

# MAYbe Less Sugar

## Partnership charter

### Project

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Inspired by the "Dry January" campaign, *MAYbe Less Sugar* encourages people to experiment with reducing or even eliminating added sugars from the food and drinks they consume for a month.

The role of added sugars in the epidemic of obesity and non-communicable diseases such as type 2 diabetes has been clearly established. However, Switzerland has been slow to adopt structural measures, which have proven effective in other countries in helping individuals make healthier choices. In addition, added sugars and their effects on health remain poorly understood by the general public.

To complement and promote structural-level actions, *MAYbe Less Sugar* empowers individuals to develop health literacy and explore alternatives to products containing added sugars.

### Vision

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Regardless of socio-economic status, living environment or health condition, everyone should have access to the right setting that supports positive choices in terms of wellbeing. People should be aware of what added sugars are, understand their impact on their body and their health, and have the means to identify and choose products that do not contain them.

### Objectives

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*MAYbe Less Sugar* aims to provide people with the opportunity to experiment with reducing or eliminating added sugars altogether from their diet for a month. *MAYbe Less Sugar* aims to :

- Enhance health literacy
- Increase knowledge on added sugars and their health effects
- Enable individuals identify beverages and foods containing added sugars
- Explore and experiment with alternative products

This action focuses on the following strategic areas:

- Preventing non-communicable diseases by providing quality information and tools regarding the added sugar consumption
- Deploy large-scale community action through partnerships with the various sectors and settings involved, as well as representatives of target groups, to reach the people most concerned and act on health inequalities.
- Promoting empowerment and the adoption of healthier lifestyles
- Placing sugar at the heart of the public and political discussions while advocating for structural measures that support healthier choices.

## Partner Commitments

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*MAYbe Less Sugar* is managed by diabètevaud in collaboration with Unisanté's Department of Health Promotion and Prevention (DPSP). It is designed as participatory project, in which any organization or individual who shares the project's vision and objectives can take involved.

Individuals and organizations involved in *MAYbe Less Sugar* commit to upholding its vision and contributing to the achievement of its objectives.

In particular :

- Refrain from developing or promoting, under the framework of this project, beverages and/or food products with reduced added sugar or those that substitute sugar with artificial sweeteners. No to half measures.
- Communicate in a positive and respectful manner, using information and material from the official [www.maybeless-sugar.ch](http://www.maybeless-sugar.ch) website. Avoiding any messaging placing sole responsibility for added sugar consumption on individuals will help avoid unfair and unproductive guilt-tripping.
- Prioritize actions, communications and measures designed to strengthen health equity, with a particular focus on those most affected by health risks associated with added sugar consumption, such as individuals from lower socio-economic and/or educational backgrounds.
- Work collaboratively to develop shared, coordinated and consensus-driven solutions, in a spirit of solidarity and shared expertise.
- Refrain from developing a similar initiative or project or project during the period of the action.

*MAYbe Less Sugar's* financial partners, funders, ambassadors and influencers agree to respect the provisions of this charter in all communications or actions related to this project.

Diabètevaud – November 2022