

# Fizz Free February

Guidance for communication  
campaign

# Welcome to Fizz Free February!

If you are thinking of running a Fizz Free February campaign here is some information about resources and how to use them to help you on your way!

## In this guidance you will find

- Background about the **Purpose of the campaign**
- Some **Messaging ideas**, including health-related messages and call-to-action messages
- Information about digital **Graphic files** you can use across your promotion
- Details about how to use a **Customisable poster** and **Chart for schools**
- A **template press release**



## Purpose of the campaign

The idea of the campaign is to get children and adults to give up all fizzy drinks during February in order to reduce their sugar intake, lose weight, save money and keep their teeth.

Our experience in 2018 is that the message resonates extremely well on social media. You can help prompt behaviour change by setting up an online pledge form and asking people to go Fizz Free and follow up to see if they stuck to their pledge!

# Messaging ideas

You can come up with your own messaging. Here are some of our ideas.

## Some health-related facts

- You can save £438 a year if you stopped drinking one bottle of soft drink, per day for a year. Source: [GULP](#).
- Drinking just one 330ml can of fizzy drink a day could add up to over a stone weight gain per year. Source: [GULP](#).
- Tooth decay is the leading cause for hospitalisation among five to nine year olds in the UK, with 26,000 children being hospitalised each year due to tooth decay – in other words, 500 each week. Source: [Action on Sugar](#).

## Call-to-action messages

Here are some ideas for messaging. If you set up your own pledge form some messages should directly ask people to pledge.

- Make your home a fizz free zone #gofizzfree
- Forget fizzy drinks this February #gofizzfree
- Could you go a whole month without fizzy drinks? Take the Fizz Free February challenge! #gofizzfree
- Pledge to #gofizzfree this February
- Save money, lose weight and keep your teeth! #gofizzfree this February

**Please use the #gofizzfree hashtag across any social media messages.**

**In web copy please mention that the campaign was first launched by Southwark Council in 2018.**

# Graphics files

All graphics files can be requested by emailing [justin.ashworth@southwark.gov.uk](mailto:justin.ashworth@southwark.gov.uk) and the files will be available for download on the website in due course. All files are free to use.

## The Fizz Free can

This is a centrepiece of the campaign and should be used as a primary image.



More can images are available in the files.

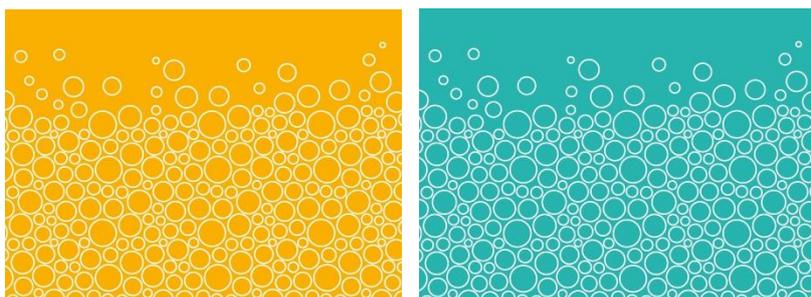
## Child-friendly graphics

The child-friendly graphics depict the three key messages of staying healthy, saving money and keeping your teeth.



## Background graphics

Background, bubble-inspired images are also available. More background images are available.



# Customisable poster



Hi-res PDF files and Indesign files are available for A4 posters.

The customisable poster has some locked-down graphics, and an editable bottom strip for your own logo and call to action.

An example of the poster with call-to action and logo added is included below.



# Chart for schools and children

A PowerPoint chart is available for schools and children. Children can tick-off every day they keep to their Fizz Free pledge. This can be customised as much as you like. There is space to add your own logo in the top left hand corner.

**FIZZ FREE FEBRUARY**
**2019**

**FORGET FIZZY DRINKS THIS FEBRUARY!**  
Tick every day you stay away from fizzy drinks

				Friday 1 <sup>st</sup>	Saturday 2 <sup>nd</sup>	Sunday 3 <sup>rd</sup>
Monday 4 <sup>th</sup>	Tuesday 5 <sup>th</sup>	Wednesday 6 <sup>th</sup>	Thursday 7 <sup>th</sup>	Friday 8 <sup>th</sup>	Saturday 9 <sup>th</sup>	Sunday 10 <sup>th</sup>
Monday 11 <sup>th</sup>	Tuesday 12 <sup>th</sup>	Wednesday 13 <sup>th</sup>	Thursday 14 <sup>th</sup>	Friday 15 <sup>th</sup>	Saturday 16 <sup>th</sup>	Sunday 17 <sup>th</sup>
Monday 18 <sup>th</sup>	Tuesday 19 <sup>th</sup>	Wednesday 20 <sup>th</sup>	Thursday 21 <sup>st</sup>	Friday 22 <sup>nd</sup>	Saturday 23 <sup>rd</sup>	Sunday 25 <sup>th</sup>
Monday 25 <sup>th</sup>	Tuesday 26 <sup>th</sup>	Wednesday 27 <sup>th</sup>	Thursday 28 <sup>th</sup>			



Your name:   
 Your school:





Congratulations!  
You made it  
through the whole  
month!

# Template press release

## Are you ready for Fizz Free February?

Fizz Free February is coming to [LOCATION] for the first time, will you be making the pledge to #gofizzfree?

Friday 1 February marks the start of Fizz Free February meaning it's time to ditch sugary drinks for 28 days.

Launched by Southwark Council in 2018, Fizz Free February is a great way to reduce your sugar intake by cutting out fizzy drinks. By going fizz free for all of February, it can help you on your way to drinking less sugary drinks for the rest of the year too.

Through this campaign, [ORGANISATION] aims to raise awareness of the health implications of drinking fizzy drinks which often contain high amounts of sugar. Latest data Public Health England on the nation's diet shows that sugar now makes up 13.5% of 4 to 10 year-olds and 14.1% of teenagers daily calorie intake respectively, while the official recommendation is to limit sugar to no more than 5%<sup>1</sup>.

[LOCAL OBESITY DATA/ LOCAL MESSAGES]

To join in, just pledge to give up fizzy drinks for 28-days and tweet us using #gofizzfree. You can also take part by signing up on [our website](#).

### The hard truth about soft drinks:

- You can save £438 a year if you stopped drinking one bottle of soft drink, per day for a year<sup>2</sup>
- Drinking just one 330ml can of fizzy drink a day could add up to over a stone weight gain per year<sup>3</sup>
- Tooth decay is the leading cause for hospitalisation among 5-9 year olds in the UK, with 26,000 children being hospitalised each year due to tooth decay – in other words, 500 each week<sup>4</sup>

For more reasons why you should quit fizzy drinks visit [the Fizz Free February website](#).

**Cllr Evelyn Akoto, Southwark Council cabinet member for community safety and public health said:** "I am so pleased that Fizz Free February is reaching other parts of the country. It is a fantastic way to cut down on sugar and make positive changes. Good luck to everyone going fizz free this February!"

### Notes to editor

- Fizz Free February is an initiative launched by Southwark Council in 2018 in response to child and adult obesity rates in the borough. Fizzy drinks are often high in sugar, a significant factor in weight gain.

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<sup>1</sup> <https://www.gov.uk/government/news/phe-publishes-latest-data-on-nations-diet>

<sup>2</sup> GULP-based on £1.20 per bottle at 365 days

<sup>3</sup> GULP

## Using this press release locally

- This press release is just a guide can be amended to suit your local audiences and how you plan to run the campaign.
- Either in the body of the text or in the notes to editor please reference that the campaign was founded by Southwark Council.

