

rethink **DAY** YOUR DRINK

2023 EVENT GUIDE



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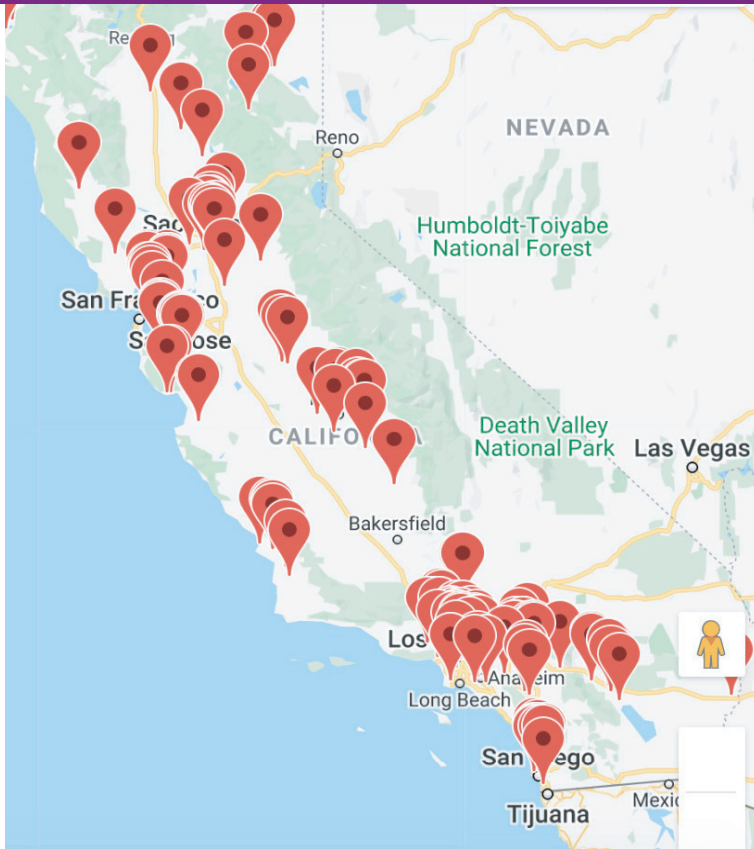
ABOUT RETHINK YOUR DRINK DAY

Rethink Your Drink Day (RYDD) is a statewide day of action where partners across the state come together to promote the benefits of healthy drink options and educate Californians about the health risks of sugar-sweetened beverage consumption.

RYDD is coordinated by the California Department of Public Health's (CDPH) CalFresh Healthy Living (CFHL) program. The CalFresh Healthy Living program offers free recipes, tips, tools, and other resources that empower Californians to take small steps to achieve healthy lifestyle changes. While everyone can participate in RYDD, the intended audience is parents, guardians and children with a focus on reaching CalFresh (i.e., SNAP-Ed) eligible individuals and families.

Hosting a Rethink Your Drink Day event can be fun and rewarding. From deciding to host an event to partnering with local officials and generating media coverage, this guide will provide step-by-step instructions to help you plan your Rethink Your Drink Day event.

RETHINK YOUR DRINK DAY 2019 EVENTS



HOST AN EVENT

We encourage CalFresh Healthy Living affiliated state and local implementing agencies and their community-based partners to host events. You can register to host an event by visiting **RethinkYourDrinkDay.com**. Event hosts must be affiliated with a CalFresh Healthy Living organization and serve audiences who are eligible to receive Supplemental Nutrition Assistance Program (SNAP) benefits.

Eligible hosts will receive, while supplies last, a **FREE** Rethink Your Drink Day event kit, which includes tips and promotional materials to use at your in-person events as well as access to additional digital resources for added support. All related event materials are available to download and print at **RethinkYourDrinkDay.com**.



PLANNING AN EVENT

SETTING A DATE

While the official statewide day of action for Rethink Your Drink Day is Wednesday, May 10th, 2023, hosting partners can plan an event any day during the same week. If your organization already has a community activation planned on or around May 10th, this is a great way to add value to your existing efforts.

CONFIRMING YOUR LOCATION

Where your event takes place matters. Choose a high-traffic area for your event, such as the school cafeteria during lunch, community education classes, public libraries, places of worship, or the lobby in your community center. Perhaps there is a larger community event happening on the date you have set for your event; these are great opportunities to join existing events and host a RYDD activation at that designated location for greater reach.

EVENT PARTNERSHIPS

Consider reaching out to other local implementing agencies, local officials, schools, health departments, parent groups, and community-based organizations to get involved and help you host your event. You may find people or organizations with special talents who will be perfect for the tasks recommended in this guide. Even your local grocery store produce department manager may have additional materials to help you. You can also ask your partners and local businesses to donate items for a gift basket such as fitness gear, water filters, free membership to a local martial arts or fitness studio, and more!

RYDD event hosts can also help promote and support PSE strategies such as partnering with your local water services agency to place hydration stations at a school, medical office, farmers' market, park, supermarket or other public spaces.

Additionally, think about the partners and work your organization is already doing and brainstorm how you can implement RYDD messaging and activities. For example, if you're involved with a community walking club, are there ways to provide a water station and RYDD messaging at the next walk location. Overall, partnerships are great ways to easily integrate your RYDD planning and efforts.



SPECIAL INVITATIONS

Invite special guests to attend your event, such as community influencers, local city council members, teachers, principals, school board members, or doctors/dentists to demonstrate how to replace sugary drinks with water.

EVENT ACTIVITIES

Come up with creative ways to showcase how drinking water can be beneficial. Consider brainstorming with partners and special guests for their input or ideas to make your event stand out. See the section "Day of Event" for a list of suggested activities.

PREPARE AHEAD

We recommend that you begin to plan your event at least one month ahead of your event date. Having the most time possible in advance will allow you to secure event details such as location, partners and activities and the most time to promote your event. Once you have set your location, if this is a new space, you should consider making a visit so you are able to plan your event set up, locate unloading areas and confirm parking availability – all important details to communicate with staff that will be working the event.

Begin to promote your event as soon as you have a set date and location. In the next section, we will cover best practices and review resources to help you get the word out.

At least a week before your event, review the materials in your event kit and practice setting up your booth or table in advance to plan the display and determine how you will interact with attendees. Check of your supplies to make sure you have everything you need for your event location.

Lastly, rehearse the sample conversations and activities in this guide with your staff and volunteers to make sure everyone knows their roles during your event.

We encourage you to visit RethinkYourDrinkDay.com to become familiar with all the event material resources available to you.



PROMOTING YOUR EVENT

WORD OF MOUTH

Spread the word in person! Remind your community members, partners, clients, colleagues, friends, family and neighbors to swing by your Rethink Your Drink Day event. Post your promotional event posters around your office, work building event location and community bulletin boards to promote the event and get your community involved. A promotional flyer and customizable flyer templates are available for download from the Resources page on **RethinkYourDrinkDay.com**.

SOCIAL MEDIA

Social media is an effective way to reach more people in your community and get them excited about your event. If your organization has a social media presence, we encourage you to use the sample social media posts from the Resources page on **RethinkYourDrinkDay.com** to help promote your event online. Follow the suggested posts and images from the templates available, and don't forget to share your event flyer online as soon as your event date and location are set.

Be sure to tag your posts with **@calfreshhealthyliving** and use the official event hashtags, **#RethinkYourDrink** and **#RYDD2023** so we can find your posts and share them on the CalFresh Healthy Living social channels.

Also follow CalFresh Healthy Living on Facebook at facebook.com/CalFreshHealthyLiving, on Instagram at instagram.com/CalFreshHealthyLiving and on Pinterest at pinterest.com/CalFreshHealthyLiving as images and reminders will be posted the week leading up to Rethink Your Drink Day, that you can also share on your social media pages.



NEWSLETTERS

From spreading the word about your event and generating interest to sharing useful event details and sending timely reminders — event newsletters are an effective way to reach audiences and maximize attendance. Leverage your community partnerships and see where other groups or organizations can send information about your event in their next newsletter.

Use the newsletter templates available on **RethinkYourDrinkDay.com** for copy inspiration and newsletter ideas to invite potential attendees.

PRESS COVERAGE

Ready to be newsworthy? When you start planning for your event, consider inviting local media outlets (e.g., newspapers, television, radio stations, magazines, blogs, etc.) to cover your Rethink Your Drink Day event. Press material templates and talking points are available on the Resources page at **RethinkYourDrinkDay.com**. Additional support is available upon request.



DAY OF EVENT

ARRIVE EARLY

Your event day has arrived! Make sure to arrive early at your location and give yourself enough time to find parking, unload your materials and assemble your table, props and activities.

LOCATION SET UP

Hang the Rethink Your Drink Day promotional poster in high-traffic areas such as cafeterias, coffee shops, lobbies, and hallways near your event set up. If you are in a hard-to-find location, create and post signs with arrows to help attendees find you on the day of the event.

Make sure to post the Media Disclaimer somewhere visible in the space your event is taking place since you will be capturing videos and photos to submit with your post-event survey.

TABLE OR BOOTH DISPLAY

Having an enticing event space is important to draw people in. If available, use a branded tablecloth and/or tent at your table/booth to help attendees or people passing recognize that your event is hosted by a credible organization.

Lay out the Rethink Your Drink Day materials from your event kit as helpful props to create engagement opportunities for attendees. Materials in the event kit include:

- Beverage Tip Cards
- Wallet Card
- Pledge Sign
- Stickers

Set up a laptop or tablet so attendees can complete the Beverage Breakdown on **RethinkYourDrinkDay.com**. Make sure to confirm a Wi-Fi connection with the location and locate a nearby power outlet in case you need to charge any of your devices.



Additional activity ideas and set up instructions are available in the next section of this guide.

ATTENDEE ENGAGEMENT

Here are some engaging activities and conversation prompts that will draw people to your event or table and encourage them to make healthy beverage choices at the same time.

BEVERAGE TIP CARDS

Lay the Beverage Tip Cards out on the table facing up so attendees can see the different categories of flavors. As you ask attendees questions about their flavor preferences, have them point to the card that reflects the type of flavors they usually crave. Turn it over and go through the list of alternate beverage ideas.

SAMPLE CONVERSATIONS

Use the sample conversation below to talk about what attendees love to drink and ask them a few simple questions about their daily habits. For example:

- Can you share with me some of the benefits of drinking water?
- What do you drink besides water during the day?
- Do you ever have a blended coffee drink, soda, sports, or energy drink?
- Why do you think you drink these sugary drinks?
- What are some of the health risks associated with sugary drinks?
- What are some benefits of drinking fewer sugary drinks?
- What could you drink instead of a sugary drink?
- What's one small step you can do to drink more water every day?

Guide attendees toward the goal of changing their habits and use the flavor-specific Beverage Tip Cards to talk about tasty ways to flavor water without adding sugar.

ASK ATTENDEES TO TAKE THE PLEDGE

The pledge board sign and stickers included in the event kit are designed to encourage participants to pledge to drink more water and fewer sugary drinks. This is a great way to show their support and share their ideas for making healthier drink choices.

Pledge board sign instructions:

Use the pledge board signs provided in your Rethink Your Drink Day event kit.

Ask participants to choose one of the three pre-written signs and take a photo of the attendees holding the photo pledge sign or they can write their pledge on the sticker. Be sure to collect signed photo release forms from the attendees featured in photos you wish to share publicly.

Share (and encourage the attendees to share) the photos on social media. If using Instagram, encourage guests to tag posts with **@calfreshhealthyliving** and use the official event hashtags, **#RethinkYourDrinkDay20XX** and **#RYDD20XX**, for example, **#RethinkYourDrinkDay2023** and **#RYDD2023**.

USE THE BEVERAGE BREAKDOWN

Spread the word about our Beverage Breakdown digital experience. Users can calculate how much added sugar they are consuming throughout the day by simply entering their favorite beverages. During the experience, users receive nutrition education tips and at the end, advice on how simple beverage swaps can reduce their sugar-sweetened beverage consumption.

Have a mobile device or computer station available that is connected to the Internet or provide wi-fi at your event. You can use this to showcase the online Beverage Breakdown activity, located at **RethinkYourDrinkDay.com**. Encourage attendees to also try the Beverage Breakdown at home to amplify this new learning opportunity beyond the event day itself.

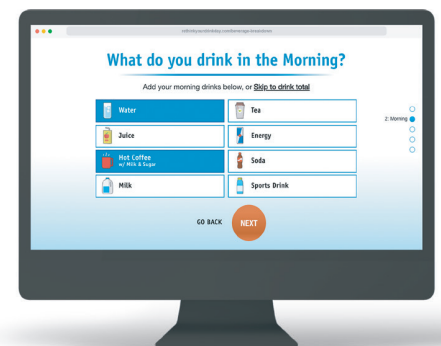
STEP 1: Go to **RethinkYourDrinkDay.com/Beverage-Breakdown**.

STEP 2: Start the experience in English or Spanish.

STEP 3: Fill in the profile.

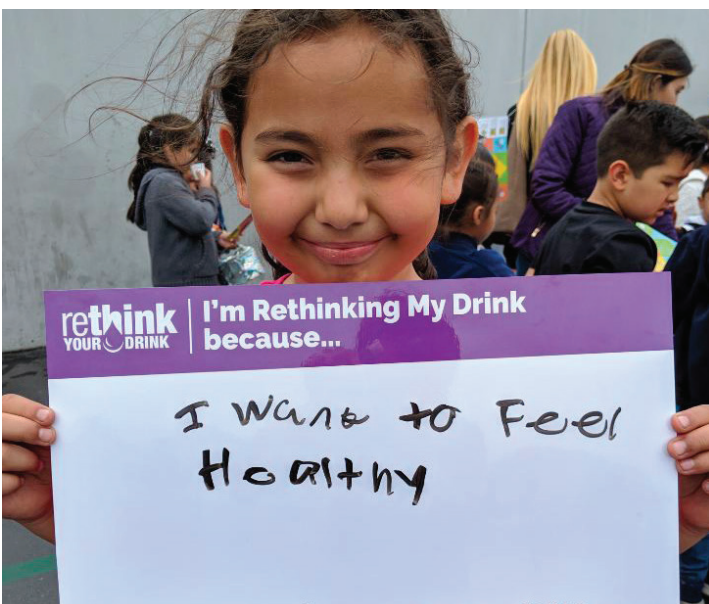
STEP 4: Receive results and get helpful tips on how to reduce sugar consumption.

STEP 5: Share with your family and friends and spread the word to Rethink Your Drink.



CAPTURE CONTENT

Take A LOT of photos and videos and share them on your social media pages! Make sure to tag CalFresh Healthy Living Facebook page (facebook.com/CalFreshHealthyLiving) or the CalFresh Healthy Living Instagram page (@CalFreshHealthyLiving). We will re-post the photos so everyone can see your event in action! If you are concerned about posting attendee photos on social media channels, please use the photo release forms available from the **RethinkYourDrinkDay.com** resources page.



MORE ACTIVITY IDEAS

PHOTO/VIDEO CONTEST

Ask attendees to take photos or record videos for social media demonstrating what they learned about how much sugar is hiding in their sugary drinks. Have them tag your organization in their post and award a prize to the most creative photo/video posted.

SAMPLE WATER RECIPES

One great way to get people interested in healthier drinks is to give them a sample. Any of the drinks on the next page make great sampling options and demonstrate how easy it is to Rethink Your Drink. Provide drinks or a beverage station with regular or sparkling water, or prepare any of the fruity, infused water recipes from the Beverage Tip Cards for extra flavor.

DISPLAY HEALTHIER DRINKS

- **WATER** - Water is a great choice and is what your body needs to stay hydrated.
- **UNSWEETENED TEA** - Choosing hot or iced tea (without adding sugar) is a great way to enjoy a tasty beverage. Try adding slices of fresh fruit for more flavor.
- **INFUSED WATER** - By adding slices of fruit to your glass of water, you can pump up the flavor and make yourself a refreshing and healthy treat. Experiment with adding flavors like strawberries and kiwi!
- **FIZZY WATER** - Seltzer or sparkling water (also called fizzy water or soda water) is water mixed with carbon dioxide bubbles added to make it fizzy like soda. It's a great no-sugar beverage alternative. You can even add slices of citrus fruits like oranges, lemons, or limes for extra flavor.
- **MILK** - Unsweetened non-fat or 1% milk can offer a semisweet beverage alternative with no added sugar. Serve chilled for freshness and drink within 24 hours. Sip, share, and enjoy!



RADIO REMOTES

Radio remotes are great opportunities for local health departments (LHDs) to partner with local stations to amplify your event's message, boost attendance, and generate excitement. Radio remotes include live music, giveaways and more. Hosts can request a radio remote for their RYDD event. Please note that to request a radio remote, you must submit a request at least four weeks in advance of your event. If you have any questions or concerns, please contact advertising@cdph.ca.gov.



HOST A VIRTUAL EVENT

For partners who choose to host virtual day of action, there are resources and materials available upon request. Please contact the public relations team at CFHL_PR@rs-e.com if additional support is needed.

AFTER YOUR EVENT

Thank you for hosting a Rethink Your Drink Day event! Your efforts and hard work are critical to helping Californians make healthier beverage choices for themselves and their families.

Hosts will be emailed a week after the statewide day of action with a link to the online evaluation survey. Hosts will have two weeks to submit 3-5 photos from their event (with corresponding photo release forms) and complete the post-event survey.

If you have any questions, please contact CFHL_PR@rs-e.com

