



*gulp.* *give  
up  
loving  
pop*

**FOOD  
ACTIVE!**



EUROPEAN HEALTHY  
STADIA NETWORK



### What is #GiveUpLovingPop?

Launched in 2015, Give Up Loving Pop or 'GULP' is a campaign from Healthy Stadia's food and nutrition partner [Food Active](#) which aims to raise awareness of the health harms associated with the over-consumption of sugary drinks.

Many people, including children, are aware of the negative impact that sugary drinks have on their teeth, fewer are aware of the link between overconsumption of sugary drinks and weight gain, heart disease and type 2 diabetes.

### GULP seeks to change this.

Working closely with young people, teachers, sports coaches and academics we have developed a series of resources designed specifically for children to help them think about sugary drinks, their effect on health, to learn how to identify sugary drinks and to understand the benefits of water in terms of educational attainment and sporting performance.

Together with these resources we can also offer support, advice and training sessions for teachers, sports coaches and community staff alike.

### Delivery of #GiveUpLovingPop by sports clubs

Delivering health education to children and young people is difficult. But using the power of sport and a club's badge has proven an effective way of engaging children and young people about their health.

Professional sports clubs and their community trusts or charitable foundations are in a prime position to deliver sugary drinks education to children and young people in a variety of settings including:

- in schools (primary + secondary)
- at club / community / stadium facilities
- during spring and summer camps

Coaches from Everton in the Community will be delivering GULP sessions to primary schools across Sefton in Spring 2017.

### Overview



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## Key Stage 2 Toolkit - £295 (12 month license)

The GULP team has developed a PSHE resource for KS2 that provides timely knowledge and skills to young children about the large quantities of sugar found in drinks ranging from flavoured waters, milkshakes and smoothies as well as traditional fizzy drinks.

The toolkit covers dental health, how to spot sugary drinks and informs children of the benefits of drinking water in terms of educational attainment and sporting performance.

A dedicated set of physical activity games have been developed to complement the classroom based activities and are designed to reinforce the GULP messages.

### The Key Stage 2 Toolkit includes:

- Key Stage 2 Teacher Guide
- x3 PowerPoint presentations and lesson plans on:
  - Sugary Drinks
  - How to become a 'Sugar Detective'
  - Hydration and Exercise
- Physical Activity Booklet

An evaluation framework taking the form of a pre- and post-Quiz is also available to track attitudinal and behavioural changes over the course of the lessons.



Above – Children will see first hand the effect sugary drinks can have on teeth



Above – GULP Quiz – forms part of the evaluation process available

## Key Stage 2 Pilot

GULP worked with Much Woolton Catholic Primary School (Liverpool) to test the Key Stage 2 resources with two Year 5 classes (pupils aged 9-10 years old [n=50]).

Three GULP sessions covering sugary drinks, nutrition labels and exercise and hydration were delivered in dedicated PSHE time over three weeks. Attitudinal and behavioural data was captured through a pre- and post-intervention 'Quiz', completed by all students.

### Results:

- 26% of children decreased the number of sugary drinks they consume (self-reported)
- Children were more likely to associate sugary drinks as being 'a treat' post-programme
- 40% of children were more likely to check the nutrition labels of drinks for the sugar content post-programme
- Given the choice between a range of high and low sugar drinks, 36% of children were more likely to choose a healthier option post-programme
- GULP Quiz scores:
  - Pre-programme average = 85%
  - Post-programme average = 92%

Delivering sessions on sugary drinks at KS2 is essential before children become accustomed to the taste of liquid sugar. The GULP sessions were smart, encouraging the children to be inquisitive and question the world around them, but also gave pupils the knowledge and skills to make up their own minds about sugary drinks and what is best for their education and for playing sport.

**Adam Chamberlain**

Teacher, Learning Mentor & PSHE Coordinator  
Much Woolton Primary School, Liverpool



# Key Stage 3 Toolkit - £295 (12 month license)

The GULP Key Stage 3 resources have been designed to expose the sophisticated marketing techniques used by soft drink companies.

This approach has been adopted as soft drink manufacturers attempt to develop loyalty amongst young people, particularly teenagers, through eye-catching visuals, celebrity endorsements, exotic ingredients and unfortunately – sponsorship of sport.

The association between sport and high sugar drinks, including sports and energy drinks, is contributing to a range of problems including obesity and type 2 diabetes, but also affects concentration and mood, and subsequently attainment in school.

## The Key Stage 3 Toolkit includes:

- Key Stage 3 Teacher Guide
- x3 PowerPoint presentations and lesson plans on:
  - Sugary Drinks
  - Sports and Energy Drinks
  - Soft Drinks Marketing and Advertising



Above – Sample slide from one Key Stage 3 PowerPoint presentation



Above – Sample slide from one Key Stage 3 PowerPoint Presentation

## Key Stage 3 Pilot

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Approximately 60 Year 9 students and five teaching staff across five Merseyside schools took part in the testing of the Key Stage 3 resource.

Students completed a pre- and post-intervention survey on consumption habits of various categories of high sugar drinks. Students and teachers also participated in post-programme focus groups to obtain qualitative feedback.

### Results:

- Decline in consumption of high sugar drinks over the course of the delivery period, including traditional soft drinks, sports drinks and energy drinks.

### Feedback:

- Focus groups revealed students and teachers were surprised about the long-term health implications of over-consumption of sugary drinks
- Students felt uncomfortable that they were being targeted by soft drinks companies to make profit.

It is very important to reduce sugary drinks consumption, especially in children and young people. The new GULP resources use a school-based approach which can be very effective in influencing behaviour not just in the young people themselves, but families too, as the messages are often cascaded back to the home. The resources are engaging, informative and interactive.

**Bernadette Lee**

Healthy Eating Officer

School Improvement Liverpool

# GULP Training Programme - £495 (x10 coaches)

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The GULP team can offer a bespoke two hour training package to teachers, sports coaches and community staff that covers:

- Background of GULP
- Health harms of sugary drinks:
  - Tooth decay, obesity, type 2 diabetes, cardiovascular disease and cancers
- Soft drink categories
  - Fizzy drinks, sports drinks, energy drinks, diet and zero drinks, flavoured waters, milkshakes, breakfast drinks, smoothies, concentrated fruit juice and fresh fruit juice
- Nutrition labelling and profiling
- Marketing and advertising strategies of sugary drink companies
- Importance of hydration in terms of educational attainment and sporting performance
- Overview of policy instruments to combat Non-Communicable Diseases including the Sugar Tax
- Overview of the resources
- How to deliver the GULP sessions (KS2 / KS3)

We can also offer a range of support materials including water bottles and leaflets to support delivery of GULP programmes.



Above – GULP Concertina Leaflets



Above – GULP Water Bottles

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[www.healthystadia.eu](http://www.healthystadia.eu)

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