

Rethink Your Drink Campaign Guidance

Updated 4/23/2013

Guiding Principles:

- No materials should disparage any brand, industry or product;
- No brand names or branded product imagery allowed;
- FNS WRO SNAP-Ed prefers a conversation about sugary beverages in general, without use of brand names;
- Provide *Rethink Your Drink* messaging and education within a comprehensive nutrition education framework .

For more details, please see the Orientation Presentation from the *Network for a Healthy California's Rethink Your Drink Campaign* webpage at <http://cdph.ca.gov/programs/Pages/RethinkYourDrink.aspx> .

Allowable RYD Supporting Nutrition Education Materials

A complete list of all allowable materials for the *Rethink Your Drink Campaign* is on the *Rethink Your Drink Resources* page at

<http://cdph.ca.gov/programs/cpns/Pages/RethinkYourDrink-Resources.aspx>

Note: This list is updated continuously; please check the *Rethink Your Drink Resources* page on the *Network for a Healthy California* website or contact your Program Manager.

Messaging, Display & Education Guidance

- Messaging should not label drinks as healthy vs. unhealthy
- *Rethink Your Drink* should not be associated with anything disparaging
- No disparaging text or photos
- No brands or brand images
- No sponsorships
- No lobbying
- Must cite all statements, facts, figures
- Must provide complete dietary information in addition to healthy beverage education.
- OK to say:
 - If you choose to drink sugary drinks, consider cutting back, choosing a smaller portion or container size, 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 ‘soda’ drink water”
 - “Drink water instead of sugary beverages,” is okay. (Consumer Tip #10)
 - “Don’t Drink”
 - “Eliminate”

Policy Systems and Environmental Changes

- USDA SNAP Ed Policy Toolkit: <http://snap.nal.usda.gov/snap/SNAP-EdInterventionsToolkit.pdf>

Statewide Events:

- CDPH Guidance Pending

Administrative Direction:

SNAP-Ed fund Allowable	Not allowed
<p data-bbox="94 457 513 493">3 gallon refillable water jugs</p> 	<p data-bbox="678 443 1386 512">Bottled water for individual consumption; one-time use bottles</p> 
<p data-bbox="94 800 621 947">Refilling water jugs. Preference is tap water, but nominal costs, such as at filling stations, are allowed (with receipt)</p>	
<p data-bbox="94 982 578 1087">Water dispensers for taste testing flavored waters. Label under “small kitchenware”.</p>	