



A Water Promotion Toolkit

Prepared for Missouri Foundation for Health
June 2018



In 2013, Missouri Foundation for Health established the Healthy Schools Healthy Communities (HSHC) initiative to address childhood obesity through prevention efforts in select areas across the state. HSHC brings together schools, community organizations, businesses, parents and other residents to increase access to healthy food and physical activity where our kids live, learn, and play. This “Win with Water” toolkit was developed for HSHC to help get kids and families excited about drinking water as a way to win at school, in sports, and in life. It has been adapted for statewide use.

As you work to increase access to healthy food and physical activity in your communities, we know that staying hydrated and choosing water over sugar sweetened beverages plays an important role. This toolkit includes talking points, materials, sample social media posts, news media templates, policy guidance, and even some fun ideas to get everyone excited about drinking water!

Talking Points

Use these talking points as a guide for conversations, meetings, presentations, and written communications as you work to promote drinking water.

About Win with Water

- We're all working together to help [Community] Win with Water!
- Win with Water encourages kids and families to drink water every day. We want to show everyone how water gives us more energy to be active, play sports, and get the most out of school.
- Win every day with water! Start your morning with a glass and keep drinking throughout the day to keep your energy up and feel your best.
- Drink tap water! It is more accessible and cheaper than bottled water. Choose water to stay refreshed and to save you and your family money.
- We are working to increase access to healthy food and physical activity. That includes making water more accessible. And encouraging our kids and community members to make it their first choice when it comes to drinks.
- [Community] is working to help Missouri children grow up at a healthy weight. Drinking plenty of water is an important part of maintaining a healthy weight.
- Win with Water is one of the many ways that we're building a healthier future in [Community]. From creating places to be active in the community, to introducing healthier foods in schools, we are working to help children grow up at a healthy weight.
- Here in [Community] we're working to make it easier for our kids to drink water. That includes working with schools, local organizations, businesses, and you! One way [we're doing this/we want to do this] is [by ensuring that water is offered at all concession stands and public events]. As a [business owner/leader] in this community we need your support by making water easily available, keeping water prices low, and helping to make water the first and most fun choice for kids and families.



Nutrition/Health Effects of Water

- When it comes to healthy drink choices, water is the clear winner. Keep it simple and stick to water to stay healthy and hydrated.
- What you drink is just as important as what you eat. Soda, energy or sports drinks, and some juices have a lot of added sugar. Win with Water to stay hydrated without the added calories.
- It takes over an hour to walk off a 12 oz. bottle of soda and almost two hours to walk off a 15 oz. bottle of juice. Water doesn't contain any calories!
- Muscles need water to work their best. It's important to drink water before, during, and after exercise.
- Drinking water is a win-win—it has the least calories and gives you the most energy.
- Water helps keep skin healthy and looking good. Not drinking enough water can make your skin look dry, flaky, and wrinkled.

Water by the Numbers

- Your body is about 70% water. It is important to maintain and refill your body's water supply every day.
- Thirst is your best guide for how much water you need. The daily amount of water that a child needs depends on their age, weight, and gender and can range from 5 to 8 cups of water a day.
- Eating more fruits and vegetables can help you stay hydrated too. About 20% of our water intake comes from food.



When Talking to Teachers about the Importance of Water

- Win with Water is a part of our ongoing efforts to keep kids healthy. We want to encourage kids and families to drink water every day. And show them how water gives us more energy to be active, play sports, and study.
- Water helps improve cognitive function and also helps energize muscles. When kids drink enough water, they learn and perform better at school and on the field.
- Choosing water sets a positive, healthy example for your students. The next time you think about grabbing a soda for the classroom—consider water instead!
- *If appropriate per school policy:* Having access to water while they learn means your students will be alert, energized, and refreshed. We hope you'll join us by encouraging kids to visit water fountains throughout the school day, and allowing students to carry clear water bottles in class.

When Talking to Coaches about the Importance of Water

- As part of our ongoing efforts to keep kids healthy on and off the field, we want to help your team Win with Water. Make it the go-to drink before, during, and after practice and games! It's the best choice to keep kids strong and moving and costs less than sports drinks.
- Your students/athletes follow your lead! Carry a water bottle for yourself. That way they know it's the right choice to help them perform at their best.
- Have parents be part of the win! If they bring drinks for the kids after games, encourage them to bring water.
- There is no better thirst quencher than water. Win with Water after recess, PE class, or a game!



Poster

Print and post this poster at locations where people can get water, including water fountains and filling stations, cafeterias, concession stands, and vending machines.



 [Download poster](#)



Social Media Promotion

Promote drinking water year-round with these Facebook posts and graphics. Feel free to tweak the post language to fit your needs!

Win with Water by giving your body the fuel it needs! #HealthyFutureMO



[Download image](#)

Make sure your kids are drinking enough water. Use this chart to figure out how much they need each day! #HealthyFutureMO



[Download image](#)

The longest river in the USA is the Missouri River. The river is 2,340 miles in length—Missourians sure love their water! #HealthyFutureMO



[Download image](#)

Water covers around 70% of the Earth's surface and makes up about 70% of a child's body. Drink water to stay hydrated! #HealthyFutureMO



[Download image](#)



Muscles need water to work their best. It's important to drink water before, during, and after exercise. #HealthyFutureMO



[Download image](#)

What you drink is just as important as what you eat. Soda, energy or sports drinks, and some juices have a lot of added sugar. Win with Water to stay hydrated without the added calories. #HealthyFutureMO



[Download image](#)

Win with Water—drinking water helps you focus! #HealthyFutureMO



[Download image](#)

Choose tap water to stay refreshed and save money. #HealthyFutureMO



[Download image](#)



Switch up your routine with flavored water! Add your favorite fruit or veggies to your glass for a fun and tasty twist!
#HealthyFutureMO



[!\[\]\(919a2cb85b99741a73c0c31a427236a8_img.jpg\) Download image](#)

Water can be found in fresh fruits and veggies too, strawberries for example are 92% water! Eat them to stay hydrated!
#HealthyFutureMO



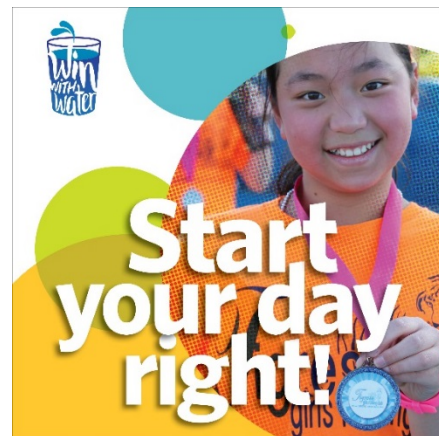
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Looking for healthy refreshments? Our concession stand sells water for just **[insert price]**! #HealthyFutureMO



[!\[\]\(17413706fd4997a1a4bdf85c6864eee1_img.jpg\) Download image](#)

There's no better thirst quencher than water, be sure to drink up to energize your mind and body for the day ahead!
#HealthyFutureMO



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It takes 40 minutes to run off a 12 oz. bottle of soda and almost two hours to walk off a 15 oz. bottle of juice. Water doesn't contain any calories!
#HealthyFutureMO



 [Download image](#)

We've installed new water bottle filling stations at [\[location\]](#)! Now you can easily fill up and win the day with water!
#HealthyFutureMO



 [Download image](#)



Water Bottle Materials

If you have the funds to distribute water bottles, consider printing and dropping a water bottle card, shown below, into the empty bottles as you pass them out. And if possible, use the Win with Water art on the water bottle itself.



Water Bottle Card

 [Download card PDF](#)



Water Bottle with Logo

 [Download logo](#)



Media Materials

These materials are for you to use when reaching out to your local newspaper, radio, and TV stations about your efforts to increase access to water and promote water consumption.

Press release. This template press release provides an opportunity for you to share information about your local efforts related to Win with Water. It has placeholders for your community to insert a quote. The press release is a good way to announce new projects or steps you are taking to increase access to water.

Op-ed template. This draft opinion piece is written in the voice of a local health care provider. Identify a school nurse, local nurse practitioner, or other health care provider to author this piece to promote Win with Water and your efforts to increase access to drinking water in the community. They lend a trustworthy voice and can help amplify your message. There are several placeholders and opportunities throughout the piece to add in local information. Be sure to work with the health care provider and incorporate any additional edits they may want to tailor it to their voice.



Template Press Release

[Insert Community/County/City Name] Encourages Families to Drink More Water; Increases Access

Efforts underway to help families maintain a healthy weight

[INSERT COMMUNITY NAME], MO (**Month XX, YEAR**) – **[Community name]** is working to make drinking water more accessible for families in an effort to help them eat healthy and be active.

As part of Win with Water, **[community name]** has **[policy/environmental step taken, such as: just installed six new water bottle filling stations at elementary school. The filling stations will allow students to stay hydrated throughout the day]**. This is just one of several steps taken to encourage kids and community members to make water their first choice when it comes to drinks. Through Win with Water, kids and families are encouraged to drink water every day as part of maintaining a healthy weight.

This change builds on several years of other local, healthy improvements made to increase access to physical activity and healthy eating, including **[relevant community health work, such as: installing park equipment for families to play on, providing water bottles to students, and changing concession stand options and policies so families can have a greater access to healthy food]**.

“You are what you eat, and what you drink,” said **[community-member/health care provider first and last name]**. “It’s exciting to see families taking advantage of the **[improvements, such as: new policy passed that allows kids to carry water bottles in school/classroom, new options in concession stands, use of water bottle filling stations, etc.]**. We know that drinking more water will help them stay healthy and hydrated.”

“Adults in our community can set positive, healthy examples for our growing children by choosing water with their meals and using refillable water bottles when they are on the go,” said **[community member name]** of **[community organization name]**. “Eating more fruits and vegetables can help you stay hydrated too. About 20 percent of our water intake comes from food.”



Template Opinion Piece for a Newspaper or Blog

Drink Water, Stay Healthy, Save Money

By [name/title of school nurse, local health care provider, etc.]

Our community must be committed to creating more opportunities for families to eat healthy and be active. We have made some positive changes throughout our schools and community, such as [relevant work, such as: improving park equipment, building a community garden, or one or two other changes], but more is needed. One important part of maintaining a healthy weight is to ensure we all drink plenty of water.

Water is packed with lots of benefits adults and kids alike. It helps improve cognitive function and energize muscles so kids can learn and perform better at school and on the field. Drinking water is a win-win—it has the least calories and gives you the most energy. Increasing access to drinking water in the community is a priority as well! So far, we have [policy/environmental step taken, such as: just installed six new water bottle filling stations at elementary school. The filling stations will allow students to stay hydrated throughout the day.] This is just one of many steps taken to encourage kids and community members to make water their first choice when it comes to drinks. Across our community, we want everyone to Win with Water.

We know these changes are critical to our health. Often times I am asked how much water kids and adults need to stay hydrated. A good rule of thumb is to let thirst be your guide. The daily amount of water that a child needs can depend on their age, weight, and gender. Usually the range is about 5 to 8 cups of water per day.

The list of reasons that you can win by drinking water is really endless, but my top three favorites are:

1. Tap water is free. Your family can save money by choosing water, especially when dining out.
2. Water doesn't contain any calories so you can quench your thirst without added calories. (It can take over an hour to walk off a 12 oz. bottle of soda and almost two hours to walk off a 15 oz. bottle of juice!)
3. Water helps keep skin healthy and looking good. Not drinking enough water can make your skin look dry, flaky, and wrinkled.

There's no question about it—water is a clear winner. And as a community, we have our work cut out for us. You can begin by setting a positive, healthy example for our growing children by choosing water with your meals and using refillable water bottles when you are on the go. Let's teach our children what it means to Win with Water!



Sample Policy Language

Are schools in your community thinking about new policies to increase access to water? Consider sharing the template language below, prepared by the Alliance for a Healthier Generation, to get the ball rolling.

Water

To promote hydration, free, safe, unflavored drinking water will be available to all students throughout the school day and throughout every school campus. The District will make free drinking water available where school meals are served during mealtimes. In addition, students will be allowed to bring and carry (approved) water bottles filled with only water with them throughout the day, clear water bottles often work best.

[Optional additional policy language may include: Water cups/jugs will be available in the cafeteria if a drinking fountain is not present. All water sources and containers will be maintained on a regular basis to ensure good hygiene standards. Such sources and containers may include drinking fountains, water jugs, hydration stations, water jets, and other methods for delivering drinking water.]

Competitive Foods and Beverages

The District is committed to ensuring that all foods and beverages available to students on the school campus* during the school day* support healthy eating. The foods and beverages sold and served outside of the school meal programs (i.e., “competitive” foods and beverages) will meet the USDA Smart Snacks in School nutrition standards, at a minimum. Smart Snacks aim to improve student health and well-being, increase consumption of healthful foods during the school day, and create an environment that reinforces the development of healthy eating habits. A summary of the standards and information are available at:

<http://www.fns.usda.gov/healthierschoolday/tools-schools-smart-snacks>. The Alliance for a Healthier Generation provides a set of tools to assist with implementation of Smart Snacks available at www.healthiergeneration.org/smartsnacks.

[NOTE: In some cases, states have passed more stringent nutrition standards for competitive foods and beverages in addition to the USDA Smart Snacks in School nutrition standards. In these states, districts and schools must also comply with their state standards.]

To support healthy food choices and improve student health and well-being, all foods and beverages outside the reimbursable school meal programs that are sold to students on the school campus during the school day* [and ideally, the extended school day*] will meet or exceed the USDA Smart Snacks nutrition standards [or, if the state policy is stronger, “will meet or exceed state nutrition standards”]. These standards will apply in all locations and through all services where foods and beverages are sold, which may include, but are not limited to, a la carte options in cafeterias, vending machines, school stores, and snack or food carts.



Project Ideas

To get your schools and community excited about drinking water, try out some of the ideas below. Whether it's downloading an app or holding a taste test, there is a way for everybody to start drinking more water.

Mobile App: For older kids and families, encourage them to use free tools to help them drink more water! There are many free apps such as Waterlogged where you can establish goals, track your progress, and set daily reminders to drink water. It is amazing how motivating it can be when you've "written" down your goals and have something tracking your progress.

Signage: Make sure the Win with Water poster is hung throughout your community where people gather such as public pools, libraries, recreation centers, vending machines, and sports fields. When possible, hang the posters near a water fountain, concession stand, or other places where community members can access drinking water.

Game Announcements: Ask game announcers to promote water! Whether it's directing people to healthy concessions or a free water fountain, provide game announcers with a script to encourage fans to drink water. Check out the sample script here:

Win your day with water! Drinking water is a win-win—it has the least calories and gives you the most energy...for the game or even your homework! When it comes to healthy drink choices, water is the clear winner. Keep it simple and stick to water to stay healthy and hydrated. You can buy water bottles at the [insert name] concession stand (*if applicable*) or get it for free at the water fountain located [insert location].

Taste Test: Set up a water taste test at schools, community events, or at your business! Mix water with different fruits—like strawberries, blackberries, raspberries, lemon, and lime—or herbs (mint) and veggies (cucumber). Ask people passing by to vote for their favorite! If you have a school or community garden with any of these fruits or veggies, let folks know where their food is coming from.

Water Bottle Decoration Project: If you are providing water bottles to students, let them decorate the bottles to make them their own! If you have a policy regarding clear water bottles, limit the design space so that the contents of the bottle can still be seen.

Staff "Water Week": Encourage schools and local business to encourage staff and employees to drink only water for one week—for themselves, and to set a positive example for their students and kids in the community. If possible, ask teachers to incorporate lessons on water—such as the water cycle or water conservation—into their classes.

