



HEALTHY ACTIVE

ARKANSAS

*Rethink Your Drink
Educational Campaign Toolkit*

HEALTHYACTIVE.ORG

Introduction

Healthy Active Arkansas is launching a statewide campaign to educate Arkansans on the harmful effects of consuming sugar-sweetened beverages and to encourage healthier beverage options.

CAMPAIGN OBJECTIVES

- Educate organizations and community residents about the harms of sugar-sweetened beverage consumption
- Educate Arkansans about the opportunities to reduce obesity, chronic disease and health care costs through changes to beverage environments, such as healthy vending in public buildings, parks, schools, worksites and hospitals
- Encourage people and places to rethink their drink choices and choose healthier beverages over sugary drinks

WHO CAN USE THIS TOOLKIT?

Healthy Active Arkansas is asking employers, hospitals and health care institutions, state agencies, universities, schools and daycare centers, youth organizations, faith-based institutions, municipalities, counties, and health departments to host Rethink Your Drink educational events and help Arkansans make healthy beverage choices.

This toolkit has been adapted with permission from the Illinois Alliance to Prevent Obesity, a coalition convened by the Illinois Public Health Institute.

What's in the Healthy Active Arkansas Rethink Your Drink Educational Campaign Toolkit?

STEP-BY-STEP ACTION PLAN (PAGE 7)

Make your event a success by using this plan. We recommend starting here.

EDUCATIONAL ACTIVITIES/EVENTS/IDEAS GUIDE (PAGE 8)

Host an educational event that's easy and fun! We've provided everything you need to promote, conduct and share your educational event for any group.

TOOLS AND ACTIVITIES FOR:

- Any Audience (**page 9**)
- Worksites/Hospitals/Schools/Faith-Based and Youth Organizations (**page 15**)
- Schools/After-School Programs/Day Camps/Faith-based Youth Groups (**page 21**)

SOCIAL MEDIA MESSAGES FOR ALL AUDIENCES (PAGE 33)

Help promote your Rethink Your Drink campaign events and educate others about sugar-sweetened beverages using these social media message templates.

EDUCATIONAL MESSAGES, HANDOUTS AND INFOGRAPHICS FOR ALL AUDIENCES (PAGE 37)

Spread the word about the risks of drinking too many sugar-sweetened beverages using these infographics and fact sheets. These will also be helpful for many of the activities and events included in this toolkit.

REFERENCES (PAGE 47)

Step-by-Step Action Plan

It's easy to participate using this guide and our educational resources.

STEP 1: GET YOUR LEADERSHIP ON BOARD

Host an educational event that's easy and fun! We've provided everything you need to promote, conduct and share your educational event for any group.

STEP 2: CHOOSE YOUR ACTIVITY OR EVENT (SEE PAGE 8 FOR IDEAS)

This toolkit has lots of easy and informative event and activity ideas for a wide variety of groups, including worksites, hospitals, schools, faith-based institutions and community coalitions— take a look at our Rethink Your Drink educational activities beginning on **page 8**.

STEP 3: SELECT A CAMPAIGN KICK-OFF DATE

Once you set a date, use one of our email templates (**page 17** for worksites, **page 29** for school/youth settings) to alert your audience and build awareness.

STEP 4: PLAN YOUR EVENT

Determine the location of your event and make sure the space can accommodate all the anticipated participants. Consult the supplies section listed in your event breakdown so you have all the necessary supplies and handouts ready.

STEP 5: SPREAD THE WORD

Use the email templates and display the educational messages, infographics and handouts we've provided in areas such as meeting rooms, public areas and restrooms to build momentum.

STEP 6: CELEBRATE AND CONDUCT YOUR EVENT

Take pictures to share on your social networking pages and on Healthy Active Arkansas' Facebook, Instagram and Twitter pages, using hashtag [#healthyactiveAR](#). Review the social networking model messages (see **page 33**) for everything you need to share the great work you're doing.

Educational Activities/Events/Ideas Guide

For any audience: **A) Drinking Water Selfie (page 10)** - How do people drink water? Encourage program participants, employees, friends and families to take pictures (or selfies) drinking water and post them to the Healthy Active Arkansas Facebook page or Instagram @healthyactiveAR. **B) Hidden Sugars Demonstration (page 11)** – All you need is a bag of sugar, sugar cubes and an empty soda bottle to raise awareness of how much sugar we consume by drinking even just one sugary beverage per day!

Worksites: Engage employees with events like the **30-Day Water Challenge** and **Bring Your Water Bottle to Work Day** (both on **page 16**). Display Rethink Your Drink posters near vending machines and materials in the cafeteria/kitchen. Pledge to serve only healthy beverages at meetings. Offer free water or samples of fruit/herb-infused water. For more ideas on how to shape work environments to encourage healthier choices, see **pages 18 and 41**.

Hospitals/Health care providers: Consider environmental changes such as traffic light drink labeling in the cafeteria and changing the layout of beverage displays to showcase healthier drink options. For more environmental strategies, see **page 41**. For patient education, display Rethink Your Drink materials in waiting rooms. To reach your peers, present on the subject during Grand Rounds or at a conference plenary session. Encourage only serving healthier beverages at seminars and conferences.

Faith-based institutions: Pledge to only serve healthy beverages at events/meetings/vacation Bible school. Take a communitywide **30-Day Water Challenge (page 16)**. Display educational signage (**pages 38-44**) near vending machines and in other communal spaces.

Local community coalitions: Give presentations at community events. Put up Rethink Your Drink signs (**pages 38-44**), or make a short video, in public areas/public transportation stops/parks/food pantries. Share Rethink Your Drink social media messages (**page 33**) with your networks. Ask your local government to include healthy beverages as the majority criteria for any vendor contracts serving offices, parks, recreation areas.

For classrooms/after-school/day camp/faith-based youth programs: **A) Stoplight Craft Project (page 22)** - Draw a stoplight and paste pictures of beverages by the color that corresponds with recommended consumption frequency. Red, Yellow, Green! **B) The Happy Face Game (page 26)** – Kids learn healthy drink options by matching happy, neutral or sad faces with the corresponding beverage category. **C) Soda Free Challenge (page 28)** – Provides an opportunity for children to cut out soda and other sugar-sweetened beverages while drinking water and other healthy beverages.

Tools for any audience

The two activities included within this section are useful for any audience, including individuals or groups.

DRINKING WATER SELFIE CAMPAIGN (PAGE 10)

Activity that promotes choosing water over sugar sweetened beverages among a user's social media networks

HIDDEN SUGARS DEMONSTRATION (PAGE 11)

Activity to educate participants on obesity and risks related to consuming sugar-sweetened beverages, and how to make healthier beverage choices

- **SUGARY BEVERAGES BY THE NUMBERS (PAGE 38)**
- **CALCULATING SUGAR CONTENT (PAGE 45)**
- **BE A LABEL READER (PAGE 46)**
- **RETHINK YOUR DRINK EDUCATIONAL MESSAGES (PAGE 39-41)**
- **GO ON GREEN (PAGE 42)**

Drinking Water Selfie Campaign

The next time you go on social media, think about how you can drive the message for Arkansans to *rethink their drink*.

- Whenever you or your family and friends are drinking water instead of sugar-sweetened beverages, let your social media family know.
- Post a selfie and throw in a fun fact about the importance of drinking water and/or how you are kicking the can and ditching sugar-sweetened beverages.
- Post selfies during the 30 Day Water Challenge, Soda Free Challenge or other activity. Encourage your fans and followers to take photos of themselves drinking water. Get them to not only post the photo to the @healthyactiveAR Facebook wall or with the challenge hashtags on Twitter or Instagram, but also to share the photo with friends to increase your reach.
- Posts can include how or why you are choosing water over sugar-sweetened beverages
- Be sure to include Healthy Active Arkansas in your message and hashtags to help raise awareness about the initiative! Hashtags can include: #healthyactiveAR, #RethinkYourDrinkAR, #EverySipCountsAR, #KickTheCanAR



LIKE, FOLLOW & SHARE!

Hidden Sugars Demonstration

TARGET AUDIENCE: Any group!

TIME: 30 MINUTES

OBJECTIVES

- Educate participants on obesity in Arkansas and harmful conditions associated with obesity, and the connection to the consumption of sugar-sweetened beverages.
- Educate participants on making healthier beverage choices.

- 5 min. overview of obesity and the negative health effects.
- 5 min. eating too much sugar
- 8 min. calculating sugar content
- Showcase 2-3 examples
- 7 min. Hidden Sugar demo
- 5 min. review Stoplight and additional Q/A

DESCRIPTION

Educate audience on obesity in Arkansas and harmful conditions associated with obesity, prevalence of sugar in the American diet and amount consumed through sugar-sweetened beverages. Provide visual demonstration of amount of sugar in soft drinks and then provide guidance to participants on making healthier beverage choices.

DEMONSTRATION INGREDIENTS

Supplies

¼ lb. of sugar in a 2-liter soda bottle

1 bag sugar cubes with 28 (4 g) - 46 cubes (2.5 g) - check product label – cubes weigh 2.5 to 4 g each.

1 empty 20-ounce soda bottle

Handouts

Sugary Beverages by the Numbers (**page 38**)

Calculating Sugar Content (**page 45**)

Be a Label Reader (**page 46**)

Rethink Your Drink Educational Messages (**page 39-41**)

Go On Green (**page 42**)

Hidden Sugars Demonstration (cont.)

PART 1: OBESITY IN ARKANSAS

Step One: Discuss the state of obesity in Arkansas

- Arkansas ranks 9th among states for adolescents ages 10-17 who are obese or overweight.¹
- More than 1/3 of Arkansas school children are overweight/obese.²
- Arkansas ranks 3rd in adult obesity, with 13.5 percent of adults diagnosed with diabetes.¹

PART 2: THE PROBLEM WITH OBESITY

Step Two: Provide information on the negative health effects of obesity

- Arkansas kids are at excessive risk for serious lifelong health problems like diabetes, heart disease, fatty liver disease and arthritis.
- Obesity is linked to many life-threatening chronic diseases like heart disease and type 2 diabetes.
- For the first time in history, the current generation will have a shorter lifespan than their parents – due largely to obesity-related disease.

PART 3: WE ARE EATING AND DRINKING TOO MUCH SUGAR

Step Three: Define sugar-sweetened beverages and lead discussion and demonstration on sugar consumption

What is a sugar-sweetened beverage? [Refer to Be a Label Reader Handout]

- Any beverage with added caloric sweetener including soda, other carbonated soft drinks, juice drinks, punches, sports drinks, energy drinks, sweetened milk or milk alternatives and sweetened tea or coffee drinks.
- Caloric sweeteners include: high fructose corn syrup, cane sugar, fructose, fruit juice concentrate, glucose, sucrose, honey, brown sugar, dextrose and corn sweetener.

[Ask the Audience] How many pounds of added sweeteners including sugar do you think the average American consumes in a year?

[Answer] Just over 75 pounds a year ... which is almost a ¼ lb. of sugar and other calorie-rich sweeteners a day!³

[Display] ¼ lb. of sugar in a 2-liter soda bottle

It's no wonder that two out of three Americans are overweight or obese – the average person eats almost a ¼ lb. of added sugar and other calorie-rich sweeteners a day! A ¼ lb. is equal to about 28 teaspoons (or about “x” cubes*) of sugar. Here, let me show you.

[Display] This is what a ¼ lb. of sugar looks like.

[Hold up sugar cubes in a baggie]

Extra calories from all this sugar and other calorie-rich sweeteners can lead to weight gain and obesity and can contribute to serious health problems such as heart disease, type 2 diabetes, and certain cancers.

Hidden Sugars Demonstration (cont.)

PART 4: CALCULATING THE SUGAR CONTENT

Step Four: Show audience how to calculate sugar content from beverage labels.

You're probably wondering, "Is it really possible that people eat this much sugar and extra sweeteners?" and "Where is all this sugar coming from?" **[Refer to Be a Label Reader Handout]**

We're talking about the extra sugar and sweeteners that the manufacturers add to food and drinks. Most of the added sugar in our diets comes from sodas and other sweetened beverages.

So let's begin to think about what we drink. For example, let's take a look at a 20-ounce soda, which has about 16 teaspoons of sugar on average. How do we know that? By reading the food label and calculating. Let's walk through it.

[Refer to Calculating Sugary Drinks Handout]

Since most people don't understand what grams are, let's change the grams into teaspoons ... how many teaspoons of sugar are in a 20-oz soda?

4 grams of sugar equals one teaspoon

A 20-ounce cola has 65 grams of sugar

If you divide 65 by 4, you get 16.25, so the cola has about 16 teaspoons of sugar

PART 5: HIDDEN SUGARS DEMONSTRATION

Step Five: As you lead this part of the discussion, have a volunteer count teaspoons of sugar/sugar cubes into your empty soda bottle to give a visual demonstration of high sugar content.

How much sugar is in that bottle?

- Let's see what 16 teaspoons of sugar looks like.

[Ask for a volunteer to count out 16 - 32 sugar cubes from the baggie – *check your sugar cube source for conversion to teaspoons]

- Please count out 16 – 32* teaspoons/cubes of sugar and put them in this 20-ounce soda bottle. I'll help you count.

[Count 1-2-3-4-5 ... Keep going! ... You're partway there ...]

- This is the amount of sugar in just one soda. The American Heart Association recommends no more than 6 teaspoons of sugar per day for adult women and no more than 9 teaspoons a day for adult men.⁴ For children under two, the recommended amount is 0 teaspoons and for children – teens (2-18) the amount should not exceed 6 teaspoons.⁵

Let me ask you a question ... would you put this much sugar in your coffee?

Here's something else that might surprise you: adding just one 20-ounce soda per day to your normal diet for a year could result in gaining an extra 25 pounds! All because of the empty calories from added sugar.

** 28 (4 g) cubes, 38 (3g) cubes or 46 cubes (2.5 g) cubes*

Hidden Sugars Demonstration (cont.)

[Ask the audience] - Refer to Rethink Your Drink Educational Messages

How long do you think you would have to walk briskly to burn off the 240 excess calories from just one 20-ounce soda? For most people, it would be about 45 minutes to an hour ~ 3.5 miles

PART 6: MAKING HEALTHIER CHOICES

Step Six: Review Go On Green handout with healthy beverage guidelines

Picking healthy beverages is easy with the Go On Green handout.

RED is for beverages you drink RARELY or not at all. That includes regular sodas, sweet tea, energy or sports drinks, and fruit drinks or punch.

YELLOW indicates beverages you only drink OCCASIONALLY, including 100% fruit or vegetable juice, diet drinks and unflavored reduced-fat/2% milk.

GREEN is for beverages you drink ALL THE TIME. These include water, seltzer water, unflavored skim/1% milk or tea/coffee without sugar and cream.

Also, there are things you can do to make it easier for you and your community to make healthy choices!

- Choose water, diet or low-calorie beverages instead of sugar-sweetened beverages. Add slices of lemon, lime, cucumber or your favorite fruit to make it more fun!
- Bring a water bottle to school or work to drink out of throughout the day.
- Keep a jug of water in the fridge.

Environments have a big influence on health behaviors. Here are some things you can do or encourage in your community to help make the healthy choice the easy choice:

- Put healthier choices at eye level in coolers, vending machines and cafeterias.
- Offer discounts on healthy beverage choices and raise the price on unhealthy choices.
- Increase educational signage near vending machines, cafeterias and coolers to help people identify the healthiest options.
- Be sure calories are posted on vending machines. That information is required to be visible before purchase on the machines. Check machines where you work, go to school or play. Call the vendor if the information is missing.
- Provide only healthy drinks during events.
- Model healthy behaviors by drinking **GREEN** beverages in front of others.

Tools for Worksites/Hospitals/Schools/Faith-Based and Youth Organizations

This section provides everything you need to encourage healthy beverage choices in the workplace, hospital or health care setting, school or in faith-based and youth organizations.

See also: social media templates (**page 33**) and educational message handouts (beginning on **page 37**)

BRING YOUR BOTTLE TO WORK DAY/30 DAY WATER CHALLENGE (PAGE 16)

An event designed to encourage employees or youth to drink more water and create an environment that supports healthy beverage choices

PROMOTIONAL EMAIL TEMPLATES (PAGE 17)

Templates to help get the word out about the Rethink Your Drink 30 Day Water Challenge and educate employees or youth about the importance of making healthy beverage choices

EMPLOYER RESOURCES FOR 30 DAY WATER CHALLENGE (PAGE 18)

Information sheet with tips and ideas to make the 30 Day Water Challenge a success and where to find more information on creating healthy worksites

30 DAY WATER CHALLENGE PLEDGE/TRACKING SHEET (PAGE 20)

A sheet for Challenge participants to keep track of water/unsweetened beverage consumption

- **PROMOTIONAL EMAIL TEMPLATES**
- **EMPLOYER RESOURCES**
- **BRING YOUR BOTTLE TO WORK DAY**

Bring Your Water Bottle to Work Day/ 30 Day Water Challenge

TARGET AUDIENCE: Worksites/hospitals/schools/faith-based and youth organizations

OBJECTIVES

- Motivate employees and youth to drink more water
- Educate employees and youth on health benefits of drinking more water
- Educate employees and youth on making healthier beverage choices
- Create an environment that supports healthy choices

DESCRIPTION: On average, employees spend almost half their waking hours working, so work environments that promote employee wellbeing go a long way toward fostering good health. Use these fun and easy event ideas to encourage increased water consumption among your employees. At minimum, you need only promote the event using the email templates provided here. If you want to increase excitement, plan a kick-off event and offer incentives (such as a 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 Resources page.

EVENT COMPONENTS

Supplies

Promotional email templates (**page 17**)

Employer Resource Page (**page 18**)

Handouts

30-Day Water Challenge Tracking Sheet (**page 20**)

Go On Green (**page 42**)

Beverages: Make Every Sip Count (**pages 43 and 44**)

Worksites: Promotional Email Templates

EVENT ANNOUNCEMENT EMAIL

A message from the [President, CEO – fill in as appropriate]

Did you know? Sugar-sweetened beverages are the #1 source of added sugar (53 percent) in the American diet!⁶ We didn't either, and now that we do, we want to raise awareness by participating in Arkansas' **Rethink Your Drink Challenge**.

More facts:

- One study shows the increased chance of a child becoming overweight or obese increase by 55 percent with each one or more sugary drinks per day.⁷
- People who drink 1-2 servings/day are 26 percent more likely to develop type 2 diabetes than people who drink 0-1 serving/month.⁸

Reducing consumption of these drinks can improve health outcomes. Moving toward good health is about taking small steps each day to improve what we're drinking, eating and doing. **We will take a small, but significant step together by kicking off our Rethink Your Drink Challenge on [INSERT DATE] with an initiative to get everyone in the [INSERT COMPANY/ORGANIZATION NAME] family drinking more water.**

Why drink more water? Water is calorie-free, hydrating and something on which every system of the body depends.

Stay tuned as we provide tips, recipes and information on how [INSERT COMPANY/ORGANIZATION NAME] will celebrate the Rethink Your Drink Challenge.

SECOND ANNOUNCEMENT EMAIL WITH DETAILS

A message from the [President, CEO – fill in as appropriate]

On [INSERT DATE], we will be celebrating our Rethink Your Drink Challenge.

- Here's what you can do to join in the celebration:
- [INSERT DATE] is our official kickoff with Bring Your Water Bottle to Work Day
- Bring other healthy beverages to work including water, seltzer water and skim or 1% milk
- Join our 30 Day Water Challenge and pledge to make healthier beverage choices (see attached Tracker Tool)
- Make healthier choices at the vending machine: choose water instead of sodas, sports drinks, sweet tea, sweetened coffee drinks and other sugar-sweetened beverages
- Choose water and refill at the water cooler, refilling station or water fountain.

OPTIONAL: Don't forget to mark your calendar for [INSERT TIME] on [INSERT DATE] to join us in our celebration [INSERT LOCATION]

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 30 Day Water Challenge events and a few resources with more information on other actions you can take to promote employee wellbeing.

IDEAS FOR 30 DAY WATER CHALLENGE EVENTS:

- 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, nonfood/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 beverages/improving nutrition.
- Hold a water tasting with these snazzy water infusion recipes: <http://bit.ly/1CaNYX9>
- Commit to making a permanent change in your workplace, like creating a healthy beverages policy or stocking the vending machine with fewer unhealthy options.

USE COMMUNICATIONS TOOLS:

- Send reminder emails using the templates provided
- Create a discussion on an internal board for employees to share stories and tips for staying committed to the challenge and on drinking more water
- Utilize your organization's social media accounts to bring awareness to your efforts to promote employee wellbeing
- Post event posters and flyers by vending machines and in employee break rooms

OTHER WAYS TO PROMOTE EMPLOYEE WELLBEING:

Employee health is a worthwhile investment. Worksite wellness programs can help businesses improve their bottom line by reducing health care spending and improving employee productivity. Learn more with the following resources:

Arkansas Department of Health Worksite Wellness Programs

The Arkansas Department of Health offers two worksite wellness programs, including the Arkansas Healthy Employee Lifestyle Program (AHELP), for state employees, and Community Healthy Employee Lifestyle Program (CHELP), for employees of nonprofit, for-profit, and local government worksites. Both programs are offered at no charge to the employer or employee. For more information, visit www.healthy.arkansas.gov or email: adhahelp@arkansas.gov

American Heart Association *Healthy Workplace Food and Beverage Toolkit*

A resource to help organizations improve their food environment and promote a culture of health. It provides practical action steps and suggestions that are easy to understand and apply. http://www.heart.org/HEARTORG/HealthyLiving/WorkplaceWellness/WorkplaceWellnessResources/Healthy-Workplace-Food-and-Beverage-Toolkit_UCM_465195_Article.jsp#

Employer Resources (cont.)

National Alliance for Nutrition and Activity *Healthy Meeting* Toolkit









The toolkit is intended for anyone that holds meetings and conferences. The guidance addresses four topic areas: nutrition, physical activity, tobacco-free, and sustainability. <https://cspinet.org/sites/default/files/attachment/Final%20Healthy%20Meeting%20Toolkit.pdf>

[Insert Company/Organization Name] celebrates Rethink Your Drink: 30 Day Water Challenge

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 servings of beverages with no added sugars, artificial sweeteners or alcohol every day for the next 30 days.

Use the chart below to keep track of your progress toward your goal:

30 DAY CHALLENGE GO!	1 	2 	3 	4 	5 	6 	7 	8 
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								
HALFWAY THERE... GREAT JOB!								
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								

Tools for Schools/After-School Programs/Day Camps/ Faith-based Youth Groups

This section provides everything you need to encourage healthy beverage choices in schools, after-school programs, day camps or faith-based youth groups.

See also: social media templates (**page 33**) and educational message handouts (beginning on **page 37**).

STOPLIGHT CRAFT PROJECT (PAGE 22)

Educate students about sugar content in beverages and making healthy beverage choices through an interactive craft project

GO ON GREEN ACTIVITY (PAGE 25)

Educates youth on the stoplight concept and which beverages to drink plenty, occasionally and rarely

HAPPY FACE GAME (PAGE 26)

Helps children identify beverages that are lower in sugar or sugar-free and represent healthier choices

SODA FREE CHALLENGE (PAGE 28)

Motivate children and adolescents to drink more water and make healthy beverage choices

- **EMAIL TEMPLATES TO PROMOTE SODA FREE CHALLENGE (PAGE 29)**

Templates to help get the word out about the Rethink Your Drink Soda Free Challenge and educate parents and youth about the importance of making healthy beverage choices

- **RESOURCES FOR SODA FREE CHALLENGE (PAGE 30)**

Information sheet with tips and ideas to make the Soda Free Challenge a success

- **SODA FREE PLEDGE (PAGE 31)**

Template pledge for students and letter to parents/guardians about the pledge

- **SODA FREE DAYS TRACKING SHEET (PAGE 32)**

A sheet for Challenge participants to keep track of soda-free days

Stoplight Craft Project

TARGET AUDIENCE: Schools/after-school programs/Day camps/Faith-based youth programs

OBJECTIVES

- Educate students about sugar content in beverages and reasons to cut down on consumption of sugary beverages and drink more water.
- Educate students on healthy beverage choices through interactive craft project.

DESCRIPTION: Give lesson on amount of sugar consumed through sugar-sweetened beverages and contrast with information on recommended amounts of sugar consumption for kids. Guide them on healthier beverage choices and reinforce lesson through craft project.

DEMONSTRATION INGREDIENTS

Supplies

Stoplight handout for each student (**page 25**)

Writing utensils OR scissors and paste.

Optional: magazines or grocery store circulars (for beverage pictures)

Bag of sugar and teaspoon

Empty 20-ounce soda bottle

Sample drinks from each stoplight category: soda, 100% juice, water

Handouts

Go On Green (**page 42**)

Stoplight Craft Project (cont.)

PART 1: DISCUSSION – WHAT ARE WE DRINKING?

Step One: Ask students to name things they drink and how often they drink them.

PART 2: WE ARE EATING AND DRINKING TOO MUCH SUGAR

Step Two: Define sugar-sweetened beverages and lead discussion and demonstration on sugar contents in drinks.

What is a sugar-sweetened beverage?

- Any beverage with added caloric sweetener. What is sweetener? Ask kids to name sweet tastes. A sweetener is something added to a drink or food to make it sweeter. Have them repeat some different names for sweeteners: high fructose corn syrup, cane sugar, fructose, fruit juice concentrate, glucose, sucrose, honey, brown sugar, dextrose and corn sweetener.
- Have them guess drinks that have sweeteners and go over common answers: soda, other carbonated soft drinks, juice drinks, sports drinks, energy drinks, flavored milk, sweetened tea, lemonade and Kool-Aid.

How much sugar is in soda?

Let's take a look at a 20-ounce soda, which has about 16 teaspoons of sugar on average. Let's see what 16 teaspoons of sugar looks like.

[Scoop out 16 teaspoons of sugar and put in 20-ounce soda bottle. Have the kids count along.]

[Count 1, 2, 3, 4, 5, 6, 7, 8... Keep going! We're halfway there...]

Ok... take a look at this bottle. This is the amount of sugar in just one soda. To be healthy, kids are supposed to eat and drink no more than three teaspoons daily. This is more than 5 times what we should have!

Remember portion sizes as well

Always look at the label for information on portion sizes. One bottle is usually 2.5 servings!

Stoplight Craft Project (cont.)

PART 3: MAKING HEALTHIER CHOICES

Step Three: Talk through different beverage categories and recommended consumption frequency.

For each category, hold up sample drink and have kids name other examples.

RED is for beverages you drink RARELY or not at all. That includes regular sodas, Kool-Aid, sweetened tea, sports drinks, energy drinks, fruit drinks.

YELLOW indicates beverages you drink SOMETIMES, including low-calorie/low-sugar drinks and 100% juice.

GREEN is for beverages you drink ALL THE TIME! These include water, unflavored skim/1% milk, unsweetened tea and seltzer water.

Handout Go On Green Craft Project. Explain instructions: Have kids cut and paste or draw lines (your choice) matching pictures and recommended drinking frequency corresponding to the stoplight color. You can also have students cut out pictures from magazines or grocery store circulars to glue into the corresponding stoplight color.

There are things kids can do to make it easier for them and their family to make healthy choices!

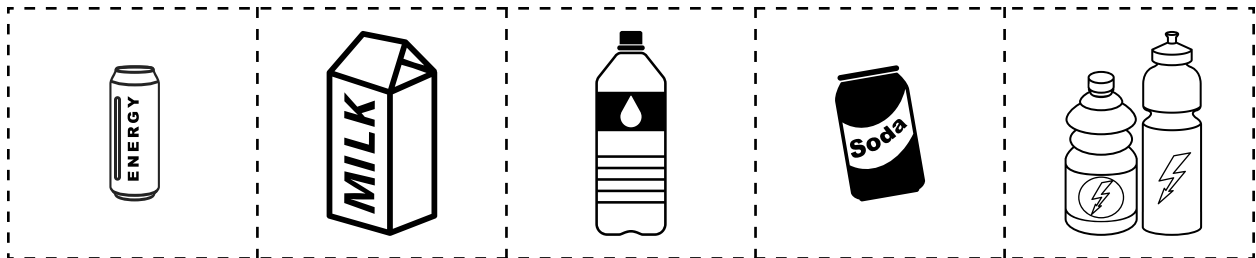
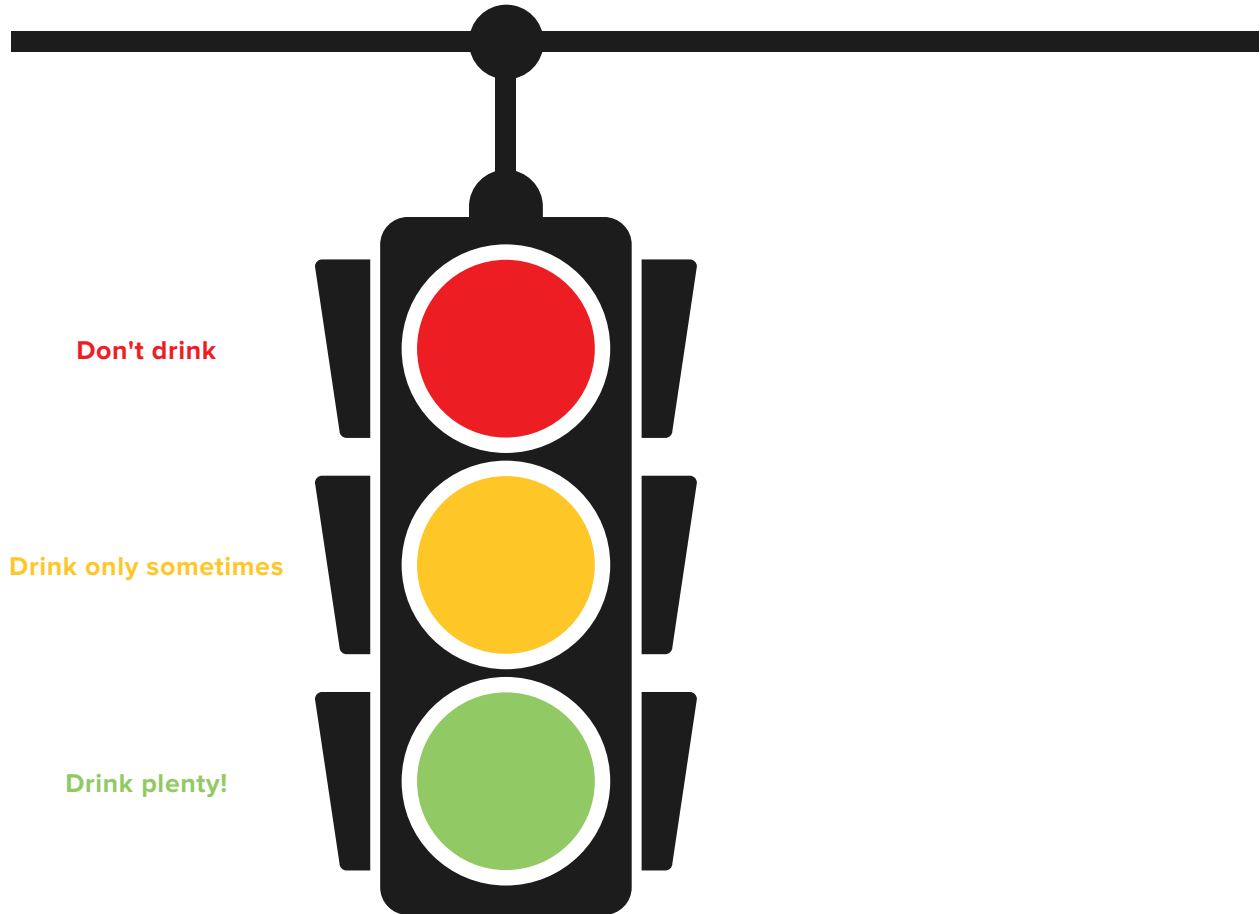
- Choose water, seltzer water, unflavored skim or 1% milk instead of sugar-sweetened beverages. Add slices of lemon, lime, cucumber or your favorite fruit to your water to make it more fun!
- Bring a water bottle to school to drink out of through the day.
- Ask your parents or guardians to keep a jug of water in the fridge.

Teachers: Environments influence health behaviors! Here are some things you can do or encourage in your schools to help make the healthy choice the easy choice.

- Put healthier choices at eye level in your coolers, vending machines and cafeterias.
- Allow students to keep a water bottle filled with water to drink throughout the day.
- Provide only healthy drinks during school/class events and parties
- Model healthy behaviors by drinking only **GREEN** beverages in front of students
- Increase signage near cafeterias, vending machines and coolers to help students identify the healthiest choices.

GO ON GREEN!

Instructions: Cut and paste pictures (or find other drink pictures in magazines) and amounts onto the matching stop light colors or draw lines connecting them to the matching stop light color.



The Happy Face Game

TARGET AUDIENCE: Schools/after-school programs/Day camps/Faith-based youth programs (Pre-K to Grade 3)

OBJECTIVES

- Help children identify beverages that are lower in sugar or sugar-free and represent healthier choices.

DESCRIPTION: Have children draw one face per plate (happy, neutral and sad) or on a larger piece of poster board to be anchored on a wall. Prior to playing the game, discuss healthy beverages and why choosing water and low fat milk are the happy face choice, while sugar-sweetened beverages, such as soda and juice drinks, are high in sugar and are less healthy for their teeth and bodies. Have children stick different drinks to corresponding face.



Water, low-fat milk, fruit-infused water



2% milk, 100% fruit juice



Soda, juice drinks, energy drinks

DEMONSTRATION INGREDIENTS

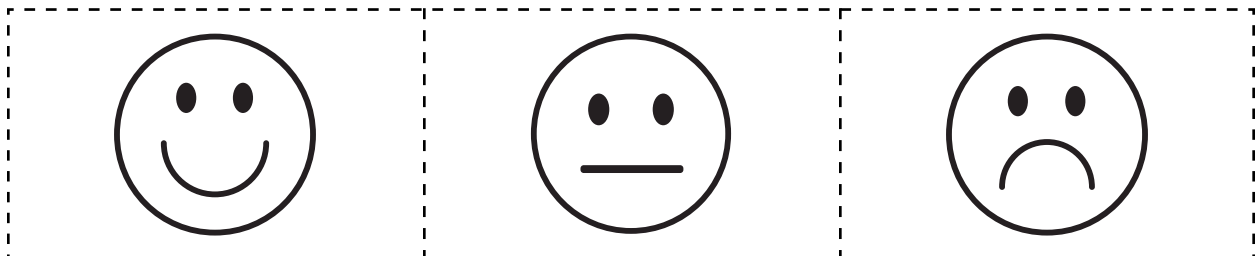
Supplies

White paper plates
Poster board or magnet board and magnets
Photocopies of beverages
Glue sticks
Scissors

Handouts

Happy Face Game

THE HAPPY FACE GAME!



Soda Free Challenge

TARGET AUDIENCE: After-school programs/classrooms/ day camps/faith-based youth programs

OBJECTIVES

- Motivate children and adolescents to drink more water
- Decrease the consumption of sugar-sweetened beverages among children and adolescents
- Educate children and adolescents on the health benefits of choosing to drink water over sugar-sweetened beverages

DESCRIPTION: Offering a challenge is always a fun way to engage participation and increase motivation. Did you know that there is an average of 16 teaspoons of sugar found in a typical 20-ounce soda? By reducing our consumption of sugar sweetened beverages we can pour OFF the pounds by choosing water instead. Designate a time frame and encourage your audience to go soda free for the week, month, or even the entire summer. Use the Go On Green, Beverages: Make Every Sip Count Messaging and Sugary Beverages by the Numbers handouts to provide information on sugar-sweetened beverages as well as healthier alternatives. Promote the Soda Free Challenge by generating excitement and anticipation with your audience. Send home the promotional email using the template provided to raise awareness about the upcoming challenge. Have your audience sign a pledge card declaring their commitment to rethink their drink. Send home the parent/guardian pledge card to gain additional support and expand the outreach of the campaign. Have your audience use the Soda Free Days Tracker to log the number of days they are soda free. To increase campaign motivation and participation offer incentives or prizes for those who are soda free for the entire length of the campaign.

EVENT COMPONENTS

Supplies

Promotional email templates (**page 29**)

Program Resource Page (**page 30**)

Handouts

Go On Green (**page 42**)

Soda Free Pledge / Parent-Guardian Pledge (**page 31**)

Beverages: Make Every Sip Count (**pages 43 and 44**)

Sugary Beverages by the Numbers (**page 38**)

Soda Free Challenge Days Tracking Sheet (**page 32**)

Soda Free Challenge (cont.)

SCHOOL/YOUTH-FOCUSED: PROMOTIONAL EMAIL TEMPLATES

EVENT ANNOUNCEMENT EMAIL

A message from the [Program Director/Teacher – fill in as appropriate]

Did you know? Sugar-sweetened beverages are the #1 source of added sugar (53 percent) in the American diet!⁶ We didn't either and now that we do we want to raise awareness by participating in **Arkansas's Rethink Your Drink Soda Free Challenge**.

More facts:

- A child weighing 70 pounds would have to walk about 6 miles or for 1 hour and 15 minutes to burn the 240 calories in one 20-ounce soda.
- The average American consumes (eats and drinks) about 75 pounds of sugar and other sweeteners in one year.³

Moving toward good health is about taking small steps each day to improve what we're drinking, eating and doing. We will take a small, but significant step together by kicking off our **Rethink Your Drink Challenge on [Insert Date] with an initiative to get everyone in the [Insert Program/Classroom/Camp Name] family drinking more water.**

Why drink more water? Water is calorie-free, hydrating and something on which every system of the body depends.

Stay tuned as we provide tips, recipes and information on how [Insert Program/Classroom/Camp Name] will celebrate the Rethink Your Drink Soda Free Challenge.

SECOND ANNOUNCEMENT EMAIL WITH DETAILS

A message from the [Program Director/Teacher – fill in as appropriate]

On [insert date], we will be celebrating our Rethink Your Drink Soda Free Challenge.

Here's what you can do to join in the celebration:

- [Insert Date] is our official kickoff with Bring Your Water Bottle to [Insert Program/Classroom/Camp Name]
- Join our Soda Free Challenge and pledge to make healthier beverage choices (see attached Soda Free Days Tracker Tool)
- Make healthier choices at the vending machine: choose water instead of sodas, sports drinks, sweet tea, sweetened coffee drinks and other sugar-sweetened beverages
- Choose water and refill at the water cooler, refilling station or water fountain.

OPTIONAL: Don't forget to mark your calendar for [Insert Time] on [Insert Date] to join us in our celebration [Insert Location]

Soda Free Challenge (cont.)

SCHOOL/AFTER-SCHOOL/DAY CAMP/FAITH-BASED YOUTH PROGRAMS RESOURCES

Congratulations on fostering an environment that encourages children and adolescents to make healthy beverage choices! Please find additional ideas for promoting the Healthy Active Arkansas' Soda Free Challenge below.

IDEAS FOR PROMOTING THE SODA FREE CHALLENGE

- Consider hosting a kick-off event to raise awareness about the upcoming challenge.
- Consider offering incentives for participation. These are easy ways to boost participation, increase excitement, and ensure your challenge is a success!
- Incentive ideas: free healthy beverages, nonfood/drink prizes such as a cool refillable water bottle.
- Increase engagement by recognizing students who have made a pledge to participate in the Soda Free Challenge.
- Get parents and guardians involved for added support.
- Ask your leaders to speak about the dangers of sugar in our drinks.
- Consider extending the challenge to last for the entire summer, naming it The Soda Free Summer Challenge.
- Encourage participants to remain soda free after the challenge has ended.
- For an added impact pair this challenge with other crafts and demonstrations that are presented within this toolkit.
- Hold a water tasting with these snazzy water infusion recipes: <http://bit.ly/1CaNYX9>
- Commit to making a permanent change in your setting, like creating a healthy beverages policy or stocking the vending machine with fewer or no unhealthy options.

USE COMMUNICATION TOOLS

- Send reminder emails using the templates provided.
- Encourage students and their parents/guardians to sign the pledge to commit to choosing healthier beverage options.
- Utilize your organization's social media accounts to bring awareness to your efforts to promote child and adolescent wellbeing.

HEALTHY ACTIVE ARKANSAS

Rethink Your Drink: Soda Free [insert time frame. i.e. week, camp, summer]

SODA FREE PLEDGE

I, _____, pledge to be soda free from _____ to _____
_____. I will choose healthier beverage options such as water, seltzer and low-fat milk instead of sugar-sweetened sodas and teas. I will commit to being a positive role model for my friends and family.

Signature

Date

HEALTHY ACTIVE ARKANSAS

Rethink Your Drink: Soda Free [insert time frame. i.e. week, camp, summer]

SODA FREE PLEDGE

[Insert date]

Dear Parent/Guardian,

Over the next [insert timeframe], students will be learning about the importance of choosing healthy beverage options and the dangers that are imposed by sugar-sweetened beverages like sodas and sweetened tea. This project will work towards improving their education about sugar-sweetened beverages and the health risks of these sugary drinks.

The students will need your support! We will be challenging them to be soda free from [insert date] to [insert date] and to keep track of the number of their soda free days. We are encouraging you to be a role model for your child and take the soda free pledge as well.

Your support is important! I have included Rethink Your Drink information to help you make informed decisions about healthy beverage options for you and your family.

Please join us in being soda free!

Please let me know if you have any questions.

Sincerely,

Soda Free Challenge (cont.)

Commit to being a healthier you and keep track of your **Soda Free Days!**

Instructions: Log each day that you are soda free on the tracker below.

	Mon	Tue	Wed	Thurs	Fri	Sat	Sun
Week of _____							
Week of _____							
Week of _____							
Week of _____							
Week of _____							
Week of _____							
Week of _____							
Week of _____							
Week of _____							
Week of _____							

Social Media Message Templates (for all audiences)

Help promote your Rethink Your Drink campaign events and educate others about sugar-sweetened beverages on social media by using the sample messages included in this section.

Social Media Messages

Primary campaign hashtag: #healthyactiveAR

Other suggested hashtags and links: #RethinkYourDrinkAR, #EverySipCountsAR, #KickTheCanAR, @healthyactiveAR

SSB FACTS & STRATEGIES

Model Tweets – SSB Facts & Strategies:

- Sugary drinks are the #1 source of calories in teens’ diets – even over pizza! #healthyactiveAR
- DRINK beverages with 0-5g of sugar per 12 oz. DON’T DRINK beverages with over 12g of sugar per 12 oz. #healthyactiveAR
- Don’t put sugary drinks in your baby’s bottle. It increases acidity levels in the mouth and can cause tooth decay. #healthyactiveAR
- Check out this PSA from the Seattle area. What should Arkansas’ PSA say? #healthyactiveAR <https://www.youtube.com/watch?v=6idXRO8Voas>
- Think water is boring? Think again! Tasty water recipes: <http://bit.ly/1CaNYX9> #healthyactiveAR
- A 160-lb person would have to walk 3.3 miles to burn off a 240-calorie, 20-oz. soda. #healthyactiveAR
- You’d have to walk across the Big Dam Bridge approximately 4 times to burn off just one 20-oz. soda #healthyactiveAR
- Where in your town could you walk 3.3 miles to burn off a 240-calorie, 20-oz. soda? #healthyactiveAR
- We’re thirsty for change! Say YES to more water and NO to sugar-sweetened drinks. RT this if you agree #healthyactiveAR
- How much sugar are you drinking? A typical 20-oz. soda contains 16 tsps. of sugar #healthyactiveAR
- Environments matter too. Make healthy beverages the affordable & easiest option. #healthyactiveAR
- Research shows that a penny-per-ounce excise tax on sugary beverages reduces consumption #healthyactiveAR
- Soda consumption nearly doubles the risk of dental caries in children and increases the likelihood of cavities in adults #healthyactiveAR
- Did you know that one 20-oz bottle of soda has the same amount of sugar as 6 donuts? #healthyactiveAR
- The avg. American consumes 75 lbs. of added sweeteners including sugar each year. The same weight as a Labrador retriever #healthyactiveAR

Social Media Messages (cont.)

Model Facebook Posts – SSB Facts & Strategies:

- Think water is boring? Think again! Find Strawberry-Cucumber, Pineapple-Mint-Ginger, Apple-Cinnamon and more recipes to add some pizzazz to your water here: <http://bit.ly/1CaNYX9> #healthyactiveAR
- Check out this PSA from the Seattle area. What should Arkansas' PSA say about sugary beverages? #healthyactiveAR <https://www.youtube.com/watch?v=6idXRO8Voas>
- You'd have to walk across the Big Dam Bridge approximately 4 times to burn off just one 20-ounce soda #healthyactiveAR [or find a similar 3.3 mile distance in your community to post]
- Every sip counts! People who consume sugary drinks regularly – 1 to 2 cans per day or more – have a 26 percent greater risk of developing type 2 diabetes than people who rarely have such drinks. #healthyactiveAR
- Did you know that our environments affect our health behaviors? Making healthier choices more convenient & affordable, like raising the price of unhealthy drinks through an excise tax, is effective. #healthyactiveAR
- We're thirsty for change! Say YES to more water and NO to sugar-sweetened drinks. Share this if you agree! #healthyactiveAR
- 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. #healthyactiveAR
- 2 sentence healthy beverage guide: DRINK PLENTY= water, 1% or skim milk, unsweetened tea or coffee & seltzer water. SAY NO TO=drinks with 12 g of sugar or more per 12 ounces – that means soda, energy/sports drinks, sweet tea & fruit drinks. #healthyactiveAR
- Environments matter too. Effective strategies for reducing sugary beverage consumption: Stocking drinks @ eye-level or discounting healthy options & raising prices on unhealthy ones. Find others here: <http://1.usa.gov/1amawnW> #healthyactiveAR
- Ideas to help with making healthy beverage choices: Choose and stock fridge with water instead of sugary drinks. Carry a water bottle. Snazz up your water with fruit slices. Serve water with meals. #healthyactiveAR
- 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 soda. Sugary drinks increase acidity levels in the mouth and can cause baby bottle tooth decay. #healthyactiveAR

Model Instagram Posts – include photos - SSB Facts:

- I'm a role model for my friends and family by choosing healthy, low-calorie beverages. This water is so GOOD. #healthyactiveAR
- My dog weighs 75 pounds – that's how much sugar and other sweeteners I'm avoiding each year by drinking water and other nonsugar beverages and eating nonsweetened food. #healthyactiveAR [if your dog is only about 35-37 pounds your message could be, "My dog weighs 37 pounds – I'm avoiding double his weight in sugar and other sweeteners each year by drinking water and other nonsugar beverages and eating nonsweetened food."]

Social Media Messages (cont.)

EVENTS

Model Tweets – Events:

- **[Insert Org/School/Department/County]** is Rethinking Our Drinks [#healthyactiveAR](#)
 - Today at **[insert worksite/school/hospital/faith-based org/camp]** we're swapping sugar-sweetened beverages for water. Join the movement [#healthyactiveAR](#)
 - Students at **[insert school/camp/after school program]** are learning about healthy beverages: skim or 1% milk, water & seltzer water [#healthyactiveAR](#)
 - **[Insert school/company/coalition]** is standing with @Voices4HK, @American-Heart to promote drinking water! [#healthyactiveAR](#)
 - Employees at **[org/worksite/hospital]** are taking a 30-day challenge to drink 8 8-oz servings of water per day – join us! [#healthyactiveAR](#)
 - This is me pouring OFF the pounds by choosing water over soda [#healthyactiveAR](#)
 - **[Insert school/company/camp/youth program/health department]** is participating in Soda Free **[insert timeframe, e.g. week, month, summer]**. Join the movement [#healthyactiveAR](#)
-

Model Facebook Posts – Events:

- It's Bring Your Water Bottle to Work Day at **[insert company/org/hospital/school]** Why water? Next up ... A 30-day challenge to drink 8 eight-ounce servings a day! [#healthyactiveAR](#)
 - Go On Green! Students at **[insert school/camp/youth program]** are making craft projects: Stop lights as healthy drink guides. Green is for no-sugar drinks: water, skim/1% milk, unsweetened tea and seltzer water. [#healthyactiveAR](#)
 - Here are attendees at **[insert worksite/school/coalition]** Hidden Sugars demonstration learning how much sugar is in one soda. That's 16 teaspoons in a 20-ounce serving. Would you put that much in your coffee? [#healthyactiveAR](#)
 - I am **[insert name]** and I am choosing to pour OFF the pounds because **[insert reason]** and you can too [#healthyactiveAR](#)
 - **[Insert city/county/coalition/health department/faith-based organization]** supports healthy communities by encouraging healthy beverage choices through a 30-day Drink More Water Challenge. Join us! [#healthyactiveAR](#)
-

Model Instagram Posts – include photos - Events:

- It's Bring Your Water Bottle to Work Day at **[insert company/org/hospital/school]** Look at me putting it to use. Next up ... A 30-day challenge to drink 8 eight-ounce servings a day! [#healthyactiveAR](#)
- Healthy Active Arkansas supports healthy communities by encouraging healthy beverage choices through a 30-day Drink More Water Challenge. Join us! Choose water instead of sugar-sweetened beverages. Add slices of lemon, lime, cucumber or your favorite fruit to make it more fun! [#healthyactiveAR](#) [#30DayChallenge](#)

Educational Messages and Handouts (for all audiences)

These handouts may be used to supplement the activities and events provided within this toolkit, or to educate a variety of audiences about the risks of consuming sugar-sweetened beverages.

SUGARY BEVERAGES BY THE NUMBERS INFOGRAPHIC (PAGE 38)

Provides information on risks related to consuming sugar-sweetened beverages and statistics related to obesity

RETHINK YOUR DRINK EDUCATIONAL MESSAGES AND INFOGRAPHICS (PAGES 39-41)

Offers interesting facts about sugar consumption, impact on health, and strategies to make it easier to drink healthier beverages

GO ON GREEN HANDOUT (PAGE 42)

Graphic that presents the stoplight concept behind healthy beverage choices

BEVERAGES: MAKE EVERY SIP COUNT (ENGLISH AND SPANISH) (PAGES 43 AND 44)

Fact sheet that provides information on making informed beverage choices based on sugar content and serving size

CALCULATING SUGARY DRINKS (PAGE 45)

Tutorial on converting grams to teaspoons to better understand sugar content as listed on a beverage's nutrition label

BE A LABEL READER (PAGE 46)

Guidance on how to read a beverage's nutrition label and identify hidden sugars in the ingredients list

Sugary Beverages by the Numbers

42

The number of gallons of soda and other sugary beverages the average American consumes annually⁹

55%

According to one study, the increased chance of a child becoming overweight or obese by drinking one or more sugary drinks per day⁷

JUST **ONE** SUGAR-SWEETENED BEVERAGE PER DAY INCREASES AN ADULT'S RISK OF BECOMING OVERWEIGHT BY 27 PERCENT¹⁰

1/5

The amount of all weight gained by US population between 1977 and 2007 that can be attributed to sugary beverage consumption¹¹

16

The average number of teaspoons of sugar found in a typical 20-ounce soda, along with an upwards of 240 calories¹²

#1

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)¹³

\$1.25B

THE AMOUNT (IN BILLIONS) SPENT IN ARKANSAS EACH YEAR TREATING OBESITY-RELATED DISEASES¹⁴

26%

The increase in likelihood in developing type 2 diabetes for people who drink 1-to-2 sugary drinks per day⁸

The percent of increased risk for developing gout if consuming one sugary drink per day¹⁵

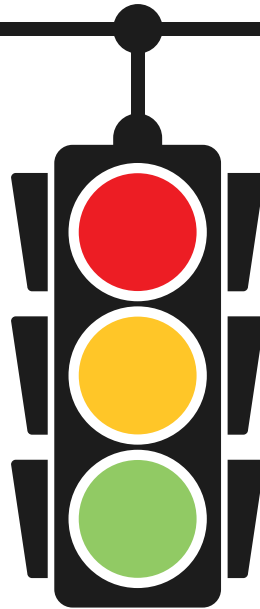
75%

RETHINK YOUR DRINK:

GO ON GREEN

Cutting back on **RED** drinks and substituting them with **GREEN** drinks can help prevent unhealthy weight gain.

- **RED** drinks have over 3 tsp of sugar per 12 oz
- **YELLOW** drinks have 1.5 to 3 tsp of sugar per 12 oz or contain artificial sweeteners
- **GREEN** drinks have 0 to 1.25 tsp of sugar per 12 oz



DON'T DRINK

Regular Sodas • Energy or sports drinks • Sweetened tea/coffee drinks

DRINK ONLY SOMETIMES

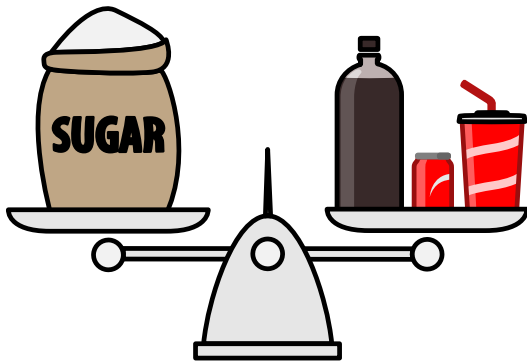
100% juice • Reduced-fat (2%) milk, plain • Diet sodas

DRINK PLENTY!

Water • 1% or fat-free milk, plain • Tea/coffee no cream or sugar • Seltzer water

BEVERAGES: MAKE EVERY SIP COUNT

Improve your health by choosing water or low-fat milk

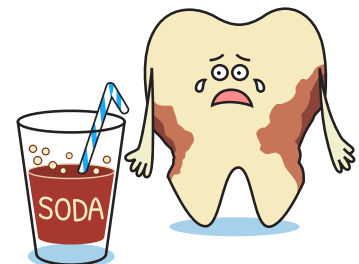


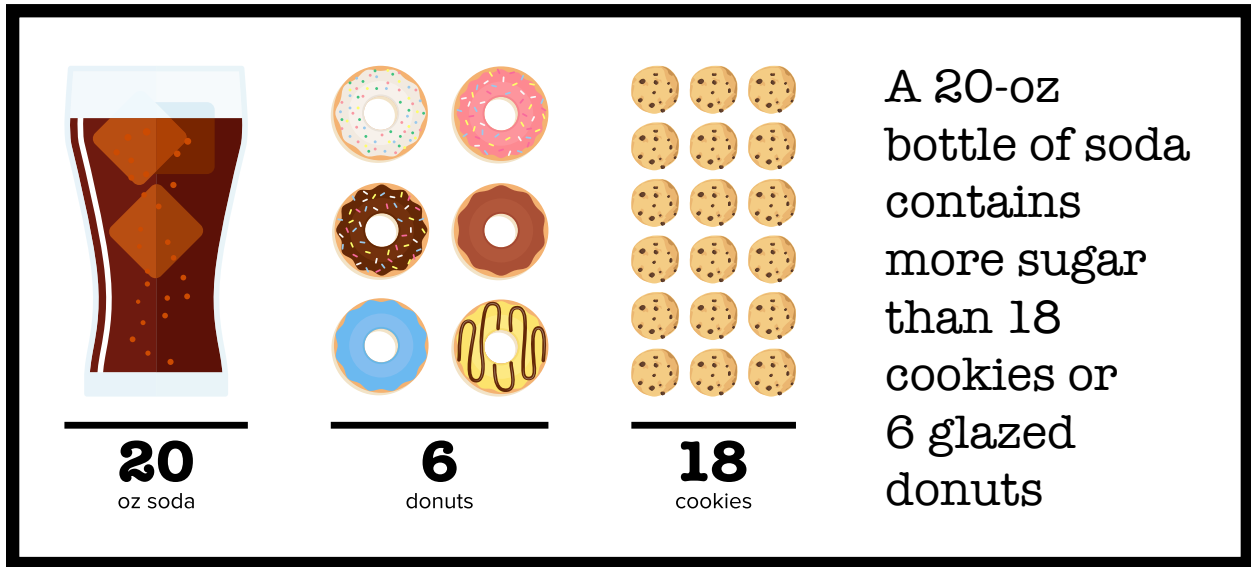
ARE YOU POURING ON THE POUNDS?

Try drinking water or low-fat milk to get the most out of your drinks with few calories. Sugary beverages increase the risk of obesity, diabetes, cancer and hypertension.

SODA CONSUMPTION & TOOTH DECAY

Soda consumption nearly doubles the risk of dental cavities in children and increases the likelihood of cavities in adults. The acid in soda and other sugar-sweetened beverages causes erosion of tooth enamel, often after just one sip, and the sugar in these beverages fuels bacteria that cause tooth decay.





SMALL CHANGES TO START A HEALTHIER LIFESTYLE

- Add a splash of 100% juice to sparkling water for taste.
- Try drinking water with dinner instead of sugary options.
- Carry a refillable water bottle with you to drink on the go.
- Replace sugary sports drinks and energy drinks during workouts or practice with water.
- Keep a pitcher of water infused with lemons, berries, cucumbers or other fruits in your refrigerator.
- Craving a milkshake? Try a fruit smoothie instead made with fresh or frozen fruit and low-fat yogurt.

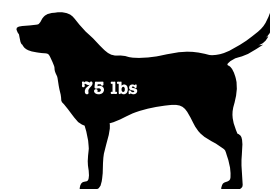
Consuming sugary drinks, such as sweet tea, fruit drinks with added sugar, sports drinks, and soda, poses a real health risk to kids.

Every child deserves to grown up at a healthy weight, which means promoting healthy beverage options – like water and milk.

Healthy drink options should be easily accessible and available in places where adults, and kids and their families spend their time. Clean drinking water should be available in public places, and healthy drinks should be priced at an equal or lower cost than less healthy options.



The average American consumes **75 POUNDS** of sugar and other sweeteners per year from soda, other sweetened drinks and food.



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 sugar sweetened beverages. For example, a 160-pound person would have to walk approximately:

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

In Little Rock, you would have to walk across the Big Dam Bridge approximately 4 times just to burn off one 20-oz soda, and you'd have to walk the Base Trail Loop of Pinnacle Mountain to burn off one 32-oz. sports drink. Where's your favorite spot in Arkansas? Where would you have to walk from there to cover 18 miles after having 4 sweet iced teas?

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

- Choose water, seltzer water, or unflavored skim or 1% milk.
- For a quick, easy, and inexpensive thirst quencher, carry a water bottle and refill it throughout the day.
- Serve water with meals.
- Don't "stock the fridge" with sugar-sweetened beverages. Instead, keep a jug or bottles of cold water in the fridge.
- Make water more exciting by adding slices of lemon, lime, cucumber, or watermelon, or drink sparkling water.
- Add a splash of 100% fruit juice to plain sparkling water for a refreshing, low-calorie drink.
- Be a role model for your friends and family by choosing healthy, low-calorie beverages.

ENVIRONMENT MATTERS TOO!

There are many ways schools, employers, businesses, hospitals and lawmakers can help create a community that supports healthy choices. Ask the places where you live, play and work to do the following:

- Put healthier choices at eye level in your workplace coolers and cafeterias.
- Offer discounts on healthy beverage choices and raise the price on unhealthy choices.
- Implement an excise tax on sugar-sweetened beverages to discourage consumption.
- Post educational signs near vending machines, cafeterias and coolers to help people identify the healthiest options.
- Provide only healthy drinks during meetings and conferences.
- Provide clean drinking water in public places.
- Create a social environment that supports healthy choices.

STOP. RETHINK YOUR DRINK. GO ON GREEN.



RED - DRINK RARELY, IF AT ALL

- Regular sodas
- Energy or sports drinks
- Fruit drinks



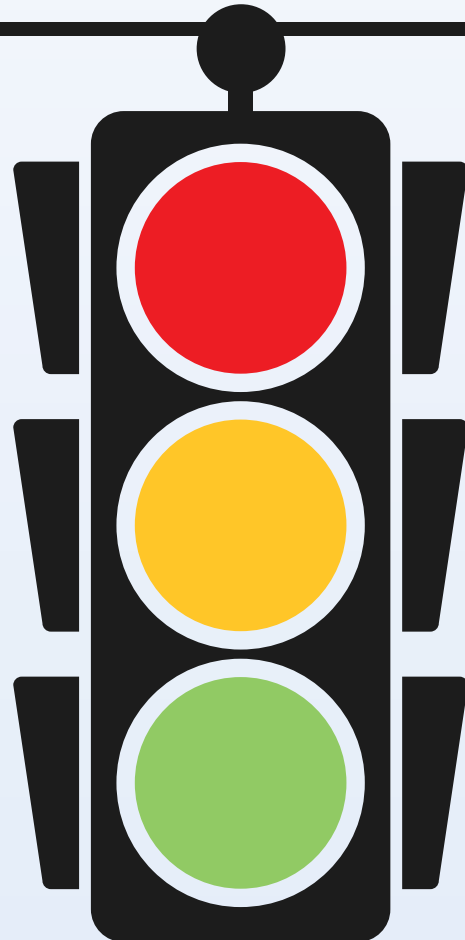
YELLOW - DRINK OCCASIONALLY

- Diet soda
- Low-calorie, low-sugar drinks
- 100% Juice



GREEN - DRINK PLENTY

- Water
- Seltzer water
- Skim or 1% milk



STAY CONNECTED

   @healthyactiveAR

LIKE, FOLLOW & SHARE!

Beverages: Make Every Sip Count

When Choosing Drinks, Ask:

How can I make every sip count? Drink natural, nutrient-packed beverages like milk, 100% juices and water to boost your nutrition.

Did I drink 2-3 cups of milk today? If not, drink low-fat or fat-free milk to build strong teeth and bones.

Am I thirsty? Choose water to stay hydrated without adding extra calories. Use tap water and add ice cubes to save money. Add flavor with sliced fruit or cucumber.

What if I don't like the taste of tap water? Leave water overnight in an open container. Chlorine evaporates so water tastes better.

What should I do with the large drink from a meal combo at fast food restaurants? Substitute low-fat or fat-free milk, water or split a drink with family.



What Size Is Your Drink?

This glass is the actual size of one cup, or 8 ounces.

Compare your cup here. Then check your label to see how much you are drinking.

What's in Your Drink? Read the Label

Find the serving size.

One container isn't always one serving. This container has 3 servings. Drinking the whole container is 510 calories!

Limit added sugars.

Read ingredients.

Milk or 100% juice should be listed first.

Nutrition Facts	
Serving Size 8 fl oz (245g)	
Servings Per Container 3	
Amount Per Serving	Calories from Fat 20
Calories 170	%Daily Value*
Total Fat 2.5g	4%
Saturated Fat 1.5g	8%
Trans Fat 0g	0%
Cholesterol 5mg	2%
Sodium 190mg	8%
Total Carbohydrate 29g	10%
Dietary Fiber 1g	5%
Sugars 27g	
Protein 9g	
Vitamin A 10%	Vitamin C 6%
Calcium 30%	Iron 4%

*Percent Daily Values are based on a 2,000 calorie diet.

Choose Most Often

Water

Milk: Low-fat or fat-free 100% juice

Unsweetened beverages

Drink Less Often

Soda

Sports drinks, energy drinks

Fruit-drinks

Sweetened teas, coffees and other beverages

I Will Drink More:

I Will Drink Less:



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NM/08-14/1-500 (7/22/13)

Bebidas: Asegúrese de que cada sorbo le beneficie

Quando elijan bebidas pregúntense:

¿Qué puedo hacer para que cada sorbo me beneficie?
Beba líquidos naturales y ricos en nutrientes como la leche o los jugos 100% de frutas que estimulan su nutrición.

¿Tomé hoy de 2 a 3 tazas de leche?
Si no, beba leche baja en grasa o sin grasa para que sus huesos y dientes se mantengan fuertes.

¿Tengo sed? Para mantenerse hidratado, beba agua simple. Para ahorrar dinero beba agua de la llave con cubitos de hielo. Dele sabor agregándole fruta picada o pepino.

¿Qué hago si no me gusta el sabor del agua de la llave? Deje el agua en un recipiente abierto durante toda la noche. El cloro se evapora y el agua sabe mejor.

¿Qué hago con la bebida grande que me dan en los restaurantes de comida rápida? Sustitúyala por leche baja en grasa o sin grasa, o por agua, o compártala con la familia.



¿De qué tamaño es su bebida?

Este vaso es el tamaño exacto de una taza o el equivalente a 8 onzas.

Compare su recipiente con este y luego lea la etiqueta para ver cuánto está tomando.

¿Qué contiene su bebida?

Lea las etiquetas

Encuentre la medida de la porción.

Un recipiente no equivale siempre a una porción. Este recipiente contiene tres porciones. Si lo bebe todo estará consumiendo ¡510 calorías!

Limite los azúcares añadidos.

Lea los ingredientes. La leche o los jugos 100% de frutas deben ocupar el primer lugar en su selección.

Nutrition Facts	
Serving Size 8 fl oz (245g)	
Servings Per Container 3	
Amount Per Serving	Calories from Fat 20
Calories 170	
Total Fat	2.5g 4%
Saturated Fat	1.5g 8%
Trans Fat	0g 0%
Cholesterol	5mg 2%
Sodium	190mg 8%
Total Carbohydrate	29g 10%
Dietary Fiber	1g 5%
Sugars	27g
Protein	8g
Vitamin A 10% • Vitamin C 6%	Calcium 30% • Iron 4%

*Percent Daily Values are based on a diet of 2,000 calories.

Elija con mayor frecuencia Beba con menos frecuencia

Agua	Soda
Leche: Baja en grasa o sin grasa	Bebidas deportivas, bebidas energizantes
Jugo 100% natural	Bebidas de frutas
Bebidas sin endulzantes	Bebidas con endulzantes

Beberé más:

Beberé menos:



Calculating Sugary Drinks

HOW MANY TEASPOONS OF SUGAR ARE IN A 20-OUNCE SODA?

CALCULATION

Grams of sugar divided by 4 = teaspoons of sugar

Note: If the container has more than one serving, multiply the number of grams of sugar by the number of servings to get the total teaspoons of sugar in the container.

For example, if a label shows 25 grams of sugar per serving, and the container has 2 servings, this would equal 50 grams of sugar in the entire container. $25 \times 2 = 50$

HOW MUCH SUGAR ARE YOU DRINKING IN A WEEK?

One 20-ounce blended coffee drink per day = 133 teaspoons of sugar in a week.

One 20-ounce energy drink per day = 113.5 teaspoons of sugar in a week.

One 20-ounce bottle of soda per day = 114 teaspoons of sugar in a week.

One 24-ounce sports drink per day = 71 teaspoons of sugar in a week.

H₂O = 0 TEASPOONS OF SUGAR

STAY CONNECTED

   @healthyactiveAR

LIKE, FOLLOW & SHARE!

Be a Label Reader

Become a label reader and beware of sugar’s many names and also pay attention to portion sizes.

NUTRITION FACTS FOR 20 OUNCE SODA		
Serving Size: 1 bottle		
Servings Per Container: 1		
Amount Per Serving		
Calories	240	
		% Daily Value
Total Fat	0 g	4%
Saturated Fat	0 g	0%
Trans Fat	0 g	
Cholesterol	0 mg	0%
Sodium	75 mg	3%
Total		
Carbohydrate	65 g	22%
Sugars	65 g	
Protein	0 g	
Ingredients: Carbonated water, high fructose corn syrup , caramel color, phosphoric acid, natural flavors, caffeine		

COMMON NAMES FOR SUGAR:
 Sugar comes in many forms. Here are some common words for sugar in the ingredients list:

- High fructose corn syrup
- Brown sugar
- Cane juice
- Corn syrup
- Dextrose
- Fruit juice concentrates
- Fructose
- Glucose
- Honey
- Maltodextrin
- Maple syrup
- Molasses
- Powdered sugar
- Raw sugar
- Sucrose

To find out how much sugar is in a package of food, first check the “Nutrition Facts” panel on the package.

Look for the word “Sugars” to see how much sugar is in the food per serving. To find the hidden forms of sugar, check the “Ingredients.”

H2O = 0 TEASPOONS OF SUGAR

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