



# *Rethink Your Drink*

**Incorporating Nutrition  
Education**

# Learning Objective

- **Describe strategies to incorporate Rethink Your Drink messages in water access strategies.**
- **Be aware of Rethink Your Drink nutrition education resources available and how to access them.**
- **Create a plan of next steps to incorporate Rethink Your Drink nutrition education in their community.**

# Rethink Your Drink Campaign Goals



- **Provide nutrition education and skills, such as label reading, to help people make healthy beverage choices**
- **Encourage a shift towards healthier beverage choices:**
  - **Water**
  - **Nonfat or lowfat 1% milk**
  - **100% juice in limited amounts**

# Community Channels



Schools



Parents



Youth  
Organizations



Supermarkets



Faith-based  
organizations



Farmers' Markets



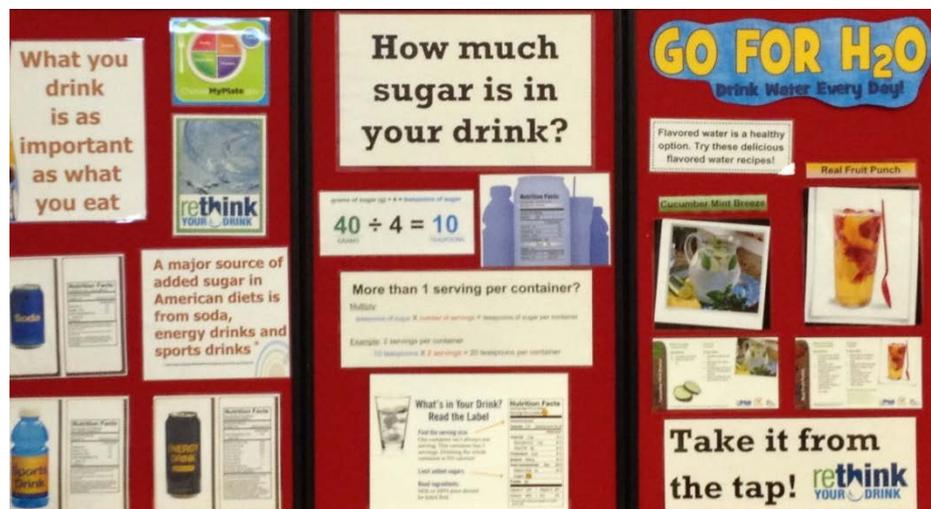
Worksites



Farmers and  
Grocers

# Share Facts

- Create a display highlighting health effects of sugary drink consumption.
- Spin Wheel Quiz



# Teach Skills

- Identifying names of sugar in Ingredients Lists.
- Reading Nutrition Facts Labels.
- Converting grams of sugar into teaspoons of sugar.

Nutrition Facts/Datos de nutrición	
Serving Size/Tamaño por porción 20 fl. oz. (591ml)	
Servings Per Container/Porciones por envase 1	
Amount Per Serving/Cantidad por porción	
Calories/Calorías 250	
% Daily Value*/% Valor diario*	
Total Fat/Grasas 0 g	0%
Sodium/Sodio 55 mg	2%
Total Carbohydrate/Carbohidratos 68g	23%
Sugars/Azúcares 68 g	
Protein/Proteínas 0 g	0%
Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, vitamin A, vitamin C, calcium and iron.	
No es una fuente importante de calorías procedentes de grasa, grasa saturada, grasa trans, colesterol, fibra dietética, vitamina A, vitamina C,	



# In-Person Promotions



- Food demonstration
- Taste test
- Store tour
- Personal interaction

# Retail Program, RYD, and HOTM



## Harvest of the Month

Network for a Healthy California

The Harvest of the Month featured vegetable is **cucumber**



### Health and Nutrition Go Hand-in-Hand

Make half your plate fruits and vegetables and be active every day. Doing these things may lower your risk of serious health problems like obesity, type 2 diabetes, heart disease, and some types of cancer. Drink water instead of sugary drinks. Sugary drinks are a major source of added calories and may cause weight gain.

A 1/2 cup of sliced cucumbers is a good source\* of vitamin K. This vitamin helps stop cuts and scrapes from bleeding too much.

### Healthy Serving Ideas

Serve sliced cucumbers and other vegetables with lowfat dressing as a dip for a healthy snack.



Wrap chopped cucumbers, tomatoes, and shredded lettuce with lowfat cream cheese in a whole wheat tortilla. Add a few more of your favorite vegetables for a real power meal!



For a new flavor, add sliced cucumbers to your water.



### Shopper's Tips

- Choose firm cucumbers with smooth skins. Avoid cucumbers that have shriveled ends or blemishes.
- Store cucumbers in a cool, dry place for up to one week. Or, keep in the refrigerator for up to five days in a plastic bag.
- There are many different varieties of cucumbers – Apple, Lemon, Japanese, Persian, or English. Try them all to find your favorite!

### Let's Get Physical!

Gardening is a great way to be active – like raking, weeding, digging, and planting. A garden will also help your family eat more fruits and vegetables. If you can't start your own garden, find a



## Cucumbers, not just for salads anymore.



For more information, call 1-877-947-2643. Funded by USDA (SNRP-E), an equal opportunity program. Visit [www.CalChampionsForChange.net](http://www.CalChampionsForChange.net) for healthy tips. County of Sonoma, Department of Health Services.

# Engage Youth

[This project] was a great chance to give us the responsibility to create and **be part of the changes** occurring at our school, and not just letting the adults do the change for us.

“Galileo Nutrition Group”  
Galileo High School



# Next Steps

- **Participate in training**
- **Create supporting displays**
- **Practice interaction at events**
- **Plan for ongoing nutrition education as part of PSE work**
- **Check out online resources**

# Thank you!



**More information and resources are available at:**

**<https://www.cdph.ca.gov/programs/NEOPB/Pages/RethinkYourDrink.aspx>**