

Week 1: Launch and Adults
Pledge to #GoFizzFree this February

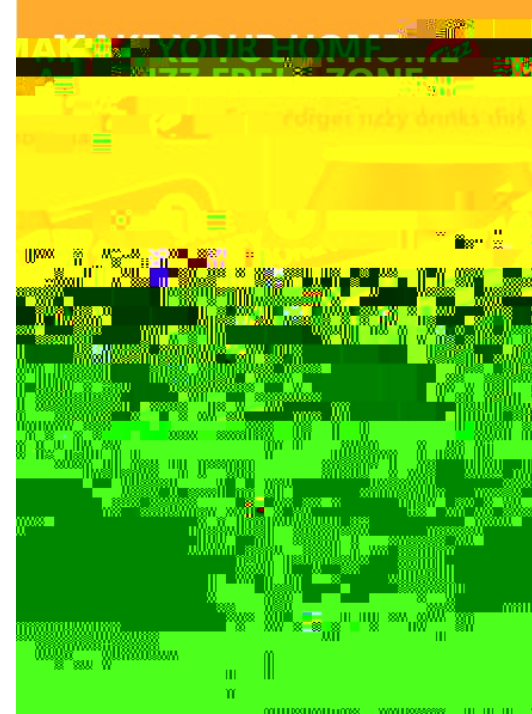
Birmingham Public Health Division



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.

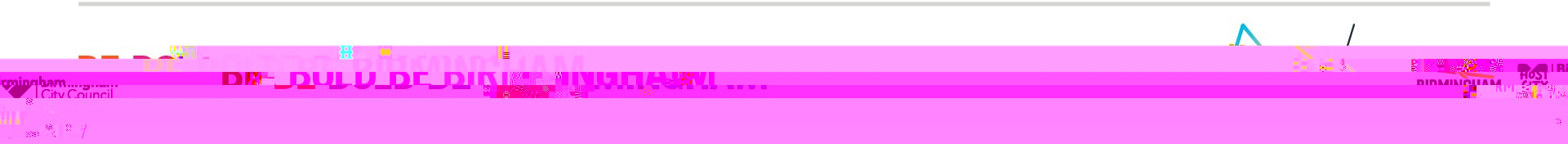
Starting on Monday 1st February Birmingham City Council is encouraging citizens, families, and organisations to go Fizz Free for February.



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.

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



Adult health is key to our city, as it provides stability and shapes the future for our next generation.

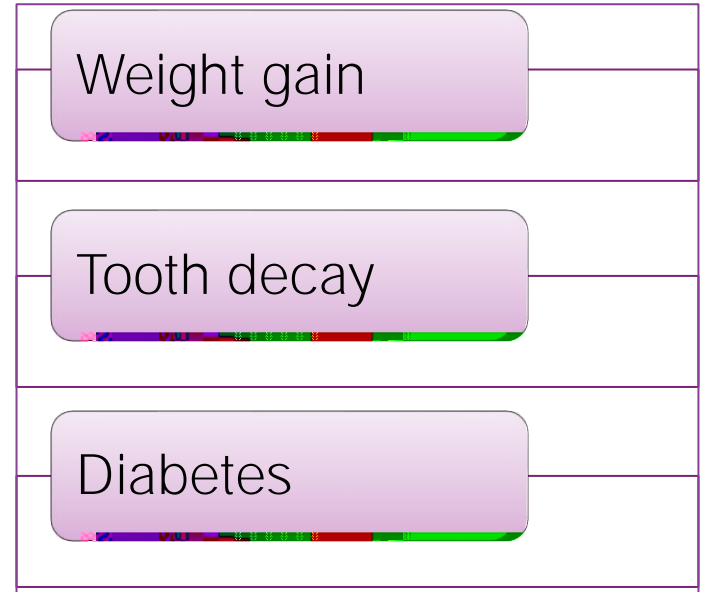
1.1 million people live in Birmingham and 64% of our population are working age adults.



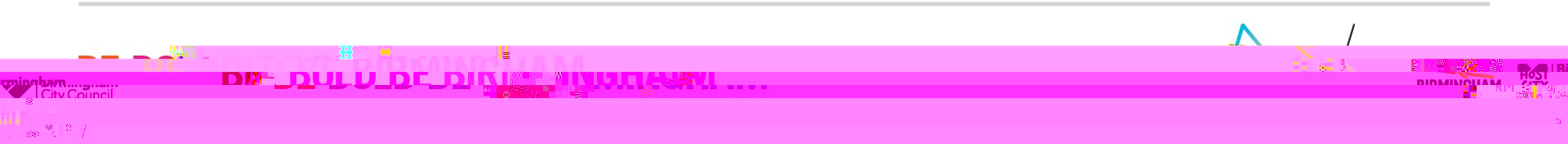
The latest National Diet and Nutrition Survey, reported that UK adults consumed an average of 79 g per day of sugar-sweetened soft drinks.

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.

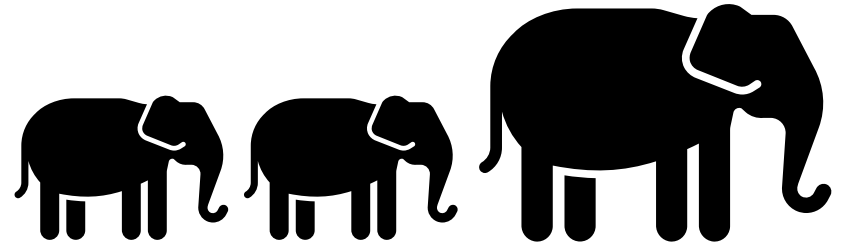


The sugar in fizzy drinks



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.





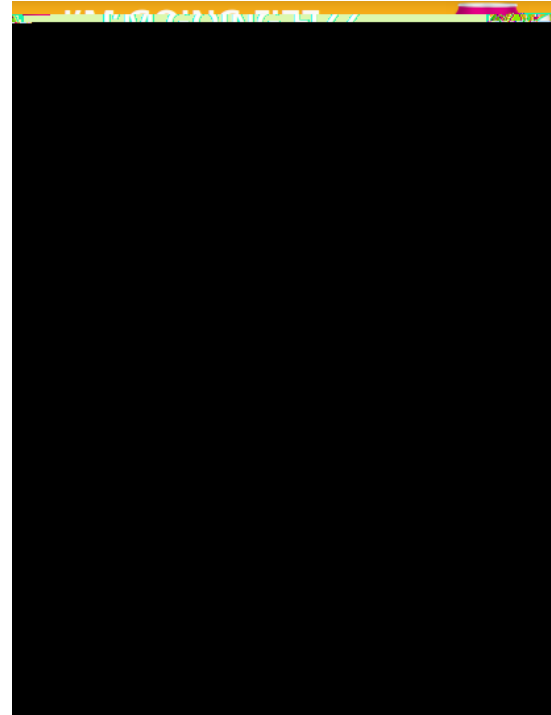
Are you ready to #GoFizzFree?

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.

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

There's lot of great charities to donate to such as Diabetes UK and British Heart Foundation.





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