SUGAR AWARENESS WEEK
2026 SUPPORTERS


Alice Haley


Aliya Porter


Dr Amos Ogunkoya


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Sophie Bertrand


Zoe Griffith

Action on Salt & Sugar

Spot the influence, check the sugar
2nd - 8th November 2026

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I am very pleased to support Action on Salt & Sugar this Sugar Awareness Month. I believe in moderation, and there are many foods that can bring us small pockets of joy, but the reality is that we're now buying everyday items like cereals or yoghurts without realising how high in sugar they actually are.

The healthiest choice is not always the easiest or most accessible one. High-sugar products are widely available at low prices, while nutritious options are far less visible. On top of that, many brands use green colours and health claims that disguise just how high in sugar their products are.

It's confusing for consumers, and it shouldn't be. The public should be able to make an informed choice.



Alice Haley
Associate Regsitered Nutritionist, ANutr



We can all choose to eat sugar, but when it's added to foods in unexpected amounts, that's a problem.

I expect sugar to be in my chocolate, but we don't need as much in our baked beans or cereals for example. And that's before we even start talking about foods marketed to children that seem to have even more sugar added.

Aliya Porter
Registered Nutritionist, RNutr

Action on Salt & Sugar

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As a GP and Sport & Exercise Medicine doctor, I see first-hand how our food environment shapes our health. We often talk about sugar consumption as though it's simply a matter of personal choice, but the reality is far more complicated.

> From the products marketed to children to the hidden sugars in everyday foods, we're constantly navigating an environment that makes healthier choices harder than they should be. Excessive sugar consumption contributes to tooth decay and can increase the risk of obesity and type 2 diabetes, but we cannot expect education and willpower alone to solve a problem that is heavily influenced by the food industry.

We need greater transparency, responsible marketing and policies that make healthier options more accessible and affordable. Ultimately, improving the nation's health shouldn't just be about asking individuals to make better choices. It should be about creating an environment where those choices are easier to make.



Dr Amos Ogunkoya
GP & Sport and Exercise Medicine Doctor

Action on Salt & Sugar

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I welcome Sugar Awareness Week because it asks an important question: who's really influencing the food in our basket? In my 25 years as a dietitian, I've seen how much our choices are shaped by what's available, affordable and promoted. Clear information and a healthier food environment can help people reduce excess sugar without guilt or losing the pleasure of eating. I'm pleased to support a campaign that encourages practical change and shared responsibility.



Azmina Govindji
Regsitered Dietitian, RD

As a busy mum and Registered Nutritionist, I understand how difficult it is to navigate the supermarket isles, the weekly budget, the pester power and the power of marketing and still provide nutritional options children will enjoy.



The reality is that many factors influence what goes into our baskets but by far the biggest influencer is the food industry. We need industry to take greater accountability for improving our health, to protect our children (and parents) from harmful marketing and give us clear honest information that we can all trust. That's why I'm in full support of this campaign and why I've signed the We're Fed Up Campaign.

It's time to stop putting the responsibility on parents to navigate an unhealthy food environment and start holding the food industry accountable for changing it.

Catherine Lippe
Regsitered Nutritionist, RNutr

Action on Salt & Sugar

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The food in our baskets reflects more than personal choice. It's shaped by what's available, affordable, and promoted, and food businesses have a significant influence over all three.

As a food industry nutritionist, I understand the commercial and practical challenges involved in making changes. But I also see real opportunities for businesses to improve the food environment. Industry has a responsibility to use its influence positively with meaningful, measurable progress on reducing sugar, making healthier options more accessible and marketing responsibly.



For me, accountability means turning commitments into lasting changes in what businesses develop, promote, and make affordable. Making healthier choices easier needs to be part of everyday business decisions.

Charlotte Radcliffe
Registered Nutritionist, RNutr

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Sugar Awareness Week is a valuable opportunity to cut through some of the confusion around sugar. We don't need to fear sugar or aim for a completely sugar-free diet, but it's important to recognise how easy it can be to consume more free sugars than we realise. Rather than labelling individual foods as 'good' or 'bad', I encourage people to look at the bigger picture. Building meals around fibre-rich wholegrains, fruit and vegetables, protein and healthy fats can naturally reduce our reliance on foods high in added sugars, while supporting steadier energy and overall health.



Our food environment also plays an important role, which is why clearer information and healthier, accessible choices matter. The goal should be to help people feel informed and empowered to make realistic, sustainable changes.

Eli Brecher
Registered Associate Nutritionist (ANutr)

We are surrounded by messages that can shape what we buy and eat. For South Asian communities, this can be particularly important as culturally familiar foods, drinks and snacks are increasingly marketed in ways that can influence everyday choices. While individuals can make informed decisions and check labels for sugar, creating a healthier food environment cannot be the responsibility of consumers alone. Food companies have an important role to play in reducing the promotion of high-sugar products and making healthier, culturally relevant choices more affordable, accessible and appealing.

We need an environment where the healthier choice is not only possible, but the easier choice.



Fareeha Jay
Registered Dietitian (RD)

Action on Salt & Sugar

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Sugar doesn't need to be demonised, but we should be more aware of where our intake is coming from.

It's easy to consume more free sugar than we realise through everyday foods and drinks, particularly sugary drinks, confectionery, desserts and some seemingly healthy products. Rather than trying to cut out sugar completely, a more realistic approach is to reduce the foods and drinks that provide lots of sugar but little nutritional value, while focusing on a varied diet based around whole foods. Small changes, such as choosing water or unsweetened drinks more often and keeping sweet treats as an occasional part of the diet, can make a meaningful difference over time.

With the new school food standards in place, it’s great to finally see that school menus will shift towards fresher, healthier options. Education and awareness is power and as a registered nutritionist every child deserves to be served a varied balanced diet and I am proud to support Sugar Awareness Week



Gopi Chandratheva
Registered Nutritionist, RNutr

Action on Salt & Sugar

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Even with a nutrition degree, I can find the toddler snack aisle overwhelming. As a mum of two young boys, I know how challenging it can be to balance convenience, cost and nutrition while navigating colourful packaging, popular characters and marketing claims.



Too often, products marketed to young children can appear healthier than they really are, particularly when it comes to sugar content. Parents deserve clear, honest information so they can make informed choices, and they shouldn't need expert knowledge to work out what's really going into their shopping basket.

Dr Kathy Redfern
Registered Nutritionist, RNutr

The food we buy is shaped by many influences, which is why clear, trusted information is so valuable.

Action on Salt & Sugar helps the public and health professionals understand what's in everyday foods, so every choice can be an informed one. I'm delighted to support Sugar Awareness Week and its mission to put that knowledge in everyone's hands



Laura Matthews
Registered Nutritionist, RNutr

Action on Salt & Sugar

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Food industry messaging can be very persuasive, making it easy to believe we're making healthier choices than we really are. It's easy to eat more free sugars than we realise. The food environment that surrounds us, shapes us. From food industry advertising and sports sponsorship to social media posts and celebrity influencers, we're constantly exposed to messages that can influence what we eat. That's why improving our food environment is so important. We need to make it easier for everyone to access and choose foods that genuinely support their health.



I fully support the work of Action on Salt & Sugar in raising awareness on who might be influencing the foods we eat. We need effective policies that make healthier diets easier to achieve and ensure that food companies are held more accountable for their role in improving public health.

Dr Laura Wyness
Registered Nutritionist, RNutr

In clinic, I see every day how early food experiences shape a child's relationship with eating for years to come. Families want to do the right thing, but they're up against marketing budgets they can't compete with. Holding industry accountable through reformulation, fairer pricing and responsible marketing isn't about removing choice. It's about making the healthier choice the easy one



Lucy Upton
Registered Dietitian, Paediatrics, RD

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Healthy eating isn't simply about willpower or individual choice. Our food decisions are heavily influenced by what's available, affordable, promoted and placed in front of us every day. As a dietitian and mum of two, I believe families deserve a food environment that makes healthier choices easier, not harder.

We need greater transparency, responsible marketing and meaningful action from the food industry. This isn't about demonising sugar or suggesting we should never enjoy a sweet treat. It's about reducing excessive free-sugar intake, empowering people to understand food labels and ensuring that the responsibility for healthier diets doesn't fall solely on consumers. Real change requires both informed choices and an industry that supports them

Nichola Ludlam-Raine
Specialist Registered Dietitian, RD



Penelope Henderson
Registered Nutritionist (RNutr)

Sugar Awareness Week is a great opportunity to think about the amount of sugar in the foods we eat, without making sugar something to fear. Added sugars aren't always obvious and can be found in foods we might not expect, which can make them difficult to spot. Rather than focusing on restriction or trying to get it 'perfect', small, realistic changes can make a difference. Becoming more aware of what's in the foods we buy and making simple swaps where we can is a much more achievable approach for families. It's about awareness, not perfection.

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As a specialist eating disorder dietitian and mum to six kids, I'm not anti-sugar. I spend a lot of my time helping people unpick fear around food, and sugar is often right at the top of that list. Sugar has a place in a balanced, enjoyable way of eating, and cutting it out completely often backfires.



So instead, what I'm passionate about is people having real awareness about their food, and real choice without fear. Right now, sugar is hidden in so many everyday foods, and the cheapest, easiest options to access are often the sweetest. That's a food industry and environment problem.

We need to empower people to make choices that feel good, without guilt or panic, and to enjoy sugar in a balanced way without seeing it as naughty

Priya Tew
Specialist Dietitian in Eating Disorders, RD

Action on Salt & Sugar

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We know that too much sugar can have a negative impact on our health, yet reducing our intake isn't always as straightforward as simply making healthier choices. The foods available to us, how they're marketed and what we can afford all play a significant role in shaping our diets.

It's important that we don't demonise sugar or suggest that it's something we need to eliminate entirely. However, we do need to take excessive free sugar consumption seriously, particularly when it comes to protecting children's health and establishing healthy eating habits from a young age.

Children are especially vulnerable to food marketing, and we cannot expect parents to navigate these challenges alone. The food industry has a responsibility to prioritise public health, while the government has an important role to play in ensuring nutritious options are affordable, accessible and appealing.



We all have a role to play in creating a healthier food environment, and protecting the health of future generations must be at the heart of that.

Rhiannon Lambert
Registered Nutritionist, Author and Co-Host of The Wellness Scoop

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As a mum and a nutritionist, I don't believe reducing sugar is about fear, restriction or expecting individuals to simply 'make better choices'. The food environment we live in has a huge influence on what ends up in our baskets and making healthier choices shouldn't require hours of label-reading or willpower.

For individuals, small changes can make a meaningful difference: choose water or unsweetened drinks more often, look for lower-sugar options when buying everyday foods, and build meals around protein, fibre and minimally processed foods to help keep energy and appetite more balanced. But we also need to look beyond the individual.

Reducing excess sugar across our food supply is about making healthier choices easier, more accessible and more affordable. We all have a role to play, but meaningful change also requires greater accountability from the food industry. The more awareness we raise, the better educated we can expect people to become. There is power in knowledge.

Sophie Bertrand
Registered Nutritionist, RNutr

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I am proud to be supporting Sugar Awareness Week again this year. As a Registered Nutritionist, I know that reducing our sugar intake is important for our health yet both adults and children continue to consume too much sugar. It can be difficult to make healthier choices when sugary foods and drinks are so widely available, affordable and heavily marketed.

Our diets are shaped by the food environment around us and the food industry has a significant role in influencing what ends up in our shopping baskets.



I'm delighted to support Action on Salt & Sugar in calling for meaningful change to help make healthier choices the easier choices.

Zoe Griffith
Registered Nutritionist, RNutr

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