

HYDRATE MY STATE CAMPAIGN GUIDE

HYDRATE
MY STATE



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ABOUT

HYDRATE MY STATE

in Georgia...



Hydrate My State is a public information campaign of Georgia's Supplemental Nutrition Assistance Program-Education (SNAP-Ed). The campaign is tailored to encourage SNAP-eligible Georgians to drink more water and less sugar-sweetened beverages. The campaign consists of nutrition education social media posts, in-person infused water tastings, easy ways to incorporate more water into your everyday life, and information on the importance of water.



On average, 6 in 10 youth (63%) and 5 in 10 adults (49%) drink a sugar-sweetened beverage on a given day. These sugary drinks such as sodas, juices, sports drinks, and more, increase the risk for cavities, heart attacks, high blood pressure, type II diabetes, fatty liver disease, and cancer (Center for Disease Control, 2021). SNAP-Ed supports healthy lifestyle changes which include small shifts towards drinking more water and less sugar-sweetened beverages.

As a leading organization, we are asking you to share the important message of drinking more water and fewer sugar-sweetened beverages by participating in the Georgia SNAP-Ed Hydrate My State campaign.

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CAMPAIGN OVERVIEW

This guide includes documents and snapshots to inspire your organization's efforts in the [Hydrate My State](#) Campaign. Most children and adults consume too much-added sugars each day. According to the American Heart Association, sugar-sweetened beverages like soda and energy/sports drinks are the number one source of added sugars in our diet. Frequently drinking sugar-sweetened beverages is associated with obesity, type 2 diabetes, heart disease, kidney diseases, non-alcoholic liver disease, cavities, and gout.¹

A campaign like Hydrate My State can support Georgians who participate in SNAP-Education programs to make healthy lifestyle changes such as choosing more water and less sugary drinks.

WHO CAN USE THIS GUIDE?

Georgia's SNAP-Education program is asking state and local agencies, counties, and health departments to host a [Hydrate My State](#) educational campaign virtually and/or in-person to help Georgians make healthy beverage choices. We encourage implementing agencies and local partners who work with low-resource Georgians and the Georgia SNAP-Education program to use this guide as a resource.

WHAT WILL THE CAMPAIGN DO?

The data show us that we need to raise awareness and take action NOW if we want to change future legacies, attitudes, and behaviors. We need every organization to believe in this cause and to help us make choosing water THE choice for Georgia residents.

WHY FOCUS ON DRINKING WATER?

Choosing healthier drink options, like water is the clear winner. Our bodies need water to function properly. Water helps us stay healthy, hydrated, and feeling our best.

1. <https://www.cdc.gov/nutrition/data-statistics/sugar-sweetened-beverages-intake.html/>



KEY

MESSAGES

AND

TALKING

POINTS

USE THESE TALKING POINTS AS A GUIDE FOR CONVERSATIONS, MEETINGS, PRESENTATIONS, AND WRITTEN COMMUNICATION AS YOU WORK TO [HYDRATE MY STATE](#).

Key messages for the campaign:

- Drink More Water
- More Water, Less Sugar
- Choose Water
- Thirsty? Choose Water.

Talking points for the campaign:

- We're all working together to [Hydrate My State!](#)
- [Hydrate My State](#) with water! Drinking plenty of water is a win-win for your health.
- Choose water to stay hydrated without the added calories.
- [Hydrate My State](#) is a part of our ongoing efforts to encourage people to drink more water.
- Together, we can kick the sugary drink habit and [#HydrateMyState](#).
- On [Hydrate My State Day](#), partners across the state will come together to raise awareness about the health benefits of drinking more water.
- State partners will provide educational resources to Georgians to make healthier choices for themselves and their families.
- The [Hydrate My State](#) campaign focuses on educating everyone about the importance of drinking more water through community health promotion and social media efforts.

CAMPAIGN IMPLEMENTATION

There are a variety of ways to be involved in the promotion, outreach, education, and activities of the [Hydrate My State](#) campaign. The campaign will run from August through September 2021 with September 15 being **Hydrate My State Day!** The campaign is not one size fits all and can be customized to meet your agency and community needs. Activities requiring varying amounts of time and effort are listed below.

Each level of engagement (level 1, level 2, and level 3) promotes and supports strategies such as social media activities, partnering with local community partners, staff participation, and distribution of resources.

Pick one or more levels of the following engagement activities:

ACTIVITIES	LEVEL 1	LEVEL 2	LEVEL 3
Promoting on social media (use the social media template provided in this guide)	✓	✓	✓
Promoting Hydrate My State Day (9/15) on Implementing Agencies social media platforms	✓	✓	✓
Hosting a social media LIVE event		✓	✓
Engaging with your followers on social media such as reacting to, commenting on, clicking like, and using emojis to their response.		✓	✓
Distributing educational resources (posters, flyers, etc.) to partners and community groups for promotion of Hydrate My State Day (Sept. 15)		✓	✓
Distributing campaign resources at worksites for employees (e.g. stickers, flyers, recipe cards, e-newsletter, e-mail announcement)		✓	✓
Conducting an infused-water demonstration			✓
Hosting an educational activity at a site (such as tabling at a community center, retail store, etc.)			✓
Conducting adult, elementary, and secondary school surveys at in-person events			✓



PRINT ADVERTISEMENT MATERIALS

PROMOTION & OUTREACH

To have a successful campaign, you'll want to generate awareness and enthusiasm through effective promotion and outreach. The items available to use are posters, flyers, recipe cards, social media banners, and posts. All participating agencies will receive these items electronically for ease in copying and customizing. Consider promoting the campaign both virtually and in-person.

POSTER

The full-color poster promotes and directs the audience to in-person events on the campaign. This is a fillable PDF file that can be customized according to the event information and contact information. These are sized at 18in x 24in and are meant to be displayed at various locations. They can also be displayed in your lobby and at other community sites. The QR code directs the audience to more information about the campaign. You may add your agency's logo at the bottom right-hand corner. [DOWNLOAD HERE](#)



FLYER

This 7in x 5in flyer contains the same information as the poster above. The flyer is also a fillable PDF file that can be customized according to the event information and contact information. The flyers can be distributed directly to partners, implementing agency offices, local sites, and community members where people are likely to grab easy take-home resources. The QR code directs the audience to more information about the campaign. You may add your agency's logo at the bottom right-hand corner. [DOWNLOAD HERE](#)



RECIPE CARDS

Electronic and printed recipe cards will be available in 5.5in X 4.3in (1650 x 1275 px). Recipe cards can be distributed directly to community members at in-person events and/or posted on social media platforms. The infused-water recipes include Cucumber Lemon, Berry Kiwi, Watermelon Lemon, and Peach and Blueberry. A healthy beverage tip card is also available for download. Use these recipe cards as conversation starters. Display them on your event table. When interacting with your audience, use the infused-water recipe cards to encourage healthy beverage choices. [DOWNLOAD HERE](#)





SOCIAL MEDIA ENGAGEMENT

PROMOTION & OUTREACH

Social media is a great way to share tips and to deliver [Hydrate My State](#) promotion. Use social media posts before, during, and after the campaign. This strategy builds continued awareness of the campaign and connects community members to local resources. Depending on individual agency platform requirements and availability, the social media tools below can be used for the promotion of the campaign on various platforms such as Twitter, Facebook, and Instagram.



SOCIAL MEDIA POSTS

There are eight sample social media posts promoting the key messages for this campaign [DOWNLOAD HERE](#). A social media post template has been created that will facilitate the posting process. The **Social Media Post Template** ([found here](#)) will help you share your messages and guide the campaign promotion.

SOCIAL MEDIA COVER PHOTO (BANNER)

There are eight sample social media cover photos (banners) that can be used on multiple platforms. The cover photo is a great promotion tool as it initially grabs a user's attention. [DOWNLOAD HERE](#)



PLATFORM TIPS AND SOCIAL MEDIA HANDLES

Follow Hydrate My State Georgia (GA) on [Instagram](#) and [Facebook](#) @HydrateMyStateGA



Twitter	<ul style="list-style-type: none"> • Best traffic: Monday - Thursday, from 9 a.m. - 3 p.m. • Send messages under 280 characters • Supports web links, retweets, hashtags • Share reminders and quick tips • Twitter guide: https://bit.ly/2JEGxRy
Facebook	<ul style="list-style-type: none"> • Best traffic: 1-4 p.m. • Status updates with web links, images, text, video • Generate “groups” and engage members • Good for adults, ages 30+
Instagram	<ul style="list-style-type: none"> • Share photos and videos • Doesn't support direct sharing of links • Good for teens and young adults • Instagram guide: https://bit.ly/2dIxBKN

SOCIAL MEDIA POST TEMPLATE

For your convenience, here are sample social posts, captions, call to action, and hashtags. for promoting **Hydrate My State** on your social media channels. There are downloadable pictures to accompany these posts located on the landing page **HERE**. Be sure to tag @HydrateMyState GA and use the hashtag #HydrateMyStateGA . This template is available for download as a word document **HERE**.



Did you know Healthy People 2030 has a goal to reduce the consumption of calories from added sugars by people ages 2 and older?

Let's do it together! Thirsty? Choose water.
#HydrateMyStateGA #ChooseWater



Sugary drinks are the number one source of added calories in our diet.

Let's hydrate by choosing healthier drink options, like water, instead of beverages that contain sugar.
#HydrateMyStateGA #ChooseWater



Why Water? Choosing water instead of sugary beverages or soda is a great first step to an overall healthy diet.

Make small changes toward drinking more water.#HydrateMyStateGA
#ChooseWater



Did you know that naturally flavored water that is infused with fruits or herbs (such as mint, basil, or rosemary) is refreshing and healthier than sugary drinks?

Interested in learning more tips and recipes to stay hydrated?



Interested in adding some flavor to your water? Make some Lemon & Cucumber infused- water with the family!

Here's a few tips for infusing your water with some fun:

- Use a clear pitcher to see the flavor
- Cut the fruit into smaller pieces for stronger flavor
- Drink your prepared water within 24 hours of preparation

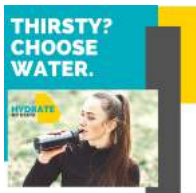
#HydrateMyStateGA #ChooseWater
To access more infused recipes, click below:
(Insert Hydrate My State link)
#HydrateMyStateGA #ChooseWater



Soda, energy, and sports drinks usually contain lots of added sugars. Hydrate My State is encouraging people to choose healthier drink options, like water, instead of beverages that contain sugar!

To learn more, check out our website:
(Insert Hydrate My State link)

#HydrateMyStateGA #ChooseWater



The small changes you make by choosing to drink water instead of sugary drinks can positively impact your overall health. Thirsty? Choose water!

To learn more, check out our website:
(Insert Hydrate My State link)

#HydrateMyStateGA #ChooseWater



We're all working together to Hydrate My State!

Thirsty? Choose water to stay hydrated without the added calories.
#HydrateMyStateGA #ChooseWater

BEST PRACTICES AND HOSTING AN EVENT

You can make the campaign and these materials unique to your agency. A few additional ideas and best practices for engaging the community and educating the public about this message are:

TABLING AT WORK OR AT A PARTNER SITE

- Create a Hydrate My State display with actual bottles and bags of sugar. Or, create an activity that involves matching bags of sugar to the correct beverage.
- Provide and sample “infused water” at the tabling event and share the recipe cards.
- Start a water pledge, by asking people to commit to drinking water more often.
- Use your incentives, such as water bottles with the [Hydrate My State](#) message to draw attention to your table.
- Ensure that the location of the event is a high-traffic area.

GATHER COMMUNITY FEEDBACK

- Monitor and track social media comments/engagement to evaluate the reach and impact of messages in your community.
- Conduct a survey. See additional information on how to use the evaluation survey on page 11.

COVID-19 BEST PRACTICES

- It is important to recognize that each county has regulations around COVID-19 such as:
 - Using masks or face coverings (if needed).
 - Practicing physical distancing.
 - Cleaning and disinfecting common event items such as pens, water pitchers, and incentive items.
 - Ensuring all surfaces are sanitized
 - Do not allow participants to touch samples hand out instead.

PROMOTE YOUR EVENT

- Spread the word about your event by distributing posters and flyers and posting on your social media.
- Use the social media post template to help promote your event.
- Invite your local champions such as council members, parents, teachers, healthcare providers to your event.
- Consider inviting local media outlets (i.e., newspapers, tv, blogs, radio stations, etc.) to in-person events.
- Take a lot of photos and share them on your social media pages.
- If you choose to create and/or develop your own promotional materials. It is essential to use the following [Hydrate My State](#) branding colors and logo to keep a cohesive look.

FONT: Raleway and **Raleway Heavy** (on CANVA)



SAPPHIRE	SUNSHINE	SHADOW
R: 2	R: 255	R: 68
G: 173	G: 209	G: 68
B: 191	B: 1	B: 68
#02ADBFB	#FFD101	#444444

DOWNLOAD HYDRATE MY STATE LOGOS [HERE](#)

*Also available in black and white

EVALUATION SURVEY

ADULT SURVEY

Electronic and printed adult surveys will be available. [DOWNLOAD HERE](#)

Following infused water demonstrations and tastings, Hydrate My State staff should ask adults (18+) if they would like to fill out a brief survey. Participation is voluntary. The responses will be used to assess the intent to drink more water, including infused water, among individuals who attended in-person events. *(may use water bottles as an incentive)

All completed forms should be sent to Mikayla Gallo at mikayla.gallo@dhs.ga.gov



SCHOOL SURVEY

For school-based campaigns, conduct a survey of students to see if they liked the infused water and would try it again.

SECONDARY SCHOOL SURVEY

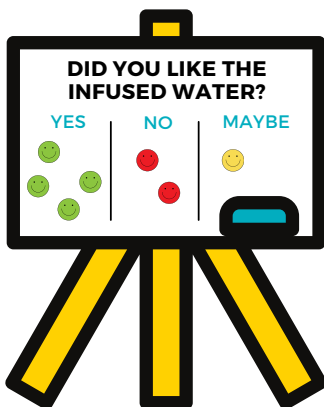
The following questions can be displayed on three poster boards or dry erase/chalkboards at the school.

The evaluation questions include:

1. Did you like the infused water?
2. Will you drink infused water again?
3. Do you prefer infused water over regular water?

Students will put a sticker on each poster ranging from Yes - Maybe - No. The data provided on each poster will tell us how many students participated and how strongly they agree with each statement.

Data from each site should be provided to Mikayla Gallo at mikayla.gallo@dhs.ga.gov



*e.g. of poster #1 "Did you like the infused water?"

ELEMENTARY SCHOOL SURVEY

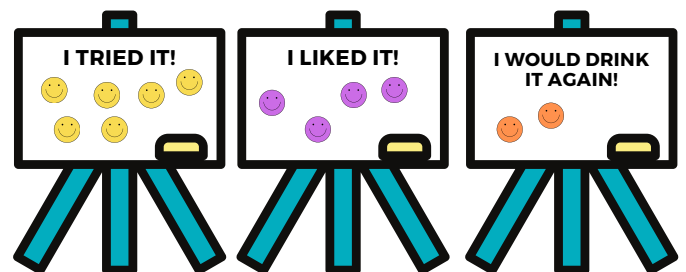
The following questions can be displayed on three poster boards or dry erase/chalkboards at the school.

The evaluation questions include:

1. I tried it!
2. I liked it!
3. I would drink it again!

All students who participate will place a sticker on the first poster. Students will have a choice of placing a sticker on the next two posters if they agree with the statement. This will allow a percent to be determined from the data collected.

Data from each site should be provided to Mikayla Gallo at mikayla.gallo@dhs.ga.gov



ADDITIONAL RESOURCES

FACT SHEET

This full-color sugar-sweetened beverages fact sheet along with a reference page will be available to you for print or electronic use.

[DOWNLOAD HERE](#)



In addition, there will be a calendar of events, links to the campaign guide, recipes, and any other resources the GA SNAP-Ed IA's submit.





NEXT STEPS

THANK YOU FOR PARTICIPATING IN THE HYDRATE MY STATE PUBLIC INFORMATION CAMPAIGN! THE FOLLOWING NEXT STEPS ARE ENCOURAGED BUT OPTIONAL.

AFTER HYDRATE MY STATE CAMPAIGN:

- Post, share, and send your photos, quotes, and success stories to your social media platforms and send them to mikayla.gallo@dhs.ga.gov to get featured!
- Review community, partner, and internal staff feedback.
- Debrief about the event with staff.
- Reach out to the media to do post-event interviews or post your own on YouTube.
- Create a unique event page with photos, resources, etc.
- Expand the campaign's exposure by sharing this resource with colleagues in other states.
- Send thank you emails and/or send a sorry we missed you to no-show organizations.
- Re-purpose the content in other projects.
- Strike up a conversation/challenge/contest on social media.
- Share content with other agencies to use as an example to include in their presentations.
- Create a social media "community" to come up with actionable items to further the spread of the campaign's messages.
- Create a promo video using content from the event.
- Do a post-event vlog/blog/podcast.
- Commission local social media influencers, champion businesses, organizations, and, residents, etc. to spread the message on their social media platforms.
- Showcase quotes and photos of sponsors and special guests (like local officials) on your website.

CONTACT INFORMATION

E-mail: snaped@dhs.ga.gov