

# Fizz Free February 2023

Week 1: Launch and Adults

Pledge to #GoFizzFree this February



Birmingham Public Health Division



**BE BOLD BE BIRMINGHAM**



# Background

- The Fizz Free Campaign was developed by Southwark Council in 2018 and was taken forward by Sustain through the Sugar Smart Campaign.
- Birmingham joined the national campaign in 2020 and will be joining again this year.
- Starting on Monday 1st February Birmingham City Council is encouraging citizens, families, and organisations to go Fizz Free for February.



# The campaign

- During the campaign we will be sharing resources on our social media, linked to a theme for each week.
- We want to help you with your fizz free journey but providing you with the right tools and information to get the job done.

## Theme for the week

Week 1	Launch and Adults
Week 2	Children & Young People
Week 3	The Environment and Sustainability
Week 4	Inequality and Diversity

# Why go fizz free this February?

You can save £438 a year if you stopped drinking one bottle of soft drink, per day, for a year

Drinking just one 330ml can of fizzy drink a day could add up to over a stone weight gain per year

Tooth decay is the leading cause for hospitalisation among five to nine year olds in the UK

By committing to going fizz free for the entire month of February it will make easier to cut down on fizzy drinks for the rest of the year

# Week one: adults health

## Adults in Birmingham

- Adult health is key to our city, as it provides stability and shapes the future for our next generation.
- 1.1 million people live in Birmingham and 64% of our population are working age adults.



## Fizzy drink consumption

- The latest National Diet and Nutrition Survey, reported that UK adults consumed an average of 79 g per day of sugar-sweetened soft drinks.

# Fizzy drinks and adults health & wellbeing

- We often think about children's health when it comes to fizzy drinks, but they have similar impacts adults too.
- This is due to their sugar content.
- Fizzy drinks contain a large amount of sugar, e.g. a can of cola can have as much as 7 teaspoons of sugar – more than the recommended daily limit for adults.

## Fizzy drinks are linked to:



# Impact of fizzy drinks on adult obesity

- The sugar in fizzy drinks is a type known as ‘free sugar’.
- These sugars can lead to excess calorie intake and weight gain as they don’t fill you up.
- Obesity can lead to a number of health conditions, including type 2 diabetes and heart disease.



- In Birmingham, 63.5% of adults are classed as overweight or obese.
- The prevalence of diabetes in Birmingham is currently 9.1%.
- Not only do these conditions cost the NHS a large amount of money, but they reduce an individual’s quality of life.

# Impact of fizzy drinks on oral health



Increased consumption of sugary soft drinks is one of the leading cause of the erosion of tooth enamel and dentine.

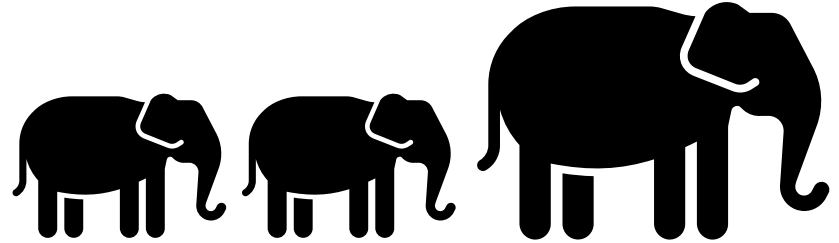
Birmingham adults are particularly at risk of poor dental health. The Adult Dental Health Survey which found:

- 9% of West Midlands adults had no teeth
- Only 4% of Adults in the West Midlands has excellent oral health (6% lower than England)



# Adults as healthy role models

- With nearly 260,000 children in Birmingham, it is important that the adults within our city set the direction and influence future generations.
- If adults take action now and reduce their sugary soft drink consumption, then we can extend the amount of healthy life years we can expect to live.



# Make your pledge

I'm going fizz free  
for all of February!

Make your pledge to [#gofizzfree](#)

Fizz Free February in Birmingham is supported by Birmingham City Council. You can find out more about Fizz Free February at [birmingham.gov.uk/fizzfreefeb](http://birmingham.gov.uk/fizzfreefeb)



Are you ready to #GoFizzFree?

To join in, just pledge to give up fizzy drinks for 28-days and tweet us using #GoFizzFree. You can also let us know you are taking part by signing the pledge sign for Birmingham and using the hashtag #FizzFreeBrum on social media as well.

# Get your workplace and friends involved

- Spread the news of fizz free February with your colleagues and friends. It's the shortest month to go fizz free for after all!
- Download a sponsorship form from [birmingham.gov.uk/fizzfreefeb](http://birmingham.gov.uk/fizzfreefeb)
- There's lot of great charities to donate to such as Diabetes UK and British Heart Foundation.



As part of Fizz Free February I'm pledging to go Fizz Free to raise money for \_\_\_\_\_

Fizz Free February is a national campaign to raise awareness of the damage done by fizzy drinks, especially because of the high sugar content of many drinks and the damage to teeth from the drinks themselves.

I currently drink on average \_\_\_\_\_ cans/bottles of fizzy drinks a day, so it will be a challenge for me and I'd be grateful of your support. You can either support me by sponsoring me for the whole month or per day, although I'm aiming to achieve a full 29 days without fizzy drinks!

To sponsor me please sign up below, if you provide your postcode then the donation will receive gift aid which helps the charity out.

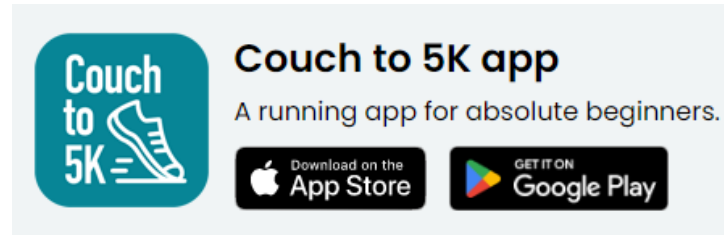
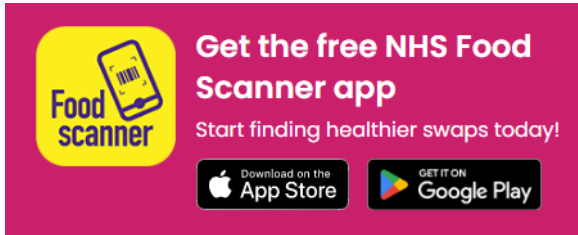
Title	Initial	Surname	House number	Postcode	Sponsor amount	Date paid	Gift Aid

Fizz Free February in Birmingham is supported by Birmingham City Council. You can find out more about Fizz Free February at [birmingham.gov.uk/fizzfreefeb](http://birmingham.gov.uk/fizzfreefeb)



# Resources

- To help you on your fizz free journey, please explore the resources below:
- [Change4Life](#) – Discover healthy swaps, recipes, nutritional advice, top tips and activities to help families stay healthy.
- **NHS Resources** – [Eat well](#) and [Better Health](#) resources available to provide information on getting a healthy, balanced diet.





@BhamCityCouncil



@birminghamcitycouncil



@birminghamcitycouncil



[birmingham.gov.uk](http://birmingham.gov.uk)



**BE BOLD BE BIRMINGHAM**

