

REthink Drink

Campaign Overview

California WIC is conducting a coordinated statewide “Rethink Your Drink” education campaign from May through August 2011, focusing on the contribution of sweetened beverages to increasing rates of overweight and obesity. The education campaign will provide information and practice to help participants decrease consumption of sweetened drinks and increase water consumption.

Who?

All California WIC local agencies will participate in the campaign.

Why?

Americans consume 200 to 300 more calories each day than we did 30 years ago. Nearly half of these extra calories come from sugar-sweetened drinks. More calories mean extra weight. One can of soda a day can add up to 10 pounds or more of weight gain in a year.

When?

Local agencies will choose 2 months during May-August 2011 to present this campaign. The “Rethink Your Drink” campaign will serve as the GA class option during this time period. Materials will be available in April for staff training.

Where?

The campaign will include materials for classroom use. There will also be materials for participants to take home.

What?

State WIC will provide staff training materials and all participant education materials (lesson plans, posters, beverage card sets, and handouts) for the GA group and individual education. As with previous education campaigns, agencies will have the option to use the pre-assigned state GA code (GA67) or one chosen by the individual agency. The group class is designed for 25 to 30 minutes, and the individual education session for 10 minutes.

Objectives

Participants will have:

- compared the sugar content of popular drinks;
- reviewed label reading and practiced converting grams of sugar to teaspoons;
- discussed water, including tips for drinking more water; and
- taken a pledge to rethink their drink.