

## ***Rethink Your Drink Campaign Summary Guidance***

Updated 8/20/2014

### **Guiding Principles:**

FNS WRO SNAP-Ed prefers a conversation about sugary beverages in general, without the use of brand names.

- No messaging or materials should disparage any brand, industry, or product;
- No brand names or branded product imagery allowed;
- Provide *Rethink Your Drink* messaging and education within a comprehensive nutrition education framework .

Also see **Additional *Rethink Your Drink* Guidance.**

### ***Rethink Your Drink* Messaging, Displays, and Nutrition Education**

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- **Do not disparage or promote any brands, companies, products, or commodities.**
  - Messaging should not label drinks as healthy vs. unhealthy
  - No disparaging text or photos
  - No brands or brand images
  - No corporate sponsorships
  - OK to say:
    - If you choose to drink sugary drinks: consider cutting back; choosing a smaller portion or container size; or drinking less often.
    - Drinks that are sweetened with added sugars come with extra calories and often provide few or no nutrients or fiber to support a healthful diet.
    - Drinking too many sugary beverages can increase the chances of experiencing some health problems, including weight gain, obesity, tooth decay, diabetes, and heart disease.
  - Do not say:
    - “Instead of ‘<drink name>’ drink water”  
(but “Drink water instead of sugary beverages,” is okay.)
    - “Don’t Drink”
    - “Eliminate”
- **No lobbying.**
- **Statements, facts, and figures must all be cited.**
- **Provide healthy beverage education in the context of an overall healthy diet.**

## Additional *Rethink Your Drink* Guidance

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In addition to this Summary Guidance, please be familiar with the following resources. The latest versions of each are available through the *Rethink Your Drink* Resources page (<http://cdph.ca.gov/programs/cpns/Pages/RethinkYourDrink-Resources.aspx>)

1. ***Rethink Your Drink* Brand Guidelines**  
Guidelines for presenting the *Rethink Your Drink* Campaign and *Rethink Your Drink* logo in print and digital formats.
2. ***Rethink Your Drink* Campaign Orientation**  
Recorded webinar presentation on the key messages and available resources for the *Rethink Your Drink* Campaign.
3. **Approved *Rethink Your Drink* Nutrition Education Materials Listing**  
A complete list of all approved resources for use with the *Rethink Your Drink* Campaign.
4. **Policy Systems and Environmental Changes**  
USDA SNAP-Ed Policy Toolkit: <http://snap.nal.usda.gov/snap/SNAP-EdInterventionsToolkit.pdf>

## SNAP-Ed Fiscal Guidance

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The following expenses can be claimed for reimbursement by CDPH NEOPB contractors:

**1. Refillable 3-gallon water jugs.** (Fig. 1)

Refill with tap water if possible. Nominal costs for refills from water refill stations are allowed, with receipt.



Fig. 1



**2. Water dispensers**

The purchase of clear water dispensers < \$100 (Fig. 2) can be reimbursed – classify under “small kitchenware”.

**3. Ingredients for flavored water demonstrations/tastings**

Ingredients for flavored water tastings and demonstrations are reimbursable, including ice, water (with restrictions, as noted) and fruit/vegetables/herbs listed in the recipe. When submitting receipts, please include the recipe with the ingredients and instructions (see recipe for Cucumber Mint Breeze).

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### Restrictions:

Individual and one-time-use bottled water are not allowed.



Water and ice expenses are only reimbursable when used for flavored water tastings and demonstrations.