



A Social Media Message Kit to Rethink Your Drink (Sample Messages for Twitter and Facebook)

Use any of the messages below to send messages from your Facebook or Twitter account. Doing so will help us raise awareness of the movement to encourage West Virginians to rethink their drink! Simply highlight the message you want, right-click on your mouse, choose "Copy" and then paste the message in your Facebook or Twitter account. The Facebook messages start on page 4. The final page has five graphics you can use with your messages.

TWITTER

The Harms of Sugary Drinks

We want WV teams to be #1 in sports, but not in #diabetes. See this map:
<http://bit.ly/2yLQucn> Limit your #sugarydrinks! #rethinkyourdrink

Sugary drinks can lead to #obesity. Learn why the experts call soda "liquid candy":
<http://bit.ly/29uj0UM> #rethinkyourdrink

Sugar is heartless. Eating or drinking too much can lead to heart problems:
<http://bit.ly/2zUMbcr> #rethinkyourdrink

Sugary drinks can lead to unwanted surprises: #diabetes, #obesity, #cavities and other damage to your body. Learn more: <http://bit.ly/2ibdf0P>

Soda and other sugary drinks increase your risk of Type 2 diabetes (high blood sugar):
<http://bit.ly/1UzCrXP> #rethinkyourdrink

DYK? It's not just food that can make our kids unhealthy. Drinks matter too. It's time to rethink your drink: <http://bit.ly/2ibdf0P>

A good rule of thumb for sugary drinks: If you sip all day, you'll get tooth decay.
<http://bit.ly/2pB5qE1> #rethinkyourdrink

Regular soda-drinking can = #obesity b/c you don't feel "full" like you would if you got sugar from food instead: <http://bit.ly/29uj0UM>

VIDEO: What's so harmful about #soda and other sugary drinks? <http://bit.ly/RSilin>
@kickthecaninfo #rethinkyourdrink

Research has linked soda-drinking to osteoporosis: <http://wb.md/2ibRjla> #rethinkyourdrink

Why is #soda so tough on your teeth? <http://bit.ly/2yixALx> #rethinkyourdrink

Soda (pop) and sports drinks may taste sweet, but there's nothing "sweet" about the damage they can do to your body. #rethinkyourdrink

Do you know how much sugar you or your family gets each day from drinks and foods? Use the Sugar Calculator at <http://bit.ly/2i6qfEh>

This isn't what you see when you drink a can of #soda. But it's what your body sees because sugary drinks are unhealthy. [attach Graphic 2 at the end of this kit]

You may be drinking more #sugar each day than you realize. Take a look: <http://read.bi/2yft3K3> #rethinkyourdrink

How much sugar are you drinking each day? Visit RethinkYourDrinkWV.com for more info! [attach Graphic 1 at the end of this kit]

Corporations spent \$866-M advertising sugary drinks in 1 yr. Many of the ads target kids and teens: <http://bit.ly/2lqxsUq> #rethinkyourdrink

Soda Is Not the Only Villain

Telling young athletes they need sports drinks to replenish after sports sends a bad message: <http://wapo.st/2ikizOP> #rethinkyourdrink

DYK? A 20-ounce Gatorade has more #sugar than a Hershey's chocolate bar: <http://bit.ly/2yjLKMv> #rethinkyourdrink

Soda isn't the only drink loaded with #sugar. Arizona iced tea (20 oz) has 13+ teaspoons of added sugar: <http://read.bi/2yft3K3>

If the young athletes in your home are drinking sports drinks, they're getting a lot of #sugar: <http://wapo.st/2lzqeEo> #rethinkyourdrink

Sweet tea is high in #sugar. Try a slice of lemon or mint instead. Learn more at: <http://bit.ly/2ibdf0P> #rethinkyourdrink

Join a Growing Movement

More and more people are turning away from #soda and other sugary drinks. Learn why at <http://bit.ly/2ibdf0P> #rethinkyourdrink

Soda (pop) sales have fallen for 12 straight years! <http://reut.rs/2gT0Npa> It is time to #rethinkyourdrink. #soda

The % of teens drinking sugary sodas has fallen: <http://bit.ly/29B1psi> Join this trend and find healthier drinks! #SSBs #rethinkyourdrink

Churches: Help your members build healthy souls and healthy bodies by participating in WV's #RethinkYourDrink campaign <http://bit.ly/2ibdf0P>

The amount of soda (pop) consumed has dropped to a 30-year low: <http://for.tn/1RpxyDg>
Join your friends and neighbors: #rethink your drink

What can your school do to encourage healthier drink choices? See our suggestions at <http://bit.ly/2i6qfEh> #rethinkyourdrink

Even sales of diet #soda are falling: <http://read.bi/1YwEEZV> Join others who are moving to healthier drinks. #rethinkyourdrink

Tools, Tips and Resources

What's your favorite drink? Let us help you find a better beverage that you will enjoy drinking: <http://bit.ly/2ibdf0P>

Want to raise awareness of sugary drinks at your school or church? Visit our "Resources" page: <http://bit.ly/2i6qfEh> #rethinkyourdrink

What can you do to create a healthier you? Limit the amount of sugary drinks that you consume: <http://bit.ly/2cb0KS3>

Sugar is sneaky. It goes by different names, including corn syrup. Learn more: <http://bit.ly/2zdupoC>

Parents: Download our coloring page and a fun game for kids that teaches them about sugary drinks: <http://bit.ly/2i6qfEh>

A great recipe for a healthier you: drink #water whenever and milk with meals! <http://bit.ly/2Anlc9c> #rethinkyourdrink

West Virginians: It's time to #rethinkyourdrink! Download excellent handouts and activities here: <http://bit.ly/2i6qfEh>

We're thirsty for a healthier West Virginia! Are you? Visit RethinkYourDrinkWV.com to learn more about what you can do. #rethinkyourdrink

Drink Water and Milk

Water is wonderful! Help others understand why by sharing this handout at your school, church or other places: <http://bit.ly/2zcCFUR>

Milk is the calcium king! You'd need 8 cups of spinach to get as much calcium as 1 glass of milk: <http://bit.ly/2yZLtxP> #rethinkyourdrink

20 reasons why water is the best “energy drink” you can give your body: <http://bit.ly/1qYGllk>
#rethinkyourdrink

Why milk is one of the healthiest drinks you can choose: <http://bit.ly/2zUnltb>
#rethinkyourdrink

The teens on these basketball teams have learned that #water is the ultimate performance drink: <http://bit.ly/2zh50KK> #rethinkyourdrink

Milk is loaded with important vitamins and minerals. It’s also linked to lower blood pressure: <http://bit.ly/28LsXKh> #rethinkyourdrink

Most children and teens are not drinking enough water. What about your kids? <http://cnn.it/1TxkNqI> #rethinkyourdrink

You know water is healthy, but water w/added #fluoride is healthier because it helps to protect teeth from cavities: <http://bit.ly/1T5nH7S>

Water is what your body thirsts for. And tap H2O with #fluoride is even healthier. Watch this video: <http://bit.ly/1O6LcWr> #rethinkyourdrink

A great recipe for a healthier you: Drink #water whenever and milk with meals <http://bit.ly/2Anlc9c> #rethinkyourdrink



FACEBOOK

The Harms of Sugary Drinks

We want WV teams to be #1 in sports, but not in diabetes. Let’s work together to create a healthier state. (See the map below)
<https://stateofobesity.org/diabetes/>

Sugary drinks are leading sources of added sugar in the American diet. It’s time to draw the line and protect our health.
<https://www.cdc.gov/nutrition/data-statistics/sugar-sweetened-beverages-intake.html>

Drinking soda and other sugary drinks regularly is linked to a long list of health conditions: obesity, diabetes, heart problems, kidney problems and more.
<https://www.cdc.gov/nutrition/data-statistics/sugar-sweetened-beverages-intake.html>

Frequent soda-drinking can cause obesity. Why? Because it doesn't make you feel as "full" as if you ate food w/the same calories.

<https://www.hsph.harvard.edu/nutritionsource/sugary-drinks-fact-sheet/>

A good rule of thumb for sugary drinks: If you sip all day, you'll get tooth decay.

[attach Graphic 4 at the end of this kit]

Being a regular soda-drinker can cause obesity and other health problems. Learn why experts call soda "liquid candy."

<https://www.hsph.harvard.edu/nutritionsource/sugary-drinks-fact-sheet/>

VIDEO: What's so harmful about soda and other sugary drinks?

https://www.youtube.com/watch?v=HpszDA_Upul

Soda doesn't look like that when you pour it into a glass, but that's exactly what you're getting. Loads of sugar.

[attach Graphic 3 at the end of this kit]

Soda and other sugary drinks increase your risk of Type 2 diabetes (high blood sugar). It's time to rethink your drink!

<https://www.hsph.harvard.edu/nutritionsource/healthy-drinks/soft-drinks-and-disease/>

Why is soda so tough on your teeth?

<https://www.healthline.com/health/dental-oral-health/what-does-soda-do-to-your-teeth>

Researchers may have found a link between sugar and cancer. Sugary drinks are not your friend.

[http://www.cnn.com/2017/10/27/health/sugar-cancer-relationship-study/index.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed:+rss/cnn_health+\(RSS:+CNN+--+Health\)](http://www.cnn.com/2017/10/27/health/sugar-cancer-relationship-study/index.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed:+rss/cnn_health+(RSS:+CNN+--+Health))

Is your favorite drink on this list? If so, you may be drinking a lot more sugar than you realize:

<http://www.businessinsider.com/sugar-most-popular-sodas-teas-coffees-2017-5/#coffee-1>

The cans may be colorful, but the sugary soda inside can harm your health. Rethink Your Drink!

[attach Graphic 5 at the end of this kit]

Beverage companies spent \$866 million advertising sugary drinks in a single year! Many of their ads target kids and teens:

<https://news.yale.edu/2014/11/19/beverage-companies-still-target-kids-marketing-unhealthy-sugary-drinks>

Soda Is Not the Only Villain

Telling young athletes they need high-sugar “sports drinks” to replenish after a game sends the wrong message to young athletes.

https://www.washingtonpost.com/lifestyle/wellness/gatorade-vs-water-which-is-better-for-kids/2013/05/28/19a54ff0-bf35-11e2-9b09-1638acc3942e_story.html?utm_term=.f09068ec6d17

They may be called “energy drinks”, but they are filled with sugar. Click and scroll down to see for yourself.

<http://www.businessinsider.com/sugar-most-popular-sodas-teas-coffees-2017-5/#energy-drinks-4>

Do you serve sports drinks like Gatorade to your children or teens? Guess how much sugar they have?

https://www.washingtonpost.com/lifestyle/wellness/sports-drinks-arent-recharging-your-kids-theyre-just-pumping-them-full-of-sugar/2016/07/25/6ceaae3a-4777-11e6-90a8-fb84201e0645_story.html?utm_term=.a7b5a7c19a1c

Soda isn't the only drink loaded with sugar. Arizona iced tea (20 oz) has 13 teaspoons of added sugar.

<http://www.businessinsider.com/sugar-most-popular-sodas-teas-coffees-2017-5/#tea-5>

DYK? A 20-ounce Gatorade has more #sugar than a Hershey's chocolate bar.

<https://blog.teamsnap.com/general-sports/how-many-teaspoons-of-sugar-are-in-a-20-ounce-gatorade>

If the young athletes in your home are drinking sports drinks, they're getting a lot of sugar.

https://www.washingtonpost.com/lifestyle/wellness/sports-drinks-arent-recharging-your-kids-theyre-just-pumping-them-full-of-sugar/2016/07/25/6ceaae3a-4777-11e6-90a8-fb84201e0645_story.html?utm_term=.ea3bc0aef5d6

Sweet tea is high in sugar. Try a slice of lemon or mint instead. Get more info at RethinkYourDrinkWV.com!

<http://www.rethinkyourdrinkwv.com/>

Join a Growing Movement

The amount of soda (pop) consumed has dropped to a 30-year low. Visit RethinkYourDrinkWV.com to learn more.

<http://fortune.com/2016/03/29/soda-sales-drop-11th-year/>

More and more people are turning away from #soda and other sugary drinks. Learn why at www.rethinkyourdrinkwv.com

Soda (pop) sales have fallen for 12 straight years! It is time to rethink your drink.
<https://www.reuters.com/article/us-soda-sales-study/u-s-soda-sales-drops-for-12th-straight-year-trade-publication-idUSKBN17L2HN>

The percentage of teens drinking sugary sodas is falling. Join this trend toward choosing healthy drinks!
<https://consumer.healthday.com/diabetes-information-10/sugar-health-news-644/u-s-teens-less-sweet-on-soft-drinks-712485.html>

What can your school do to encourage healthier drink choices? See our suggestions here:
www.rethinkyourdrinkwv.com/resources

Tools, Tips and Resources

What's your favorite drink? Let us help you find a better beverage that you will enjoy drinking:
www.rethinkyourdrinkwv.com

How much added sugar should men and women consume each day? This web page gives the answer:
http://www.heart.org/HEARTORG/HealthyLiving/HealthyEating/Nutrition/Added-Sugars_UCM_305858_Article.jsp#.WfiGilMrLbq

What can you do to create a healthier you? Limit the amount of sugary drinks that you consume.
<https://www.cdc.gov/nutrition/data-statistics/sugar-sweetened-beverages-intake.html>

Do you know how much sugar you or your family gets each day from drinks and foods? Use the Sugar Calculator to find out.
www.rethinkyourdrinkwv.com/resources

Want to raise awareness of sugary drinks in your school, your community or church? Visit our "Resources" page.
www.rethinkyourdrinkwv.com/resources

There is probably a better drink to keep you feeling and looking your best. And we can help you find it.
www.rethinkyourdrinkwv.com

Sugar is sneaky. It goes by different names, including corn syrup. Learn more:
http://www.heart.org/HEARTORG/HealthyLiving/HealthyEating/Nutrition/Added-Sugars_UCM_305858_Article.jsp#.Wfilj1MrLbq

We're thirsty for a healthier West Virginia! Are you? Visit RethinkYourDrinkWV.com to learn more about what you can do.

www.rethinkyourdrinkwv.com

Here's great approach to a healthier you: Drink water whenever and milk with meals!

<http://bit.ly/2Anlc9c>

Drink Water and Milk

Check out the 20 reasons why water is the best "energy drink" you can give your body.

<http://www.mirror.co.uk/lifestyle/health/20-reasons-water-best-energy-8062820>

Milk is the king of calcium! You'd have to eat 8 cups of spinach to get all of the calcium found in 1 glass of milk.

<https://www.drink-milk.com/the-ultimate-calcium-source/>

The teens who play on these basketball teams have learned that water is the ultimate performance drink:

<https://www.newcastlecan.com/articles/water-the-ultimate-performance-drink>

Milk is loaded with important vitamins and minerals. It's also linked to lower blood pressure.

<https://www.nationaldairycouncil.org/content/2015/science-summary-dairy-and-blood-pressure>

Most children and teens are not drinking enough water. What about your kids?

<http://www.cnn.com/2015/06/15/health/kids-teens-water-dehydration-summer/>

Why milk is one of the healthiest drinks you can choose:

<https://www.fitnessmagazine.com/recipes/drink/the-8-healthiest-drinks/?page=3>

You know water is healthy, but water with added fluoride is even healthier. This scientist calls fluoridated water "Teflon for teeth".

<http://blogs.plos.org/publichealth/2013/11/14/teflon-for-teeth/>

Water is something your body needs every day. And tap water with added #fluoride is even healthier. Watch this video:

<https://www.youtube.com/watch?v=uP3lewPYlpw>

(continued)



GRAPHICS TO USE WITH YOUR MESSAGES

Graphic 1 – How Much Sugar is in That Drink?
<http://bit.ly/2A57SY8> (JPG file)

Graphic 2 – Soda Can Pours Sugar
<http://bit.ly/2iORXsZ> (JPG file)

Graphic 3 – You Wouldn't Eat 22 Packs of Sugar
<http://bit.ly/2z2lshA> (JPG file)

Graphic 4 – Soda Bottle and a Sad Tooth
<http://bit.ly/2z1QICD> (JPG file)

Graphic 5 - Colorful Soda Cans
<http://bit.ly/2z2C88A> (JPG file)