



Sugar Smart Students

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Aims

- Research levels of hidden sugar in common meals students eat.
- Take part in the sugar smart event to educate public on hidden sugars.
- To inform and advise public on hidden sugars using blog.



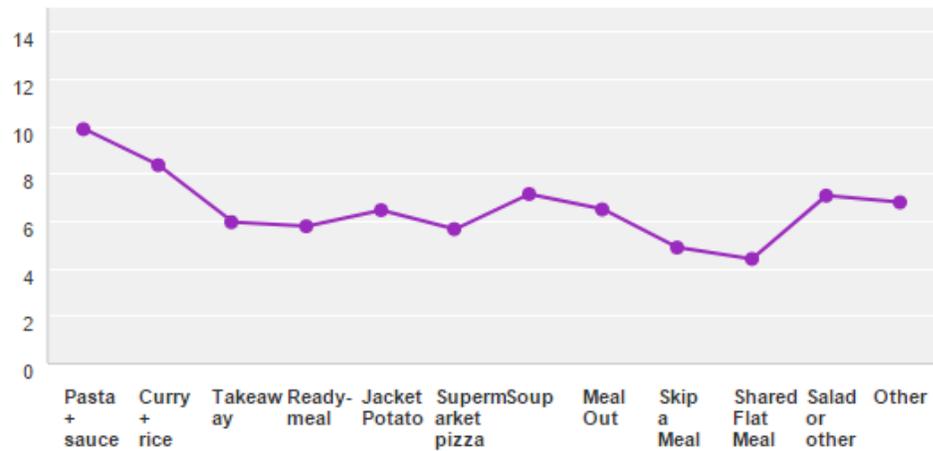
Survey

- Cooking Skills: 13% of students describe themselves as “Learners”
- Meal Choices: “Pasta with a sauce” was the most common student dinner
- Shopping Habits: 45% of students describe themselves as “Planners” and 42% would call themselves “Pay-As-You-Go” shoppers
- Cost: on average, students would spend three-quarters of their weekly budget on their food shop
- The survey was inspired by our interest in the food shopping, cooking habits and meal preferences of students
- Devised an online survey of 10 questions to circulate around the university population via social media for primary data
- The aim was to learn more about the factors which influence students to make healthy or unhealthy eating decisions
- We therefore looked at issues of cost, time, skills, and awareness of nutrition (...are students “SugarSmart”?)

Key Findings

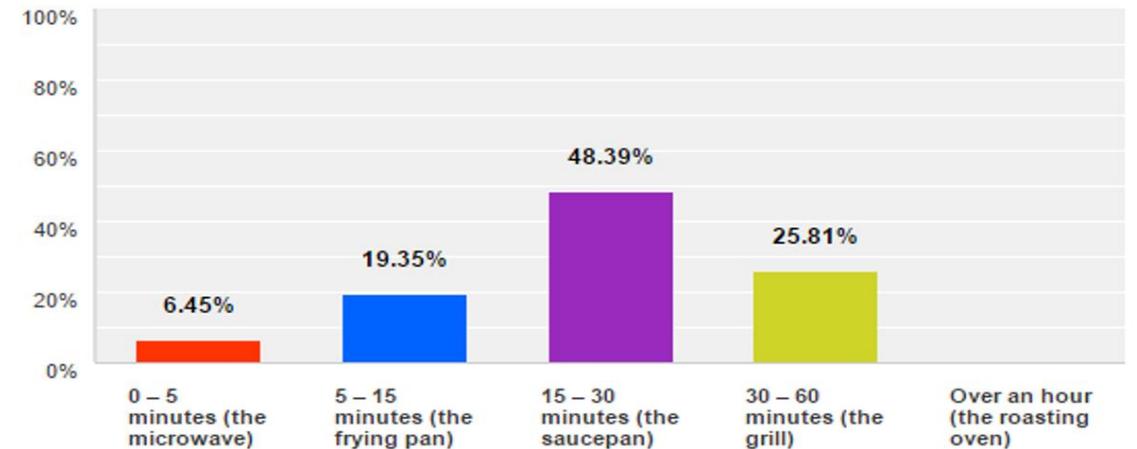
Rank the following meals according to how regularly you eat them at university?

Answered: 31 Skipped: 0



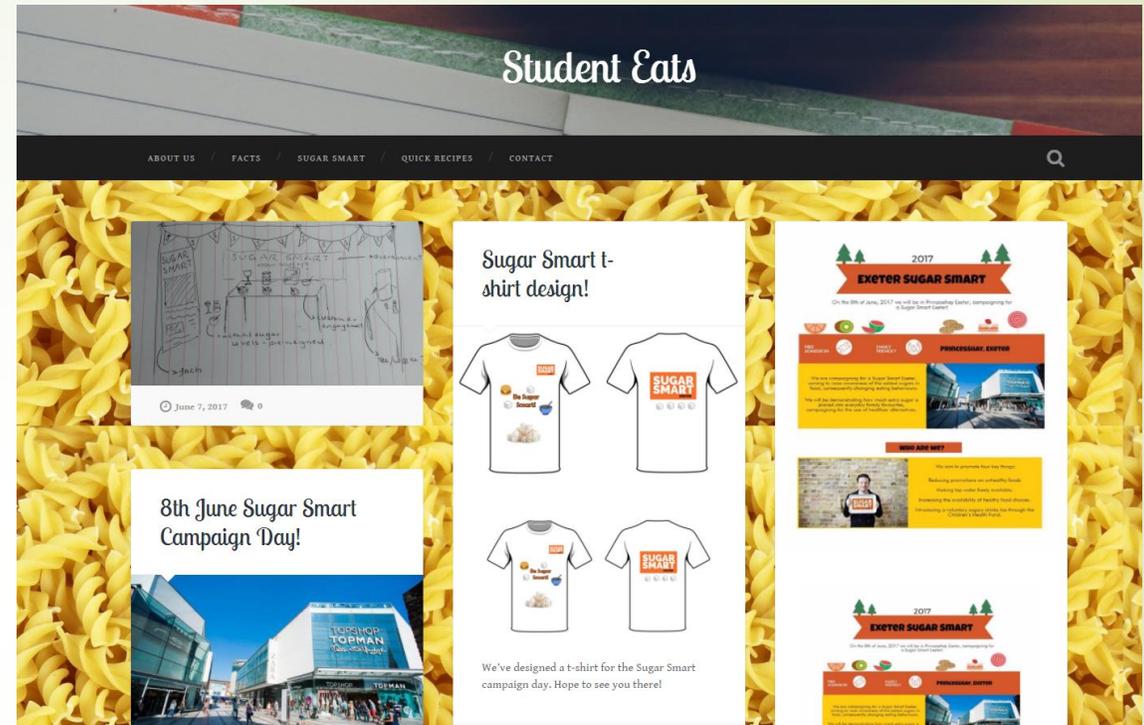
How much time do you typically spend cooking in the kitchen for one meal (a dinner)?

Answered: 31 Skipped: 0



Student Eats

- We tailored our blog to the survey findings: Quick recipes, alternatives to takeaways.
- Used as a central point, promoting the Sugar Smart campaign, and raising awareness.
- Url:
<https://studenteatsnow.wordpress.com/>



Sugar Smart- Princesshay

- **Interactive quiz** – highlight the amount of hidden sugar in food.
- Highlight that we tend to **underestimate** how much sugar is found in savoury foods – including some **'healthy'** foods (e.g. Low fat yoghurt).

How much hidden sugar do you consume?



Recommended daily intake of sugar :



X 6

Juice



X 3



Wine



X 4



Cereal



X 4



Microwave Curry



X 3





Sugar Smart - Princesshay

- Bad **weather** – **quiet, difficult** to set up as we wanted
- But a fairly **good turnout** – we got children do our quiz, members of the public came to see what our campaign was about, and were genuinely surprised to see the hidden amounts of sugar in everyday items.
- Distributed a fair amount of **flyers**, to passers by and local shops.
- Most people were **friendly and supportive** of our cause, and we hope to have made someone take a second look at their sugar consumption.



Problems we faced

- Amount of sugar in products varies between brands.
 - Most students have left campus so not as many people to ask to do the survey.
 - Time constraint means blog is not as extended as we would like.
 - Different guidelines/facts on what's 'healthy'.
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Conclusion

- The public were engaged in the campaign and shocked to discover the amounts of hidden sugars in their favourite foods.
- The main problem with the campaign was the rain!
- More campaigns would be beneficial- in dryer whether!