



# Birmingham City Council

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26 January 2021

Dear Headteacher

## **Birmingham Fizz Free February 2021**

This February Birmingham City Council will again be joining the national campaign to go Fizz Free in February. I am writing to you to ask you to join us in this campaign and support your staff, pupils, and their families within your school to go Fizz Free in February.

Fizzy drinks are the largest single source of sugar for children aged 11-18, and they provide an average of 29% of daily sugar intake. Rates of obesity in Birmingham are higher than in the West Midlands and England, and around a quarter of our children (10-11yrs) and just under two-thirds of adults in the city are carrying excess weight.

Fizzy drinks are also associated with dental decay. Sugars in food and drinks play a major role in the development of dental caries. Bacteria within the plaque use the sugar as energy and release acid as a waste product, which gradually dissolves the enamel in the teeth. Over a quarter of five-year olds and a third of twelve-year olds have visible signs of dental decay, and over 140 children have been admitted to hospital over the last three years with dental caries in the city.

Cutting out fizzy drinks is an easy way to reduce sugar intake and make a considerable healthy diet change. By encouraging staff, pupils and their families to commit to going fizz free for the entire month of February will make it easier for them to cut down on fizzy drinks for the rest of the year.

We have provided a series of posters and digital resources to help you promote the campaign on site and online; as well as some example tweets and social media content. All campaign resources can be found here: [www.birmingham.gov.uk/fizzfreefeb](http://www.birmingham.gov.uk/fizzfreefeb). These align with the national materials and there are also 'star charts' to help support families to take part.

We ask that during the campaign you use the hashtags **#gofizzfree** and **#FizzFreeBrum** to help us track engagement and participation in social media.

I hope that you will help us make a powerful statement this February to improve the health of the city.

Yours sincerely

A handwritten signature in blue ink that reads "P. A. Hamilton". The signature is written in a cursive style with a large initial "P".

**Councillor Paulette Hamilton**  
**Cabinet Member for Health and Adult Social Care**  
**Vice Chair LGA Community Wellbeing Board**  
**Chair of Birmingham Health and Wellbeing Board**