



“Rethink Your Drink”
Sugary Beverage Public Information Campaign
Partner Toolkit

April 2016
Provided by Denver Public Health and Denver Health

April 2016

**DENVER
HEALTH**



Dear Colleague,

We are excited to share communications and marketing materials from our 2015 “Rethink Your Drink Denver” public information campaign for use in your community health promotion and prevention efforts. Sugary drinks are the number one source of added calories in the American diet and a leading cause of childhood obesity.

Many Rethink Your Drink campaigns have been executed nationally. Denver’s campaign, based on a well-received Rethink Your Drink campaign in Seattle, focuses on educating parents of young children ages 0-6 about how much sugar is in drinks they give their kids. The call to action is to give kids water instead of sugary drinks. Denver’s campaign was jointly funded by Denver Public Health, Denver Health and LiveWell Colorado.

This toolkit includes:

- An integrated mix of print, digital and in-clinic ads and flyers.
- A direct mail postcard.
- Radio ad scripts.
- Social media content.
- Evaluation suggestions.

Most of the materials are presented in English and Spanish, including the website (RethinkYourDrinkDenver.org). You can request editable PDFs of materials and graphics by emailing denverpublichealth@dhha.org.

We understand there are many aspects to encouraging behavior change when it comes to choosing water over sugary drinks. Our intent in sharing these materials is to make it easy for you to join us in empowering parents to keep their kids at a healthy weight by decreasing the amount of sugary drinks they give their kids.

An updated version of the toolkit may become available through the Healthy Beverage Partnership, which works to increase voluntary organizational policy adoption of healthy food and beverages in public venues. The Healthy Beverage Partnership is convened by Denver Public Health and includes six local public and environmental health departments including, Boulder County Public Health, City and County of Broomfield Public Health and Environment, Denver Environmental Health, Denver Public Health, Jefferson County Public Health and Tri-County Health Department.

We look forward to working with you to address the childhood obesity challenge.

Sincerely,

A handwritten signature in blue ink, appearing to read "WB", with a horizontal line extending to the right.

Dr. William Burman, MD
Director, Denver Public Health

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Radio advertising scripts

English-language radio scripts

:30 Spot

SFX: Child counts “One, two, three ...” up and out.

ANNCR: Do you know how many packs of sugar are in every bottle of juice your kid drinks?
18! As parents, we know sugar can cause cavities, type 2 diabetes and your child to gain weight.

So, give your child water instead.

SFX: Child counts “Three, two, one, zero!”

ANNCR: That’s right, tap water has zero calories, it’s high-quality and it’s free.
Remember: kids are already sweet. Give water instead. Find more tips on reducing sugar at RethinkYourDrinkDenver.org.

:15 Spot

ANNCR: Giving your child a 15-ounce juice is the same as giving him 18 packs of sugar! Juice, soda and other sugary drinks are major contributors to childhood obesity, so give water instead. And for more ways to reduce sugar intake, visit Rethink Your Drink Denver-dot-org.

:10 Spot

ANNCR: Whether it’s juice, soda, or chocolate milk, that’s liquid sugar you’re serving your kids. How about water instead? Visit Rethink Your Drink Denver-dot-org for more ways to reduce sugar.

:05 Spot

ANNCR: Need help cutting sugar from your children’s diet? Visit Rethink Your Drink Denver-dot-org.

Digital advertisements

Sample uses: Display on your website, encourage partners to display on their website, use for paid digital advertising placements (Google, Facebook, online display ads, etc.)



Digital Graphics

Sample uses: Display on your website and encourage partners to display on their website for education.

English



20 OZ. SODA
22 SUGAR PACKETS



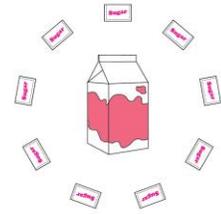
15 OZ. JUICE DRINK
18 SUGAR PACKETS



16 OZ. ENERGY DRINK
17 SUGAR PACKETS



20 OZ. SPORTS DRINK
12 SUGAR PACKETS

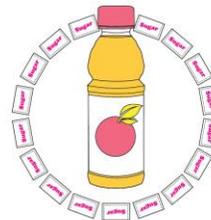


8 OZ. CHOCOLATE MILK
9 SUGAR PACKETS

Spanish



20 ONZAS DE SODA
22 PAQUETES DE AZÚCAR



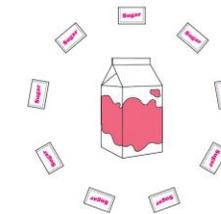
15 ONZAS DE JUGO
18 PAQUETES DE AZÚCAR



16 ONZAS DE BEBIDA ENERGIZANTE
17 PAQUETES DE AZÚCAR



20 ONZAS DE BEBIDA DEPORTIVA
12 PAQUETES DE AZÚCAR



8 ONZAS DE LECHE CON CHOCOLATE
9 PAQUETES DE AZÚCAR

Sample social media posts

Facebook

(#1)

Visual: Juice bottle

Head: That's liquid sugar. 18 packs worth!

Juice, sports drinks, soda and chocolate milk are loaded with sugar. If your child drinks sugary drinks, he or she can get cavities, or gain too much weight. This weight can cause diseases like type 2 diabetes and heart disease. Keep your kids #healthy! Give water instead of sugary drinks.

More tips at RethinkYourDrinkDenver.org

(#2)

What's in a bottle of juice or soda? A whole lot of #sugar. And sugar doesn't add any #nutrition to your child's diet. In fact, drinking too much sugar can cause cavities, type 2 diabetes and an unhealthy weight for your child. Get your kids on a healthier path. Visit

RethinkYourDrinkDenver.org for tips on making better drink choices.

(#3)

Juice sounds like a #healthydrink. But in reality, giving your child a 15-ounce bottle of juice is the same as pouring 18 packs of sugar down his throat! Yikes! Choose tap water instead.

Denver's tap water is high-quality, free and safe. Join our conversation [#choosewater](https://twitter.com/choosewater) and visit RethinkYourDrinkDenver.org for tips on making better drink choices.

(#4)

Avoiding sugary drinks in your child's diet is a great way to protect his or her health, and start a lifetime of #healthy habits. Here are a few tips to get started:

- Drink #Denver's tap water – it is high quality and safe for kids.
- Buy a refillable cup or water bottle for your child to make it easy to choose water.
- Add fruit to water for a fun, natural flavor.

For more helpful advice, visit RethinkYourDrinkDenver.org

(#5)

Visual: Cute 4 or 5 year old girl

Head: **Kids are already sweet.**

So why give her sugary drinks that pave the way to type 2 diabetes, cavities and an unhealthy weight? Juice, energy drinks, soda and even chocolate milk are loaded with empty calories that have no nutrition, and don't even make her feel full. Get her off to a #healthy start instead.

Give water over sugary drinks. [#choosewater](#)

(#6)

Many of our kids are too heavy for their #health before age 18. That's why parents should take a stand against sugary drinks. For starters, do you know how much #sugar is hiding in your child's drink? How many packs of sugar are in one ...

20-oz. soda?

15-oz. bottle of juice?

16-oz. energy drink?

20-oz. sports drink?

8-oz. chocolate milk?

Go to RethinkYourDrinkDenver.org to get answers and more.

Twitter

(#1)

1 in 6 kids in #Denver is obese before age 18. What's a big cause? Sugary drinks. Give kids #healthy alternatives. <http://bit.ly/1JcAVKm>

(#2)

1 20-oz. soda = 22 packets of sugar. Yuck! Moms and dads: take a stand. Offer high-quality, free and safe tap #water instead. #choosewater

(#3)

Too much juice can be unhealthy for kids. 15 oz of juice = 18 sugar packs! #choosewater instead. #RethinkYourDrink

(#4)

Which has a healthy amount of sugar for kids? Juice, soda or flavored milk? None of them! Protect your kids from harmful sugar. #choosewater

(#5)

What's in an energy drink? 17 #sugar packets! Which can lead to cavities, diabetes and weight gain. <http://bit.ly/1JcAVKm> #RethinkYourDrink

(#6)

Kids who drink two or more sodas a day are more likely to be overweight than those who drink healthier water and white milk. #choosewater

Community newsletter content

Do you know where sugar hides?

We all know eating too much sugar is bad for our health, but do you know just how much sugar is in many of the drinks we give our kids?

Sugar hides in many drinks, including juice, soda, energy drinks, sports drinks and even chocolate milk. In fact, there are **18 packets of sugar in one 15 oz juice drink!**

To keep kids at a healthy weight, skip drinks with sugar in them and give kids water instead. Reducing the number of calories kids get from drinks is easy. Just follow these tips:

- Drink tap water—it is safe, high-quality, free and helps protect teeth. White milk at mealtimes is OK.
- Have kids carry a refillable cup or water bottle to make it easy to choose water.
- Flavor water naturally with fruit (lemons, strawberries, cucumbers).

Find more tips for reducing sugar at RethinkYourDrinkDenver.org.

Direct mail postcard

Sample use: Conduct a targeted direct mail campaign offering an incentive to encourage parents to give their kids water instead of sugary drinks. Incentive could be a branded cup or water bottle.

Front:



Back:



Spa Water Recipes

Provide this Spa Water Guide in your waiting room, at a resource or health fair, or post it on your website.

Nationally Ranked. Locally Trusted.

Spa Water at Home

Choose your container.



Add fruit, veggies, or herbs of choice. Fill 1/4 full.



Fill with water and ice cubes if desired.



Let sit for 30 minutes or longer to let flavors infuse.



Our most popular combinations:

Orange + Apple
Strawberry + Mint
Strawberry + Thyme
Apple + Cinnamon Sticks
Cucumber + Mint
Strawberry

Kiwi + Blueberry
Watermelon
Peach + Orange
Lemon + Blackberry
Melon + Basil
Cherry + Lime

Additional Suggestions

You can make this campaign and these materials unique to your organization. A few additional ideas for engaging the community and educating parents about this message are:

- Create a Rethink Your Drink display for your lobby or office with actual bottles and bags of sugar. Or, create an activity for health fairs that involves matching bags of sugar to the correct beverage.
- Provide “spa water” at community events or staff meetings.
- Initiate Water Wednesday at your organization, encouraging staff and visitors to drink only water on Wednesdays.
- Start a water pledge, asking people to commit to drinking at least 6 cups of water daily.
- Order incentives, such as water bottles with the Rethink Your Drink message, to provide at health fairs and community events.

Gather Community Feedback

- Monitor and track social media comments/engagement to evaluate the reach and impact of messages in your community.
- Collect contact information when you offer an incentive. Conduct a survey of individuals who received an incentive (at a health fair or through direct mail) to ask if the information was new, helpful and/or encouraged behavior change.
- Example survey questions for evaluating effectiveness of campaign message:
 - What do you remember about the Rethink Your Drink message?
 - Did Rethink Your Drink materials provide information that was new to you?
 - If yes, did you share this information/have a discussion with family or friends?
 - As a result of receiving Rethink your Drink Campaign shwag/materials, did you reduce the number of sugary drinks you drink in a day?
 - As a result of the Rethink your Drink Campaign, did you reduce the number of sugary drinks your children drink in a day?
 - As a result of the Rethink your Drink Campaign, did you increase the number of healthy drinks your children drink in a day?
 - As a result of the Rethink your Drink Campaign, did you increase the amount of water you drink in a day?
- Example survey questions for evaluating reach of campaign:
 - In the last __ months, do you recall seeing any materials with the message Rethink Your Drink?
 - If yes, where did you see this message? (provide choices based on location of materials)
 - If yes, what type of materials did you see? (provide choices based on materials utilized)