Rethink Your Drink:
A Sugar Sweetened Beverage Campaign
Aimed at West Virginia Limited Income Adults and Children


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Objectives
• Gain knowledge of the Rethink Your Drink social marketing and direct education efforts led by the WVU Extension Service
• Become informed about “lessons learned” in implementing and evaluating Rethink Your Drink
• Explore collaborations for future campaign strategies

WVU Extension Service
• Master’s level faculty in all 55 counties
• Programming in 4 areas:
  • Agriculture and Natural Resources
  • 4-H Youth Development
  • Community and Economic Workforce Development
  • Families and Health

WV Family Nutrition Program
• Unit within WVU Extension Service Families & Health Programs
• Receives annual SNAP-Ed funds from the USDA through the WV DHHR to provide nutrition education to low income audiences
• Staff are in most counties and they provide direct education with adults and/or children
• Healthy Hunger Free Kids Act expanded programming to include obesity prevention and encourages multi-level and community-based approaches
Why Target Sugar Sweetened Beverages?

Top 25 Sources of Calories for ages 2 yrs+, NHANES (2005-2006)

<table>
<thead>
<tr>
<th>Overall (ages 2+ yrs)</th>
<th>Children and adolescents (2–18 yrs)</th>
<th>Adults and older adults (19+ yrs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Yeast bread</td>
<td>2. Pizza</td>
<td>2. Yeast bread</td>
</tr>
<tr>
<td>3. Chicken and chicken mixed dishes</td>
<td>3. Soda/energy/sports drinks</td>
<td>3. Chicken and chicken mixed dishes</td>
</tr>
</tbody>
</table>

Enter… Rethink your Drink

A social marketing campaign targeting reduction of sugar sweetened beverages and increase in water intake
Phase I (2014) Strategies Included:
- Billboards
- Radio ads
- Digital marketing
- Hydration stations at 4-H camps and community events

Media Intervention Area

- The SNAP participation in the radio coverage area was 49.3%
- Billboards June 2014 to February 2015
- Radio ads aired on 5 local stations during the same period. Stations were chosen based on listening audience matching the demographic profile of the target audience.
Billboards

- 23 billboards in 7 counties
- 28,392,364 total impressions in the 28-week campaign
- Cost $2.74 per thousand impressions

Radio Ads

“You do so many things to protect your kids, but there’s one thing that can hurt them you may not be aware of. Sugary drinks, like sodas and sports drinks, can contain 16 or more teaspoons of sugar. Too much sugar can cause obesity, Type 2 diabetes and tooth decay. Try something healthier like water, seltzer or low fat milk instead. After all, your kids are sweet enough already.”

Digital Marketing

Websites were selected to match the demographics of our target audience (low income, women, ages 24-54)

<table>
<thead>
<tr>
<th>Month</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR (Click through Rate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>502,071</td>
<td>294</td>
<td>.06%</td>
</tr>
<tr>
<td>July</td>
<td>519,007</td>
<td>453</td>
<td>.09%</td>
</tr>
<tr>
<td>August</td>
<td>504,306</td>
<td>519</td>
<td>.10%</td>
</tr>
<tr>
<td>September</td>
<td>501,529</td>
<td>403</td>
<td>.08%</td>
</tr>
<tr>
<td>October</td>
<td>500,249</td>
<td>414</td>
<td>.08%</td>
</tr>
</tbody>
</table>

National Click Through Rate (CTR) = .02%
28 Digital Marketing Sites

Examples:
- Allrecipes.com
- Americanidol.com
- Christianmingle.com
- Forthemamas.com
- Ratemyprowfessors.com
- Tmz.com
- Marthastewart.com
- Bydabeach.com
- Bossip.com
- Littlemissbravo.com
- Grooveshark.com
- Legacy.com
- News.gooya.com
- Popculturemadness.com
- Techconsumer.com

Social Marketing Campaign Evaluation

- Telephone survey conducted of SNAP recipients residing in media counties (Media Group) and a comparison group of SNAP recipients living outside of the targeted counties (Non-Media Group)
- Questions focused on awareness of media interventions and intent to change beverage choice behaviors

Social Marketing Campaign Evaluation Preliminary Results

- More respondents in the Media Group reported drinking less SSB than before campaign began 😊
- Radio ads appear to impart greater awareness than billboards
- Non-Media Group reported messages were shared with them by family members, documenting additional "reach" of interventions

2014 Community Events & Camps

- Extension educators were asked to make water more available, fun, and enticing at their summer 2014 activities; there was no formalized curriculum, activities, or training
- An assessment was completed in August 2014 to determine:
  - Activities completed
  - Reach of activities
  - Target audiences
  - Location of activities
  - Barriers and lessons learned
- Estimated Reach: 7,300+
Camp Videos

Magic Island Movie Nights in Charleston, WV

Hydration Stations
Fruit infused water at community events demonstrated healthy ways to add a new flavor

Phase II (2015):
Rethink Your Drink @ Camp
Rethink Your Drink Kits - Distributed to 30 county Extension educators for use in summer camps and other events
Camper Evaluation

As a result of participating in camp this year, do you now take any of the following actions? (Select one response in each row by marking the appropriate box ☒.)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Not Applicable to Camp</th>
</tr>
</thead>
<tbody>
<tr>
<td>I drink less sugar-sweetened beverages</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I drink more water</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

N=3,714 campers

Camper Evaluation Results

- Girls were significantly more likely to strongly agree or agree with both statements than are boys.
- 68% of those who participated in the Rethink Your Drink program agreed or strongly agreed with the statement "I drink less sweetened beverages", compared to 64% of those in camps which did not participate in the program.
- 84% of those who were part of the Rethink Your Drink program agreed or strongly agreed with the statement "I drink more water", compared to 80% of non-participating.
- There was a significant difference between those who were in the Rethink Your Drink program and those that were not in the program on both questions.

Welcome our new mascot

Quench!

What’s Next?

- Complete data analysis for media campaign
- Analyze 2015 program feedback
- Explore school-based programming
- Expand programming and reach through partner collaboration... Who’s interested?
Special Thanks to...

- California Department of Public Health and the Boston Public Health Commission
- WVU Extension Service
  - Health & Obesity Team
  - Family Nutrition Program Faculty and Staff
  - 4-H Healthy Lifestyles Team
  - 4-H Camping Team
  - Office of Communications

Rethink Your Drink

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Let’s Talk About...

- Trends in American drinking habits
- What these trends mean for us as healthcare providers, educators, and advocates
- Available resources and opportunities to expand their use

What Trends do you see in Americans’ “drinking habits”?  

- Food and drinks are available 24/7, and cup holders are everywhere
- Drinks are cheap and super-sized
- “Cool” new products are developed
- SSBs are consumed by all ages
SSBs affect us in *many ways*

- Our Wallets
- Our Environment
- Our Health

What do these trends mean for us?

What do health experts recommend?

- **American Academy of Pediatrics**
  - 2 or more fruits & vegetables
  - 2 hours or less recreational screen time
  - 1 hour or more of physical activity
  - Less sugary drinks, more water

- **American Heart Association**
  - Men: 9 tsp or less of added sugar a day
  - Women: 6 tsp or less of added sugar a day

Available Resources from the WVU Extension Service

- Community educators and partners
- Print-ready handouts
- Curriculum
Stay Hydrated!

Blackberry Melt
- 1 blackberry
- 1 1/2 cups blackberry juice
- 1/4 cup lemon juice
- 1/4 cup ice cubes
- 2 cups of water

Strawberry Orange Basil
- 2 cups strawberries
- 1 cup basil
- 1/2 cup orange juice
- 1/4 cup lemon juice
- 1 cup of water

Cactus
- 1 cactus
- 1/2 cup of water
- 1/2 cup of lemon juice
- 1/4 cup of orange juice
- 1/4 cup of pineapple juice

Pineapple Orange
- 1 pineapple
- 1 cup orange juice
- 1/4 cup lemon juice
- 1 cup of water

Raspberry Lime
- 1/2 cup raspberries
- 1/2 cup lime juice
- 1/2 cup water

Watermelon-Rosemary
- 1 watermelon
- 1/2 cup rosemary
- 1/2 cup water

Remember these food safety tips:
- Clean hands, surfaces, utensils, and equipment
- Keep hot foods hot and cold foods cold
- Do not rest food on the working surface
- Use clean utensils

Connecting water consumption and dehydration

WHAT COLOR IS YOUR WEET?

Check the color of your urine:
- Light yellow = good hydration
- Dark yellow = dehydrated

Track Consumption with a Challenge

Healthy Hydration Challenge!

OUR GOAL: 8 CUPS

#8 Challenge
- Drink 8 cups of water in 24 hours

Healthy Kids, Happy Kids

Water Recipes

West Virginia University
EXTENSION SERVICE
MEAL/CABIN TIME TALK

A SPOONFUL OF WATER

Health Hint: Choose water first for your thirst.

How To: For this activity, you need four spoons and water.
1. Divide into groups of even numbers. Each group forms a line.
2. Give the first person in each line a full spoon of water.
3. The first person carefully passes the spoon to the next person in line, and on to the next.
4. The group with the most water left in their spoon at the end of the line leads the rest in the cheer. "Water first for your thirst!"

Variation: Pass the spoon down and back up the line.
Kit Evaluation

Thank you for offering "Rethink Your Drink" at your summer camp!

Please take a moment to provide feedback about this kit. At the end of this page you will find a link to provide your opinions about the activities. Please visit www.craftedbyus.com to view more information about the "Rethink Your Drink" kit. Your input is vital to the success of this initiative. For more information, please visit the Crafted by Us website.

Top Activities Reported at Camp (n=20)

<table>
<thead>
<tr>
<th>Class Activity</th>
<th>Assembly Activity</th>
<th>Activity Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Rethink Your Drink Pledge (63%)</td>
<td>1. Rethink your Drink Game Show (55%)</td>
<td>1. That’s Me! (85%)</td>
</tr>
<tr>
<td>2. Learn the Facts Bingo (58%)</td>
<td>2. Count the Sugar (44%)</td>
<td>2. H2O Report (67%)</td>
</tr>
<tr>
<td>3. Beverage Scenarios (35%)</td>
<td>3. Fruit Smoothie (33%)</td>
<td>3. Fun with Sidewalk Chalk (41%)</td>
</tr>
</tbody>
</table>

Listen for these messages...

1. What resources do you use to promote healthy drink choices?
2. How can we partner to spread these important messages?
3. What do you plan to do as a result of today’s session?
Thank you and stay in touch!