



Healthy   
West Chicago

**rethink**  
 **YOUR**  
**DRINK**

*In collaboration with*

**American Heart Association**  
**Illinois Alliance to Prevent Obesity**  
**2017**



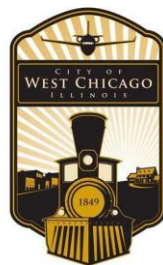
The Healthy West Chicago Team gratefully acknowledges the support of the following individuals and organizations.

Healthy West Chicago RYD Workgroup: Jen Nelson, Seven Generations Ahead – Workgroup Chair; Andi Bullock Cooper, Healthy West Chicago; Ann Marie Andexler, Northwestern Medicine; Alex Cowal, WeGo Together for Kids; Joie Frankovich, WeGo Together for Kids; Jessica Gradowski, University of Illinois Extension; Fil Guipoco, American Heart Association; Jessica Lucas, United Way; Isabella Masini, Seven Generations Ahead; Sara Phalen, People Made Visible; Tammy Pressley, Northwestern Medicine; and Fernando Ramirez, Mexican Cultural Center.

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January 2017

Dear Community Leader,

Thank you for your interest in the *Rethink Your Drink* initiative for West Chicago!

Healthy West Chicago invites institutions and organizations to support our local Rethink Your Drink (RYD) initiative. This local effort is part of Illinois's RYD initiative and Illinois Alliance to Prevent Obesity's (IAPO) statewide campaign to educate Illinoisans on the harmful effects of consuming sugar-sweetened beverages. The program encourages healthier beverage options and thus opportunities for healthy living in Illinois.

For the first time in 200 years, children in America may have shorter life expectancies than their parents. Sadly, the City of West Chicago is no exception to this heart-breaking trend. West Chicago has an obesity rate that is 10% higher than the rest of DuPage County. One of every four kindergarteners in DuPage County starts school already overweight or obese. The people of West Chicago deserve better.

Twenty percent (20%) of weight gain in the U.S. over the past few decades is attributed to sugar sweetened beverages (sodas, sports drinks, etc.). We want to help educate our community about the health benefits of making healthy drink choices AND we want to support their choices by making it easy to choose healthy drinks.

Within this Guide you will find various documents and example "snapshots" to inspire your efforts within your organization. Included are a list of ways in which you can join the RYD initiative, how Healthy West Chicago will support the partners, and examples of local organizations partnering with RYD. We encourage every decision maker in your administration to make use of the wealth of tools that it offers.

In addition, Healthy West Chicago will provide Rethink Your Drink Toolkits to each partner. One toolkit includes...

- Illinois Alliance to Prevent Obesity's Rethink Your Drink Toolkit
- Healthy West Chicago's Rethink Your Drink poster
- 3-Gallon water dispenser
- Educational activities
- Water pitcher
- And more!!

We are asking you, as a leading organization, to participate with us to help share the message by participating in Healthy West Chicago's Rethink Your Drink initiative.

Many thanks,



Andi Bullock Cooper  
Director, Healthy West Chicago

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## I. What Does It Mean to Join the Rethink Your Drink Initiative?

Healthy West Chicago Rethink Your Drink (RYD) institutions/organizations/businesses commit to hosting education activities and/or sending out educational messages about the health impacts of sugary beverages and how people can take steps to rethink their drinks and reduce consumption of sugary beverages through policy and environmental changes.

As a RYD participant, an entity is asked to:

- 1. Conduct at least ONE education activity in year one;**
- 2. Implement at least ONE healthy drink environment/policy change; and**
- 3. Share efforts and impact with Healthy West Chicago at least twice during year one.**

There are many successful ways to engage people on the issue of healthy drink choices - and excite them about alternatives to sugar-sweetened drinks. Every institution, workplace or organization will be different. Milestones will be the changes (big or small) that each partner brings to the table. The checklist on page 2 and the snapshots of successes of some RYD partners provide ideas on how to get started! Use these ideas, or create your own ways to engage your community.

### How Can Healthy West Chicago Help?

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Healthy West Chicago is committed to assisting all RYD partners to develop an effective and impactful RYD plan. Once an entity joins the RYD initiative, Healthy West Chicago can help in the following ways:

- Supply equipment from the RYD Toolkit;
- Contribute advice for events, educational sessions and environment/policy changes;
- Provide newsletter and social media content;
- Spread messages to West Chicago community members; and
- Collect and share collective local impact.

For assistance, please contact, [director@healthywestchicago.org](mailto:director@healthywestchicago.org).



## Healthy West Chicago RYD Initiative Checklist

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### Pick one or more of the following Education Activities

- *Display the HWC's Rethink Your Drink or Illinois Alliance to Prevent Obesity's posters*
- *Place RYD poster and measured sugar containers in a visible location.*
- *Host an educational tasting demonstration for your employees.*
- *Host an educational tasting demonstration for your customers/patients/students.*
- *Organize a giveaway of Healthy West Chicago infuser water bottles.*
- *Share informational articles, encouraging messages, and promotional facts through newsletters and social media.*
- *Encourage a social media competition for the most innovative infused water recipe.*

### Pick one or more of the following Environment/Policy Changes

- *Commit to serving water or infused water at meetings.*
- *Commit to serving water or infused water at events.*
- *Remove large and extra-large fountain drink containers in cafeteria.*
- *Serve free infused water in cafeteria.*
- *Remove advertisements for unhealthy beverages including on vending machine facades.*
- *Ensure healthy beverage choices are available in vending machines.*
- *Develop plan to reduce or eliminate sugar sweetened beverages.*
- *Highlight healthy drinking options by placing them at eye-level or the top two rows of the vending machines and move the sugar sweetened beverages lower.*
- *Offer discounts on healthy beverage choices or raise the price on unhealthy beverage choices.*
- *Engage employees with events like the 30-Day Water Challenge and Bring Your Water Bottle to Work Day (See IAPO Toolkit for more information).*

## How to Report Efforts and Impacts

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Partner organizations are asked to report education and environment/policy activities so that Healthy West Chicago can recognize the community effort and impact. Participants will share their work with Healthy West Chicago every six months. The goal is for each partner to complete at least one education activity and implement one healthy drink environment/policy change. A Participant Report Form (see sample form below) will be emailed to partners.

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### Participant Report Form



	Education Activity OR Environment/Policy Change (1-2 sentence summary)	Date and Time	Location	# of People Impacted	Additional Comments
1					
2					
3					
4					
5					

### Include at least two photos per action

Email this report and photographs to Healthy West Chicago, [director@healthywestchicago.org](mailto:director@healthywestchicago.org).

## II. Snapshots - Community Examples

The following section provides examples of how RYD is already being implemented in West Chicago. Each partner will implement RYD in unique ways that fit your population.

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### Northwestern Medicine Central DuPage Hospital

Northwestern Medicine Central DuPage Hospital (CDH) is a nationally recognized, 333-bed acute-care facility located in Winfield, Illinois. The hospital is a leading center for medical technology and one of the most extensive surgical hospitals in Illinois.

**Number of Employees:** 4,500

**Description of RYD Activities**



#### EDUCATION ACTIVITIES

- Participated in Healthy West Chicago's Drink More Water video as seen on the website: [http://www.healthywestchicago.com/healthy\\_eating.html](http://www.healthywestchicago.com/healthy_eating.html).
- Engaged staff through hosting a lunch and learn about sugar sweetened beverages called **"What's the Big Deal About Sugar"**
- Website has many education pieces that include healthy beverage tips including the following:
  - Obesity(<https://www.nm.org/conditions-and-care-areas/cardiovascular-care/preventive-cardiology/risk-reduction/obesity-overweight>)
  - Pediatric Wellness and Weight Management Program (<https://www.nm.org/conditions-and-care-areas/pediatrics/pediatric-wellness-and-weight-management>)
  - 10 Simple Tips for Eating Heart Healthy (<http://www.nmbreakthroughs.org/nutrition/10-simple-rules-for-eating-heart-healthy>)
  - Debunked by a Doc: Sports Drinks (<http://www.nmbreakthroughs.org/fitness/debunked-sports-drinks>)



## ENVIRONMENT/POLICY CHANGES

Northwestern Medicine has reduced the number of soda options on patient menus to two options. The Café has reduced the number of soda offerings and placement of sodas to lower shelves, with the intention of dramatically reducing both full calorie and diet sodas. To encourage water intake, the Café's daily meal deals include water only and fruit-infused water carafes are prominently placed in café and physician lounges.

The Northwestern Medicine vending machines currently carry only one full calorie and one diet soda option- low shelf placement- intent is to remove all soda in 2017. Increased the price of soda, decreased the portion size and introduced various sparkling and flavored still waters.

Northwestern Medicine's catering eliminated sodas as a catering option entirely and introduced various sparkling and flavored still waters, as well as teas. Although the physician lounge still carries soda in refrigerator, options were decreased to two full calorie sodas and four diet sodas.

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## People Made Visible

A 501(c)3 nonprofit organization with a mission to facilitate community while fulfilling the artistic, cultural, educational, and social needs of the community through an innovative physical and web based presence. PMV's current programs include the West Chicago International Artist-in-Residency Project, Gallery 200, artXposium, Local Music Night, and a community garden. Each division seeks to build new and/or expand on current relationships within and between artists and the community.

### **Description of RTYD Activities**

#### EDUCATION ACTIVITIES

- Engaged general public with healthy drinking habits by offering infused water at all organizational meetings and events, including art openings and programs.
- Reinforced healthy drinking habits by highlighting infused water at annual volunteer and collaborator Thank You Holiday Gathering.

#### ENVIRONMENT / POLICY CHANGE

- After joining the RYD initiative, People Made Visible now offers infused water at all Board meetings and to the general public at Gallery 200.

# West Chicago City Museum

The West Chicago City Museum has been a city institution in the middle of West Chicago’s historic downtown since 1976. The City Museum seeks to preserve and present West Chicago rich history while serving as a resource for those seeking information on local history. The City Museum seeks to engage with the community through a variety of platforms to make history meaningful.

## Description of RTYD Activities

### EDUCATION ACTIVITIES

- Engaged general public with healthy drinking options by offering infused water at all events and programs.
- Hosting a Healthy West Chicago exhibit that highlighted local health topics and asked community members to make a pledge to better health.

### ENVIRONMENT/POLICY CHANGE

After joining the RYD initiative, the West Chicago City Museum now offers infused water to anyone visiting the Museum. Healthy West Chicago RTYD signage to be placed on the Museum’s Main Street entrance inviting members of the public to stop into the Museum and the 1860s Burlington Depot along the Prairie Path to refill water bottles during open hours.



# Mexican Cultural Center-DuPage

A 501(c)(3) located in the DuPage county, Illinois, the goal of the Mexican Cultural Center Du Page is to provide the community with a visual representation of Mexican heritage and culture. The organization educates the community about Mexican heritage and culture through programs and events including the Miss Mexican Heritage Pageant and the Viva Mexican Independence Day Festival.

## Description of RYD Activities

### EDUCATION ACTIVITIES

- At the 2016 Viva Mexican Independence Day Festival and Soccer Tournament they provided free infused water in 5-gallon water jugs.
- Incorporated an interactive RYD education booth at the Viva Mexican Independence Day Festival.

### ENVIRONMENT/POLICY CHANGE

Since joining the RYD initiative, the Mexican Culture Center now serves infused water at all of their board and committee meetings.



### III. How to Conduct an Education Activity

#### SELECT THE TYPE OF EDUCATION ACTIVITY

Teach people to rethink their drink through one or more of the following activities:

- Use a stoplight image to teach about drinks to drink rarely (red), occasionally (yellow), and plenty (green)
- Host a Hidden Sugars Demonstration to provide a visual representation of the amount of sugar in popular sweetened beverages using sugar cubes, sugar packets or teaspoons of sugar. Involve students as much as possible! When conducting Hidden Sugar Demonstrations, let students guess how much sugar is in each drink or measure the number of teaspoons of sugar in each beverage
- Teach people to read the ingredients on food labels to identify common high-calorie sweeteners such as high fructose corn syrup, fruit juice concentrates, dextrose, fructose and sucrose
- Host a taste test with water infused with lemons, limes, berries, cucumbers, mint leaves or other natural flavors



#### EDUCATION WITH INFUSED WATER TASTINGS

Determine how many people will participate in the education activity. Use that information to determine whether to have participants sample pre-made infused water or create their own recipe.

##### Pre-Made

For groups larger than 15 people, it is recommended to provide pre-made infused water. Use 1-3 beverage dispensers (preferably clear so that people can see the ingredients) to allow opportunities to taste different recipes.



##### Create Your Own

Smaller groups allow the opportunity for attendees to create their own infused water. Provide infuser water bottles or glasses for attendees (refer to Appendix C for infuser water bottle ordering information) so that they can see the ingredients.



## SUPPLIES AND SET UP

### Pre-Made Materials

2-3 cold liquid dispensers or pitchers

Ice

Water

Fruit, vegetables, herbs

Tasting cups

Poster and education materials



- Fill container with water and ice.
- Add enough fruit so that it will be visually appealing and offer enough infused flavor into the water (refer to Appendix A for infused water recipes).
- If you use herbs in your water, place each leaf in your hand and clap your hands before dropping it in the water. By doing this, it releases the essential oils in the herb so it will better infuse the water.
- Educate attendees about healthy drink choices.
- Let the water containers sit for at least 2 hours to fully infuse.

### Create Your Own

2-3 cold pitchers of water

Ice

Fruit, vegetables, herbs

Tasting cups/Infuser water bottles

Poster and education materials

- Prepare a visually appealing display of fruit and herbs. Make sure that you have enough ingredients on hand for however many people you are hosting (eg. 2 lemons-sliced, 2 limes-sliced, chunks of watermelon-1 cup, strawberries-sliced-1 cup, mint leaves, 1 whole cucumber-sliced, etc.)
- Educate attendees about healthy drink choices.
- Encourage attendees to create their own recipes or provide suggested recipes.

## EDUCATE!

Following are some talking points to assist with educating about healthy drink choices.

### Do you know how much sugar is in your drink? Let's find out!

There are some foods and beverages made up almost entirely of added sugar and/or solid fats. In fact, these foods and beverages do not contain enough of any nutrients to put them into any food group. We're going to learn a few skills today that will help us to identify these beverages so that we can begin to make healthy choices for ourselves and for our families.

### **What is the Healthy West Chicago Rethink Your Drink Initiative?**

- Educates about healthy drinks,
- Helps you recognize the amount of added sugar and calories in sugary drinks,
- Communicates how drink choices are linked to health risks.

### **The links between sugary drinks, obesity, and type 2 diabetes**

- Extra calories from added sugar—like those in sugary drinks—can and do contribute significantly to overweight and obesity.
- In fact, sugary drinks are the largest source of added sugar in the American diet.
- Sugary drinks contribute to increased risk for certain chronic diseases such as type 2 diabetes and heart disease.
- Drinking sugary drinks nearly doubles the risk of dental cavities in children.
- Strong evidence shows that children and adolescents who consume more sugary drinks have higher body weight compared to those who drink less.
- Adults who drink one or more sugary drinks a day are 27% more likely to be overweight than adults who do not drink sugary drinks.

### **Types of sugary drinks that may be in your diet**

- Soda/Soda pop Sports drinks
- Energy drinks Juice drinks
- Flavored milk (e.g., chocolate, strawberry, vanilla)
- Coffee drinks (hot or iced) with sweeteners or flavoring
- Blended coffee drinks Mocha
- Vitamin-added waters
- Milk tea
- Boba/ Bubble/ Pearl tea or drink
- Sweetened teas (hot or iced)
- Horchata
- Agua fresca
- Yogurt drinks
- Grass jelly drinks

### **How to calculate the amount of sugar in beverages**

Let's discuss how much sugar is in some of the most popular drinks by reading their nutrition label and calculating the amount of sugar they contain.

Question: How many teaspoons of sugar do you think is in a typical 20 ounce bottle of soda?

Answer: A typical 20 ounce bottle of soda can have as much as 14 teaspoons of sugar, or even more.

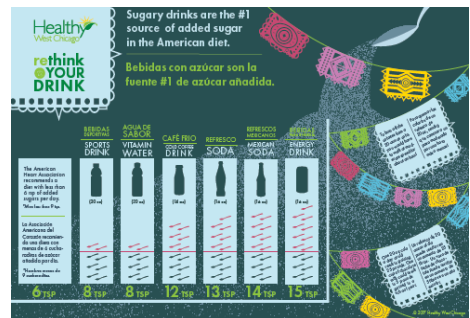
I'd like to show you how you can find out how much sugar is in a beverage by teaching you how to read a Nutrition Facts label. By the way, this is also a great exercise to do with your family the next time you're shopping for groceries.

1. What is the serving size listed in the Nutrition Facts label?
2. How many servings per container are listed in this Nutrition Facts label?
3. How much sugar is listed?
4. Let's see how many teaspoons that actually is. To do that, divide the grams of sugar by four to get the total teaspoons of sugar. Grams of Sugar ÷ 4 = Teaspoons of Sugar
5. If the container lists more than one serving, you would need to multiply the number of teaspoons of sugar by the number of servings in the container to get the total teaspoons of sugar in the entire container.

Let's take a closer look at the sugar that is in a few popular types of drinks. Take a look at our poster and the containers below to learn about how much sugar is in each of these drinks.

### What does it mean when you hear about added sugar in drinks?

Sugar comes in many forms and has many names. Though not listed separately on the Nutrition Facts label, many drinks contain two types of sugar: naturally occurring sugar and added sugar. Naturally occurring sugars are found naturally in fruits (fructose) and milk (lactose). These sugars are part of the overall healthy package of nutrients that these foods and drinks provide. Added sugars, however, add calories but no nutrients so are not healthy for you.



### Healthy beverages you and your family can drink

- Water – Plain or flavored with added fruit, vegetables and herbs, like we have available today
- Unsweetened seltzer water or unflavored sparkling water
- Unsweetened tea (iced or hot)
- Unsweetened coffee (iced or hot)
- Non-fat or lowfat (1%) unflavored milk

## MATERIALS AVAILABLE THROUGH HEALTHY WEST CHICAGO

Healthy West Chicago and many of our founding partners have Rethink Your Drink Toolkits. One toolkit includes...

- Healthy West Chicago's Rethink Your Drink poster
- Sugar display materials to accompany poster
- 3-Gallon water dispenser
- Education activities and handouts
- Water pitcher
- Illinois Alliance to Prevent Obesity's Rethink Your Drink Toolkit
- And more!!

To borrow a set to use for an event, or to receive other ideas and resources, contact Healthy West Chicago, [director@healthywestchicago.org](mailto:director@healthywestchicago.org).

## IV. Why is This Important in West Chicago?

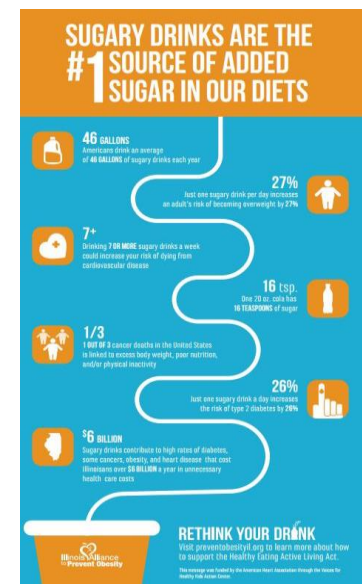
Changes to the design of communities, healthy food access, built environments, and the prevalence of cheap, processed foods and sugar sweetened beverages have collectively altered the American lifestyle and the picture of health within our country. As a result, we are now a nation of people who are less physically active, who eat less nutritious foods and drink less nutritious beverages. These changes are having a negative impact on our health. West Chicago is no exception to these changes. We want to help educate our community about the health benefits of making healthy drink choices AND we want to support healthy choices by making it easy to choose healthy drinks.

### The Problem

**Twenty percent (20%) of weight gain in the US over the past few decades is attributed to sugar sweetened beverages (sodas, sports drinks, etc.).**

This is a huge issue for children, teenagers, and adults alike. Calories in drinks are listed on the Nutrition Facts label, but many people don't realize just how many calories beverages can contribute to their daily intake. They often think that their drink choice is a healthy one thanks to strong advertising (Eg. Sports drinks are “the drink of athletes” so it must be good for us).

There is a lack of knowledge about and understanding of the impact of drinking sugar sweetened beverages. And there are significant advertising and marketing dollars dedicated to promoting unhealthy drinks. People need to be empowered with information and have easy access to healthy choices. When faced with unhealthy options that are easily accessible and affordable, it becomes harder to make healthy choices. This can be seen with local soda consumption.



The links between soda consumption and chronic diseases have been well established.

- Having just one SSB (Sugar Sweetened Beverage) each day increases the probability of a) cavities in children and adults, b) obesity in children and adults, and c) developing type 2 diabetes and gout.
- Soft drinks are the beverage of choice for millions of Americans, but sugary drinks increase the risk of type 2 diabetes, heart disease, and other chronic conditions.
- 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.
- A study that followed 40,000 men for two decades found that those who averaged one can of a sugary beverage per day had a 20% higher risk of having a heart attack or dying from a heart attack than men who rarely consumed sugary drinks.

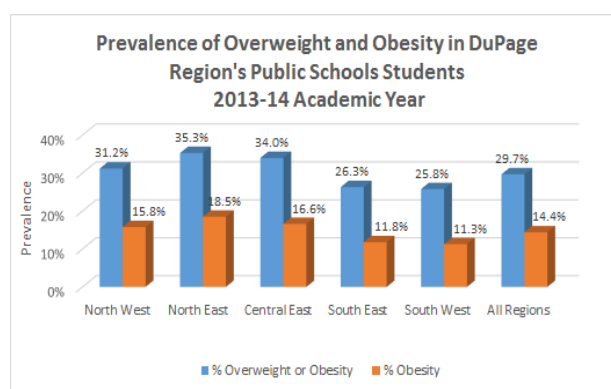


- A related study found a similar link between sugary beverage consumption and heart disease.
- A 22-year-long study of 80,000 women found that those who consumed a can a day of sugary drink had a 75% higher risk of gout than women who rarely had such drinks. Researchers found a similarly-elevated risk in men.

Communities have the opportunity to support residents who choose to exercise and eat/drink healthy options by making system changes at the policy level. Improving the state of the nation’s health requires us to build an environment in which the healthy choice is the easy choice.

## Our Community

In our community (West Chicago) and our state (Illinois), over 30% of people are affected by this problem. Illinois ranks 9th for the highest rate of obesity among 10-17 year olds. For 2013-14, of the 31,060 kindergarten, sixth grade and ninth grade students included, 29.6% were overweight or obese and 14.2% were obese. Records were received for 96.2% (227/236) of public school classes. In 2013-2014, DuPage County had a child and adolescent obesity rate of 14.4%.



As the chart on prevalence of overweight and obesity by region shows, the Northwest Region of the county, where West Chicago is located, had an obesity rate of 15.8%, nearly 10% higher than the county and nearly 40% higher than the region with the lowest obesity rate.

## Our Country

As a nation, the United States is faced with rising incidences of preventable diseases – including obesity and diabetes in both youth and adult populations. When compared to other countries, Americans generally tend to be less healthy due in part to a lack of both physical activity and proper nutrition. The CDC reports that the number of Americans with diagnosed diabetes has more than tripled in the period from 1980 to 2011, growing from 5.6 million Americans to 20.9 million. Statistics from 2014 support this trend. Currently, a reported 29.1 million Americans have diabetes, and over 86 million American adults – more than 1 out of 3 – are pre-diabetic. Furthermore, across all age groups, the prevalence of obesity has been steadily increasing. Over 69% of adults age 20 years and older are overweight, with roughly 35% of the American population categorized as obese. Additionally, childhood obesity has more than doubled in children and quadrupled in adolescents in the past 30 years.

# Appendix A: Infused Water Recipes

Check out the Healthy West Chicago website for fun and tasty infused water recipes.

[www.healthywestchicago.org](http://www.healthywestchicago.org)

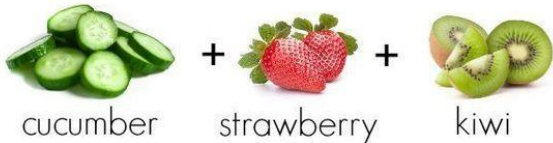
## fruit *infused* water

easy combinations for natural detoxification

Fat-burning, digestion & headaches



Blood sugar support & digestion



Hydration, digestion & appetite control



Immune defense, digestion & heartburn



For best results: combine each with 12-16 oz water!

## Make Your Own Flavored Waters

 1/2 a cucumber, sliced	 1/2 a lime, sliced	 1/4 cup fresh mint leaves
 1/2 cup pineapple, cubed	 1/2 an orange, sliced	 1 tablespoon fresh ginger
 1/2 a lemon, sliced	 1 cup watermelon, cubed	 1/4 cup raspberries, muddled
 1/2 cup strawberries, sliced	 1/2 a lemon, sliced	 1/4 cup fresh basil leaves

combine ingredients in 1 quart pitcher with water & ice



### 3. Social Media

To promote the RYD initiative, please consider using the following messaging and handles: @healthywestchicago, #healthywestchi, @heartchicago, #OneSmallChange

#### FACEBOOK

Sugary drinks, like soda, fruit juice, sweet tea, energy drinks, horchata and many coffee drinks, are a leading cause of obesity and being overweight. These sugar-sweetened beverages increase health risks like heart disease and diabetes. (Not to mention toothaches and cavities!)

*Bebidas azucaradas, como soda, jugo de frutas, té dulce, bebidas energéticas, horchata y muchas bebidas de café, son la causa principal de obesidad y estar sobrepeso. Estas bebidas endulzadas con azúcar aumentan el riesgo de salud como enfermedad cardíaca y diabetes. (¡Sin mencionar dolores de muelas y caries!)*

Some companies use tricky words to make their drinks sound healthy. Even drinks labeled with words like “vitamin, herbal, natural, power and energy” can contain just as much sugar and calories as a regular soda. Know what you’re drinking!

*Algunas compañías usan palabras astutas para hacer escuchar sus bebidas saludables. Incluso las bebidas con etiquetas como “vitamina, herbal, natural, fuerza y energía” pueden contener tanta azúcar y calorías como una soda regular. ¡Sepa lo que bebe!*

Would you ever eat 17 sugar packets? Of course not! Yet, many beverages have so much sugar that drinking them is as bad as eating 17 sugar packets. Drink water instead!

*¿Se comería 17 sobrecitos de azúcar? ¡Claro que no! Sin embargo, muchas bebidas tienen tanta azúcar que tomarlas es igual que comerse 17 sobrecitos de azúcar. ¡Beba agua en vez!*

Long-term happiness doesn’t come in a soda or juice bottle; it comes from a long, healthy life with our friends and family. To improve your chances of a long, happy, healthy life, decrease the number of sugary beverages that you and your family drink.

*Felicidad a largo plazo no viene en una soda o botella de jugo; viene de una vida larga y saludable con nuestros amigos y familia. Para mejorar sus oportunidades de una larga, feliz, y saludable vida, disminuya el número de bebidas azucaradas que usted y su familia beben.*

HEALTHY TIP! Treat sugary beverages—like soda, juice, horchata, smoothies, sweetened coffee drinks, and sports drinks—like dessert. (That’s how much sugar they have!) You wouldn’t let your kid eat dessert for every meal - so kids should not have sugary drinks for every meal.

*¡CONSEJO SALUDABLE! Trate bebidas azucaradas – como soda, jugo, horchata, malteadas, bebidas azucaradas de café, y bebidas deportivas – como postre. (¡Eso muestra cuanta azúcar tienen!) Usted no permitiría que su niño comiera postre con cada comida – así que los niños no deben tener bebidas azucaradas con cada comida.*

HEALTHY TIP! While juice seems like it is good for you because it’s made from fruit, doctors and nutritionists say it is much better to eat the whole fruit instead of the drinking the juice. That way you get other nutrients, too, not just all that sugar.

*¡CONSEJO SALUDABLE! Mientras que el jugo parece ser bueno para usted porque está hecho de frutas, los doctores y nutriólogos dicen que es mucho mejor comer la fruta entera en vez de beber el jugo. De esta manera usted obtiene otros nutrientes, también, no solamente toda esa azúcar.*

HEALTHY TIP! Doctors recommend that babies less than one year old shouldn’t have any juice, even 100% fruit juice, unless recommended by a physician.

*¡CONSEJO SALUDABLE! Los doctores recomiendan que los bebés menores de un año de edad no deben beber jugo, ni jugo 100% de frutas, a menos que recomendado por un doctor.*

Think water is boring? Think again! Find Strawberry Blast, Peach Pie, Cherries Jubilee, Vanilla Latte and more recipes to add some pizzazz to your water here <http://bit.ly/Iznilk> #RethinkYourDrinkIL #SwapWaterforSoda

*¿Piensa que el agua es aburrida? ¡Piense otra vez! Encuentre Explosión de Fresa, Pay de Durazno, Cerezas Jubilee, Latte de Vainilla y más recetas para agregar energía a su agua aquí <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

*¡Cada sorbo cuenta! Personas quienes consumen bebidas azucaradas regularmente – 1 a 2 botes al día o más – tienen un riesgo mayor de 26% de desarrollar diabetes tipo 2 que personas quienes raramente beben tales bebidas. #RethinkYourDrinkIL #SwapWaterforSoda*

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

*¿Está agregando las libras? Bebidas azucaradas aumentan el riesgo de obesidad y diabetes, cáncer e hipertensión – trate de beber agua o leche baja en grasa para obtener más de sus bebidas sin las calorías azucaradas. #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

*Ideas para ayudar hacer decisiones saludables de bebidas: Escoja y mantenga su refrigerador lleno de agua, bebidas de dieta o bajas en calorías en vez de aquellas azucaradas. Cargue una botella de agua. Decore su agua con rebanadas de fruta. Sirva el agua con comidas. #RethinkYourDrinkIL*



## FACEBOOK 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

*Es Día de Traer Su Botella de Agua al Trabajo en [Insert company/hospital name] ¿Por qué agua? ¿Qué sigue? ¡Un desafío de 30 días para tomar 8 porciones de 8 onzas de agua por día! #RethinkYourDrinkIL*

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

*Aquí están asistentes en [insert name's] Demostración de azúcares escondidos aprendiendo cuanta azúcar está en una soda. Eso es 17 cucharaditas en una porción de 20 onzas. ¿Pondría toda esa cantidad en su café? #RethinkYourDrinkIL #EverySipCounts*

I am [insert name] and I am choosing to pour OFF the pounds because [insert reason] [Insert park district/health department] supports healthy communities by encouraging healthy beverage choices through a 30-day Drink More Water Challenge. Join us! #RethinkYourDrinkIL

*Yo soy [insert name] y he decidido eliminar las libras porque [insert reason] [Insert park district/health department] apoya comunidades saludables al animar opciones saludables de bebidas a través de un Desafío de 30 Días de Beber Más Agua. ¡Acompáñenos! #RethinkYourDrinkIL*

## TWITTER

Thanks @[NAME OF SUPPORTER/JOURNALIST/NEWSPAPER/POLITICIAN/BUSINESS THAT HAS DONE SOMETHING TO PROMOTE THIS CAMPAIGN] for helping #HealthyWestChicago make the healthy choice the easy choice!

*¡Gracias @[NAME OF SUPPORTER/JOURNALIST/NEWSPAPER/POLITICIAN/BUSINESS QUE HA HECHO ALGO PARA PROMOCIONAR ESTA CAMPAÑA] por ayudar #HealthyWestChicago hacer la opción saludable la opción más fácil!*

Drinks labeled “natural” or “no sugar added” aren’t always healthy. They can have just as much sugar as a regular soda [LINK TO SUGARY BEVERAGES PAGE OF SITE or AMERICAN HEART ASSOCIATION PAGE]

*Bebidas con etiqueta “natural” o “ninguna azúcar agregada” no siempre son saludables. Ellos pueden contener tanta azúcar como una soda regular [LINK TO SUGARY BEVERAGES PAGE OF SITE or AMERICAN HEART ASSOCIATION PAGE]*

Long-term happiness doesn’t come in a soda or juice bottle; it comes from a long, healthy life with friends and family #HealthyWestChicago

*Felicidad a largo plazo no viene en una soda o botella de jugo; viene de una vida larga y saludable con nuestros amigos y familia #HealthyWestChicago*

Improve your chances of a long, healthy life—treat sugary beverages like a dessert. Learn more at [LINK TO SUGARY BEVERAGES PAGE OF SITE or AMERICAN HEART ASSOCIATION PAGE]

*Mejore sus oportunidades de una vida larga y saludable – trate bebidas azucaradas como postre. Aprenda más en [LINK TO SUGARY BEVERAGES PAGE OF SITE or AMERICAN HEART ASSOCIATION PAGE]*

Thirsty? Drink water.

*¿Tiene sed? Beba agua.*

It is healthier to eat a whole fruit instead of drinking the juice. That way you get nutrients, too, not just all that sugar.

*Es más saludable comerse una fruta entera en vez de tomar el jugo. De esta manera obtiene los nutrientes, también, no solamente toda la azúcar.*

Doctors recommend that babies less than 1 yr don’t have any juice, even 100% fruit juice, unless your doctor says different [LINK TO SUGARY BEVERAGES PAGE OF SITE or AMERICAN HEART ASSOCIATION PAGE]

*Los doctores recomiendan que los bebés menores de un año de edad no beban ningún jugo, ni jugo 100% de frutas, a menos que su doctor diga algo diferente [LINK TO SUGARY BEVERAGES PAGE OF SITE or AMERICAN HEART ASSOCIATION PAGE]*

Sugary drinks are the #1 source of calories in teens’ diets – even oven pizza! #SwapWaterforSoda #RethinkYourDrinkIL

*¡Bebidas azucaradas son la fuente No. 1 de calorías en dietas de jóvenes – incluso pizza de horno! #SwapWaterforSoda #RethinkYourDrinkIL*

Think water is boring? Think again! Tasty water recipes: <http://bit.ly/Iznilk> #RethinkYourDrinkIL #EverySipCounts

*¿Piensa que el agua es aburrida? ¡Piense otra vez! Recetas sabrosas de agua <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

*Una persona con peso de 160 libras tendría que caminar 3.3 millas para quemar 240 calorías, 20 onzas de soda #EverySipCounts #RethinkYourDrinkIL*

How much sugar are you drinking? A typical 20-ounce soda contains 15 to 18 teaspoons of sugar. #SwapWaterforSoda #RethinkYourDrinkIL

*¿Cuánta azúcar está tomando? Una típica soda de 20 onzas contiene 15 a 18 cucharaditas de azúcar. #SwapWaterforSoda #RethinkYourDrinkIL*

## TWITTER EVENTS

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

*[Insert Org/School/Department/County] está Rethinking Our Drinks #RethinkYourDrinkIL #SwapWaterforSoda*

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

*Hoy en [insert worksite/hospital] estamos intercambiando bebidas endulzadas con azúcar por agua. Únete al movimiento #RethinkYourDrinkIL #SwapWaterforSoda*

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

*Estudiantes en [insert school] están aprendiendo sobre bebidas saludables: Leche descremada o 1%, agua y agua de seltz #RethinkYourDrinkIL #EverySipCounts*

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

*i[Insert school/company/health department] se levanta con @Voices4HK, @American\_Heart & @PreventObesityIL para promocionar beber agua! #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

*iEmpleados en [insert hospital/company] están tomando el desafío de 30 días de tomar 8 porciones de 8 onzas de agua cada día – únase a nosotros! #RethinkYourDrinkIL #SwapWaterforSoda*

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

*Este soy yo eliminando las libras al escoger agua en vez de soda. #RethinkYourDrinkIL #SwapWaterforSoda*

## Press Release Template

DATE

Media Contact:

Phone:

RAISE A GLASS TO THE “Rethink YOUR DRINK” PUBLIC HEALTH AWARENESS INITIATIVE

WEST CHICAGO, ILLINOIS - What you choose to drink can have a big impact on your well-being, so Healthy West Chicago & (fill in your organization) are joining forces to help those who live, work and play in West Chicago to sip their way to better health.

A “Rethink Your Drink” initiative encouraging people to drink more water and fewer sugar-sweetened beverages will launch with celebratory toasts at (DATE) at (LOCATION).

Our organization and other local institutions have committed to reduce consumption of sugar-sweetened beverages, as well as to take steps to reduce access to those drinks in vending machines and cafeterias. Interested West Chicago residents are invited to attend the toast on (DATE) and encourage others to join the Rethink Your Drink initiative.

The goal of the Rethink Your Drink initiative is to improve the health of the West Chicago community by raising awareness of the benefits of consuming drinks without added sugar. Those who attend the event will be toasting with chilled water infused with fruit or herbs and will leave with recipes that will allow them to replicate the drinks at home and at work. For more information, visit (WEBSITE) or call (PHONE NUMBER).

## Appendix C: Infuser Water Bottles

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There are a number of local options to purchase infuser water bottles that have the RYD logo and the logo of your institution/organization. Following is one option to consider.

### Bottle Vendor / Printer

#### CONTACT INFORMATION

Warren Spector – [warrens@tangerinepromotions.com](mailto:warrens@tangerinepromotions.com)  
Tangerine Promotions  
p 847.313.6007  
f 847.313.6092

#### ESTIMATED COST

Rethink Your Drink logo: one logo \$3.99 per bottle

Your institution logo: additional logo cost \$0.45 per bottle  
\$50.00 set-up

Estimated shipping \$75.00

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Thank you to the American Heart Association for providing infuser water bottles for the launch of the Healthy West Chicago RYD initiative.

