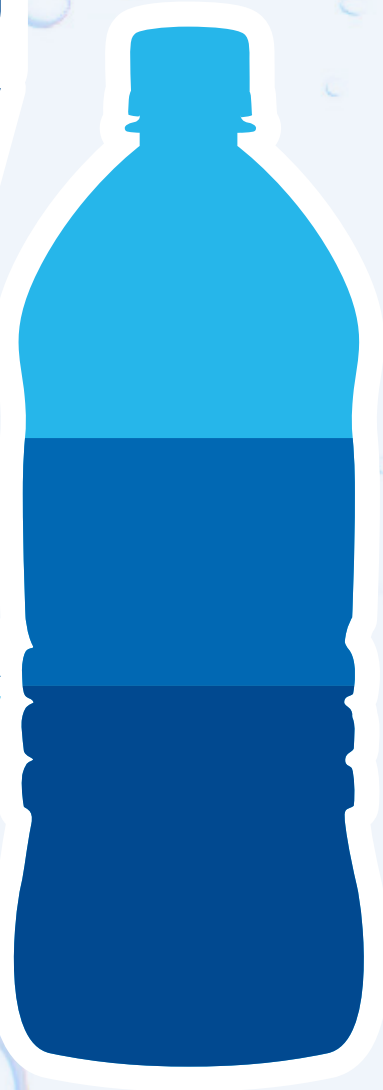


A dynamic splash of water at the top of the page, with numerous bubbles of varying sizes scattered throughout the light blue background.

April 25, 2018

**REV
YOUR
BEV**



2018 EVENT GUIDE

BACKGROUND

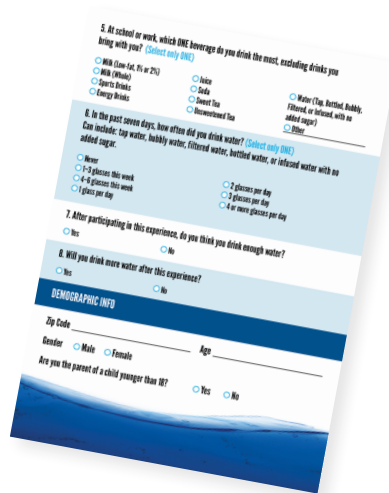
On April 25, 2018, students, teachers, and health advocates across the state will come together to change the way Virginians think about water for the **sixth annual Rev Your Bev Day**. Rev Your Bev Day is a statewide day of action to raise awareness about the incredible health benefits you can see by making water your No. 1 beverage of choice.

From more than 35,000 surveys collected over the last five years, we've learned:

- 41% of youth consumed at least 1 sugary drink a day during past week
- 39% of all respondents consumed at least 1 sugary drink a day during the past week
- 40% of all respondents felt they consumed too many sugar-sweetened beverages
- 77% of respondents said they will drink fewer sugary drinks because of what they learned from Rev Your Bev Day

Tap, bottle, filtered, bubble, or with fruit — there are endless ways to include more water in your day. This year, Rev Your Bev Day is all about the fun and delicious ways to drink water. On April 25, Virginia schools, healthcare providers, community centers, and more will host over 350 events to spread the word that water isn't just great, it's the **BEST**.

Rev Your Bev is organized by the Virginia Foundation for Healthy Youth and Y Street, Virginia's largest youth-led movement. For more information about the Virginia Foundation for Healthy Youth, visit **VFHY.org**. For more information about Y Street, visit **YStreet.org**.



GETTING STARTED

Hosting a Rev Your Bev Day event is fun and rewarding. Here's what you'll find in this guide to get you started:

1. BEFORE REV YOUR BEV DAY

From applying online to host an event, to partnering with local officials and garnering media coverage, this guide will provide you with step-by-step instructions to help you plan your Rev Your Bev event.

2. REV YOUR BEV DAY

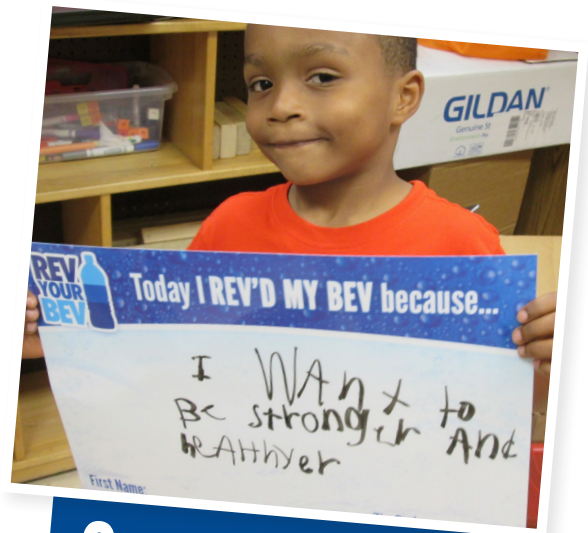
You've made it to the big event. Learn how to set up your display, collect surveys, and keep your visitors engaged on Rev Your Bev Day.

3. AFTER REV YOUR BEV DAY

Learn how to return your surveys, share your photos, and stay involved after April 25



Club Run Elementary School



Centre Ridge

BEFORE REV YOUR BEV DAY

APPLYING TO HOST AN EVENT

In exchange for your FREE event-in-a-box kit, all we ask is that you return any surveys collected at your event, turn in at least 5 photographs, and complete the post-event evaluation survey.

By registering, your event will also be featured as part of the Rev Your Bev Day interactive map so others in the area can see what's happening in your community.

WHAT'S IN THE EVENT-IN-A-BOX-KIT?

- Rev Your Bev Day Event Guide
- Water Table Tents (Tap, Bottle, Filtered, Bubble, Fruit)
- Beverage Dispensers
- Recipe Magnets
- Wall Banner, Stickers and Photo Props



- Pocket Guides
- Markers
- Disposable Cups
- Table Cloth
- Surveys and Pre-Labeled Return Envelope for Completed Surveys



WANT TO HOST AN EVENT OUTSIDE VIRGINIA?

You can still download all of the Rev Your Bev materials for FREE at RevYourBev.com

**To be eligible, you must register by the deadline and your event must be held in Virginia. Kits are awarded as supplies last. Eligibility does not guarantee you will receive a kit.*



BEFORE REV YOUR BEV DAY

PLANNING YOUR EVENT

- **LOCATION, LOCATION, LOCATION**

Where your event takes place matters, so choose wisely. Choose a high-traffic area for your event, such as the cafeteria during lunch or a local mall.

- **POTENTIAL PARTNERS**

Consider partnering with local officials, health departments, parents, and community groups.

- **SPECIAL GUESTS**

Invite special guests to attend your event, such as city council members, local school board members, or local doctors.

- **BE PREPARED**

Go over the materials in your “Event In A Box,” review the talking points and activities printed in this guide with your staff or volunteers, and check out RevYourBev.com for free materials available to download.

- **BE CREATIVE**

Come up with creative ways to make water fun and engage your audience on Rev Your Bev Day. Check out photos from previous years printed in this guide for ideas.

- **BE SOCIAL**

Like Rev Your Bev on Facebook, follow us on Twitter, and look out for Rev Your Bev email updates, with tips and ideas for making your event a success. Start a conversation with other event hosts using #RevYourBev and @RevYourBev.



Fauquier High School



GOTR Hampton Roads



Christianburg High School

BEFORE REV YOUR BEV DAY

PROMOTING YOUR EVENT

ON THE GROUND

Spread the word in person. Remind your friends, family, and neighbors to swing by your Rev Your Bev Day event on April 25. Hand out flyers, forward Rev Your Bev Day emails, promote the event on community bulletin boards, and do everything you can to get your community involved.

SOCIAL MEDIA

Follow Rev Your Bev. In the days leading up to Rev Your Bev Day we will be posting lots of image shares, tips, reminders, and more. Help spread the word and get people excited about your event by sharing or retweeting our images. Use #RevYourBev to follow what's going on at other locations around the state, and so the Rev Your Bev team will be able to see what is happening at your event. We may even share or retweet your photo!

EARNED MEDIA

Are you camera ready? Once you've registered your event, it's time to invite the local media outlets (newspapers, radio stations, magazines, blogs, etc.) to cover your Rev Your Bev Day event. You can use the sample press release on the next page to help get media coverage for your event. An editable version is available at RevYourBev.com/Resources.

Need help with media outreach? After you register, a Rev Your Bev team member will be in touch to confirm your event. Just let us know that you would like media assistance.



BEFORE REV YOUR BEV DAY

SAMPLE PRESS RELEASE

**[Name of CITY/TOWN/NEIGHBORHOOD] to Celebrate
Sixth Annual Rev Your Bev Day at [Event Location] on April 25, 2018
Statewide day of action educates Virginians on the health benefits of drinking more water**

[YOUR CITY], VA - On April 25, 2018, [YOUR SCHOOL/ORGANIZATION] will join youth volunteers, parents, teachers, and health advocates across Virginia to raise awareness about the incredible health benefits you can see by making water your No. 1 beverage of choice as part of the **sixth annual Rev Your Bev Day**, an initiative of the Virginia Foundation for Healthy Youth and Y Street, Virginia's award-winning youth led movement.

Since 2013, more than 1,000 Rev Your Bev Day events have taken place around the Commonwealth to change the way Virginians think about what they drink. This year, Rev Your Bev Day is all about the fun and delicious ways to drink water. Tap, bottle, filtered, bubble, or with fruit—there are endless ways to include more water in your day.

Rev Your Bev Day provides adults and children alike with strategies to incorporate more water into their daily life, enabling them to make informed choices about their health.

[Insert quote from your organization lead. You might want to explain why Rev Your Bev Day is important, why this kind of education is needed in your area, or why your organization has chosen to participate in Rev Your Bev Day.]

- What: Rev Your Bev Day
- Where: [EVENT LOCATION and ADDRESS]
- When: April 25, 2018, [INSERT TIME]
- Details: [1-2 SENTENCES ABOUT WHAT IS HAPPENING AT YOUR EVENT, such as "Students will learn about all the different ways to drink water; tap, bottle, filtered, bubble, or with fruit. Participants will also get to taste different types of fruit infused water. Students will share their favorite way to drink water on a large banner and take photos celebrating all the fun ways to enjoy water."

Rev Your Bev Day activities aim to educate participants about the health benefits of drinking more water and spread the word that no matter how you like it, water is always the healthiest choice.

This year on Rev Your Bev Day, [ADD DETAILS ABOUT YOUR EVENT].

For more information, visit www.RevYourBev.com

[f/RevYourBev](#) | [t/RevYourBev](#) | [#RevYourBev](#)

ABOUT THE VIRGINIA FOUNDATION FOR HEALTHY YOUTH:

Established by the Virginia General Assembly in 1999, the Virginia Foundation for Healthy Youth is responsible for statewide efforts to prevent and reduce youth tobacco use and childhood obesity. For more information, visit www.vfhy.org.

REV YOUR BEV DAY

SETTING UP YOUR EVENT

1. PICK YOUR LOCATION

Set up your display in high-traffic areas such as cafeterias and gyms. Be sure to set the table up in front of a wall with plenty of room around it.

2. SET UP YOUR DISPLAY

- Hang the interactive banner on a wall. Leave some space between the wall and table.
- Place table tent signs for Tap, Bottle, and Filtered near each other.
- Place comment stickers near the Bottle sign.
- Set up bubbly and fruit-infused water samples with their table tent signs, Bubble and Fruit.
- Place magnets and pocket guides near the fruit sign, across the table from the comment stickers.
- Show off **YOUR** creativity. Personalize your display with school or business colors and signs, dress up in matching shirts, decorate your backdrop, or make a theme for Rev Your Bev Day.

3. ENGAGE ATTENDEES

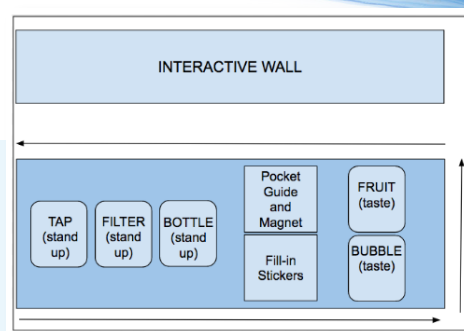
Have the surveys, pocket guides, and magnets ready to give out to anyone who attends your event.

Please make sure to read the survey instructions on page 11 before you begin survey collection.

GIVE AWAY TIPS

Here are a few ideas to make the best use of your Rev Your Bev Day gear!

- Require participants to complete a survey in order to receive a magnet.
- Require participants to complete a comment sticker before taking photos with the props.
- Require attendees to complete activities at the booth to get the pocket guide and magnet.
- Add a prize wheel and ask local businesses to donate items. You can include a section with, "1 Grand Prize Entry Ticket." Create a gift basket using items like water bottles, fitness gear, pedometers, and more.



WATER SAMPLE RECIPE IDEAS

Pick 1 or 2 of these fruits for amazing flavor combos:

Lemon

Lime

Strawberries

Cucumber

Add mint or basil for extra flavor!



New Kent High School

TAP, BOTTLE
FILTERED, BUBBLE,
FRUIT - HOW DO
YOU REV YOUR BEV?

REV
YOUR
BEV

REV YOUR BEV DAY

4. ASK ATTENDEES TO SHARE HOW THEY LOVE TO DRINK WATER

Use the provided comment stickers to encourage participants to leave a comment on the interactive banner. This is a great way for all Virginians — even those who drink water every day — to show their support and share their favorite ways to drink water.

Here's how:

- a. Hand out comment stickers to attendees.
- b. Ask participants to leave a comment. Don't forget to ask them to include their first name and zip code. Have attendees add their comment to the banner.

5. HAVE YOUR CAMERA READY

Use the banner and photo booth props to encourage attendees to take a photo. Take LOTS of photos and share them on Facebook and Twitter using the hashtag #RevYourBev. We might repost and retweet so everyone can see your event in action.

6. ASK ABOUT THEIR FAVORITE FLAVORS

Ask attendees one of the following question:

Which drink do you love to sip?

- a. Sports drink [fruity]
- b. Sweet tea [sweet]
- c. Ginger ale [spicy]
- d. Iced tea, no sugar [savory]

Which snack do you like to grab from the kitchen?

- a. Apple slices and peanut butter [fruity]
- b. Pudding cup [sweet]
- c. Baby carrots and ranch dip [savory]
- d. Chips and hot salsa [spicy]

Depending on their answer, hand them a magnet for a Fruity, Sweet, Spicy, or Savory water recipe

REV YOUR BEV DAY

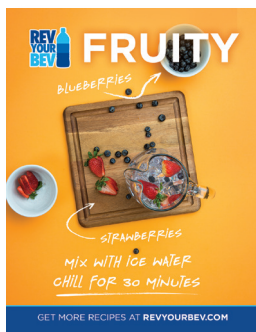
SAMPLE TALKING POINTS

OLDER AUDIENCES (MIDDLE SCHOOL, HIGH SCHOOL, ADULTS)

- If you have a booth or table, start by asking: “Do you have a second to take a survey?” Feel free to experiment with different hooks to see what works the best. Remember: As much as possible, we would like survey-takers to give their unbiased opinion.
- Rev Your Bev Day is a statewide day of action to celebrate the health benefits of drinking water. It’s about making sure Virginians have the information they need to make the healthiest choices for themselves and their families.
- Water is the best way to stay hydrated, but there’s also sparkling water, unsweetened teas, and fruit-infused water. Check out our information displays.
- Drinking water has many health benefits, like keeping you hydrated, improving your focus, and increasing your energy.
- What ways do you like to drink water?

YOUNGER AUDIENCES (ELEMENTARY SCHOOL)

- Today is Rev Your Bev Day. It’s a day when we talk about what drinks are good for us. After today, you’ll be a beverage expert and can tell your parents which drinks are good drinks.
- When a food or drink is healthy it provides us with important nutrients. Water is the healthiest way to stay hydrated.
- We need water to stay healthy so make sure to get plenty of it every day.
- There are lots of ways to drink water. There’s tap water, bottled water, filtered water, bubbly water, and infused water. Which is your favorite?
- Why do you like drinking water?



IDEAS TO REV YOUR BEV

EXTRA ACTIVITY IDEAS

Here are some engaging activities that will draw people to your event and encourage them to make healthy beverage choices at the same time.

PHOTO/VIDEO CONTEST Ask attendees to take a photo for social media demonstrating their favorite way to drink water. Have them tag your school or organization in their post and award a prize to the most creative photo posted.

MOVIE NIGHT Show film clips and lead a discussion. Some suggestions include:

- The Real Bears (The Unhappy Truth About Soda): TheRealBears.org
- Weight of the Nation: TheWeightOfTheNation.HBO.com
- Pouring On The Pounds (NYC Health)

BOOMERANG PHOTO BOOTH

A Boomerang video is a short video of just one action looping, and can be found on both Android and Apple app stores (Boomerang from Instagram is recommended). Using the banner as a backdrop, have event attendees hold up a photo booth prop in front of the banner and perform an action (smiling widely, dancing, waving the sign) and take a Boomerang video using the app on your device. Don't forget to share with #RevYourBev or @RevYourBev. Be sure to send copies of your Boomerangs to info@revyourbev.com to be featured in a Rev Your Bev Day compilation video.

INTERACTIVE RHYTHM GAME (FOR YOUNGER AUDIENCES)

- Download the T.B.F.B.F jingle MP3 from RevYourBev.com/Resources
- Ask students to get in a circle.
- Play the jingle for the students.
- Ask students to name the different ways to drink water (tap, bubble, filtered, bottle, fruit).
- The first round begins with patting hands on knees. The teacher begins first by patting his or her knees in a 1, 2, 3, 4 rhythm. The student to the left starts on the next measure, and so on. Once all kids are patting with the rhythm, the teacher says "tap" on the 1-count of the next round. Go around the circle again with each kid saying "tap" on the 1-count.
- The rounds continue in the following order:
 - Bubble = clapping
 - Filtered = patting belly
 - Bottle = rubbing hands together
 - Fruit = stomping feet
(alt. if kids are in desks: tapping on the desk)

REV YOUR BEV DAY

COLLECTING SURVEYS

As an event host, you have the unique opportunity to participate in an exciting statewide data collection project.

We're also interested in receiving surveys from everyone you interact with — no matter what the participant's knowledge level or beverage habits might be. Even if they only ever drink water it is important for the data collection project to be as inclusive as possible.

SURVEY INSTRUCTIONS

When asking attendees to complete the Rev Your Bev Day survey, please instruct them to read each question carefully and to answer all of the questions.

To be included in the data collection project, all survey must meet the following 3 criteria:

1. Survey-takers must be Virginia residents.
2. Only QUESTION #1 may have more than one answer selected. For all other questions, survey-takers should select only ONE answer choice.
3. The demographic information section must be 100% complete and legible. Please check to make sure survey-takers provide an integer for their age — we cannot use surveys that say "Old" or "40ish."

STEP 1 Give them the survey and ask them to complete questions 1-8.

STEP 2 Talk to them about all the fun and delicious ways to enjoy water.

STEP 3 Thank for them for participating and give them a Rev Your Bev Pocket Guide to take home.

RETURNING YOUR SURVEYS

To return your surveys to Rev Your Bev Day Headquarters, place all completed surveys that meet the criteria above in the included return envelope provided. If you need a new envelope, please email info@RevYourBev.com.



AFTER REV YOUR BEV DAY

Thank you for hosting a Rev Your Bev Day event! Your hard work is critical to helping Virginians make healthier beverage choices for themselves and their families.

POST-REV YOUR DAY INSTRUCTIONS

Remember, in exchange for your FREE event-in-a-box kit, all we ask is that you return any surveys collected at your event, turn in at least 5 photographs, and complete the post-event evaluation survey. Failure to do so may affect your ability to receive a kit in future years.

- 1. TURN IN YOUR COMPLETED SURVEYS** Ship your Rev Your Bev Day surveys to Rev Your Bev Headquarters no later than May 11, 2018. Use the pre-stamped return envelope provided in your Rev Your Bev Day toolkit. If you need a new envelope, please email info@RevYourBev.com
- 2. EMAIL US YOUR PHOTOS** Please email your event photos to pics@RevYourBev.com, even if you have already posted them online. **To help us make sure we give your organization credit**, please write in the subject of your email: Pictures and in the body of your email: *Organization Name, Event Location. For example, Manchester High School, Midlothian or Floyd County's Healthy Community, Floyd.*
- 3. COMPLETE THE ONLINE EVALUATION** After Rev Your Bev day, be on the lookout for an email with the link to an online evaluation survey.
- 4. STAY INVOLVED** We'll be sharing successes, survey results, and more to give you the tools you need to Rev Your Bev all year long. Be on the look out for awards announcement in early May. Awards will be given to groups who go above and beyond!

GET RECOGNIZED FOR HOSTING A GREAT EVENT

The winner in each category below will be announced on social media.

SMALL TOWN, BIG SPLASH
MOST HYDRATED
MOST CREATIVE DISPLAY
BIGGEST SPLASH ONLINE