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 <u>not</u> 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.
- <u>OK to say:</u>
    - 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.
- <u>Do not say:</u>
    - "Instead of '<u>soda</u>' 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**
3 gallon refillable water jugs	Bottled water for individual consumption; one-time use bottles
Refilling water jugs. Preference is tap water, but nominal costs, such as at filling stations, are allowed (with receipt)	
Water dispensers for taste testing flavored waters. Label under "small kitchenware".	