

SAFE Sugar Project



Safe Food Advocacy Europe

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Call for best practice on
Healthy and sustainable
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With the support of the Ministry of Education of the Federation Wallonia-Brussels, **SAFE** has launched **training courses** for children, teenagers and adults to **raise awareness on the health risks of excessive sugar intake**. These workshops have primarily been implemented in Belgian schools before being spread out across the EU (Italy, Germany, etc.).

The **Sugar Project** campaign educates the general public about the excessive quantity of sugar consumed daily and about its consequences on **Public Health**. SAFE encourages consumers to reduce their sugar intake, hence improving their health.

The project aims at reaching the following objectives:

- **Educating** the general public about sugar consumption;
- **Raising awareness** about sugar quantities in food and sugar-related diseases;
- **Identifying accessible & appropriate resources** (online tools, etc.) offering useful knowledge to reduce sugar consumption.

From **September 2016** until **today**...

...**90 workshops** were conducted,
...**120 classes** in 20 different schools in **Belgium** were taught,
...**2.500 children and teenagers** aged 8 to 18 years old benefited from the training, as well as more than 60 parents and more than 120 teachers, headmasters, educators and government officers.

Overall, the workshops obtained a grade of **4.4 out of 5** among Belgian teachers.

The trainings will now be disseminated to **10 EU members states** (IT, DE, PL, GR, BE, GB, IR, BU, ES, NL, PO) through the '*Tackling Adolescent Obesity*' Erasmus + project coordinated by SAFE

"Désucrez-vous! Du sucre, oui, mais pas trop" (*Campaign slogan*)

Consumers learned about the importance of reading food labels. Getting to consumers through younger generations has proven successful as habits are starting to change.