




City of
Evanston™

ReThink YOUR DRINK

Campaign Guide
2026

Table of Contents

<u>RTYD Background</u>	<u>Page 3</u>
<u>Campaign Objectives</u>	<u>Page 4</u>
<u>Your Campaign</u>	<u>Page 5</u>
<u>Samples of City of Evanston's Campaign Materials</u>	<u>Page 6</u>
<u>RTYD City of Evanston Logo</u>	<u>Page 7</u>
<u>Sample Recipe Cards</u>	<u>Page 8</u>
<u>Posters</u>	<u>Page 9</u>
<u>Example Water Bottle</u>	<u>Page 10</u>
<u>Sugar Show</u>	<u>Page 11</u>
<u>Vending Machine</u>	<u>Page 12</u>
<u>Media Outreach</u>	<u>Page 13</u>
<u>Kickoff Flyer</u>	<u>Page 14</u>
<u>Social Media</u>	<u>Page 15</u>





Background

Excessive Consumption of sugary drinks is a leading contributor to obesity, type 2 diabetes, heart disease, and other chronic illnesses. On average, Americans consume nearly 50 gallons of sugary beverages each year. Children and adolescents are among the highest consumers, making early intervention critical.

The Rethink Your Drink (RTYD) campaign was created to educate and empower communities to make healthier beverage choices by choosing water and other low- or no-sugar alternatives. The campaign emphasizes awareness, education, and behavior change through engaging materials, interactive activities, and policy support.

Campaign Objectives:

- 1) Educate stakeholders about the harms of SSB consumption
- 2) Educate stakeholders about the opportunities to reduce obesity, chronic disease, and health care costs through environmental changes, such as healthy vending, and changes to the beverage environment in schools, public buildings, worksites, and hospitals
- 3) De-normalize consumption of SSBs

Intended Audience:

The City of Evanston's Health and Human Services Department invites employers, hospitals, health care institutions, state agencies, universities, schools, daycare centers, youth organizations, municipalities, faith-based institutions, health departments, and any individual or organization committed to promoting healthier choices to join the Rethink Your Drink campaign.



Campaign Objectives

What is Rethink Your Drink?

RTYD is a public health initiative that raises awareness about the harmful health impacts of sugary drinks and encourages people to replace them with healthier alternatives, primarily water.

Why It Matters

- Sugary drinks are the single largest source of added sugar in the American diet.
- Regular consumption is linked to obesity, diabetes, dental decay, and other chronic diseases.
- Children who regularly drink sugary beverages are more likely to develop lifelong unhealthy habits.

Campaign Goals and Objectives:

Goal 1: Reduce sugary drink consumption across all age groups.

Goal 2: Increase water consumption in schools, workplaces, and communities.

Goal 3: Empower communities with education, resources, and sustainable strategies.



Your Campaign

Campaign Materials

Develop Visual Assets & Print Materials

- Posters & Flyers: Eye-catching graphics comparing sugar content in common beverages (soda, energy drinks, sweetened coffee/tea) vs. water or unsweetened alternatives.
- Social Media Graphics: Short, shareable content with tips
- Develop a “ReThink Your Drink” logo
- Develop a short video for social media
- Handouts for Events: Include small quizzes (“How much sugar is in your favorite drink?”) and recipe cards.
- Create and order branded reusable water bottles

Action Steps

1. Planning

- Identify target audiences
- Set clear campaign goals
- Identify funding sources and community partnerships

2. Material Development

- Design visual assets, videos, print, and website materials.

3. Launch & Promotion

- Partner with local schools, community centers, clinics, or workplaces.
- Use social media platforms, newsletters, and local media to promote.
- Host a kickoff event to distribute materials.

4. Engagement & Education

- Sugar Show Presentation & Sugar Display (create a calendar of events and promote)
- Table at events with recipe cards, posters, and additional collateral material

5. Monitoring & Feedback

- Track engagement metrics (social media shares, event attendance, downloads of tools).
- Establish ongoing reminders or seasonal campaigns.
- Encourage policy changes in schools or workplaces (e.g., limiting sugary drinks at events).



Samples of City of Evanston Campaign Materials

[Logo](#)

[Recipe Cards](#)

[Posters/Flyers](#)

[Branded Reusable Water Bottles](#)

[Sugar Show Presentation & Sugar Display](#)

[Vending Machine Partnership](#)

[Media Outreach](#)

[Kickoff Flyer](#)

[Social Media Sample Posts](#)

Logo

ReThink
YOUR  DRINK

ReThink YOUR DRINK

Digital & Printed Recipe Cards



ReThink
YOUR DRINK

KIWI BERRY BLEND

Makes 4 servings

Prep time: 5 minutes

Ingredients

- 1- 2 kiwis, sliced or cut into chunks
- 2 cups strawberries, cut in half

Preparation

1. Fill the pitcher halfway with ice.
2. Add sliced kiwis and strawberries.
3. Fill with water. Chill for at least 20 minutes.
4. Store in the refrigerator.

Drink water instead of sugary drinks.

This material was adapted from the Rethink Your Drink Water Recipe Card, originally developed by the Nutrition Education and Obesity Prevention Branch—Rethink Your Drink Campaign of the California Department of Public Health.



FLAVOR YOUR WATER.



This material was adapted from the Rethink Your Drink Water Recipe Card, originally developed by the Nutrition Education and Obesity Prevention Branch—Rethink Your Drink Campaign of the California Department of Public Health.

LOL Blend

- 1 lemon, sliced
- 1 orange, sliced
- 2 limes, sliced



Rosemary Watermelon

- 3 cups cubed watermelon
- 2-3 sprigs rosemary, washed

Peachy Strawberry Medley

- 2 cups strawberries, cut in half
- 1 peach, pitted, cut in chunks

ReThink YOUR DRINK

Poster (Vertical)

**ReThink
YOUR DRINK**

Be aware of the added sugars in your drink.

Healthy Limit: No more than 24 grams in 24 hours!

 Water 0 grams of sugar	 16 oz. Sweetened Iced Tea 40 grams of sugar
 20 oz. Soda 64 grams of sugar	 12 oz. Juice 36 grams of sugar
 16 oz. Energy Drink 52 grams of sugar	 20 oz. Sports Drink 36 grams of sugar

City of Evanston | Endeavor Health

Poster (Horizontal)

**ReThink
YOUR DRINK**

BE AWARE OF THE ADDED SUGAR IN YOUR DRINK.
Healthy Limit: No more than 24 grams in 24 hours!

Water	20 oz. Soda	16 oz. Energy Drink	16 oz. Sweetened Iced Tea	12 oz. Juice	20 oz. Sports Drink
					
0 grams of sugar	64 grams of sugar	52 grams of sugar	40 grams of sugar	36 grams of sugar	36 grams of sugar

City of Evanston | Endeavor Health

ReThink
YOUR  DRINK

Branded Reusable Water Bottles





Sugar Show Presentation & Sugar Display

The "Sugar Show" is an interactive way to educate participants about ways too much sugar impacts your body, and how the sugar industry impacts the world. This provides a visual demonstration of the amount of sugar in soft beverages, and it helps participants make more informed and healthier choices.

[Sugar Show Lesson Plan Example Grades K-5](#)

[Sugar Show Lesson High School and Beyond PPT](#)

Fun Demonstration Add-Ons

To make the presentation more engaging and interactive, choose a few participants to come up to the front. Assign each of them a specific beverage and instruct them to measure out the amount of sugar associated with that drink into a Ziploc bag.

Meanwhile, ask the remaining participants to guess how much sugar is present in each beverage.

Supplies

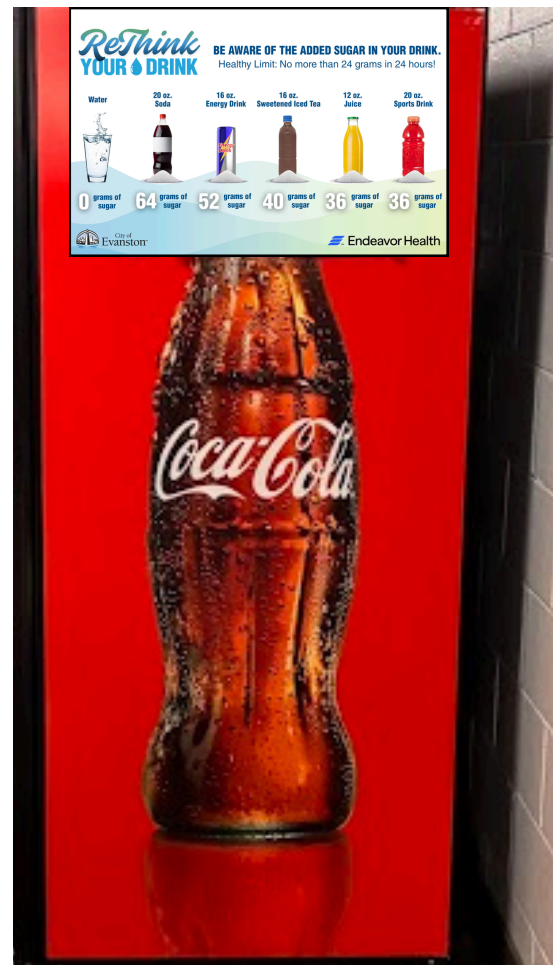
- Multiple empty bottles of Sugary Beverages
- Ziplock Bags
- Granulated Sugar
- Scoopers

ReThink YOUR DRINK

Vending Machine Partnership

Encourage vendors to:

- Reduce sugary drink options.
- Place water and unsweetened beverages at eye level.
- Use campaign signage on vending machines.





Media Outreach

Issue a press release announcing the campaign launch to send to local media, as well as community partners

Sample Press Release: Evanston Launches "Rethink Your Drink" Campaign to Promote Healthier Beverage Choices

EVANSTON, IL – The [Name of Organization] is excited to announce the return of the Rethink Your Drink campaign, a citywide initiative aimed at promoting healthier lifestyle choices by reducing the consumption of sugar-sweetened beverages (SSBs).

The Not-So-Sweet Truth About Sugar

At the heart of the campaign is the “Sugar Show,” a powerful and eye-opening presentation led by Dr. Lynn Chehab, a board-certified pediatrician and specialist in Obesity Medicine. Known for her engaging education style, Dr. Chehab reveals just how much hidden sugar is lurking in common beverages, and the serious health risks associated with excessive sugar intake, including heart disease, obesity, and Type 2 diabetes. These presentations will be offered throughout the city at local businesses, schools, and community events.

Kickoff Event: Mark Your Calendars

Community members are invited to attend the Rethink Your Drink kickoff event on [Date, Time, Location]

The event will feature:

- A live Sugar Show presentation by Dr. Chehab
- Infused water tasting station
- Free educational materials and wellness merchandise
- Opportunities to connect with health professionals and learn simple steps for reducing sugar in your daily routine

Ongoing Community Engagement

Following the kickoff, the Rethink Your Drink campaign will continue to engage the community through interactive Sugar Shows, downloadable posters [LINK], social media posts, and ongoing partnerships with local organizations to promote lasting wellness across Evanston. If you would like to sign up for a Sugar Show to be presented at your organization, please register [LINK].

For more information on the campaign and how to get involved, visit [LINK]

ReThink YOUR DRINK

Kickoff Flyer Example

ReThink YOUR DRINK

with Dr. Lynn Chehab

Discover how the beverages you choose impact your health, and learn simple tips to reduce added sugar for better overall wellness.

- Taste & Learn: Try delicious infused water recipes.
- See the Sugar: Experience our eye-opening "Sugar Show" presentation.
- Take It Home: Sign up to bring the Sugar Show to your school, workplace, or community group!

Join us for a fun, interactive way to rethink your drinks and make healthier choices.

 XXXXXXXXXXXXXXXXXXXX

 XXXXXXXXXXXXXXXXXXXX

 XXXXXXXXXXXXXXXXXXXX



City of
Evanston™



Endeavor Health

ReThink YOUR DRINK

Social Media Post Examples

Educational

Did you know a 20-oz soda bottle contains up to 64 grams of added sugar? That’s more than the recommended amount a person should have in a day. Swap soda for water with fruits and herbs, sparkling water, or unsweetened tea, and give your body a break from added sugar. #RethinkYourDrink



Conversational

That “refreshing” drink might be sweeter than you think! Some flavored coffees, energy drinks, and juices can pack more sugar in one drink than your entire daily recommended amount. Next time you’re thirsty, check the label, or choose water first. #ReThinkYourDrink



Carousel Option/interactive

Swipe to see how much sugar is hiding in popular drinks:

- Fruit drinks
- Soda
- Energy drinks



Those grams add up fast. Choosing fruit-infused water more often can help protect your health, without giving up flavor.