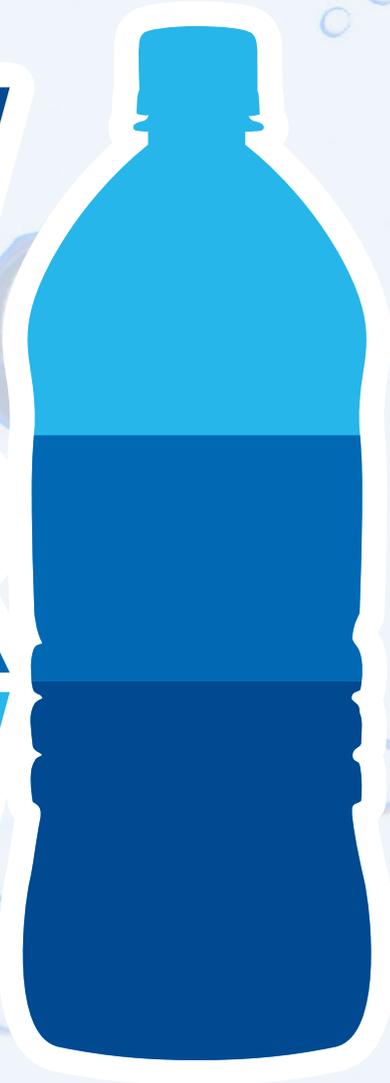




**REV
YOUR
BEV**



IN EARLY CHILDHOOD 2018
Directors Resources

INTRODUCTION TO **REV YOUR BEV** IN EARLY CHILDHOOD

Healthy hydration starts in early childhood! Habits begin in the earliest years. Because young children spend the majority of their day in child care, it is important that safe drinking water is available at all times- served inside and outside, during meals, and be easily accessible throughout the day. Establishing water drinking habits early protects children's health now and in the future!

DID YOU KNOW?

- Obesity starts in early childhood. With 1 in 5 children ages 2 – 5 years overweight or obese, prevention efforts must target our youngest children.
- A child's dietary preferences and health foundation is established in early childhood.
- Sugar-sweetened beverages are the only food or beverage that has been directly linked to obesity, a leading cause of heart disease, type-2 diabetes, and some cancers. A typical 10oz grape juice drink contains 8 teaspoons of sugar- twice the recommended amount for preschoolers!
- Decreasing the amount of sugar sweetened beverages consumed as a child is a first step to developing healthy habits as they get older.

INCLUDED IN THIS RESOURCE GUIDE:

- Beverage Guidelines At-A-Glance by Age
- Water Checklist for Early Childhood Education settings
- Sample healthy beverage policies
- Going "Live" with Rev Your Bev! Email and newsletter templates and social media tools
- Pledge card for staff, students, and parents
- Water recipes
- Virginia Training and Technical Assistance Resources
- National Training and Technical Assistance Resources

Rev Your Bev materials supporting healthy beverages in early care programs were developed collaboratively with the Virginia Early Childhood Foundation



BEVERAGE BEST PRACTICES AT-A-GLANCE

INFANTS: BIRTH - 5 MONTHS

- Only breastmilk, or Iron-fortified formula
- No water, no juice
- No other foods/drinks recommended

INFANTS: 6 - 11 MONTHS

- Breastmilk, Iron-fortified formula
- Water, small amounts, plain, offered after breastmilk or formula
- No juice

TODDLERS

- Water, visible, available for self-serve, offered
- Whole milk, not flavored (with meals/snacks)
- Limit 100% fruit/vegetable juice to one daily serving

PRESCHOOLERS

- Water, visible, available for self-serve, offered
- Skim milk or 1% milk, not flavored (with meals/snacks)
- Limit 100% fruit/vegetable juice to one daily serving

These are general recommendations and do not take precedence over the advice of a physician or family for specific children.

CHOOSING WATER CHECKLIST FOR EARLY CARE AND EDUCATION

Use the checklist below to see how your program promotes water using recommended best practices!

RECOMMENDED PRACTICES FOR PROMOTING WATER-DRINKING IN EARLY CARE	ALWAYS	SOMETIMES	NOT YET
<p>We make sure water is visible and available to children, indoors and outdoors. Great examples:</p> <ul style="list-style-type: none"> • Water fountain or faucet in classroom and/or outdoors, cups nearby as needed • Water bottles/sippy cups for each child refilled w/fresh water daily • Child-sized water pitchers and cups are set up at a “water station” • Teachers bring water and cups outside (water wagon, cooler, etc.) 			
<p>We offer children water at least twice a day. Great examples:</p> <ul style="list-style-type: none"> • Teachers ask children if they would like some water • “Water time” is part of the daily routine 			
<p>We only serve healthy beverages, and never serve sugary drinks to children. Great examples:</p> <ul style="list-style-type: none"> • No sports drinks, juice-drinks, flavored milk, or sodas are served • If served, limit 100% fruit or vegetable juice to single serving daily 			
<p>Children who are developmentally ready are encouraged to serve themselves water. Great examples:</p> <ul style="list-style-type: none"> • Child-sized pitchers of water are also on the table during meals/snacks • Water container with spigot is at a level children can reach • Water is offered to toddlers in a cup when they are ready 			
<p>Teachers role model and encourage water drinking. Great examples:</p> <ul style="list-style-type: none"> • Teachers only drink healthy drinks in front of children • Teachers explain why water is important • Teachers help children practice pouring water, and praise successful efforts 			
<p>We offer education about water. Great examples:</p> <ul style="list-style-type: none"> • Curriculum and/or supports such as books and posters for children • Staff training about beverage best practices • Newsletters, social media, and events are planned to share information with parents 			
<p>We have a written policy about our water promotion practices</p>			
<p>For sample policies and other resources to support water promotion in early care, visit www.RevYourBev.com and sign up for Rev Your Bev Day of Action!</p>			

These best practices for promoting water align with recommendations by the Centers for Disease Control, and USDA’s Child and Adult Care Food Program standards for supporting the best child nutrition.

SAMPLE HEALTHY BEVERAGE POLICIES

Below are suggested statements that promote water-drinking that can be added to your Program Policy Manual or Parent Handbooks – **pick the ones that work best** for your program!

We at (name of program) are committed to promoting good child nutrition, which includes serving healthy beverages. We promote healthy beverages in the following ways:

WATER PROMOTION

- Water is visible and available to children, indoors and outdoors.
- Drinking water is provided to children for self-serve in every classroom.
- Disposable cups are provided with child-sized pitchers of water every day.
- A water station with single-serving cups is set up every day.
- Water coolers are brought outside and on field trips.
- We ask parents to send in a clean cup for water every day. Please do not send in juice or other sweetened drinks; water will be provided for all children.
- Children are encouraged to visit the water fountain (or water station).
- Water is offered to children at least twice every day.
- We make water fun by adding fruits or other healthy flavorings!
- Staff drinks only healthy beverages in front of children.

SUGAR-SWEETENED BEVERAGES AND JUICES

- Beverages with sugar added (such as juice drinks, sports drinks, colas, flavored milks) will not be served to children.
- Parents, please do not send in sweetened drinks for children; we will provide water and milk with snacks and meals.
- Juice is limited to 4-6 ounces of 100% fruit or vegetable juice each day for children ages 1 -6 years.
- 100% juice is served no more than twice each week in 4-6 ounce portions (or only on special occasions).



GOING “LIVE” WITH REV YOUR BEV

This year’s Rev Your Bev Early Childhood theme is tailor-made for you to share with parents through your social media, newsletter, and emails.

SOCIAL MEDIA GRAPHICS

The graphics provided can be shared on your Facebook page, through your Twitter account, and anywhere else your early childhood education program “lives”! Tag your posts with the hashtag “#RevYourBev” to keep everyone aware of what you’re doing.

NEWSLETTER

Use the sample newsletter template below to share with parents how you are promoting healthy hydration in your childcare.

Our child care is joining other educators across Virginia getting ready for the April 25th Rev Your Bev Day by promoting water drinking at our program. Rev Your Bev is a statewide initiative in Virginia to raise awareness about the importance of healthy hydration. Our child care is committed to providing safe drinking water at all times- served inside and outside, during meals, and making sure that water is accessible throughout the day. Establishing water drinking habits early protects children’s health now and in the future!

EMAIL TEMPLATE

Use the sample email template below to share with parents how you are promoting healthy hydration in your childcare.

“Our child care is joining other educators across Virginia getting ready for the April 25th Rev Your Bev Day by promoting water drinking at our program. A child’s dietary preferences and health foundation is established in early childhood.

We support healthy beverage habits by serving only healthy beverages in our program, and talking with the children about choosing refreshing water when they are thirsty. Stay tuned for more information!”





SOCIAL MEDIA MESSAGES

RYB-ECEMat-01-1 - Our childcare is joining other educators across Virginia celebrating #RevYourBev to promote healthy beverages for healthy children. Get ready for April 25. Register your event now. <http://revyourbev.com/host-an-event/>

RYB-ECEMat-02-1 - Water is one of the six essential nutrients children's bodies need. Encourage your child to drink plenty of water and celebrate with us this Rev Your Bev Day (4/25). #RevYourBev <http://revyourbev.com/host-an-event/>

RYB-ECEMat-03-1 - Our program sticks to "milk for meals, water for thirst." Join us on April 25 for Rev Your Bev Day when we're promoting healthy beverages for the children we care for. Join us. #RevYourBev <http://revyourbev.com/host-an-event/>

RYB-ECEMat-04-1 - Our staff encourages children to drink water — establishing water drinking habits early protects children's health now and in the future! Join us April 25 for #RevYourBev Day and learn more. #RevYourBev <http://revyourbev.com/host-an-event/>

RYB-ECEMat-05-1 - Be a role model and drink more water as a family. Switching to water is an excellent way to drink smart and save money. Learn more at a Rev Your Bev Day event near you. Join us. #RevYourBev <http://revyourbev.com/host-an-event/>
<http://bit.ly/2tkUiAB>

RYB-ECEMat-06-1 - Water is a healthy and convenient drink for kids at school and at home! Come celebrate all things water on Rev Your Bev Day (4/25). Join us. #RevYourBev <http://revyourbev.com/host-an-event/>

RYB-ECEMat-07-1 - Ask your child to help choose unique flavor combinations of fruit or tea to add to water. Invent a fun name for your creation using your child's name, such as "Samantha's Snazzy Strawberry Sipper." Get more info by joining us on Rev Your Bev Day (4/25). Register your event. #RevYourBev <http://revyourbev.com/host-an-event/>

RYB-ECEMat-08-1 - Kids may not drink enough water on their own, so encourage them to drink water while playing inside and outside, during meals, and all day! Join us in Revving Our Bevs this Rev Your Bev Day (4/25). Join us or register your own at the link. #RevYourBev <http://revyourbev.com/host-an-event/>

RYB-ECEMat-09-1 - Make drinking water FUN. Let your child pick out a fun cup, find a new water bottle, or use a colorful straw. Join us in celebrating Rev Your Bev Day (4/25). #RevYourBev <http://revyourbev.com/host-an-event/>

RYB-ECEMat-10-1 - Celebrate Rev Your Bev Day (4/25) by making water, low-fat or fat-free milk, or 100% juice an easy option in your home. Children should only drink ½ cup of 100% juice each day. Want to learn more? Join us on Rev Your Bev Day or register your own event. #RevYourBev <http://revyourbev.com/host-an-event/> <http://bit.ly/2G3XcNb>



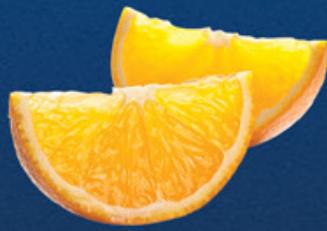


Today I REV'D MY BEV because...

First Name: _____ Zip Code: _____

READY TO #REVVOURBEV?

TO FLAVOR YOUR WATER, JUST ADD SLICED
FRUITS AND VEGGIES.



+



=



ORANGE/LIME



+



=



STRAWBERRY/BLUEBERRY



+



=



CUCUMBER/PEPPER



+



=



GRAPE/LIME



LEARN HOW TO REV YOUR BEV & MORE AT REVVOURBEV.COM

VIRGINIA TRAINING AND TECHNICAL ASSISTANCE RESOURCES ON HEALTHY HYDRATION

Child Care Aware of Virginia – Offers technical assistance and training to child care professionals to support integration of healthy beverages and other healthy, high-quality practices. Contact 866-KIDS-TLC or visit va.childcareaware.org

Rev Your Bev ECE – Resources for directors and educators include sample policies, social media messaging, classroom Rev Your Bev kit, and other water promotion supports; www.revyourbev.org

Virginia Cooperative Extension Family Nutrition Program – Curricula, blogs, videos, recipes and nutrition education resources for programs that care for children from families with limited income. Water handout for staff and families can be found: http://pubs.ext.vt.edu/content/dam/pubs_ext_vt_edu/HNFE/HNFE-185/HNFE-185-pdf.pdf
www.eatsmartmovemoreva.org

Virginia Department of Health Office of Drinking Water – Direct any questions about drinking water safety to this state agency office. <http://www.vdh.virginia.gov/drinking-water/>

Virginia Department of Social Services – An approved online course about healthy beverages is found at: <https://extension.psu.edu/programs/betterkidcare/lessons/childhood-obesity-prevention-lmcc-2013-offer-healthy-beverages>. VDSS Endorsement Program courses such as Nutritional Guidelines in Early Childhood (CHLD 2068), and Developing Healthy Habits in Young Children (CHLD 2074), help meet professional development requirements and teach strategies to promote good health in children. (https://ccwa.augusoft.net/index.cfm?method=ClassListing.ClassListingDisplay&int_category_id=5&int_sub_category_id=22&int_catalog_id=)

Virginia Head Start Association – Dedicates itself to training and advocacy which enhances and fosters growth of individual members, agencies, and community partners who impact the lives of children and families. www.headstartva.org

Virginia's Infant and Toddler Specialist Network – Offers technical assistance for early care professionals who care for babies and toddlers. Contact Mary Sheldon to ask about assistance with infant and toddler beverage practices.
www.va-itsnetwork.org Telephone: (757) 378-3172

Virginia Quality. Programs in Virginia's Quality Rating and Improvement System can find support to improve beverage practices. Virginia Quality offers training and technical assistance for early care professionals who care for young children. Contact qris@vecf.org or Regional Quality Coordinator in your area for assistance. www.virginiaquality.com

NATIONAL TRAINING AND TECHNICAL ASSISTANCE RESOURCES ON HEALTHY HYDRATION

Increasing Access to Drinking Water and Other Healthier Beverages in Early Care and Education Settings – Toolkit from Centers for Disease Control and Prevention guides early care and education programs. <https://www.cdc.gov/obesity/downloads/early-childhood-drinking-water-toolkit-final-508reduced.pdf>

National Drinking Water Alliance – Collection of water-promotion activities, research, handouts, and programming for children. <http://www.drinkingwateralliance.org/education-earlycare>

USDA Choose My Plate: Newsletters and resources such as Ten Tips Make Better Beverage Choices for families and staff. <https://www.choosemyplate.gov/ten-tips-make-better-beverage-choices>

National CACFP Sponsor Association – A week of fun water promotion activities for children can be found here. http://docs.wixstatic.com/ugd/9c073b_1c7d0adc66f84bd19d92b1b63f042904.pdf

Healthy Kids, Healthy Futures – Take ECE quiz to assess program healthy beverages practices (and child nutrition)! This website offers beverage resources for staff education, family engagement, and activities for children. <https://healthykidshealthyfuture.org/learn-more/quiz/>

