Rethink Your Drink Campaign
DRINK WATER WEEK

The Countywide Rethink Your Drink Educational Campaign is an opportunity to educate your networks and supporters on the harmful effects of consuming sugar-sweetened beverages and healthier beverage options.

Drink Water Week runs from May 4-10, 2014, and HEAL-SLO is asking employers, hospitals and healthcare institutions, schools and daycare centers, municipalities and health departments to promote Drinking Water Week and help San Luis Obispo County make healthy beverage choices.
Rethink Your Drink Educational Messages:
Sugary Beverages by the numbers

The number of gallons of soda and other sugary beverages the average American consumes annually. ¹

According to one study, the increased chance of a child becoming obese with each additional 12-ounce serving of soda each day. ²

Just one sugar-sweetened beverage per day increases an adult’s risk of becoming overweight by 27% ³

The amount of all weight gained by the US population between 1977 and 2007 that can be attributed to sugary beverage consumption. ⁴

The average number of teaspoons of sugar found in a typical 20-ounce soda, along with an upwards of 240 calories. ⁵

Sugary drinks (soda, energy, sports drinks) are the top calorie source in teens’ diets (226 calories per day), beating out pizza (213 calories per day)⁶

The increase in likelihood in developing type 2 diabetes for people who drink 1-to-2 sugary drinks per day. ⁷

The percent of increased risk for developing gout if consuming one sugary drink per day. ⁸
The amount (in billions) that California spends on obesity. 9

Effective Messaging

The beverage industry would have you believe that drinking sugary beverages can be offset by exercising more, but the average person does not exercise enough to compensate for the number of calories being consumed in SSBs. For example, a 160-pound person would have to walk approximately

- 3.3 miles to burn off a 240-calories, 20-oz. soda
- 2.5 miles to burn off a 200-calories, 32-oz. sports drink
- 4.6 miles to burn off a 370 calories, 40-oz. (large) lemonade
- 4.5 miles to burn off a 360-calorie, 23-oz sweetened tea.

In San Luis Obispo, you’d have to hike up and down Bishop’s Peak to burn off one 20-oz soda!!

Now that you know how much difference a drink can make, here are some ways to make smart beverage choices.

- Choose water, diet, or low-calorie beverages instead of sugar-sweetened beverages.
- For a quick, easy, and inexpensive thirst-quencher, carry a water bottle and refill it throughout the day.
- Don’t “stock the fridge” with sugar-sweetened beverages. Instead keep a jug or bottles of cold water in the fridge.
- Serve water with meals.
- Make water more exciting by adding slices of lemon, lime, cucumber, or watermelon, or drink sparkling water.
- Add a splash of 100% juice to plain sparkling water for a refreshing, low-calorie drink.
- When you do opt for a sugar-sweetened beverage, go for the small size. Some companies are now selling 8-oz cans and bottles of soda, which contain about 100 calories.
- Be a role model for your friends and family by choosing healthy, low-calorie beverages.

Environments matter too!
Use MAPPS (Media, Access, Point-of-Purchase, Price, and Social Support) strategies to make healthy choices the easiest and most affordable choices where you live, work, learn, and play. For example:

- Put healthier choices at eye level in your workplace coolers and cafeterias
- Offer discounts on healthy beverage choices and raise prices on unhealthy choices
- Implement an excise tax on sugar-sweetened beverages to discourage consumption
- Increase educational signage near vending machines, cafeterias, and coolers to help people identify the healthiest options
- Provide only healthy drinks during meetings and conferences
- Provide free tap water to community residents and clients
- Create a social environment that supports healthy choices.

**Rethink Your Drink Social Media Messages:**

**Primary Campaign Hashtags:** #DrinkWaterWeekHEALSLO #RethinkYourDrinkSLO

**Other Hashtags:** #SwapWaterforSoda  #EverySipCounts

**Update your friends:**
- Water week events
- Facts about sugar-sweetened beverages
- The importance of drinking water

**Tell your followers:**
- How your drinking water challenge is going
- Sugary beverage facts
- Strategies to increase water consumption.

**Post pictures:**
- Flavored water recipes
- How you promote drinking water
- How the community encourages drinking water
Bring Your Water Bottle to Work Week

Event Breakdown

Target Audience: Work sites/hospitals/schools

Objectives:
- Motivate employees to drink more water
- Educate employees on health benefits of drinking more water
- Educate employees on making healthier beverage choices
- Create a work environment that supports healthy choices.

Description: On average, employees spend almost half their waking hours working, so work environments that promote employee well-being go a long way toward fostering good health! Use these fun and easy event ideas to encourage increased water consumption among your employees. If you want to increase excitement, plan a kick-off event and offer incentives (such as cafeteria coupon for healthy items). You can also use the handouts to provide further information on healthy beverage choices. If you’re interested in doing more to create a healthy work environment, see the Employer Resource page.

Pledge: I, (Name), pledge to join my fellow team members to move toward healthier beverage choices by drinking more water and fewer sugar-sweetened beverages!

Goal: Drink eight 8-ounce serving of beverages with no added sugars or artificial sweeteners every day for the next seven days.

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Employer Resources

Congratulations on fostering a work environment that encourages employees to make healthy choices! Healthy workplaces matter for employees, healthy employees matter for business.

Please find below further ideas for your Sugary Beverage Awareness Week events and a few resources with more information on other actions you can take to promote employee well-being.

Ideas for Drinking Water Week 2014:

- Consider hosting a kick-off event or offering incentives for participation. These are easy ways to boost participation, increase excitement and ensure your events are a success!
- Incentive ideas: voucher for healthy cafeteria offerings, free healthy beverages, non-food/drink prizes such as a certificate for bowling or cool office supplies.
- Recognize a few employees who have made a commitment to participate in your events
- Ask your leadership to speak about their interest in healthy beverage/improving nutrition
- Hold a water tasting with these snazzy water infusion recipies: www.prevention.com/food/cook/25-flat-belly-sassy-water-recipies
- Commit to making a permanent change in your workplace, like creating a healthy beverage policy or stocking the vending machine with fewer unhealthy options.

Use Communication Tools

- Send reminder emails
- Create discussion on an internal board for employees to share stories and tips for staying committed to the Challenge and on drinking more water.
- Post events posters and flyers by vending machines and in employee break rooms.
Other ways to promote employee well-being:
Employee health is a worthwhile investment. Worksite wellness programs can help businesses improve their bottom line by reducing health care spending and creating more productive resources. Learn more with the following resources:

**Worksite Wellness Guide:**
(iphionline.org/pdf/IPHI_Worksite_Wellness_Guide_FINAL_22713.pdf): A resource guide with policy and implementation information in areas such as physical activity, alternative scheduling, healthy vending, and breastfeeding support. Additionally, it contains information about assessing current worksite wellness and forming a committee.

**Rethink Your Drink: Healthy Beverage Toolkit for Healthcare:**
(iphionline.org/pdf/IPHI_Healthy_Beverage_Toolkit_for_Healthcare.pdf): A resource intended to assist hospitals, health centers and other organizations with similar missions to implement policies and programs that support the health of the communities they serve by improving their beverage offerings.
References


