Illinois Alliance to Prevent Obesity

Illinois Rethink Your Drink Month

TOOLKIT

The Illinois Alliance to Prevent Obesity's Statewide Rethink Your Drink Educational Campaign

The Illinois Alliance to Prevent Obesity is launching a statewide campaign to educate Illinoisans on the harmful effects of consuming sugar-sweetened beverages and encouraging healthier beverage options.

Campaign Objectives:

1) Educate stakeholder organizations and community residents about the harms of SSB consumption

2) Educate stakeholders and community residents about the opportunities to reduce obesity, chronic disease, and health care costs through environmental changes, such as healthy vending, and changes to the beverage environment in schools, public buildings, worksites and hospitals.

3) De-normalize consumption of SSBs

The campaign formally kicks off with a week of outreach on **Monday, January 13th, 2014**, and throughout January and February IAPO is asking employers, hospitals and healthcare institutions, schools and daycare centers, municipalities and health departments to host Rethink Your Drink educational events and help Illinoisans make healthy beverage choices in the new year.

This message was funded in part by a grant from Voices for Healthy Kids, an initiative of the Robert Wood Johnson Foundation and American Heart Association.

The Illinois Alliance to Prevent Obesity's Rethink Your Drink Campaign Overview:

The Statewide 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.

The campaign formally kicks off with a week of outreach on **Monday, January 13th, 2014**, and throughout January and February IAPO is asking employers, hospitals and healthcare institutions, schools and daycare centers, municipalities and health departments to host Rethink Your Drink educational events and help Illinoisans make healthy beverage choices in the new year.

Join us during your designated week below!

Phase I

Campaign Kick-off Week/General Education & Awareness: Monday, 1/13-Friday, 1/17
Health Departments/Local Government Education Week: Monday, 1/20-Friday, 1/24
After-School Programs/Non-Profits Education Week: Monday, 1/27-Friday, 1/31
Schools/Universities Education Week: Monday, 2/3-Friday, 2/7
Worksites and Hospitals Education Week: Monday, 2/10-Friday, 2/14

Phases II & III

Stay tuned for more information.

The Illinois Alliance to Prevent Obesity's Rethink Your Drink Campaign Overview:

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

Step-by-Step Action Plan:

Step 1: Get your management to sign off

Secure approval to participate in the statewide Rethink Your Drink Educational Campaign

Step 2: Choose the week that corresponds with your sector and pick an event date

Once you pick your week and day, make sure to mark the calendars of your target audiences right away and use one of our email templates to help build awareness.

Step 3: Choose your event

We have lots of easy and informative event ideas – take a look at our *Rethink Your Drink Educational Activities* beginning on page 10.

Step 4: Planning your event

Determine the location of your event and make sure the space can accommodate all the anticipated participants. Use the email templates provided in this guide and the ideas below to promote your event. Make sure to consult the supplies section listed in your event breakdown so you have all the necessary supplies and handouts ready.

Step 5: Spreading the word

Date set? Now start promoting your event! Use the emails and display the health information we've provided in the applicable spaces: meeting rooms, public areas, rest rooms, etc. to build momentum.

Step 6: Celebrate and conduct your event!

Make sure to take pictures and share on your social networking pages and IAPO's Facebook page to maximize the impact of your event. Review the social networking handout on page 8 for everything you need to share the great work you're doing!

The Illinois Alliance to Prevent Obesity's Rethink Your Drink Educational Events Overview:

Hosting an educational event is easy and fun! We've provided everything you need to promote, conduct and share your educational event!

What you'll find in this guide:

The Illinois Alliance to Prevent Obesity's
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 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 Illinois spends each year treating obesity-related diseases.[9]

Illinois Alliance to Prevent Obesity

The Illinois Alliance to Prevent Obesity's

Rethink Your Drink Educational Messages:

Effective Messaging

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)*

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 without the calories. Sugary beverages increase the risk of obesity, diabetes, cancer and hypertension.

Soda consumption nearly doubles the risk of dental caries 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 provide fuel for bacteria that cause tooth decay.

The Illinois Alliance to Prevent Obesity's

Rethink Your Drink Educational Messages:

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-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, 23-oz. sweetened tea.

In Chicago, you'd have to walk from Soldier Field to Navy Pier just to burn off one 20-oz. soda, and you'd have to walk from Urbana to Champaign to burn off one 32-oz. sports drink! You should get started on that walk from Carbondale to Marion if you'd want to burn off the calories in 4 sweetened iced teas!

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 the price 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

The Illinois Alliance to Prevent Obesity's

Rethink Your Drink Social Media Messages:

Primary campaign hashtag: #RethinkYourDrinkIL
Other hashtags: #SwapWaterforSoda #EverySipCounts #GoOnGreen

Model Tweets – SSB Facts/Strategies:

- Sugary drinks are the #1 source of calories in teens' diets – even over pizza! #SwapWaterforSoda #RethinkYourDrinkIL
- DRINK beverages with 0-5g of sugar per 12oz. DON'T DRINK beverages with over 12g of sugar per 12oz. # #RethinkYourDrinkIL #EverySipCounts #GoOnGreen
- Think water is boring? Think again! Tasty water recipes: http://bit.ly/IZnilk #RethinkYourDrinkIL #EverySipCounts
- A 160-lb person would have to walk 3.3 miles to burn off a 240-calorie, 20-oz. soda #EverySipCounts #RethinkYourDrinkIL
- How much sugar are you drinking? A typical 20-ounce soda contains 15 to 18 teaspoons of sugar. #SwapWaterforSoda #RethinkYourDrinkIL
- Environments matter too. Make healthy beverages the affordable & easiest option #RethinkYourDrinkIL #EverySipCounts
- Research shows that a penny-per-ounce excise tax on sugary beverages reduces consumption #RethinkYourDrinkIL #EverySipCounts
- Soda consumption nearly doubles the risk of dental caries in children and increases the likelihood of cavities in adults. #RethinkYourDrinkIL #SwapWaterforSoda

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Model Facebook Posts – SSB Facts/Strategies:

- Think water is boring? Thank again! Find Strawberry Blast, Peach Pie, Cherries Jubilee, Vanilla Latte and more recipes to add some pizazz to your water here http://bit.ly/IZnilk #RethinkYourDrinkIL #SwapWaterforSoda
- Every sip counts! People who consume sugary drinks regularly—1 to 2 cans a day or more—have a 26% greater risk of developing type 2 diabetes than people who rarely have such drinks. #RethinkYourDrinkIL #SwapWaterforSoda
- 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. #RethinkYourDrinkIL

- Are you pouring on the pounds? Sugary beverages increase the risk obesity and diabetes, cancer and hypertension - try drinking water or low-fat milk to get the most out of your drinks without the sugary calories. #RethinkYourDrinkIL

- 2 sentence healthy beverage guide: DRINK PLENTY=Water, 1% or skim milk & seltzer water. SAY NO TO: Drinks with 12g of sugar or more per 12 ounces – that means sodas, energy/sports drinks & fruit drinks #RethinkYourDrinkIL #GoOnGreen

- Environment matters when it comes to obesity prevention. Strategies such as price disincentives and product placement can encourage healthier choices. Learn more: http://1.usa.gov/1amawnW #RethinkYourDrinkIL

- Ideas to help with making healthy beverage choices: Choose and stock fridge with water, diet, or low-calorie beverages instead of sugary ones. Carry a water bottle. Snazz up your water with fruit slices. Serve water with meals. #RethinkYourDrinkIL

Model Tweets – Events:

- [Insert Org/School/Department/County] is Rethinking Our Drinks #RethinkYourDrinkIL #SwapWaterforSoda

- Today at [insert worksite/hospital] we're swapping sugar-sweetened beverages for water. Join the movement #RethinkYourDrinkIL #SwapWaterforSoda

- Students at [insert school] are learning about healthy beverages: Skim or 1% milk, water & seltzer water #RethinkYourDrinkIL #EverySipCounts

- [Insert school/company/health department] is standing with @Voices4HK, @American_Heart & @PreventObesityIL to promote drinking water! #RethinkYourDrinkIL #SwapWaterforSoda

- Employees at [insert hospital/company] are taking the 30-day challenge to drink 8 8-oz servings of water per day – join us! #RethinkYourDrinkIL #SwapWaterforSoda

- This is me pouring OFF the pounds by choosing water over soda. #RethinkYourDrinkIL #SwapWaterforSoda

Model Facebook Posts – Events:

- It's Bring Your Water Bottle to Work Day at [Insert company/hospital name] Why water? Next up? A 30-day challenge to drink 8 eight-ounce servings a day! #RethinkYourDrinkIL

- Go On Green! Students at [insert school] are making craft projects: Stop lights as healthy drink guides. Green is for no-sugar drinks: Water, skim/1% milk and seltzer water. #RethinkYourDrinkIL #GoOnGreen

- Here are attendees at [insert name's] Hidden Sugars demonstration learning how much sugar is in soda. That's 17 teaspoons in a 20-ounce serving. Would you put that much in your coffee? #RethinkYourDrinkIL #EverySipCounts

- I am [insert name] and I am choosing to pour OFF the pounds because [insert reason] #RethinkYourDrinkIL

- [Insert park district/health department] supports healthy communities by encouraging healthy beverage choices through a 30-day Drink More Water Challenge. Join us!

Rethink Your Drink

Hidden Sugars Demonstration

Hidden Sugars Demonstration Breakdown

Target Audience: Any group!

Objectives:

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

Description:

Educate audience on obesity in Illinois 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

1 bag of sugar cubes
1 empty soda bottle
1 scoop

Handouts

Hidden Sugars Presentation Guide
Sugar-Sweetened Beverage Fact Sheet
Go On Green Handout

Illinois Alliance to Prevent Obesity

T I M E: 30 minutes
- 5 min overview of obesity and the negative health effects
- 5 min eating too much sugar
- 8 min calculating sugar content
- Showcase 2-3 three examples
- 7 min Hidden Sugar demo
- 5 min Review stoplight and additional Q/A

PART 1 OBESITY IN ILLINOIS

- Illinois ranks in the top ten states for obese/overweight adolescents (ages 10-17 years).
- One in five Illinois children are obese, the fourth worst rate in the nation.
- Nearly two-thirds (64%) of all Illinoisans are overweight or obese.

PART 2 THE PROBLEM WITH OBESITY

Step Two: Provide information on negative health effects of obesity

- Only three states (Mississippi, Georgia, and Kentucky) have a higher childhood obesity rate than Illinois. These alarming statistics suggest that Illinois 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 TOO MUCH SUGAR

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

What is a sugar-sweetened beverage?

- Any beverage with added caloric sweetener including soda, other carbonated soft drinks, juice drinks, 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 much added sweeteners including sugar do you think the average American eats in a year?

[Answer] Almost 100 pounds a year… which is almost a quarter pound of sugar and other calorie-rich sweeteners a day!

[Display] ¼ lb of sugar in a 2 liter cola bottle

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

[Display] This is what a quarter pound of sugar looks like.

[Hold up 28 sugar cubes in a baggie]

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

PART 4 Calculating 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?"

We're talking about the extra sugar and sweeteners that 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 cola, which has since about 17 teaspoons of sugar on average. How do we know that? By reading the 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. cola bottle?

4 grams of sugar equals one teaspoon.
If you divide 65 grams by 4, you get about 17 teaspoons

PART 5 Hidden Sugars Demonstration

Step Five: As you lead this part of the discussion, have a partner scoop and count teaspoons of sugar 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 17 teaspoons of sugar looks like.

[Ask For a Volunteer to Count Out 17 Sugar Cubes From the Baggie.]

- Please count out 17 teaspoons/cubes of sugar and put them in this 20 ounce cola bottle. I'll help you count.

[Count: 1-2-3-4-5… Keep Going! … You're Halfway There…]

- O.K. Take a look at this bottle. This is the amount of sugar in just one cola drink. The American Heart Association recommends no more than six teaspoons of sugar per day for adult women and no more than nine teaspoons for adult men. For children the recommended amount is three teaspoons daily and for teens the amount should not exceed eight teaspoons.

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 cola a day to your normal diet for a year, could result in gaining 25 extra pounds! — all because of the empty calories from added sugar.

[Ask the Audience]
How long do you think you would have to walk briskly to burn off the 240 excess calories from one 20-ounce cola?

So…Now…Don't You Want to Rethink Your Drink?

Illinois Alliance to Prevent Obesity

PART 6 Making healthier choices

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

Picking healthy beverage choices is easy with the **Go On Green handout**.

RED is for beverages you should drink rarely or not at all. That includes regular sodas, sports drinks and fruit drinks.

YELLOW indicates beverages you should only drink occasionally, including diet soda, low-calorie/low-sugar drinks and 100% juice.

GREEN is for beverages you should drink ALL THE TIME! These include water, seltzer water or skim/1% milk.

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 to drink out of throughout the day.
- Ask your parents or guardian to keep a jug of water in the fridge.

Environments influence 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
- Provide only healthy drinks during events
- Model healthy behaviors by drinking GREEN beverages in front of others

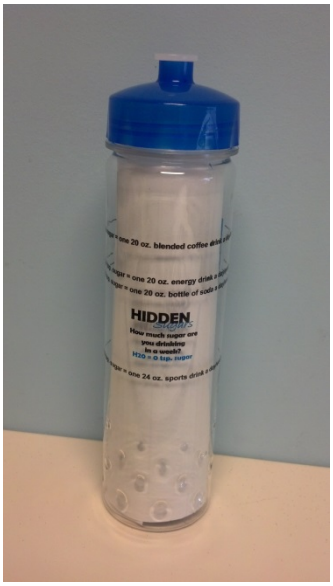
Handout: Calculating Sugar Content

How many teaspoons of sugar are in a 20 ounce cola?

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 grams of sugar in the container.

For example, from the label below, 27 grams of sugar x 2.5 serving = ***65 grams of sugar in the entire bottle.***



133 tsp. sugar = one 20 oz. blended coffee drink a day/week

113.4 tsp. sugar = one 20 oz. energy drink a day/week

109.2 tsp. sugar = one 20 oz. bottle of soda a day/week

HIDDEN Sugars
How much sugar are you drinking in a week?
H20 = 0 tsp. sugar

70.6 tsp. sugar = one 24 oz. sports drink a day/week

That's 16.25 teaspoons of sugar in one 20 ounce bottle of soda!

Stay Connected:

'Like' the Illinois Alliance to Prevent Obesity on Facebook.

Follow @PrevObesityIL on Twitter

Learn more and sign up for email updates at www.preventobesityil.org

To order Rethink Your Drink water bottles, contact Janna.Simon@iphionline.org.

Handout: Be a Label Reader

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

Nutrition Facts

Serving Size: 8 oz. **ONE BOTTLE=THREE PORTIONS!**
Servings Per Container 2.5

Amt Per Serving		% DV
Calories	150	
Total Fat	2.5 g	4%
Saturated Fat	0 g	0%
Trans Fat	0 g	
Cholesterol	0 mg	0%
Sodium	85 mg	4%
Total Carbohydrate	30 g	9%
Dietary Fiber	13g	
Sugars	3 g	
Protein		

INGREDIENTS: Water, corn syrup, sugar, fructose, natural and artificial flavors, high fructose corn syrup, vegetable oil, contains 2% or less of potassium chloride, brown sugar, sorbitol, glycerin, malt flavoring, natural and artificial flavor, salt, soy, lecithin, niacinamide, non- fat dry milk, BHT, vitamin A, B6, rivin, thiamin mononitrate, folic acid, vitamin B12.

Common names for sugar:

Sugar comes in many forms. Here are some common words for sugar in the Ingredients List:

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

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."

Stay Connected:

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Follow @PrevObesityIL on Twitter

Learn more and sign up for email updates at www.preventobesityil.org

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Handout: Go On Green

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Rethink Your Drink

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

Event Breakdown

Target Audience: Work sites/hospitals

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. 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.

Demonstration Ingredients

Supplies

Promotional email templates
Employer Resource Page

Handouts

Go On Green
Beverages: Make Every Sip Count
30-Day Water Challenge Tracking Sheet

Illinois Alliance to Prevent Obesity

[INSERT COMPANY/ORGANIZATION NAME] celebrates Illlinois' Rethink Your Drink Month: 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 or artificial sweeteners every day for the next thirty 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								

Illinois Alliance to Prevent Obesity

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 (46%!) in the American diet. We didn't either and now that we do we want to raise awareness by participating in **Illinois' Rethink Your Drink Month.**

More facts:

- One study shows the odds a child will become obese increase by 60% with each additional 12-ounce serving of soda per day.
- People who drink 1-2 servings/day are 26% more likely to develop type 2 diabetes than people who drink 0-1 serving/month.

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 Illinois' Rethink Your Drink Month on Monday, January 13th 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 Rethink Your Drink Month.

Second Announcement Email with Details

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

On [insert date], we will be celebrating Illinois' Rethink Your Drink Month. We will join Illinoisans across the state as they pledge to make healthier beverage choices.
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, sweetened coffee drinks and other sugar-sweetened beverages

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

I look forward to drinking our way to health together!

Beverages: Make Every Sip Count

When Choosing Drinks, Ask:

How can I make every sip count? Drink natural, nutrient-packed beverages like milk and water (plain or seltzer)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'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 170	Calories from Fat 20
	%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 8g	
Vitamin A 10% • Vitamin C 6%	
Calcium 30% • Iron 4%	

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

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.

Choose Most Often	Drink Less Often
Water	Soda
Milk: Low-fat or fat-free	Sports drinks, energy drinks
Seltzer water	Fruit-drinks
	Sweetened teas, coffees and other beverages

I Will Drink More:	I Will Drink Less:

CHAMPIONS for CHANGE
Network for a Healthy California

DAIRY COUNCIL of CALIFORNIA®
Healthy Eating Made Easier®

Bebidas: Asegúrese de que cada sorbo le beneficie

Cuando elijan bebidas pregúntense:

¿Qué puedo hacer para que cada sorbo me beneficie? Beba líquidos naturales y ricos en nutrientes como la leche 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 sin añadir calorías, 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? Substitúyala 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 la etiqueta

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 las azucares añadidas.

Lea las etiquetas. 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 170	Calories from Fat 20
	%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 8g	
Vitamin A 10% • Vitamin C 6%	
Calcium 30% • Iron 4%	

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

Elija con mayor frecuencia	Beba con menos frecuencia
Agua	Soda
Leche: Baja en grasa o sin grasa	Bebidas deportivas, bebidas energizantes
Bebidas sin endulzantes	Bebidas de frutas
	Bebidas con endulzantes

Beberé más:	Beberé menos:

CAMPEONES del CAMBIO
Red para una California Saludable

DAIRY COUNCIL of CALIFORNIA®
Healthy Eating Made Easier®

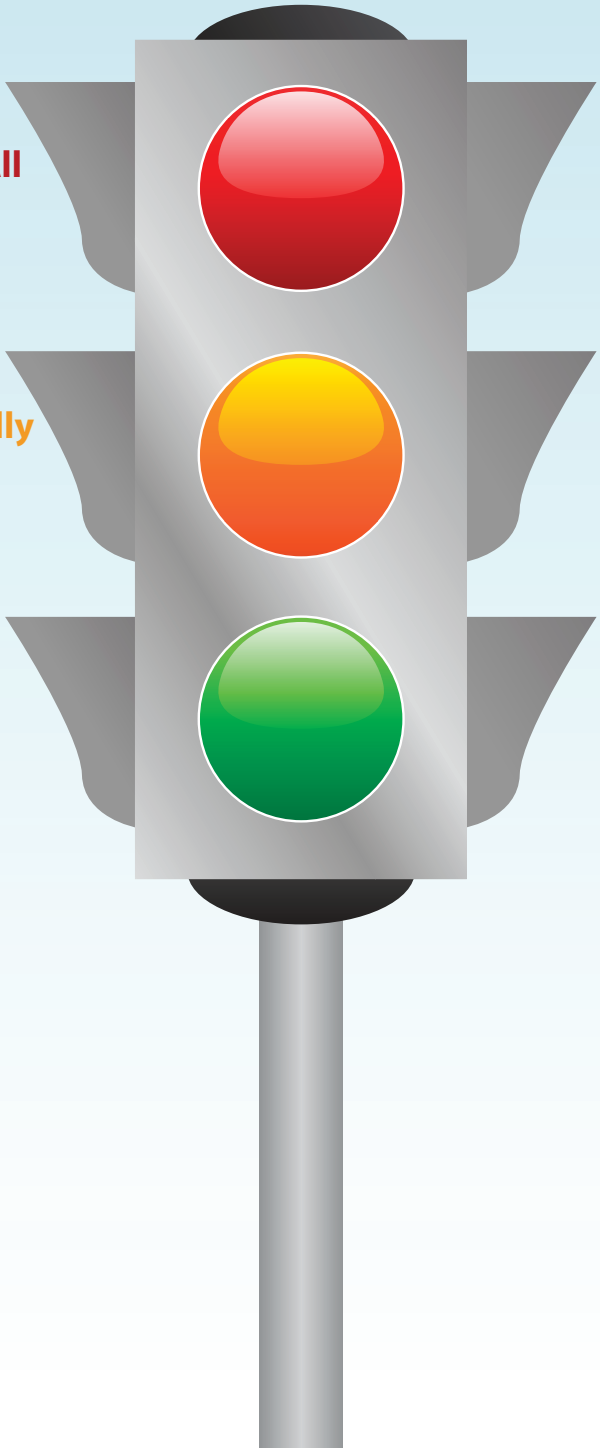
Desarrollado por el Dairy Council of California ©2010, revisar 2013, en colaboración con la Orange County Nutrition and Physical Activity Collaborative (NuPAC).
Financiado por el Supplemental Nutrition Assistance Program del Departamento de Agricultura de los Estados Unidos. ■ Departamento de Salud Pública de California

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



What is GO ON GREEN?

Choosing the right beverage is important to maintaining a healthy diet and staying hydrated and energized. This traffic light system is a guide to help you choose healthy beverages. If you're thirsty, go for the green!

What You Drink Makes More Difference Than You Think!

Many people don't realize how much sugar and calories are in common beverages. Sugar-sweetened beverages, like soda and flavored drinks, are now the largest source of added sugar in Americans' diets and can account for a large percentage of a person's daily calorie intake.

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

- A 20-ounce (oz) bottle of soda contains about 17 teaspoons of sugar. Drinking one of these every day can lead to about 25 extra pounds of weight gain a year.
- To burn off the additional 250 calories in a 20 oz bottle of soda, you'd have to walk briskly for approximately 60 minutes.

Choosing healthier drinks is an essential step in maintaining a healthy weight and helping to reverse the obesity epidemic.

- Sugary drinks are a major contributor to obesity in youth and adults, which can result in the development of chronic diseases like Type 2 diabetes, heart disease, and cancer.
- In Illinois, 1 in 3 adults are overweight or obese.
- The obesity epidemic is affecting our wallets, too; health costs related to obesity in the United States are estimated at $147 billion annually.

Read the Label. See What You're Drinking.

Nutrition Facts

Nutrition Facts	Standard Serving		This Package	
1. Serving Size	8 fl oz (240 mL)		20 fl oz (591 mL)	
Servings Per Container	2.5		1	
Amount per serving		**%DV***		**%DV***
2. **Calories**	100		250	
Total Fat	0g	**0%**	0g	**0%**
Sodium	30mg	**1%**	75mg	**3%**
Total Carbohydrate	28g	**9%**	69g	**23%**
3. Sugars	28g		69g	
Protein	0g		0g	

Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, vitamin A, vitamin C, calcium and iron.

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

4. CARBONATED WATER, HIGH FRUCTOSE CORN SYRUP, CARAMEL COLOR, PHOSPHORIC ACID, NATURAL FLAVORS, CAFFEINE. CAFFEINE CONTENT: 23mg/8fl oz, 57 mg/20 fl oz.

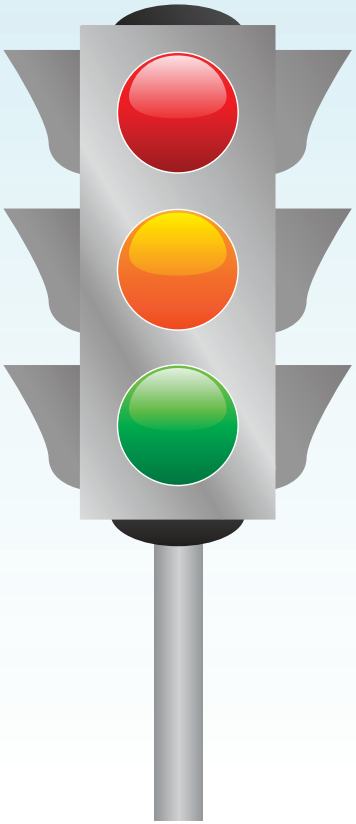
What's in a typical 20 oz bottle of soda?

1. **Serving Size:** A standard serving size is 8 oz. This 20 oz. soda bottle has 2.5 servings. It's important to look at the Nutrition Facts for the package, not just a single serving, if drinking the whole bottle.
2. **Calories:** There are 100 calories in one serving and 250 in the bottle. These calories have no nutritional value.
3. **Sugars:** It's easier to figure out how much sugar is in a drink by changing the grams to teaspoons. Divide the total sugar grams by four (4) to get an approximate number of teaspoons. This bottle contains about 17 teaspoons of sugar (69÷4).
4. **Ingredients:** In this beverage, the main ingredient after water is high fructose corn syrup. Other common names for sugars are cane syrup, sucrose, and dextrose.

For more information, go to www.bphc.org/chronicdisease

STOP.
RETHINK YOUR DRINK.
GO ON GREEN.

Steer your health in the right direction by making the smart choice.



Red: Stop and think! Drink rarely, if at all.

Over 12g of sugar per 12 oz

"RED" beverages are high in sugar. Many also have high sodium and/or fat content. Red drinks contain "empty" calories, with little or no nutrients, and can contribute to weight gain and other chronic diseases like Type 2 diabetes and heart disease.

Examples:
- **Regular soda**
- **Energy drinks**
- **Sports drinks**
- **Pre-sweetened coffee and tea drinks**
- **Juice drinks with added sugar**
- **Whole or 2% milk**

Yellow: A better choice. Drink occasionally.

6 to 12g of sugar per 12 oz or contains artificial sweeteners

"YELLOW" beverages have moderate amounts of sugar and sodium, or contain artificial sweeteners. 100% fruit juice and flavored low-fat milk may have more than 12 grams (g) of sugar because they contain natural sugars, but may still be consumed in small portions of 8 oz or less because they contain important nutrients.

Diet and "light" drinks that are artificially sweetened may increase taste preferences for sweet foods and drinks, which contribute to weight gain. Diet drinks can be used as a way to switch from RED choices to GREEN choices.

Examples:
- **Diet soda**
- **Diet iced tea**
- **100% fruit juice *(in small portions)***
- **Low-calorie sports drinks**
- **Sweetened soymilk *(in small portions)***
- **Flavored 1% milk *(in small portions)***
- **Other low-sugar drinks**

Green: The healthiest choice! Drink plenty.

0 to 5g of sugar per 12 oz

"GREEN" beverages have no added sugars and artificial sweeteners. These are the healthiest choices, especially tap water. Water hydrates the body, quenches thirst, and supports other bodily functions necessary for overall health. Low-fat milk contains natural sugars and healthy nutrients. It should be consumed in portions that are 8 oz or less.

Examples:
- **Water**
- **Seltzer water**
- **1% or skim milk *(in small portions)***
- **Unsweetened soymilk *(in small portions)***

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 Month events and a few resources with more information on other actions you can take promote employee wellbeing.

Ideas for Sugary Beverage Awareness Month events:

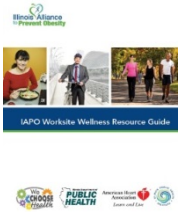
- Consider hosting a kick-off event or offering incentives for participation. These are easy ways to boost participation, increase excitement and ensure your events are a success!
- Incentive ideas: Voucher for healthy cafeteria offerings, free healthy beverages, non-food/drink prizes such as a certificate 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 beverages/improving nutrition
- Hold a water tasting with these snazzy water infusion recipes: www.prevention.com/food/cook/25-flat-belly-sassy-water-recipes
- 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
- Post events posters and flyers by vending machines and in employee break rooms

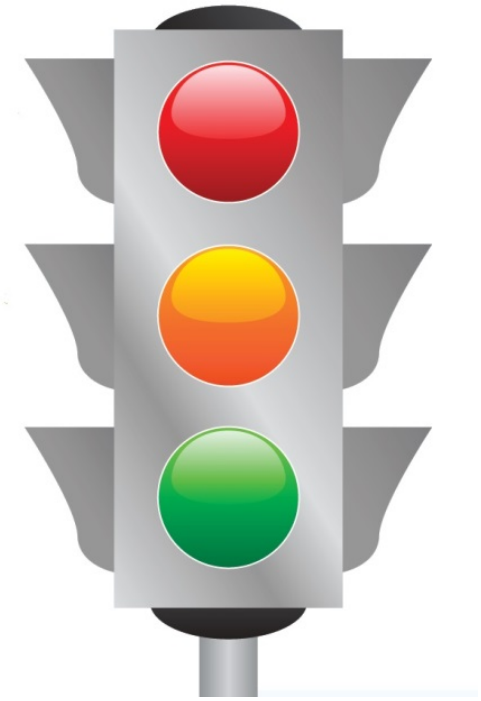
Other ways to promote employee wellbeing:

Employee health is a worthwhile investment. Worksite wellness programs can help businesses improve their bottom line by reducing health care spending and 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 You 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.



Illinois Alliance to Prevent Obesity

Rethink Your Drink

Stoplight Craft Project

Project Breakdown

Target Audience: Schools/after school 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
Writing utensils OR scissors and paste. Optional: Magazines (for pictures)
Bag of sugar and teaspoon
Sample drinks from each stoplight category: e.g. soda, 100% juice, water

Handouts

Stoplight Craft Project Discussion Guide
Go On Green Handout

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 TOO MUCH SUGAR

Step Two: Define sugar-sweetened beverages and demonstrate 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, sweetened milk or milk alternatives and sweetened tea.

How much sugar is in soda?

Let's take a look at a 20-ounce cola, which has since about 17 teaspoons of sugar on average.

- Let's see what 17 teaspoons of sugar looks like.

[Scoop Out 17 Teaspoons From the Baggie and have the kids count along]

- I'm counting out 17 teaspoons and putting them in this 20 ounce cola bottle.

[Count: 1-2-3-4-5… Keep Going! … We're halfway there…]

O.K. Take a look at this bottle. This is the amount of sugar in just one cola drink. To be healthy, kids are supposed to eat and drink no more than ***three teaspoons daily***.

Remember portion sizes as well

Look at the label for information on portion sizes. Once bottle of soda is usually considered 2.5 servings!

PART 3 Making healthier choices

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 should drink rarely or not at all. That includes regular sodas, sports drinks and fruit drinks.

YELLOW indicates beverages you should only sometimes, including diet soda, low-calorie/low-sugar drinks and 100% juice.

GREEN is for beverages you should drink ALL THE TIME! These include water, seltzer water or skim/1% milk.

Handout Go on Green Craft Project. Explain instructions: Have kids cut and paste or draw lines (your choice) matching pictures and recommended drinking frequency to corresponding stoplight color.

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

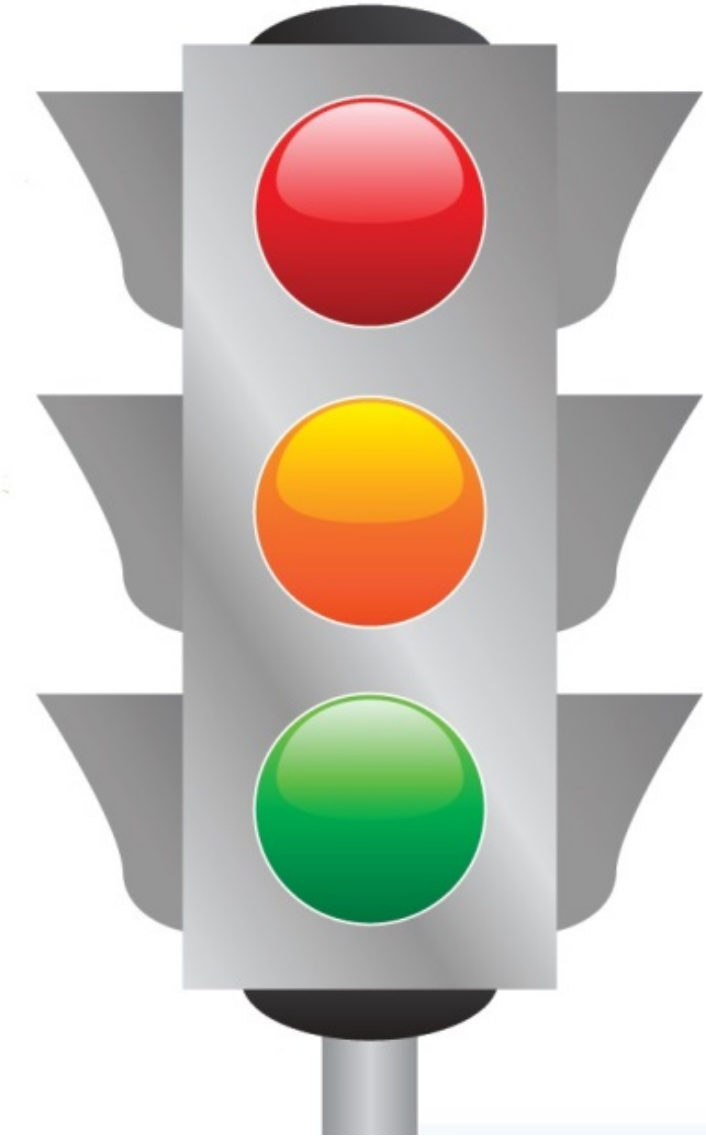
- Choose water, diet, or low-calorie beverages instead of sugar-sweetened beverages. Add slices of lemon, lime, cucumber or your favorite fruit to make it more fun!
- Bring a water bottle to school to drink out of through the day.
- Ask your parents or guardian to keep a jug of water in the fridge.

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
- Offer discounts on healthy beverage choices and raise the price on unhealthy choices
- Increase educational signage near vending machines, cafeterias, and coolers to help students identify the healthiest options
- Provide only healthy drinks during class/school events
- Model healthy behaviors by drinking GREEN beverages in front of students

GO ON GREEN!

Instructions: Cut & 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.



Drink Only Sometimes

Don't Drink

Drink Plenty!

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