/drink the following:

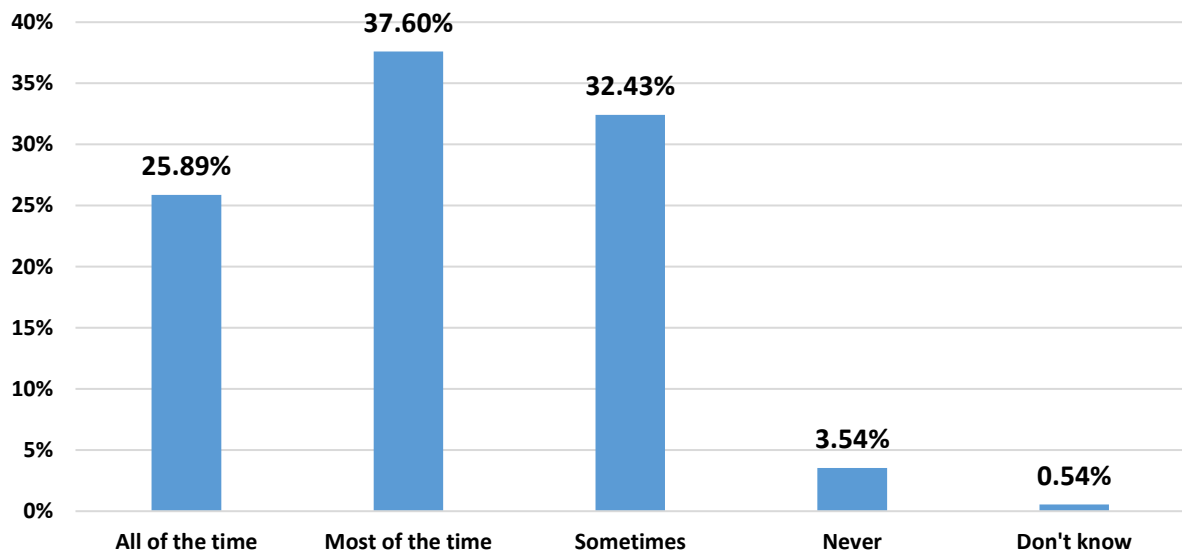


The chart above represents how often a respondent eats and/or drinks different items.

The majority of respondents drink unflavoured water (329), and eat fresh fruit (255) and vegetables (302) most days or every day.

At the other end of the scale, the majority of respondents stated that they rarely or never have fizzy drinks or flavoured water/milk drinks (272), tea, coffee or hot chocolate sweetened with sugar or honey (227), or squashes, cordials or fruit drinks.

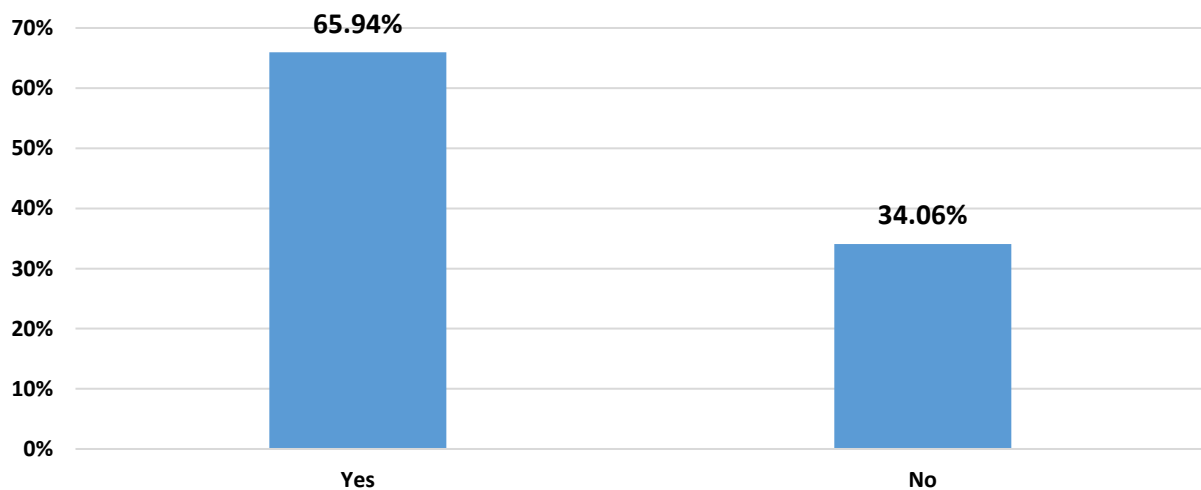
Does the amount of added sugar in products influence what you buy? (Base - 367)



The chart above represents whether the amount of added sugar in products influences their decision to buying certain food or drink.

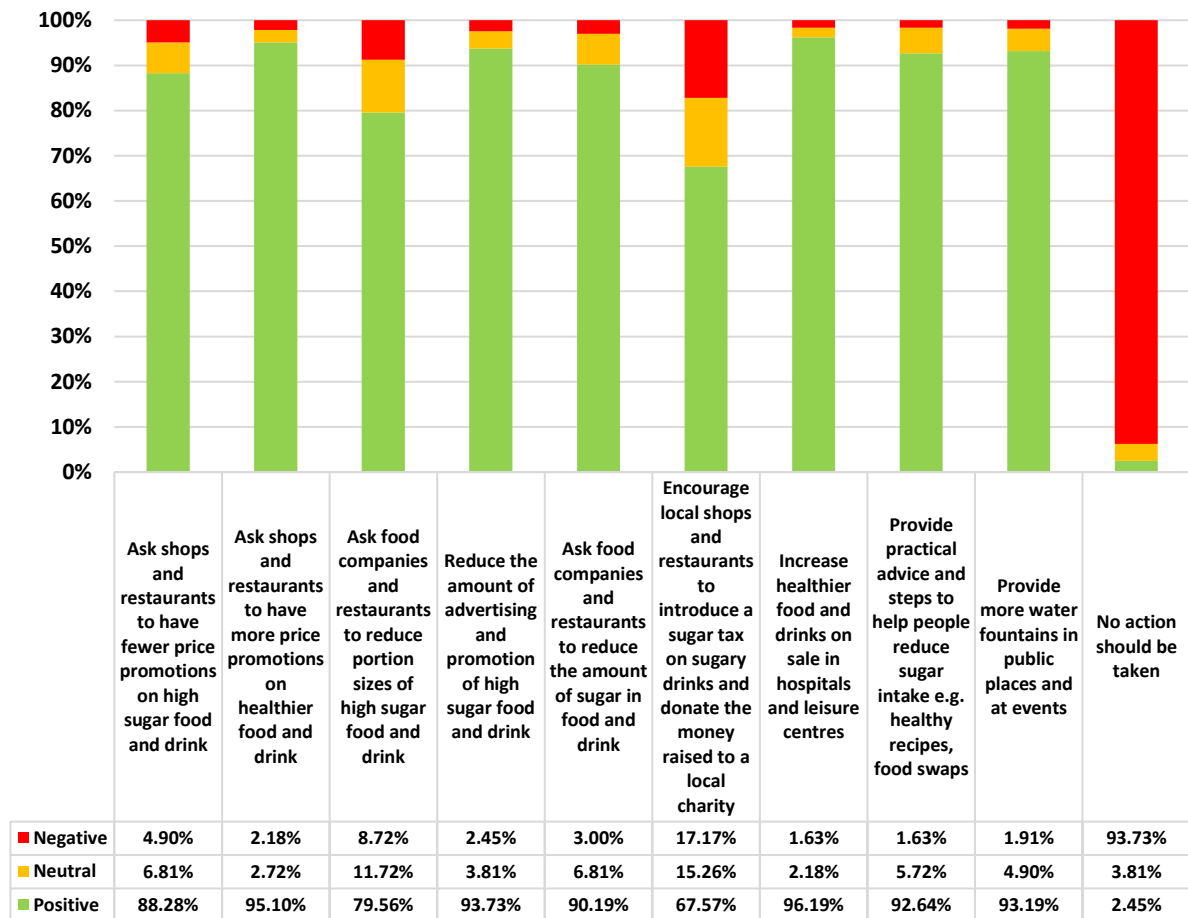
The highest percentage was for respondents who stated “most of the time” (138), followed by “sometimes” (119) and “all of the time” (95). Those who stated “never” (13) and “don’t know” (2) accounted for a much small percentage.

Would you like help to reduce the amount of sugar you eat? (Base – 367)



The majority of respondents stated that they would like help to reduce the amount of sugar they eat. 242 said “yes”, and 125 said “no”.

Do you agree or disagree that it would be a good idea to introduce the following to reduce sugar consumption in Hackney? (Base – 367)

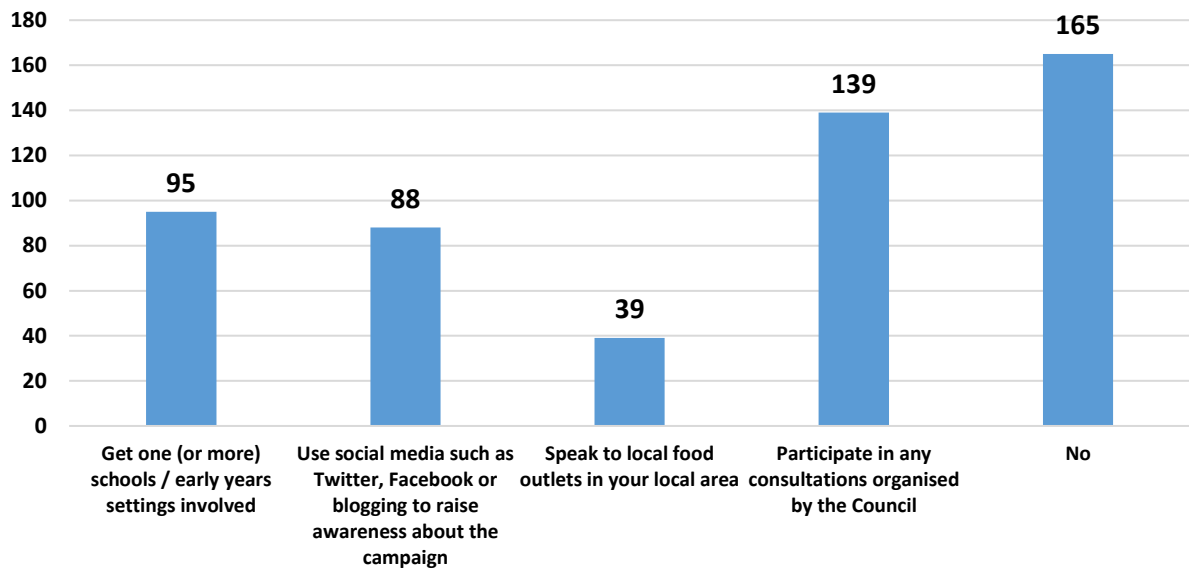


The chart above represents whether respondents agree or disagree with the suggested ideas that should be introduced in Hackney to help reduce sugar consumption.

The positive and negative response answers are made up of “strongly agree” and “fairly agree” for positive, and “fairly disagree” and “strongly disagree” for negative. The neutral response was for “neither agree or disagree”.

The majority of respondents stated that they agree with all the proposals suggested. Only a small percentage stated disagree, with the majority disagreeing that “no actions should be taken”.

Would you like to be involved in any of the following to help make Hackney a Sugar Smart borough? (Tick all that apply)

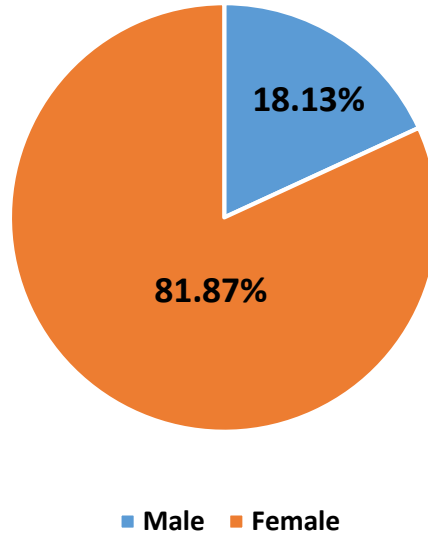


There was a mixed response whether respondents would like to be involved in helping to make Hackney a Sugar Smart borough.

Just over two thirds of all responses are for those who want to get involved, with a total of 361 selected for the options above, which will include multiple selections from respondents. 165 respondents selected “no” to this question, which accounts for just under a third of all responses.

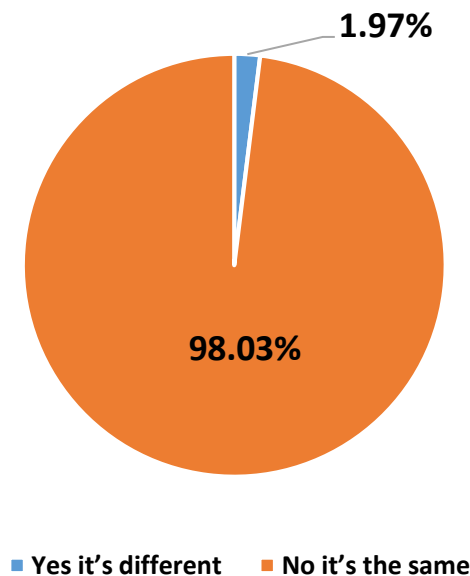
About You

Gender



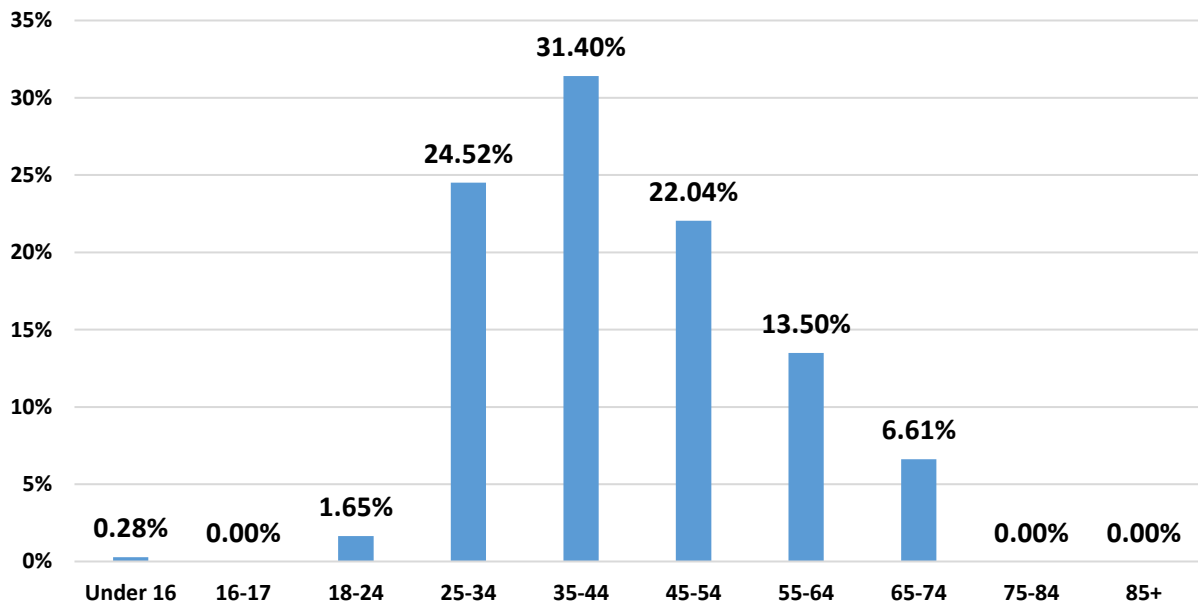
The majority of respondents were female (298), with a much smaller percentage in comparison of male respondents (66).

Gender: Is your gender identity different to the sex you were assumed to be at birth?



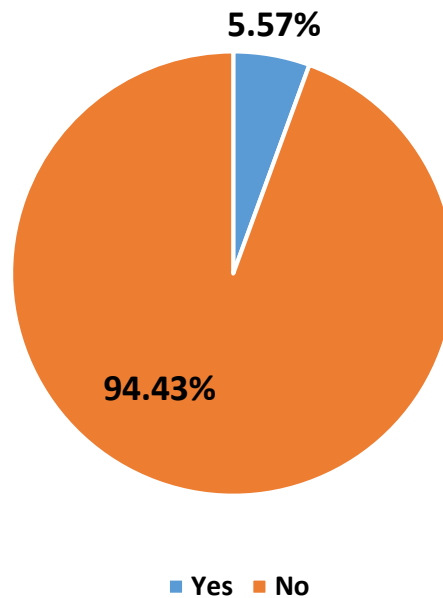
The majority of respondents stated that their gender identity was the same as at birth (349). Only a very small percentage stated that it is different (7).

Age Group



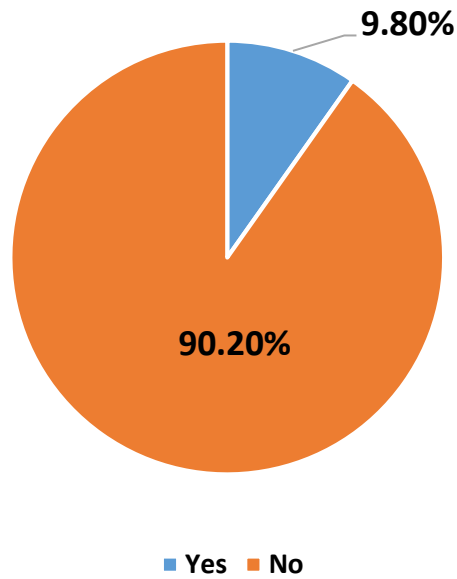
The highest percentage of responders were in the 35-44 (114) age group. This was followed by 25-34 (89), 45-54 (80), 55-64 (49), 65-74 (24), 18-24 (6) and under 16 (1).

Disability



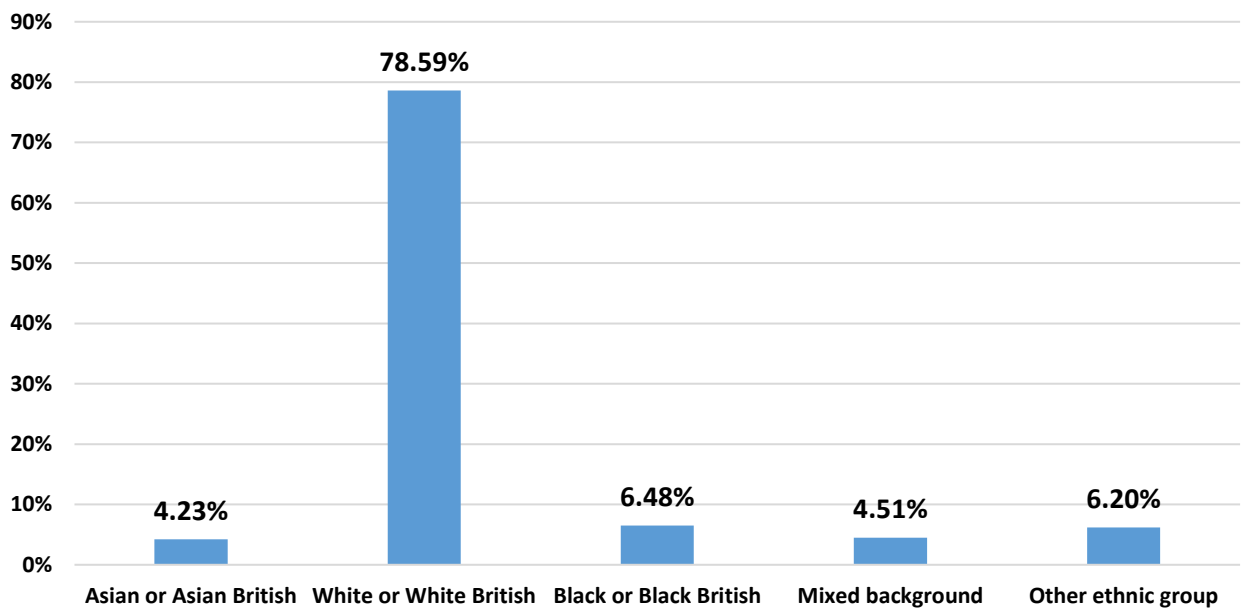
The majority of respondents stated that they did not have a disability (339). Only a small percentage stated that they did (20).

Caring responsibilities



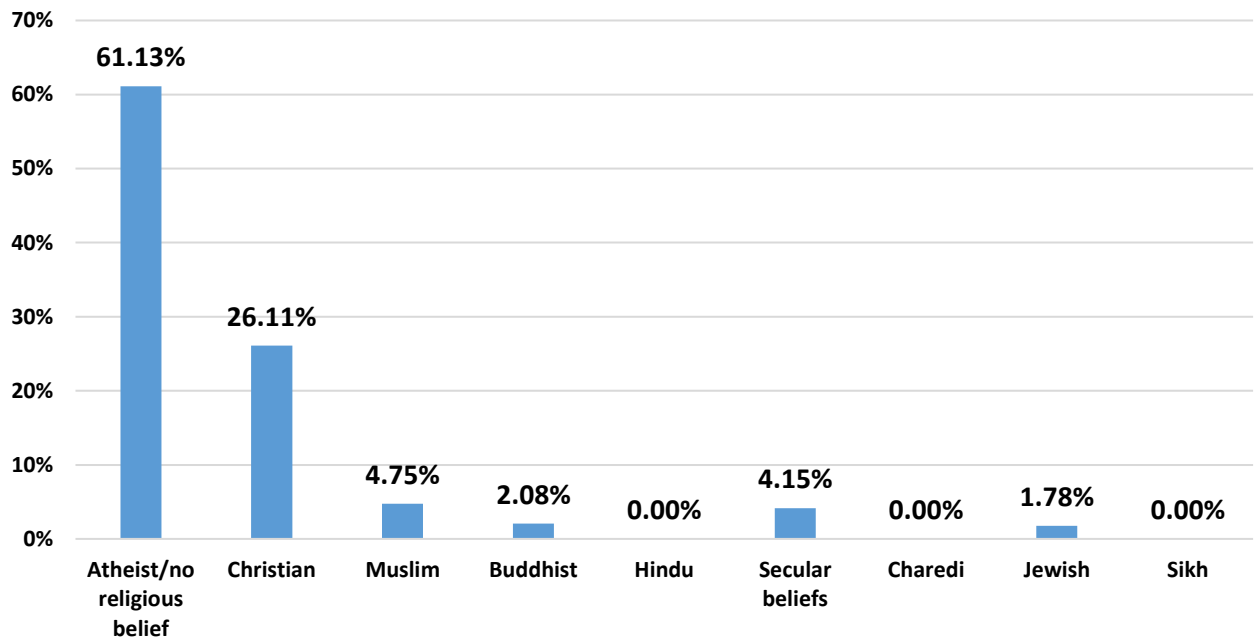
The majority of respondents stated “No” (322) to having caring responsibilities. A small percentage stated “Yes” (35).

Ethnicity



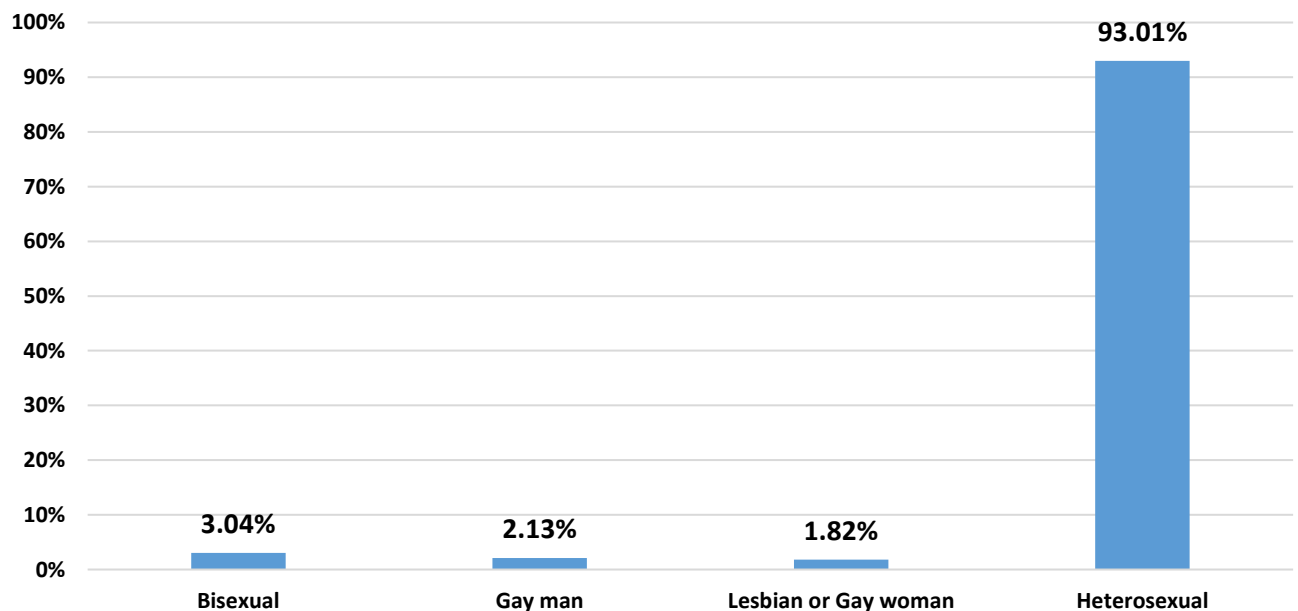
The majority of respondents stated that they were “White or White British” (279). All other ethnicities accounted for a much smaller percentage of respondents.

Religion or belief



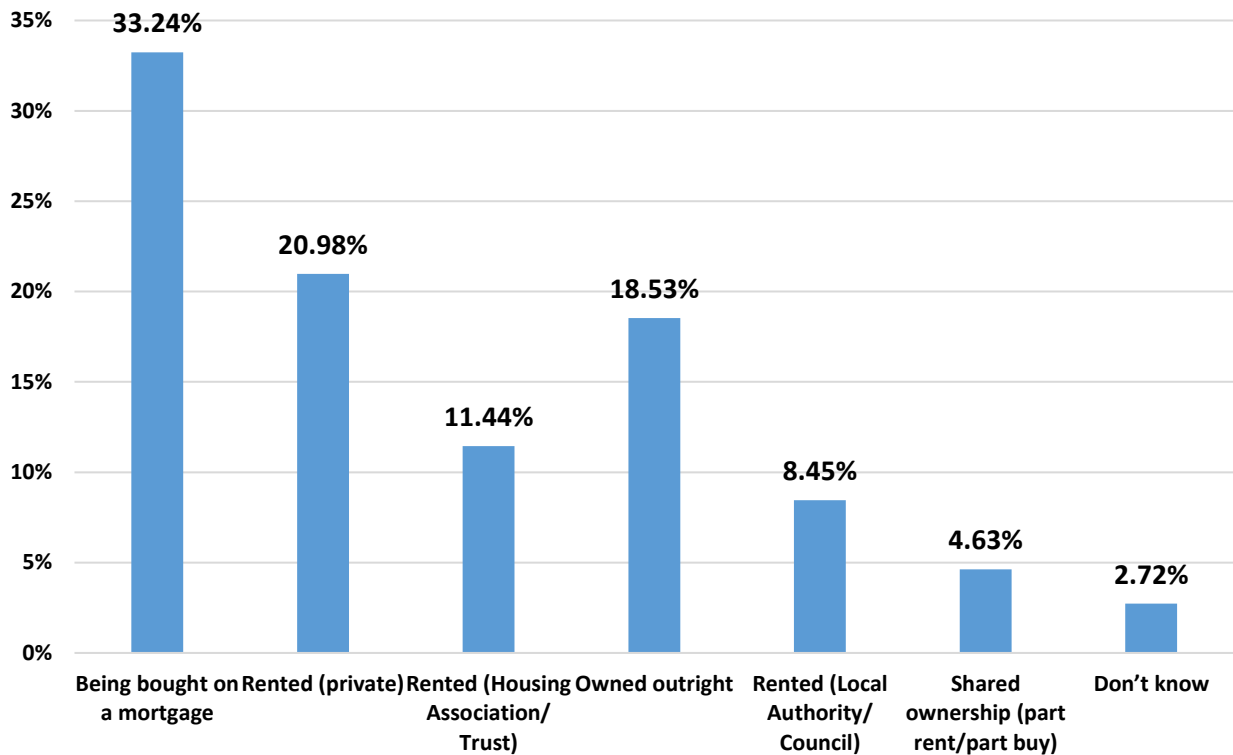
The majority of respondents stated that they are “Atheist/no religious belief” (206). The second highest was “Christian” (88), with all other religions or beliefs accounting for a smaller percentage each.

Sexual Orientation



The majority of respondents stated that they were “heterosexual” (306). All other sexual orientations accounted for a very small percentage.

Housing Tenure



The highest percentage of respondents stated that their housing tenure was “being bought on a mortgage” (122). This was followed by “Rented (private)” (77), “Owned outright” (68), “Rented (HA/Trust)” (42), “Rented (LA/Council)” (31) and “Shared ownership” (17). A very small percentage stated “Don’t know” (10).

Conclusion

There is a clear message among all those who took part in the consultation, that there is an awareness of how much added sugar is put into food and drink, as well as the effects that it can have on us.

The majority of respondents were in agreement of introducing ways to reduce sugar consumption in Hackney, with many wanting to be involved in helping Hackney become a Sugar Smart borough.

No events were held during the consultation, but a launch event will be taking place on 29th November 2017 to help push the campaign borough wide and make people aware of what the Council wants to achieve.

Another consultation next year would enable the Council to reflect on the changes they are trying to make in the borough, to hear people's views on whether the Council is, or has become, a Sugar Smart borough.