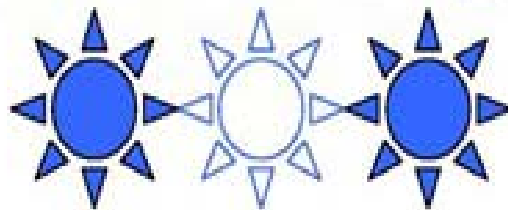




# **ReThink Your Drink & REFB's Summer Hunger Initiative**

**California Summer Meal Program Coalition**



# ReThink Your Drink



# 3 ways we used ReThink Your Drink to strengthen our summer programming

## Community Event

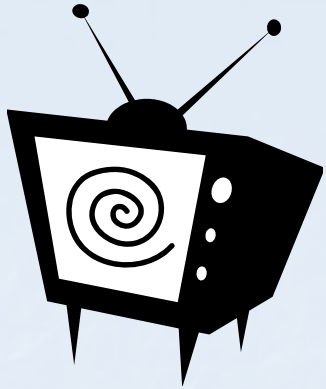
We used a nutritional event organized with community partners to advertise our upcoming summer lunch program. **RYP was a major theme.**

## Training Tool

During training **of site managers**, we presented ReThink Your Drink to spark interest and support good nutritional habits.

## Program Activity for Kids

We scheduled ReThink Your Drink as a fun **site activity** to increase daily attendance



## We also promoted RYD on Spanish-language television

In May 2010, REFB's bilingual nutrition coordinator, Itzul Gutierrez, appeared on Univision Spanish-language TV along with our Northcoast Nutrition Network's *Champion Mom* and presented ReThink Your Drink for a Spanish speaking audience.

It was a great opportunity to demonstrate good nutrition, build relationships, and reach a large and diverse audience to promote our summer lunch program.

# Community Event

- Provide healthy drinks.
- Have speakers discuss RYD.
- Put up RYD Posters!



# Supervisor Training

Each year, we try to promote good nutrition and physical activities with the numerous staff and volunteers that run our sites.

We used ReThink Your Drink to energize and inform our site supervisors and create a fun break during the USDA required rules and regulations training for summer meal programs.

Training the site staff also gets their buy-in to encourage children to drink water or low-fat, non-flavored milk because it's healthier.

# Activities

- When you increase your activities, you'll also grow your attendance at summer feeding sites.
- ReThink Your Drink is a fun and informative activity that can be reimbursable if you have a Network Nutrition Grant. The kids love to participate in the presentation.



# Presentation Tips

- **Create a presenting kit.** Use a clear Rubbermaid bin to carry drinks, plastic 10 oz. containers with sugar cubes labeled with drink and how many teaspoons, teaspoon, apron, etc.
- **Open by asking children about drinks.** What do they know about drinks? What do they like to drink? Where do they get drinks? Family functions? School? Etc. Start a conversation. Some of the kids will be eager to share.
- **Make kids guess how much sugar is in the drink.** Then ask them to count out the sugar cubes with you, all together.
- **Tell them some facts** like comparing how much sugar there is in water. Ask which is best. Tell them the benefits of milk and water. Did you know there are 10 teaspoons of sugar in a 12-ounce can of soda? And if I drink just one can of a soda every day for a year, I can gain as much as 16 extra pounds!
- **Drinks to highlight:** Coca-Cola, Mt. Dew, Rockstar/Redbull , Vitamin water, Strawberry milk, low-fat milk, OJ, water.

# Pledge

- A fun activity is to have kids sign pledges.
- The Pledge - I will NOT drink soda this summer! OR I will REDUCE the amount of soda I drink.
- Ask them to take the pledge home and share with their parents and siblings. Encourage putting on fridge. Have a fun fact on the back of the pledge.

## **Example of a pledge card:**

- I \_\_\_\_\_(write in name)\_\_\_\_\_, will drink LESS sugary drinks like soda.
- Instead I will drink \_\_\_\_\_ and \_\_\_\_\_.
- I \_\_\_\_\_, will go "SODA FREE" and NOT DRINK ANY sugary drinks!!  
\_\_\_\_\_ (Mom) please help me have a Soda Free Summer!

## Activities & Nutrition Education

### **RYD Can Help Make Summer Lunch Fun!**

- Helps build a site and keep participation more consistent
- Engages the children with their community which strengthens positive connections
- Provides opportunities to learn, stay active, have fun and thrive



**Thank You!**

And remember....  
we all can work together to  
ReThink Your Drink!

**California Summer Meal Program Coalition**

