

Water First.

rethink
your
drink 
Spartanburg

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Spartanburg County





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Background

The Spartanburg community has been participating in wellness-promoting initiatives, programs and projects for many years. Rethink Your Drink is a complementary campaign that promotes healthy lifestyle choices, and is low cost and accessible.

Explanation of the program

Rethink Your Drink is a community coalition that is convened by PAL and is a chapter of the statewide organization Wholespire South Carolina. Alissa Duncan is the coordinator and members include management from Spartanburg Regional Health Systems, DHEC, Mary Black Foundation, Parks and Recreation departments from the City and County, SC Hospital Association, American Heart Association and more. Rethink Your Drink is a model that is recommended by the Centers for Disease Control and has been used in many communities and schools across the nation.

How to use this program

Wholespire Spartanburg County coalition offers the materials in this toolkit to help residents and organizations promote water as the beverage of first choice. Consuming fewer sugar-sweetened beverages is an effective way to improve overall health. The program is initially focused on reaching three audiences: residents at home and in the community, employees in an office setting, and students in schools.

The pages that follow provide resources that help you Rethink Your Drink at home, work, school and on-the-go. The toolkit contains promotional materials, message points, and suggested posts, initiative logos and graphics.

Visit wholespire.org/spartanburgcounty to access these files.



Facts & Figures

Use these message points to talk about the benefits of choosing water over sugar-sweetened beverages:

Sugary drinks (also known as sugar-sweetened beverages) are any liquids that are sweetened with added sugars. Beverages such as regular soda (not sugar-free), fruit drinks, sports drinks, energy drinks, sweetened waters, and coffee and tea beverages with added sugars are sugary drinks.

People who often drink sugary drinks are more likely to face health problems, such as weight gain, obesity, type 2 diabetes, heart disease, kidney diseases, non-alcoholic liver disease, tooth decay and cavities, and gout, a type of arthritis.

Limiting sugary drinks can help you maintain a healthy weight and have a healthy diet. Many people don't realize just how much sugar and how many calories are in their drinks. Here are some examples:

Drink (12-ounce)	Teaspoons of Sugar	Calories
Plain Water	0	0
Unsweetened Tea	0	0
Sports Drinks	2 teaspoons	75
Lemonade	6 $\frac{1}{4}$ teaspoons	105
Sweet Tea	8 $\frac{1}{2}$ teaspoons	120
Soda	10 teaspoons	150
Fruit Punch	11 $\frac{1}{2}$ teaspoons	195



What are the health benefits of water?

Water is your body's principal chemical component and makes up about 50% to 70% of your body weight. Your body depends on water to survive.

Every cell, tissue and organ in your body needs water to work properly. For example, water:

- Gets rid of wastes through urination, perspiration, and bowel movements
- Keeps your temperature normal
- Lubricates and cushions joints
- Protects sensitive tissues

Lack of water can lead to dehydration — a condition that occurs when you don't have enough water in your body to carry out normal functions. Even mild dehydration can drain your energy and make you tired.

How much water do you need?

Every day you lose water through your breath, perspiration, urine, and bowel movements. For your body to function properly, you must replenish its water supply by consuming beverages and foods that contain water.

So how much fluid does the average, healthy adult living in a temperate climate need? The U.S. National Academies of Sciences, Engineering, and Medicine determined that an adequate daily fluid intake is:

About 15.5 cups (3.7 liters/125 fluid oz) of fluids a day for men

About 11.5 cups (2.7 liters/91 fluid oz) of fluids a day for women

These recommendations cover fluids from water, other beverages, and food. About 20% of daily fluid intake usually comes from food and the rest from drinks.



Drinking more than the recommended amount of water might be needed in some circumstances:

Exercise.

If you do any activity that makes you sweat, you need to drink extra water to cover the fluid loss. It's important to drink water before, during, and after a workout.

Environment.

Hot or humid weather can make you sweat and requires additional fluid. Dehydration also can occur at high altitudes.

Overall health.

Your body loses fluids when you have a fever, vomiting, or diarrhea. Drink more water or follow a doctor's recommendation to drink oral rehydration solutions. Other conditions that might require increased fluid intake include bladder infections and urinary tract stones.

Pregnancy and breastfeeding.

If you are pregnant or breastfeeding, you may need additional fluids to stay hydrated.

Rethink Your Drink Spartanburg promotes choosing water first for all the reasons above. Practicing healthy habits like being physically active, choosing healthy foods, and drinking more water is good for everyone.

So Rethink Your Drink Spartanburg!



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Rethink Your Drink at Home and On The Go

At meals, in backpacks, in the car, on the trail, at the park - make it a family habit to have water available wherever you are. There are lots of ways to make water more appealing.

- Try adding fruit like lemon, lime, or orange slices or even a splash of 100% fruit juice to water.
- Keep filled water bottles and containers in the fridge and ready to grab and go.
- Freeze grapes or berries in ice cube trays for a fun addition to plain water.

Rethink Your Drink at Home and on the Go Posters

[Download posters here.](#)

Posters are 8.5x11" standard letter size.



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At Home and On the Go Social Graphics

[Social Media graphics can be downloaded here.](#)

Suggested Messaging: Did you know that drinking eight cups of water a day is the best way to stay healthy and hydrated! And you can #choosetap on the Rail Trail thanks to Spartanburg Water! #WaterFirstSpartanburg #RethinkYourDrinkSpartanburg #HydrateForHealthSpartanburg #WaterIsBestSpartanburg



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At Home on the Go Infographic Social Carousel

Suggested Messaging: A simple action like rethinking your drink and choosing water can help you stay hydrated, healthy, and focused. Rethink Your Drink, Spartanburg!
#WaterFirstSpartanburg #RethinkYourDrinkSpartanburg #HydrateForHealthSpartanburg
#WaterIsBestSpartanburg





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Rethink Your Drink at Work

In break rooms, as part of wellness programs, and communications.

Rethink Your Drink at Work Posters

[Download posters here.](#)

Posters are 8.5x11" standard letter size





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At work Infographic Social Carousel

Suggested Messaging: A simple action like rethinking your drink and choosing water can help you stay hydrated, healthy and focused. Rethink Your Drink, Spartanburg!



At Work Social Individual Graphics

Suggested Messaging: Staying hydrated at work is as simple as setting a reminder to drink water every hour. Rethink Your Drink, Spartanburg!



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At Work: Digital Screen & TV Graphic

[Download screen graphics here.](#)





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Rethink Your Drink at School

Rethink Your Drink is an effective message for students of all ages. Reducing the consumption of sugar-sweetened beverages is a key strategy to reducing the incidence of childhood obesity. Several schools in Spartanburg County promote drinking more water through Rethink Your Drink campaigns and have reported that the programs are popular with students, staff, and parents.

Allowing water bottles in classrooms, providing access to bottle filling stations and water fountains during the school day, and teaching kids about the benefits of water over sugar-sweetened beverages through messaging and lessons plans are all ways schools can implement Rethink Your Drink.

The nonprofit Action for Healthy Kids has developed a resource to help school staff implement programs and policies that support choosing water first. Visit <https://www.actionforhealthykids.org/activity/more-water-please/> to access this valuable resource.

The American Academy of Pediatrics recommends following these guidelines for children:

At around 6 months, babies can be introduced to water. They only need about 4-8 ounces per day until they are a year old because the rest of their liquids are coming from breastmilk or formula.

To stay well-hydrated, children ages 1-3 years need approximately 4 cups of beverages per day, including water or milk. This increases for older kids to around 5 cups for 4-8 year olds, and 7-8 cups for older children.



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Rethink Your Drink at School

[Download posters here.](#)

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At School Social Graphics

[Social Media graphics can be downloaded here.](#)

Suggested Messaging: Did you know that drinking eight cups of water a day is the best way to stay healthy and hydrated! And you can #choosetap on the Rail Trail thanks to Spartanburg Water! #WaterFirstSpartanburg #RethinkYourDrinkSpartanburg #HydrateForHealthSpartanburg #WaterIsBestSpartanburg





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At School Infographic Social Carousel

Suggested Messaging: A simple action like rethinking your drink and choosing water can help you stay hydrated, healthy and focused. Rethink Your Drink, Spartanburg!

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At School: Digital Screen / TV Graphic

[Download screen graphics here.](#)





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Resources

Rethink Your Drink, Spartanburg! Choosing #waterfirst is the best way to keep hydrated, healthy, and focused. Whether you're drinking from the fountains on the Rail Trail, filling up your water bottle in school, or staying hydrated in the office...choosing water is the best way to #RethinkYourDrink!

Taglines:

Hydrate for health.

Drink water. Stay hydrated. Learn better.

Drink water, Stay hydrated. Play more.

Drink water. Hydrate. Stay active.

Hashtags:

#WaterFirstSpartanburg

#RethinkYourDrinkSpartanburg

#HydrateForHealthSpartanburg

#WaterIsBestSpartanburg

Logo Samples

[Download logos here.](#)

primary:



secondary:



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primary (single color):



secondary (single color):



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primary logo
(white):

secondary logo
(white):



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Primary Font: Montserrat Bold (29 pt.)
Secondary Font: Montserrat Semibold (11-13pt)



Green: Pantone 7744U
R 184 G 189 B 87
C 31 M 15 Y 83 K 0
Web# b8bd57



Blue: Pantone Process Blue U
R 0 G 129 B 195
C 94 M 38 Y 2 K 0
Web# 0081c3

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Links

Visit [2022 Rethink Your Drink](#) to access these files.

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[Download Social Media graphics here.](#)

[Download screen graphics here.](#)

[Download posters here.](#)

<https://www.actionforhealthykids.org/activity/more-water-please/>