



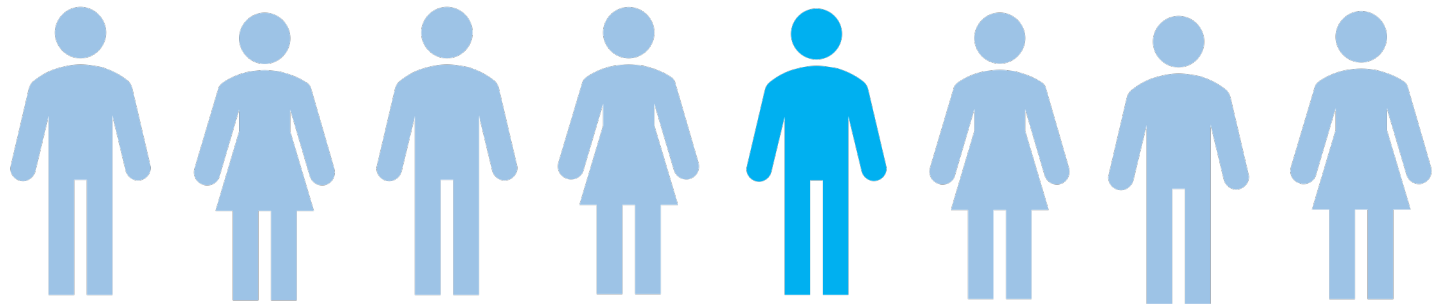
Rev Your Bev In Early Childhood





Why does it matter?

Nearly **one in eight** 2-5 year olds has obesity.¹



Children who are overweight entering kindergarten are at 5x risk for obesity



1. <https://www.niddk.nih.gov/health-information/health-statistics/overweight-obesity>



Why does it matter?

60%

FOR **EACH** SUGARY DRINK
CONSUMED PER DAY, A CHILD'S
RISK OF BECOMING OVERWEIGHT
INCREASES BY 60%

25%

DRINKING A SUGARY DRINK
OR TWO EACH DAY INCREASES
YOUR RISK FOR **TYPE 2**
DIABETES BY 25%





Why does Rev Your Bev matter to young children?

- Taste preferences are established in early childhood.
- Young children are consuming too many sugar-sweetened beverages.
- Sugary drinks are the largest source of added dietary sugar.
- 8 in 10 children drink a sugar-sweetened beverage daily.





Why does Rev Your Bev matter to young children?

Drinking soda, sports drinks, and fruit-flavored drinks can lead children to take in excess calories and added sugars.

Daily added sugar recommendation:

Men



9 teaspoons (36 grams)

Women



6 teaspoons (24 grams)

Children



4 teaspoons (16 grams)

American Heart Association





How much added sugar is in kids' drinks?

Punch Pouch

6oz = 2 tsp of sugar



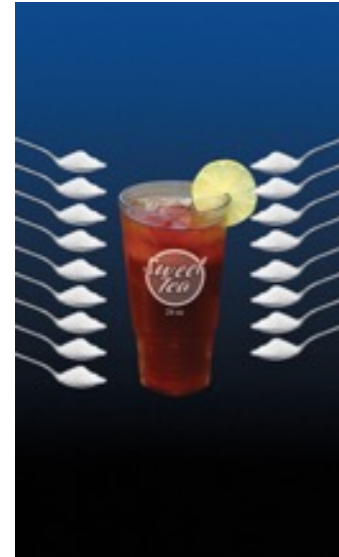
Juice Box

7oz = 6 tsp of sugar



Sweet Tea

24oz = 17 tsp of sugar



Soda

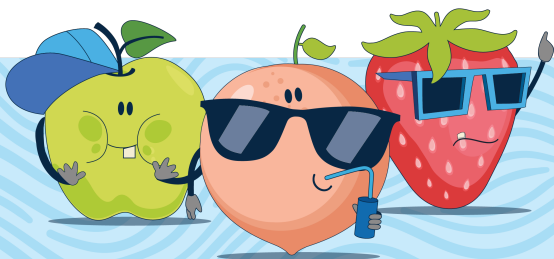
20oz = 19 tsp of sugar





What is so great about water?

- Zero calories, no sugar
- Prevents weight gain
- Protects teeth
- Saves money
- Supports learning



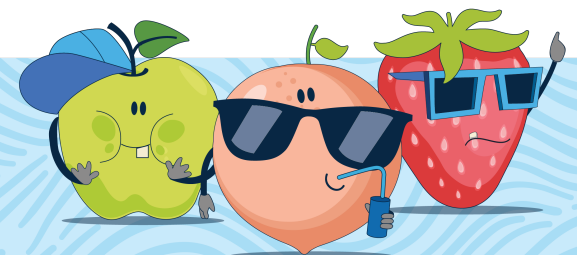


The Early Childhood Solution

INCREASE awareness that water is the healthy choice for young children.

EDUCATE families and staff about being water-drinking role models!

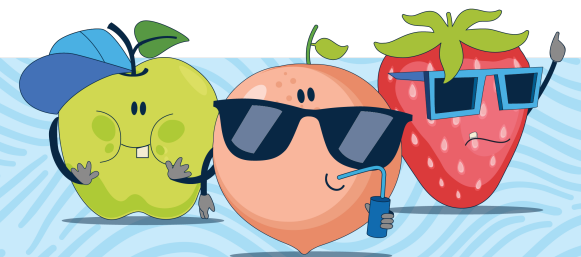
EMPOWER children to establish healthy water habits while young.





Water Best Practices for Early Care Environments

- Water should be freely available both indoors and outdoors.
- Water should be offered to children.
- Children who are ready should be able to "self-serve."
- Teach children that water is healthy and refreshing!
- Educate and encourage parents to serve water.
- Staff role models for water consumption.

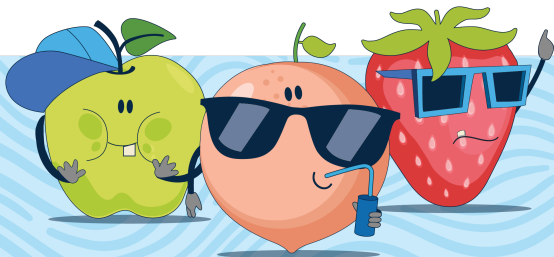




Director's Healthy Hydration Toolkit

- Mini presentation
- Sample policies
- Staff and classroom engagement activities
- National and Virginia resources

Download from www.revyourbev.com/resources





Health Beverage Policy

- Policy provides clear expectations for what is considered a healthy beverage and what is considered an unhealthy beverage.
- Samples of healthy beverage policies:
 - Limit juice to only one serving a day of 100% juice.
 - Beverages with added sweeteners, either natural or artificial, are prohibited.

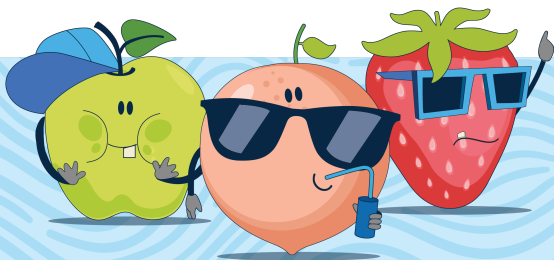




Rev Your Bev Day

A statewide campaign to improve the health of all Virginians by encouraging people to drink more water.

Since 2014, ECEs across Virginia have participated in Rev Your Bev recognizing the role of ECE in shaping children's choices and health for a lifetime.

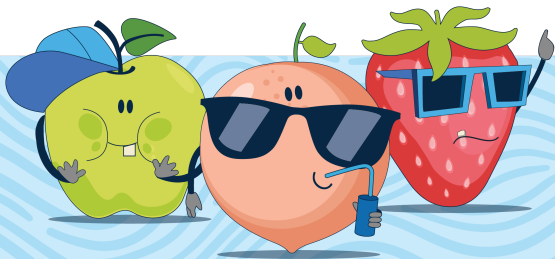




Rev Your Bev Classroom ECE Kit

- Included in the kit:
 - Activity curriculum
 - Materials to support curriculum activities
 - Storybook
 - Child-sized water pitcher

grow
with water





Rev Your Bev Toolkit Activities

1. Rev Your Bev Storytime
2. Coloring Crown
3. Does Water Help You Grow?
4. Fruity Popsicles
5. Sink or Float?

