

CHAMPION PROVIDER FELLOWSHIP

California Department of Public Health Statewide Days of Action



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TODAY'S AGENDA

- **CalFresh Healthy Living**
- **Goals of Statewide Days of Action**
- **Rethink Your Drink Day (RYDD)**
- **Healthy Snack Day (HSD)**
- **Policy, Systems, and/or Environmental Change**
- **Q&A**

CALFRESH HEALTHY LIVING



TODAY'S AGENDA

Goals of Statewide Days of Action

HEALTHY VICTORIES OVERVIEW

WATER



Drink More Water & Fewer Sugar-Sweetened Beverages

NUTRITION



Make Healthier Food Choices

TWO PRIMARY CAMPAIGN THEMES + GOALS

TWO STATEWIDE DAYS OF ACTION

The logo for "rethink YOUR DRINK DAY" is enclosed in a blue oval. The word "rethink" is in blue lowercase letters, with a blue water drop icon replacing the letter 'h'. Below "rethink" are the words "YOUR" and "DRINK" in blue uppercase letters. To the right of "DRINK" is a blue rounded rectangle containing the word "DAY" in white uppercase letters.

rethink
YOUR DRINK **DAY**

GOAL:
Drink More Water & Fewer SSBs

May 8, 2019

The logo for "HEALTHY SNACK Day" is enclosed in a purple oval. The words "HEALTHY" and "SNACK" are in green uppercase letters. The word "Day" is in a purple script font.

HEALTHY
SNACK *Day*

GOAL:
Make Healthier Food Choices

September 12, 2019

rethink YOUR DRINK DAY

Statewide Day of Action

RETHINK YOUR DRINK DAY

RETHINK YOUR DRINK DAY IS:

A Statewide Day of Action open to all Local Implementing Agencies (LIAs), their partners, and associated Community-Based Organizations (CBOs).



Implemented locally, supported and promoted statewide.

THE GOAL:

To promote healthy behavior of drinking more water, and fewer sugary drinks.

EVENT BOX OVERVIEW

All Event Boxes will include:

- Dry Erase Markers
- Table Cover
- Rethink Your Drink Day Event Guide
- Sample Social Media Posts
- Customizable Promotional Posters
- Origami Flavor Finders
- Beverage Tip Cards (5 Total)
- Dry Erase Photo Pledge Cards
- Rethink Your Drink Wallet Cards
- Rethink Your Drink Day Stickers



WHAT'S INCLUDED IN THE EVENT BOX?

● Activities

○ 5 Types of Beverage Tip Cards:

- 4 flavor-specific cards: Tropical, Herbal, Tangy, Sweet
- 1 card with kid-friendly recipes

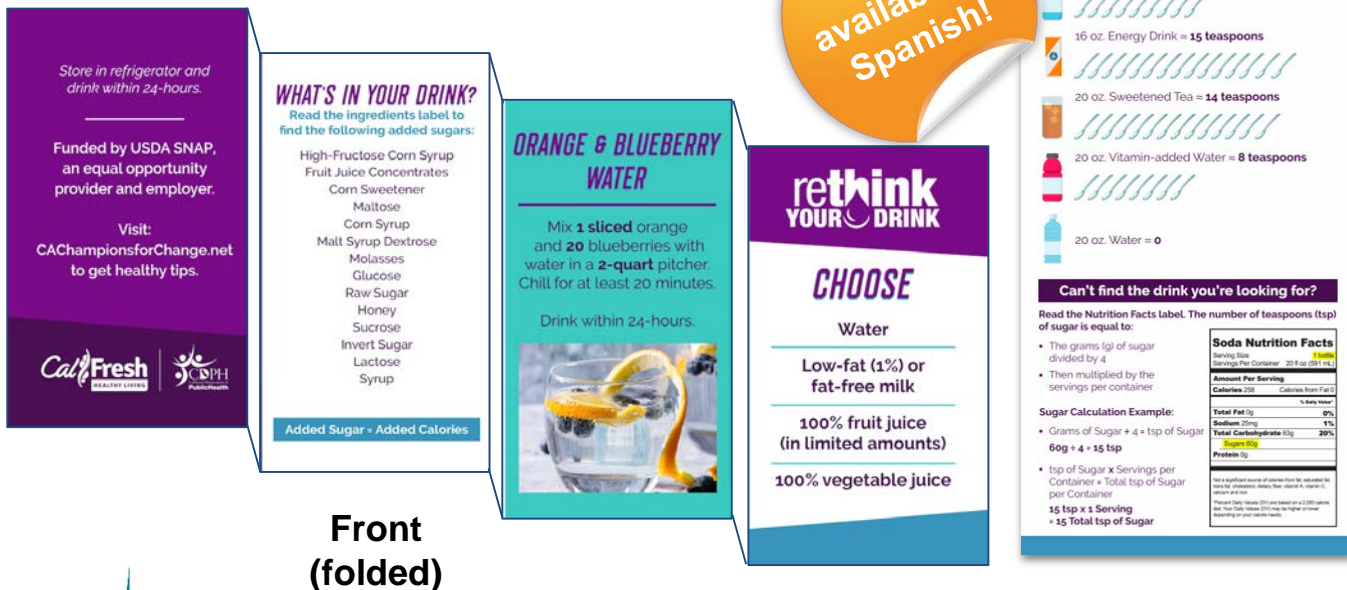
○ Origami Flavor Finder

○ Dry Erase Photo Pledge Sign



WHAT'S INCLUDED IN THE EVENT BOX?

The **Wallet Card** is a tool for participants to carry with them as a guide for making healthy beverage choices.



Front
(folded)



Back

The **Wallet Card** includes:

- Added sugar content for popular drinks
- A calculator to convert grams of sugar to teaspoons
- A list of common names for added sugar ingredients
- A list of low-sugar or non-sugar beverage options

DIGITAL EXPERIENCES WERE LEARNING OPPORTUNITIES AT EVENTS



The screenshot shows a digital experience interface. In the top left corner is the 'CHAMPIONS for CHANGE' logo, which features a rainbow and a green leaf. In the top right corner, the text 'Find a' is partially visible. The main title 'WHAT'S YOUR BEVERAGE BREAKDOWN?' is centered, with 'WHAT'S YOUR' in orange, 'BEVERAGE' in blue, and 'BREAKDOWN?' in a larger, bold blue font. Below the title is a horizontal line. Underneath the line is a paragraph of text: 'Calories from sugary drinks add up fast. Almost half of all sugar consumed in the U.S. comes from sugary drinks. Find out below how much sugar you and your family drink every day.' The background of the interface is light blue with faint silhouettes of people.

CHAMPIONS
for CHANGE™

Find a

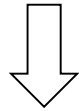
WHAT'S YOUR BEVERAGE BREAKDOWN?

Calories from sugary drinks add up fast. Almost half of all sugar consumed in the U.S. comes from sugary drinks. Find out below how much sugar you and your family drink every day.

www.rethinkyourdrinkday.com

BEVERAGE BREAKDOWN ANALYTICS

START

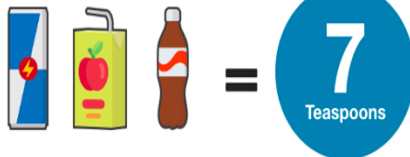
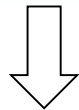


What do you drink in the Morning?

What do you drink in the afternoon?

What do you drink at night?

Miss Anything?



13.6K

EXPERIENCE INITIATIONS

5.7K

EXPERIENCE COMPLETIONS

42.4%

EXPERIENCE COMPLETION RATE



Great job. In one day, you drink 7 teaspoons of added sugar*. Consuming more than 9 teaspoons of added sugar a day can cause health problems in an adult. Tap 'Add Healthy Options' to learn about other healthy ways to ReThink your Drink.

* Total added sugar listed is representative of drinks selected within the options provided



2018 HIGHLIGHTS

- Nearly 350 Rethink Your Drink Day events were held in California
- More than 100,000 people participated in Rethink Your Drink Day 2018, with an average event hosting about 150 people
- The Beverage Breakdown interactive experience proved to be a helpful resource
- RYDD generated almost 2 million earned media impressions - digital media, social media and traditional (news articles)
- Hosts were able to select Event Box materials in English and Spanish

HEALTHY SNACK *Day*

Statewide Day of Action

HEALTHY SNACK DAY



Healthy Snack Day

September 12, 2018

Overview:

A snack is defined as food eaten between regular meals. It can help children get the nutrients they need to grow and maintain healthy weight.

Local implementation agencies (LIAs), schools, and community-based organizations (CBOs) can host Healthy Snack Day events in their local communities.

Goals:

- Educate children and adults on the benefits of choosing nutritious and healthy snacks
- Promote simple ways to practice healthy snacking

WHAT'S INCLUDED IN THE EVENT BOX?

What's Inside:

- **Healthy Snack Day Event Guide**
- **Promotional Posters***
- **Educational Posters***
- **Polls for Attendees***
- **Interactive Recipe Wheel***
- **Healthy Snack Day Photo Pledge Board***
- **Healthy Snack Day Stickers & Kids Activity Sheet***
- **Host Post-Event Recap Form**
- **Pre-Labeled Return Envelope (For Completed Polls)**



*These items will also be available in Spanish!

WHAT'S INCLUDED IN THE EVENT BOX?

Healthy Snack Day Activity Sheets and Stickers



WHAT'S INCLUDED IN THE EVENT BOX?

Personal Recipe Finder Wheel



WHAT'S INCLUDED IN THE EVENT BOX?

Educational Display Poster

- Available in English and Spanish
- Large (11" x 17") Display
- Prominently position this poster with your display



WHAT'S INCLUDED IN THE EVENT BOX?

Event Promo Posters

- Large Display (11" x 17")
- Available in English and Spanish
- Customizable
- Several copies provided to promote your event



2018 HIGHLIGHTS

- HSD was supported by more than 55 schools and 46 after-school programs in California
- Common event locations included: schools, parks, farmers' markets, grocery stores, WIC offices, and community centers
- Total attendance for Healthy Snack Day was around 100,000 people and the average event hosted about 100 people
- HSD generated 33,468,661 Digital Media Impressions (i.e., people who heard about HSD via CDPH media efforts); 20,548,128 Social Media Posts; and, 15 news-media placements with a combined total readership and/or viewership of nearly 1 million people

TODAY'S AGENDA

**Policy, Systems,
and/or Environmental Change**

POLICY, SYSTEMS AND/OR ENVIRONMENTAL CHANGE



Alameda County partners with retail stores to feature more water and fewer sugary drinks in the front of the store.

Perris becomes the first city in Southern California (Riverside County) to approve an ordinance making 100-percent juice, water or milk the “default” beverages” in kids’ meals sold at community restaurants.



GET INVOLVED

- **Connect with your Local Health Department to see how you can engage in their Rethink Your Drink Day or Healthy Snack Day Events**
- **Engage with the School District to support School Wellness efforts**
- **Support improved nutrition standards in your community**
- **Serve as a reliable resource on health for the media**
- **Talk to your patients about sugary drinks**

QUESTIONS?



FOR ADDITIONAL INFORMATION

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