GULP Campaign – Giving up loving pop

Giving up loving pop (GULP) is a campaign that was launched in 2015 and aims to raise awareness of the health harms associated with the over-consumption of sugary drinks.

Working closely with young people, teachers, sports coaches and academics, they have developed a series of resources designed specifically for children to help them think about sugary drinks, their effect on health, to learn how to identify sugary drinks and to understand the benefits of water in terms of educational attainment and sporting performance.

Various materials were developed, including toolkits and resources for the different stages of the campaign.