

Hey Lancashire,

what's in your family's food?



Be Food Smart – Campaign Briefing Note

Background

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'. The Change 4 Life campaign has been created by Public Health England.

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.

Aim of the campaign

Childhood obesity is a growing issue with figures showing that in Lancashire, more than 1 in 5 children start primary school overweight or very overweight, and rising to more than a third by the time they leave.

The long-term aim of the campaign is to reduce the number of children in Lancashire classed as overweight or very overweight on the National Child Measurement Programme (NCMP) by raising awareness of how families can make healthier food and drink choices.

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. This fat around their vital organs can cause weight gain and serious diseases in the future, like heart disease, type 2 diabetes, or even some cancers. Over time, eating too much salt can also raise our blood pressure putting us at risk of heart disease and stroke.

Target audience

The campaign targets parents of primary school aged children (aged 4-11) and schools to encourage them to use the teaching resources and promote the key messages to parents.

Be Food Smart App

The Be Food Smart campaign empowers families to take control of their diet and protect their children from the harmful effects of consuming too much sugar, saturated fat and salt.

A new free Be Food Smart app has been created and 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, new food detective activities for the kids and fun 'mini-missions' for the whole family.

The Be Food Smart app is available from the iTunes store or Google Play - search 'Change4Life' for more information.



Find out by downloading the FREE

Be Food Smart app



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Promoting the campaign

The campaign uses a variety of channels to reach the public, including TV adverts, outdoor and digital adverts, and school teaching resource packs have been distributed to all primary schools in Lancashire on the fruit and veg scheme.

The adverts direct people to a new [Be Food Smart website](#) where people can find out more about the app, what is actually in the food we eat and lots of healthy recipes.

Be Food Smart Roadshow

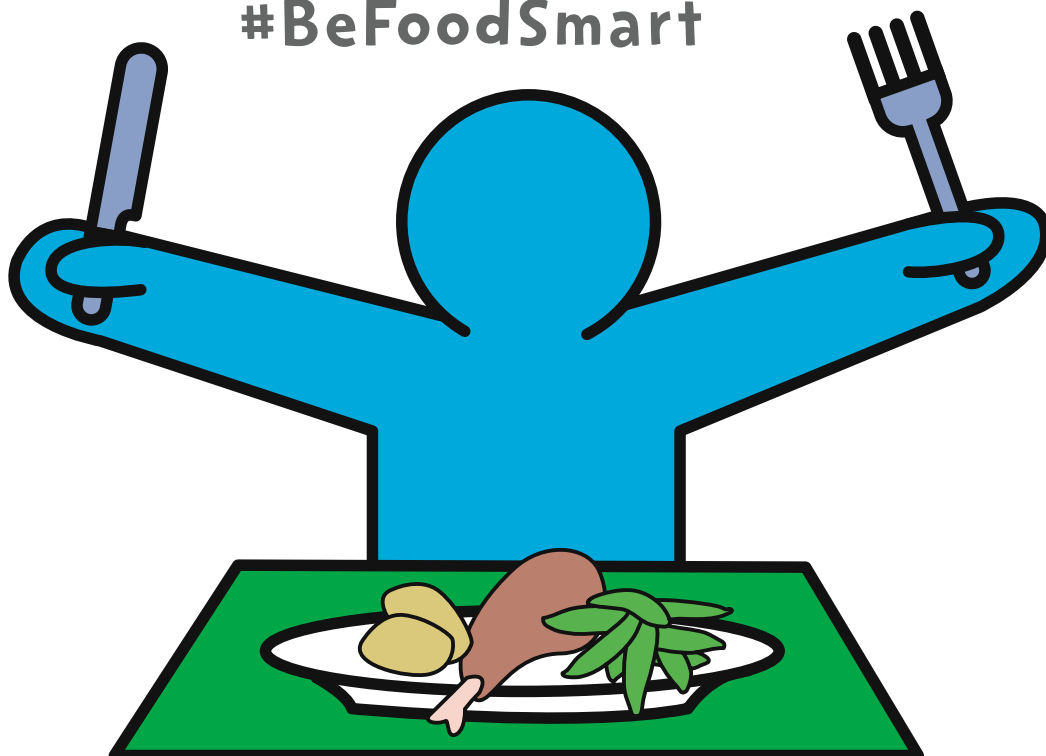
Public Health England will also be holding a Be Food Smart roadshow event in the Fishergate Centre, Preston on Monday 6 and Tuesday 7 February where people can see live demonstrations of the new Be Food Smart app and find out more about the campaign.

How you can help us spread the word

- You can share our campaign messages on Facebook and Twitter - use the #BeFoodSmart hashtag to join in the conversation.
- Find the campaign poster to download, the TV advert and video clips, and images you can share on social media via our [public health campaigns website](#).
- Please encourage people to [visit the website](#) to find out more about the campaign and download the FREE Be Food Smart app from iTunes or Google Play.

It's easy for families to see what's in their food.

#BeFoodSmart



Find out by downloading the FREE Be Food Smart app



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