

# Rethink<sup>💧</sup> Your Drink

## Campaign Toolkit



# GETTING STARTED

## Introduction

Live Well Allegheny aims to improve the health and wellness of residents. More information is available at [www.livewellallegheny.com](http://www.livewellallegheny.com). As part of Live Well Allegheny, the Health Department is launching a campaign to educate residents on the effects of consuming sugar-sweetened beverages and to encourage healthier beverage options, called “ReThink Your Drink.”

## Campaign Objectives

- Educate about the impact of sugar-sweetened beverages on overall health and wellness.
- Empower children and families to rethink their drink choices by choosing healthier options.
- Provide resources to residents and community partners.

## How To Use This Toolkit

Organizations interested in participating are encouraged to use this toolkit to share information and to plan activities in their community.

In this toolkit

- Activities to educate people about sugary sweetened beverages.
- Social media messages.
- Sample newsletter content.
- More resources are available at:  
[livewellallegheny.com/rethinkyourdrink](http://livewellallegheny.com/rethinkyourdrink)

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# Fruit Infused Water Activity

**Target Audience:** Any Group

## Objectives:

- During the activity, participants will taste test the prepared fruit infused water.
- After the activity, participants will be able to recall at least one reason why drinking water is important.

## Description:

Host a taste test and share tips on how to drink more water. This activity is a way to engage people at a health fair or community event. Educate participants on the importance of drinking water, while emphasizing that drinking water can also be fun.

## Materials and Preparation:

- Flavor Your Water recipe cards to handout to participants (pgs.13-14)
- Infuse a large beverage dispenser with water and any of these combinations (or create your own):
  - Lemon + cucumber
  - Strawberry + kiwi
  - Orange + blueberry + basil
  - Watermelon + lime + mint
  - Apple + cinnamon sticks
  - Pineapple + jalapeno

## Activity:

- Ask participants if they can think of reasons why drinking water is important. Here is some basic information:
  - Water is an essential nutrient, and we can't live without it.
  - Every cell, tissue and organ in your body needs water.
  - Your body needs water to digest food and get rid of waste.
- Emphasize that while drinking water is important, it can also be fun. They can enhance the flavor of water by adding fruit, herbs, or a splash of 100% fruit juice. If they miss fizzy drinks, they can try drinking seltzer water.
- Have each participants taste test the prepared fruit-infused water. Ask what combinations they would want to try at home.
- Distribute the Flavor Your Water recipe cards.

# ReThink Your Drink Challenge

**Target Audience:** Organizations working with children. Settings can include classrooms, after-school programs, and day camps.

## Objectives:

- During the activity, students will be able to give an example of at least two sugar-sweetened beverages.

## Description:

Host a Rethink Your Drink challenge to encourage children to drink more water. Educate children on sugar-sweetened beverages. Have children use the Rethink Your Drink Challenge handout to keep track of the days they choose water instead of sugar-sweetened beverages.

## Materials and Preparation:

- Rethink Your Drink Challenge handout (pg.15)
- Cut Down on Added Sugars handout from MyPlate:  
<https://www.myplate.gov/tip-sheet/cut-back-added-sugars>.

## Activity:

- Ask students to share their favorite drinks.
- Explain to students that we want to choose to drink more water and limit our intake of sugar-sweetened beverages.
- Educate students on the two types of sugar: naturally-occurring sugar and added sugar. Explain that naturally-occurring sugars can be found in milk (lactose) and fruit (fructose), along with other nutrients that our bodies need to stay healthy. Extra sugar is added to beverages to make them taste sweet, but it provides our bodies with no nutrients.
- Ask students if they can think of beverages that have added sugar. Examples of beverages with added sugar:
  - Regular soda
  - Sweet tea
  - Fruit juices (not 100% fruit juice)
  - Sports drinks
  - Energy drinks
- Introduce the Rethink Your Drink challenge and encourage students to choose water, instead of sugar-sweetened beverages for the next 30 days. Provide students with the Rethink Your Drink Challenge handout to track the days that they choose water, instead of sugar-sweetened beverages.

# Stoplight Activity

**Target Audience:** Organizations working with children. Settings can include classrooms, after-school programs, and day camps.

## Objectives:

- After the activity, students will be able to give an example of at least one beverage they can drink all the time (green), one beverage they should drink only occasionally (yellow), and one beverage they should drink rarely (red).

## Description:

Promote healthy beverages, while also incorporating physical activity into learning. This activity teaches students about “GO,” “SLOW” and “WHOA” beverages using a stoplight approach.

## Materials and Preparation:

- Stoplight handout (pg.16)

## Activity:

- Ask students to think of their favorite drinks. Then, ask them if they think sugar is added to their favorite drinks.
- Educate students on the two different types of sugar: naturally-occurring sugar and added sugar. Explain that naturally-occurring sugar can be found in milk (lactose) and fruit (fructose), along with other nutrients that bodies need to stay healthy. Sugar is added to beverages to make them taste sweet, but it provides bodies with no nutrients.
- Introduce the stoplight approach:
  - **GREEN** is for beverages that we can drink ALL THE TIME. These include water, seltzer water and unflavored skim/1% milk.
  - **YELLOW** is for beverages that you should drink OCCASIONALLY. These include 100% fruit juice and flavored milk.
  - **RED** is for beverages that should drink RARELY. These include soda, energy drinks, sports drinks, sweet tea, and fruit drinks.
- Tell the children you are going to play a game of red-light, yellow-light, and green-light! Explain that when you say a “red” beverage everyone should freeze. When you say a “yellow” beverage, everyone should walk in place. And, then you say a “green” beverage, everyone should run in place. Adapt the movements when needed so that everyone can participate.
- Examples of beverages to use during activity:
  - Water- GREEN
  - Milk- GREEN
  - Sparking Water – GREEN
  - Unsweetened Tea – GREEN
  - Chocolate Milk- YELLOW
  - Strawberry Milk- YELLOW
  - Orange Juice – YELLOW
  - Soda- RED
  - Energy Drinks- RED
  - Sports Drinks – RED
  - Sweet Tea - RED

# The Sugar Show

**Target Audience:** Organizations working with children. Settings can include classrooms, after-school programs, and day camps.

## Objectives:

- After the activity, students will be able to identify the total sugars and added sugars on a nutrition facts label.
- After the activity, students will be able to calculate how much sugar is in each serving versus the entire container of a sugar-sweetened beverage.

## Description:

This lesson teaches students how to use a nutrition facts label to calculate how much added sugar is in sugar-sweetened beverages. During a demonstration, students will see how much added sugar is in a soda and a sports drink. Encourage students to use the nutrition facts label to make healthy beverage choices.

## Materials and Preparation:

- Nutrition Facts Label handout (pg.17)
- 1 large container of sugar
- 2 teaspoons
- 2 plastic Ziploc bags
- Recording of The Sugar Show on YouTube:  
[youtube.com/watch?v=WDgDWFEPdYg](https://www.youtube.com/watch?v=WDgDWFEPdYg)

## ACTIVITY 1 – NUTRITION FACTS LABEL:

- Ask students to raise their hands if they have noticed the label on food items at home.
- Nutrients in our food help our bodies grow, learn and play. Food labels tell us which nutrients, and the amount that, is in a food item.
- Teach students how to read a nutrition label by explaining that the information on the label is the amount of nutrients in the food per serving. Use the “Nutrition Facts Label” handout to show the different parts of a food label including the servings per container and serving size. Clarify that if a drink has two servings per container, you will double the number on the label to know the amount of nutrients in the entire drink.
- Ask the students to state how many grams of total sugar and added sugar there are per serving on the “Nutrition Facts Panel” handout.

## ACTIVITY 2 – DEMONSTRATION:

- Ask for two volunteers to come to the front of the classroom for the demonstration.
- The two students will measure out how much sugar is in a 20 fl oz Pepsi (69 grams) and a 20 fl oz Gatorade (34 grams). Explain that each four grams of sugar is equal to one teaspoon.
- Have one of the volunteers measure out the sugar of Pepsi (17 teaspoons) into a Ziploc bag and the other volunteer measure out the sugar of Gatorade (9 teaspoons) into a separate Ziploc bag.
- Hold up the Ziploc bags to show the students how much sugar they are drinking each time they consume each of these beverages.

# Social Media Messages

## URL Link

[livewellallegheny.com/rethinkyourdrink](http://livewellallegheny.com/rethinkyourdrink)

## Hashtags

Primary:

**#livewellallegheny**

Secondary:

**#ReThinkYourDrink**

## General

- For a quick, easy, and inexpensive thirst quencher, carry a water bottle and refill it throughout the day.

## Water Safety for Small Children – Drink More Water

- The American Academy of Pediatrics recommends babies be introduced to water at around 6 months old, and that children less than a year should not drink any juice because it does not provide any nutritional benefit to children. Fresh fruit is best for babies. #livewellallegheny
- How much water do kids need? Water is one of the body's most essential nutrients. You could survive for weeks without food, but not more than a few days without water. For more information on how much water kids need, check out this article from the Academy of Nutrition and Dietetics: <https://tinyurl.com/2cxambsv> #livewellallegheny
- It is important to drink plenty of water and stay hydrated! Hydration helps to regulate body temp, keep joints lubricated, prevent infections, deliver nutrients to cells, and keep organs functioning properly. Here are some signs you may not be drinking enough water: increased thirst, fatigue, dizziness, headache, and constipation. #livewellallegheny
- Fluid needs vary, but a general recommendation is that women need about 9 cups of water per day and men about 13 cups. For more information on how much water you need, check out this article from the Academy of Nutrition and Dietetics: <https://tinyurl.com/yyucstj6> #livewellallegheny



- When your child is between 6 and 12 months old you can offer your child 4-8 ounces of water per day. Start building healthy habits early! #livewellallegheny

## Oral Health

- Did you know that drinking too many sugary drinks is associated with tooth decay? Protect your teeth and drink water instead! #livewellallegheny
- Drinking soda and pop nearly doubles the risk of dental infection in children and increases the likelihood of cavities in adults. Learn more from the World Health Organization <https://www.who.int/news-room/fact-sheets/detail/sugars-and-dental-carries> and Rethink your Drink! #livewellallegheny
- Protect your baby. Don't put anything in your baby's bottle besides breastmilk or formula. This is no place for sugary drinks like sweet tea or pop. Sugary drinks increase acidity levels in the mouth and can cause baby bottle tooth decay. #livewellallegheny

## Physical Activity

- A person who weighs 160 pounds would have to walk 3.3 miles to burn off a 20-ounce, 240 calorie bottle of pop. That is like walking from Point State Park to Schenley Park. #livewellallegheny
- You would have to climb Mt. Washington three times to burn off the calories from a 20-ounce bottle of pop. #livewellallegheny
- Advertising leads many of us to believe that sports drinks are necessary, especially while being active. The truth: water and a nutritious meal is all you need to stay healthy and safe during exercise. Reach for water during your next workout! #rethinkyourdrink #livewellallegheny

## Chronic Conditions-Impact of Sugar Consumption

- According to the CDC, sugary drinks are the leading source of added sugars in the American diet! This leads to weight gain, obesity, type 2 diabetes, heart disease, kidney diseases, non-alcoholic liver disease, tooth decay and cavities, and gout, which is a type of arthritis. Limiting sugary drinks can help you maintain a healthy weight and healthy diet. #livewellallegheny
- Sugary drinks contribute to type 2 diabetes, heart disease and obesity, which are among the leading causes of preventable death in Allegheny County. We want you to Live Well Allegheny, make a healthier drink choice. #livewellallegheny
- Are you pouring on the pounds? Sugary beverages increase the risk of obesity and diabetes, cancer and hypertension. Try drinking water or unflavored low-fat milk to get the most out of your drinks without the sugary calories. #livewellallegheny

## How much sugar is in beverages?

- If you are bored with water but want to re-think your drink away from sugar-sweetened beverages, try adding fruit, herbs or maybe even a splash of 100% fruit juice! Check out these recipes for more ideas: <https://tinyurl.com/y3f488ur> #livewellallegheny
- Are you cutting out pop, but missing fizzy drinks, try drinking seltzer water and maybe even add a splash of 100% fruit juice or fresh fruit. It really scratches that itch when you are craving carbonation #livewellallegheny

- Before purchasing fruit juice, check the label to be sure that the product contains 100% juice! Most “fruit” drinks that are not 100% juice and contain added sugars, which are nowhere near as good for your health, and in some instances, may even be detrimental. #livewellallegheny
- Fruits and fruit juices do not provide the same health benefits. Juices that are not made from 100 percent fruit usually contain a lot of added sugar...consider grabbing an apple and some water, instead of apple juice. #livewellallegheny
- Most beverages contain two types of sugar: naturally occurring sugar and added sugar. Unflavored milk and 100% fruit juice have naturally-occurring sugars called lactose and fructose, respectively. We should rarely drink beverages with added sugar. #livewellallegheny
- Did you know that one 20-ounce bottle of pop has the same amount of sugar as six donuts? Make a healthier choice and grab a bottle of water instead. #livewellellegheny
- How much sugar are you drinking? A typical 20-ounce bottle of pop contains 16 teaspoons of sugar. #livewellallegheny
- One 12-ounce can of regular soda has 10 teaspoons of added sugars. Rethink your drink and grab water instead. #livewellallegheny
- Drinking enough water every day is good for overall health. Water has zero calories. Replacing sugary drinks with water can help reduce the amount of added sugars people drink. Choose water today! #rethinkyourdrink #livewellallegheny
- A single 16-oz. container of an energy drink may contain 54 to 62 grams of added sugar; this exceeds the maximum amount of added sugars recommended for an entire day. Looking for a pick-me-up? Dehydration is often a reason for low energy, rethink your drink, choose water.
- Choose to consume diet drinks in moderation. “Sugar free “or artificially sweetened beverages are low in calories but have little to no nutritional value. Because of its nutritional value, water should be the first choice for everyday consumption. #rethinkyourdrink #livewellallegheny
- When consuming sugary beverages remember to check the amount of added sugar on the nutrition label. Remember that 4 grams of sugar is equal to 1 teaspoon of sugar. Consuming more than 4 teaspoons of sugar per day increases the risk of children to develop diabetes, heart disease, and obesity.

# Amount of Sugar in Common Drinks (12oz serving)

Drink	Teaspoons of Sugar
Water	0
Sports Drink	5
Sweet Tea	7
Energy Drink	9
Soda	10
Fruit Juice	10

## Other Names for Added Sugar

Sugar goes by many names! If you find any of these terms for sugar in the ingredients list, then you are drinking a sugar-sweetened beverage.

- Corn syrup
- Dextrose
- Fruit juice concentration
- Fruit nectars (such as agave nectar)
- Glucose
- High fructose corn syrup
- Honey
- Sugar cane
- Malt syrup
- Maple syrup
- Molasses
- Raw sugar
- Brown sugar
- Sucrose

The above information was adapted from the Centers of Disease Control and Prevention. For more information, visit their webpage at: <https://www.cdc.gov>

## Rethink Your Drink

### Choose water

At around 6 months, babies can be introduced to water. Along with milk, water is a great drink choice for children. Drinking water is important because it is an essential nutrient that we can't live without.

### Drinking water can be fun

Not only is drinking water important, but it can also be fun! You can flavor your water by adding fruit, herbs or a splash of 100% fruit juice. If someone in your family is missing fizzy drinks, they can try drinking seltzer water.



### Drinks to Limit

- Sports Drinks
- Sodas
- Energy Drinks
- Sweet Teas
- Fruit Drinks



For more information, visit  
[livewellalleghey.com/rethinkyourdrink](http://livewellalleghey.com/rethinkyourdrink)

**6-12  
months old**

**Water:** 4 to 8 ounces per day  
**Cow's milk:** none  
**100% juice:** none

**12-24  
months old**

**Water:** 8 to 32 ounces per day  
**Cow's milk:** 16 to 24 ounces per day of unflavored whole milk  
**100% juice:** limit 100% fruit juice to no more than 4 to 6 ounces each day

**2-5  
years old**

**Water:** 8 to 40 ounces per day  
**Cow's milk:** 16 to 20 ounces per day of unflavored nonfat (skim) or low-fat milk  
**100% juice:** limit 100% fruit juice to no more than 4 to 6 ounces each day



# Recipe Cards



**Rethink**  
Your Drink

## Watermelon Lime

**Total Servings:** 4

**Serving Size:** 1 cup

### Ingredients

2 cups cubed watermelon  
2 limes, sliced  
Optional:  
3 sprigs of mint

### Preparation

Fill pitcher halfway with ice. Add cubed watermelon, sliced limes and sprigs of mint, if using. Fill with cold water. Refrigerate for at least one hour. Drink within 24 hours.



**Rethink**  
Your Drink

## Orange Blueberry

**Total Servings:** 4

**Serving Size:** 1 cup

### Ingredients

1 orange, sliced  
1/4 cup blueberries  
Optional:  
3 sprigs of basil

### Preparation

Fill pitcher halfway with ice. Add orange slices, blueberries and sprigs of basil, if using. Fill with cold water. Refrigerate for at least one hour. Drink within 24 hours.





**Rethink**  
Your Drink

## Apple Cinnamon

Total Servings: 4

Serving Size: 1 cup

### Ingredients

1 apple, sliced  
2 cinnamon sticks

### Preparation

Fill pitcher halfway with ice. Add sliced apples and cinnamon sticks. Fill with cold water. Refrigerate for at least one hour. Drink within 24 hours.



**Rethink**  
Your Drink

## Lemon Cucumber

Total Servings: 4

Serving Size: 1 cup

### Ingredients

1 cucumber, sliced  
1 lemon, sliced

### Preparation































Fill pitcher halfway with ice. Add sliced cucumbers and lemons. Fill with cold water. Refrigerate for at least one hour. Drink within 24 hours.



# ReThink Your Drink Challenge Tracker

## Rethink Your Drink CHALLENGE

Track the days that you choose water over sugar-sweetened beverages!

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8
							
Day 9	Day 10	Day 11	Day 12	Day 13	Day 14	Day 15	Day 16
							
Day 17	Day 18	Day 19	Day 20	Day 21	Day 22	Day 23	Day 24
							
Day 25	Day 26	Day 27	Day 28	Day 29	Day 30		
							





# Rethink Your Drink.

## GO ON GREEN.



### RED | DRINK RARELY

Soda  
Energy Drinks  
Sports Drinks  
Sweet Teas  
Fruit Drinks

### YELLOW | DRINK OCCASIONALLY

100% Fruit Juice  
Seltzer Water  
Flavored Milk

### GREEN | DRINK ALL THE TIME

Water  
Unflavored skim/1% milk





# Nutrition Label Handout



## Original Label

<b>Nutrition Facts</b>			
Serving Size 2/3 cup (55g)			
Servings Per Container About 8			
Amount Per Serving			
<b>Calories</b> 230	Calories from Fat 72		
		% Daily Value*	
<b>Total Fat</b> 8g			<b>12%</b>
Saturated Fat 1g			<b>5%</b>
<i>Trans</i> Fat 0g			
<b>Cholesterol</b> 0mg			<b>0%</b>
<b>Sodium</b> 160mg			<b>7%</b>
<b>Total Carbohydrate</b> 37g			<b>12%</b>
Dietary Fiber 4g			<b>16%</b>
Sugars 12g			
<b>Protein</b> 3g			
Vitamin A			10%
Vitamin C			8%
Calcium			20%
Iron			45%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

## New Label

<b>Nutrition Facts</b>	
8 servings per container	
<b>Serving size</b>	<b>2/3 cup (55g)</b>
Amount per serving	
<b>Calories</b>	<b>230</b>
% Daily Value*	
<b>Total Fat</b> 8g	<b>10%</b>
Saturated Fat 1g	<b>5%</b>
<i>Trans</i> Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>13%</b>
Dietary Fiber 4g	<b>14%</b>
Total Sugars 12g	
Includes 10g Added Sugars	<b>20%</b>
<b>Protein</b> 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	



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