SUGAR AWARENESS WEEK

2026 SUPPORTING ORGANISATIONS

British Society of Paediatric Dentistry
Improving children's oral health

FACULTY OF PUBLIC HEALTH

Blood Pressure UK
Helping you to lower your blood pressure

CHEFS IN SCHOOLS

Children's Food Campaign

SCHOOL FOOD MATTERS

The Caroline Walker Trust
Improving public health through good food

BDA
The Association of UK Dietitians

ASSOCIATION OF DIRECTORS OF PUBLIC HEALTH

FOOD ACT!VE

BDA
British Dental Association

MyNutriWeb
Expert nutrition and health learning

PAN International
Physicians Association for Nutrition

Obesity Action Scotland
Healthy weight for all

FIRST STEPS NUTRITION TRUST

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Everyone deserves to live, work, grow, and play in an environment that supports their health and wellbeing. Yet, persuasive marketing, misleading packaging, and competitive pricing are constantly being used by industry to entice us into buying foods and drinks overloaded with fat, sugar, and salt. This increases the risk of developing serious conditions including type 2 diabetes, obesity, and tooth decay.

We know there is no single solution but we know what works. This includes introducing clearer labelling, tighter advertising restrictions, and holding industry to account for reducing the fat, sugar, and salt added to food during manufacturing. By reducing the appeal, affordability, and accessibility of these unhealthy products and making healthier choices easier and more affordable, we can give everyone the freedom to live a healthier life, for longer.

Association of Directors of Public Health

Blood Pressure UK fully supports Sugar Awareness Week and its call for greater accountability from the food industry. Too much sugar in our diets contributes to obesity, a major risk factor for high blood pressure, heart disease, stroke and kidney disease.

We cannot expect consumers to take all the responsibility when sugary products are so widely available, heavily marketed and often cheaper than healthier alternatives. Food companies must do more to reduce sugar in everyday products, backed by stronger government action to protect public health.

Blood Pressure UK

Industry will push food and drink loaded with sugar, peddling the myth that they are offering us 'healthy options' . Voluntary action won't change this.

Dentists see the damage this does every single day, and we need government to step up.

British Dental Association

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Sugar Awareness Week is a valuable opportunity to think about the amount of sugar in our diets and how the food environment can influence the choices we make. While enjoying foods containing sugar can form part of a balanced diet, consuming too much isn't ideal for our health.

At the BDA, we support action to create healthier food systems and environments that make healthier choices easier and more accessible for everyone.

BDA The Association of UK Dietitians

British Dietetic Association

Sugar Awareness Week is a great moment to highlight that we are often heavily swayed by TV advertisers, manufacturers and a number of other influencers when we make food choices for our children.

This year the campaign asks the important question: 'Who's really influencing the food in your basket?', which is very much welcomed by BSPD. We have been advocating for manufacturers to make the visuals and messages on their packaging clearer, so that busy parents and carers can instantly make informed choices about what to feed their children. There are hidden sugars in everyday foods and drinks, especially those aimed at children and young people, and we know that there is a direct connection between high sugar intake and dental decay in children. With oral health issues being the number one reason why a child aged 5 to 9 ends up in hospital, we have a responsibility to the children in our care to do all we can to prevent this from happening.

This year's message, 'Spot the influence, check the sugar', is something that BSPD will definitely be supporting.

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Chefs in Schools exists to ensure every child has access to nutritious, delicious food in school and an equal chance to build a life-long love of food. School can and should be a place where every child eats well, learns about food and develops the food literacy and confidence to cook and make positive choices for themselves.

But too many children are growing up in an environment where food and food culture is damaging their health and wellbeing. Child health is in crisis, in large part due to a food system stacked toward profit and convenience. School should be a haven from that: a place where children discover how good fresh, scratch-cooked food can taste.

We are proud to support this year's Sugar Awareness Week which is focusing on how the food industry is shaping the food we eat. It's time for the government to hold companies to greater account for improving our health – not undermining it.

Chefs in Schools

People are fed up with big food companies having so much power over the food available to us, while our health too often comes second to their profits. It's a message we've heard loud and clear from citizens through our joint **We're Fed Up** campaign, including young people and parents.

This Sugar Awareness Week, we strongly support the calls for more action to hold companies to account and make healthier food easier for everyone to access.

Children's Food Campaign

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The Caroline Walker Trust is proud to support Sugar Awareness Week 2026 and Action on Salt & Sugar's call for stronger action to tackle excess sugar in our food supply.

The amount of sugar in everyday foods and drinks, combined with misleading marketing and unclear labelling, reflects a food environment that doesn't always make healthy choices easy. We believe the government has a key role to play in addressing this through stronger regulation, clearer food labelling and greater accountability for food manufacturers.

Action is needed to ensure that public health is prioritised in how food is produced, marketed and labelled.

The Caroline Walker Trust

The Caroline Walker Trust
Improving public health through good food

Food Active is proud to support this year's Sugar Awareness Week, calling for greater accountability from the food industry in shaping our diets and driving high levels of sugar consumption.

Sugary foods and drinks are widely available, often low-cost and heavily promoted, all these factors influence the amount of sugar we consume. Excessive sugar intake increases the risk of tooth decay and is associated with a number of chronic health conditions including obesity.

Food and drink companies must be held accountable for the role they play in shaping our food environment. Stronger action is needed to reduce the amount of sugar in products, restrict the promotion of sugary foods and drinks, and make healthier choices easier and more accessible for everyone.

Food Active

FOOD ACT!VE

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The Faculty of Public Health is proud to support Sugar Awareness Week 2026.

Hidden sugars in everyday foods continue to undermine efforts to improve population health and reduce health inequalities. With marketing and labelling often masking the true nutritional quality of products, we urgently need stronger, evidence-based policies to protect people from misleading claims and excessive sugar consumption.

Faculty of Public Health

FACULTY OF PUBLIC HEALTH

Sugar Awareness Week is an important opportunity to shine a light on the powerful influence the food industry has on what we buy and eat.

In Scotland, we are consuming around twice the recommended amount of sugar on average. But our choices don't happen in a vacuum: we are surrounded by marketing and promotions designed to influence what we buy and consume, with children and more deprived communities disproportionately exposed.

The commercial interests of the food industry do not always align with the interests of public health. We support Action on Salt & Sugar's call for greater accountability from industry and action to make healthier choices easier, more affordable and more accessible for everyone. Tackling obesity cannot simply be about asking individuals to make healthier choices while the environment around them makes those choices harder. We need action to create a food environment where healthier options are the easy options for everyone.

Obesity Action Scotland
Healthy weight for all

Obesity Action Scotland

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From advertising to supermarket shelves, the food industry plays a powerful role in shaping what ends up in our baskets. As healthcare professionals, we know that preventing diet-related disease requires more than asking people to make healthier choices.

Food companies must take greater responsibility for how high-sugar products are formulated, marketed and promoted, while policies must support food environments that make healthier, affordable choices accessible to everyone, especially children.

PAN International

PAN International Physicians Association for Nutrition

At School Food Matters, we believe every child deserves access to delicious, nutritious food at school and the opportunity to develop a positive relationship with food from an early age.

Sugar Awareness Week is an important reminder that the food choices available to children are shaped by many factors. Schools can help provide a counterbalance to the influence of the food industry by creating a positive food culture and environment, underpinned by high-quality food education.

The new School Food Standards are a welcome step towards ensuring that children can enjoy school food that supports their health and wellbeing, with tighter limits on foods and drinks high in sugar. This needs to go hand in hand with practical opportunities to learn about food, so that every child can leave school well-informed and equipped to navigate the food environment around them.

School Food Matters

SCHOOL FOOD MATTERS