

Go for H₂O!



Overview for Teachers and Community Youth Organization Leaders

SUMMARY

The *Go for H₂O!* promotion is a part of the *Rethink Your Drink Campaign* and is designed to increase preference for water. As part of the *Go for H₂O!* promotion, you will receive a *Go for H₂O!* poster and several activities designed to empower your students to drink water when thirsty.

PROMOTION TIMING OPTIONS

- World Water Day (March 22)
- Water Awareness Month (May)

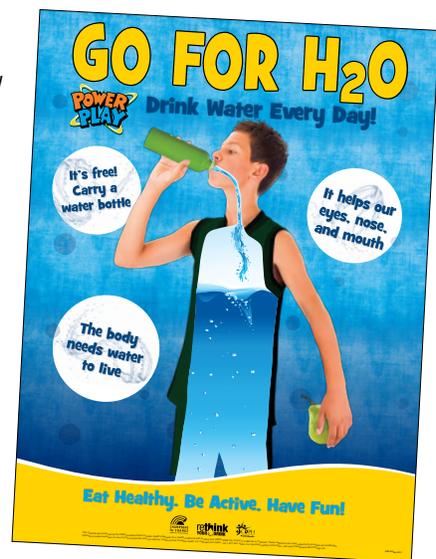
HOME CONNECTION

To prepare for the *Go for H₂O!* promotion launch, ask your kids to bring a reusable water bottle or cup from home that they can decorate in class. Encourage family members to decorate and use reusable water bottles along with their children. Also encourage parents and caregivers to help their kids make healthy beverage choices by modeling the behavior themselves, by serving their children healthy drinks, and by reinforcing the importance of drinking fewer sugar-sweetened beverages. In addition, encourage your kids to make their favorite flavored water recipe at home to share with friends and family (per the *Go for H₂O!* Challenge activity).

CLASSROOM CONNECTION

***Go for H₂O!* Bottle Decorating**

Launch the promotion with the *Go for H₂O!* water bottle decorating activity. Ask students to bring a reusable water bottle or cup from home to be decorated in class. If available, you can provide *Power Play!* stickers for decoration, in addition to markers and other appropriate materials. Discuss with your students how they can use their water bottle. Ask students to bring in a sample sugar-sweetened beverage from home (container should be empty) and compare the nutrition facts label with water using the *How to Read a Label* activity from the *School Idea and Resource Kit* (SIRK). Afterwards, have your students make a pledge to drink water in place of sugar-sweetened beverages.



Go for H₂O! Challenge

The highlight of the *Go for H₂O!* promotion is the hands-on activity where your kids create their own flavored water recipes with fruits and veggies using the *Rate the Taste* SIRK activity. Teams of kids experiment with fruit and vegetable (either from the school cafeteria or youth organization kitchen, school garden, or brought by you) to create their own unique flavored water recipes. You can set up a classroom hydration station for a day so all of your kids can sample the flavored waters. After trying all of the different choices, have your group of kids vote on their favorite water recipe, which will be the featured beverage at the next class celebration.

Go for H₂O! Water Promotion Contest

The black and white *Go for H₂O!* worksheet can be used in connection with the *Powerful Art* CYO activity or *Power of Advertising* SIRK activity. The teacher/youth leader will discuss healthy beverage advertising messages. Students design their own *Go for H₂O!* poster using available art supplies and write in their own *Go for H₂O!* messages in the blank bubbles. The class will vote on their favorite poster, which can be displayed in the classroom. Ideas for message themes could include naming three ways to drink more water every day, fun facts they've learned about water, or describing how their body feels when they drink water instead of sugar-sweetened beverages.

SCHOOL/CAFETERIA CONNECTION

Beverage Learning Zone

The school cafeteria can host a beverage learning zone, where children can view various types of unbranded sugar-sweetened beverages on display with their respective nutrition facts label. Children will have the opportunity to see a visual representation of how much sugar is in a serving of each sugar-sweetened beverage and compare it to water, which has no sugar. The *Go for H₂O!* poster highlighting the benefits of drinking water can be displayed as well.

Go Farther... (optional)

There are a number of ways you can go farther with *Go for H₂O!* Examples include:

- Teachers/Youth Leaders encourage the entire school/youth organization to participate in healthy beverage promotion by decorating water bottles.
- Students write a public service announcement (PSA) about their favorite flavored water mixture, which is then read by the students or principal over the school loud speaker with the morning/ afternoon announcement (*Power of Advertising* SIRK activity).
- *Power Play!* Regional Managers record and pitch the PSAs to local radio stations (or submit it as a written PSA).
- Teachers/Youth Leaders can connect this promotion to environmental themes such as water efficiency and reducing waste.
- Parents can be encouraged to share their child's/family's favorite water additive recipes on social media channels (Facebook).
- Teachers/Youth Leaders can post campaign achievement information and pictures on social media sites focused on Water Awareness Month or World Water Day (maintain photo releases on file).

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Eat Healthy. Be Active. Have Fun!



This material was produced by the California Department of Public Health's *Network for a Healthy California* with funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.

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