



# Water does Wonders



## Action Kit



Together, we can sip less sugar.  
Take the pledge.

[waterdoeswonders.ca](http://waterdoeswonders.ca)

# Our Mission

Sugary drinks are everywhere. Pop, fruit punch, energy drinks, sports drinks and many other drinks have a lot of sugar.

Too much sugar is not good for a child's health. The extra calories in sugary drinks can add up quickly. This puts children at higher risk of high blood pressure, heart disease, diabetes and cancer.

Together, we can drop the pop, drink water, offer better options, and create communities that sip less sugar.

**Join the movement! Contribute to healthier children and a healthier community.**

# How it Works

**Step 1:** Choose your pledge level—Gold, Silver, or Bronze

**Step 2:** Complete the pledge form for families or organizations at [waterdoeswonders.ca](http://waterdoeswonders.ca)

**Step 3:** Receive a certificate and tools to help you take action. Congratulations!

# Who We Are

The Water Does Wonders website was created by the **Ontario Society of Nutrition Professionals in Public Health (OSNPPH)** in partnership with 11 **Healthy Kids Community Challenge** communities.

The Water does Wonders website complements the **Sip Smart!™ Ontario** school-based program developed by OSNPPH. To learn more about Sip Smart!™ Ontario visit [brightbites.ca](http://brightbites.ca).



# Why Pledge?

To be part of the solution! Children are drinking way too many sugary drinks, which has a negative impact on their health. We can all help by making tap water easier to access and by not serving or selling sugary drinks to children. By taking this pledge, you are affirming your commitment to help children sip less sugar. Bravo!

## What's in it for organizations?

- Increased profile as a caring leader and community role model for actions that keep our kids healthy. Promote your presence on our Hall of Pledges and display your certificate prominently!
- Community recognition - join the collective effort to be a Top Community on the Hall of Pledges. Spark a friendly competition with other communities across Ontario!
- Pride and satisfaction knowing you are helping children to be healthy and well. Await the arrival of good Karma!
- Green gratitude - you are supporting environmental efforts to reduce waste and promote tap water.

## What's in it for families?

- Recognition for making positive changes as a family. Feature your pledge certificate proudly on your fridge or family bulletin board! Share your pledge efforts on social media with the #WaterDoesWonders.
- Sense of collective action. Your efforts will help your community become a Top Community within Ontario on the Hall of Pledges.
- Drive actions in your schools, recreation centres, arenas, etc. to reduce the amount of sugary drinks available to kids
- Pride knowing that you are helping children to lead healthier lives. Await the arrival of good Karma!
- Extra money! Put the funds that you usually spend on sugary drinks in a special jar to save for a fun, family activity.



# Facts About Sugary Drinks

- Children need lots of water to stay hydrated and healthy. Water contains no sugar, calories, additives or caffeine, making it the smart choice for sipping throughout the day
- Sugary drinks contain empty calories with little to no nutritional benefit<sup>i</sup>
- Drinks make up almost 20% of the calories consumed by children and youth aged 4 to 18<sup>ii</sup>
- A single 355 mL can of sugar-sweetened soda contains up to 40 grams (about 10 teaspoons) of sugar and no health benefits<sup>iii</sup>
- Sugary drinks cause cavities, which can make you lose your teeth<sup>iv</sup>
- Canadian children who have high intakes of sugary drinks have lower intakes of nutritious drinks such as milk and water<sup>v</sup>
- Sugary drinks and excess sugar consumption are associated with chronic disease including heart disease, stroke, diabetes, dental caries and some cancers<sup>vi</sup>
- Children's food likes are influenced by availability, accessibility, and familiarity to foods as well as parental modelling<sup>vii</sup>
- Dietary preferences are established between ages 0 and 4 years. When children are used to consuming water at a young age, they are more likely to drink water later in life<sup>viii</sup>
- Product placement and decorative packing have a strong influence on children and consumer's choices. Many food and beverage companies deliberately target children through the use of cartoon images, bright packages, and colours<sup>ix</sup>
- Making nutritious options, like water and milk, competitively priced and prominently placed will increase the likelihood that they are children's first choice to quench their thirst<sup>x</sup>
- Parents, teachers, and coaches can demonstrate positive role modelling to influence children's beverage choices

<sup>i</sup> Heart & Stroke Foundation. Liquid candy: working together to reduce consumption of sugar loaded drinks. 2015.

Available at: [heartandstroke.com/atf/cf/%7B99452d8b-e7f1-4bd6-a57d-b136ce6c95bf%7D/SSB\\_FACTSHEET\\_REV\\_ENG\\_FNL.PDF](http://heartandstroke.com/atf/cf/%7B99452d8b-e7f1-4bd6-a57d-b136ce6c95bf%7D/SSB_FACTSHEET_REV_ENG_FNL.PDF)

<sup>ii</sup> Statistics Canada. Garriguet, D. Beverage consumption of children and teens. 2008.

Available from: [statcan.gc.ca/pub/82-003-x/2008004/article/6500820-eng.pdf](http://statcan.gc.ca/pub/82-003-x/2008004/article/6500820-eng.pdf) (Accessed June 9, 2016)

<sup>iii</sup> World Health Organization. WHO opens draft consultation on draft sugars guideline: note for media. March 5, 2014.

Retrieved from: [who.int/mediacentre/news/notes/2014/consultation-sugar-guideline/en](http://who.int/mediacentre/news/notes/2014/consultation-sugar-guideline/en)

<sup>iv</sup> Moynihan P, Petersen PE. Diet, nutrition, and the prevention of dental diseases. (2004) Public Health Nutrition 2004;7 (1A):201-226. Chauncey HH, Glass RL, Alman JE.

Dental caries: principal cause of tooth extraction in a sample of US male adults. Caries Res 1989;22:200-205.

<sup>v</sup> Statistics Canada, 2008. (Ibid)

<sup>vi</sup> Heart and Stroke, 2015. (Ibid)

<sup>vii</sup> Birch L, Savage J.S., Ventura. Influences on the development of children's eating behaviours: from infancy to adolescence. Can J Diet Pract Res. 2007; 63(1): s1-s56.

<sup>viii</sup> Ibid.

<sup>ix</sup> Elliot C. Entertaining Eats: children's "fun food" and the transformation of the domestic foodscape. Material Culture Review 2009;70.

<sup>x</sup> Eyles H, Ni Mhurchu C, Nghiem N, Blakely T. Food pricing strategies, population diets, and non-communicable disease: a systematic review of simulation studies. PLoS Med. 2012;9(12):e1001353. Available from: [ncbi.nlm.nih.gov/pmc/articles/PMC3519906/](http://ncbi.nlm.nih.gov/pmc/articles/PMC3519906/)



# Water does Wonders Pledge for Organizations

How often should you serve children sugary drinks?  
**Never.**

Children need healthy beverages like milk and water.

Sugary drinks replace healthy drinks and are harmful to your health.

Children's drink choices are heavily influenced by what is offered and sold by family, friends, schools and other community settings.

Sign the pledge at [waterdoeswonders.ca](http://waterdoeswonders.ca) and take the steps to create an organization that serves less sugar.

## Why should my organization worry about the drinks we serve, sell, and promote?

Health Canada recommends that children drink water instead of sugary drinks to satisfy their thirst. Sugary drinks are high in calories and low in nutrients. Drinking too many sugary drinks is linked to poor nutrition, diabetes, heart disease and tooth decay or erosion. Serving, selling or promoting sugary drinks contributes to the health problems in our community.

## Sugary drinks are OK for older children, aren't they?

No. Sugary drinks increase everyone's chances of developing diabetes or getting heart disease. So, it's best for all children to start healthy habits while young. Older children and staff are important role models for young children and should also avoid sugary drinks.

## But isn't fruit juice healthy for kids?

Most of what looks like fruit juice is just sugar water with some fruit flavoring, and it has as much added sugar as pop. It's best to limit or avoid juice altogether. Even 100% fruit juices (like orange juice) have sugar. A single serving of juice is just 125 mL (1/2 cup), and one juice serving is enough in one day. It's better to eat fruit or veggies than drink them.

## Don't active kids need sports drinks to stay hydrated?

No. So-called "sports" drinks have lots of sugar. Children don't need them to stay hydrated. Water is the best drink for active kids.



# Pledge Criteria for Organizations

## **Bronze: We're committed to promoting water.**

- Provide drinking water when food or beverages are served
- Ensure children and adults can always access safe drinking water
- Post water prompt signs near water sources in your building
- Promote water as the preferred drink for hydration and health
- Ensure staff encourage kids to drink water when thirsty—especially during physical activity
- Allow kids to bring refillable water bottles or provide cups so they can use the water fountain or hydration station to fill up and have water at snacks or meals

## **Silver: We're committed to promoting water and discouraging sugary drinks.**

- All Bronze Criteria
- Use Sip Smart!™ Ontario materials to raise awareness about the harms of sugary drinks (for example, posters, newsletters)
- If beverages are offered or sold in your organization:
  - Sell water, plain milk and unsweetened soy beverage at a lower price than sugary drinks
  - Position water, milk, and unsweetened soy more prominently than sugary drinks
  - Offer water, milk, and unsweetened soy beverage in greater proportions than sugary drinks (e.g., 80% healthy choices and 20% sugary drinks)
  - Limit the portion size of sugary drinks and fruit juice sold to 16 ounces (500mL) or less
  - Do not offer free refills on sugary drinks
  - Use promotional space (e.g., vending machine fascia) to advertise only water, plain milk, and unsweetened soy beverages

## **Gold: We're committed to promoting water and not selling, providing or promoting sugary drinks.**

- All Bronze Criteria
- Use Sip Smart!™ Ontario materials to raise awareness about the harms of sugary drinks (for example, posters, newsletters)
- Do not offer or sell sugary drinks
- Avoid marketing sugary drinks (for example, displaying corporate branding of sugary drinks)

# Water does Wonders Pledge for Families

How often should you serve children sugary drinks?  
**Less often.**

Children need healthy beverages like milk and water.

Sugary drinks replace healthy drinks, which can have a negative impact on health!

Health Canada recommends that children drink water instead of sugary drinks to quench their thirst.

Sign the pledge at [waterdoeswonders.ca](http://waterdoeswonders.ca) and take the steps to create a home that helps you sip less sugar.

## Why should I worry about what my child drinks?

Sugary drinks are high in calories and low in nutrients. They won't help curb hunger and won't give your child the nutrients needed to grow well or perform at his or her best. Also, sipping on sugary drinks throughout the day can cause dental erosion and cavities.

## But isn't fruit juice healthy for kids?

Most of what looks like fruit juice is just sugar water with some fruit flavoring, and it has as much added sugar as pop. It's best to limit or avoid juice altogether. Even 100% fruit juices (like orange juice) have sugar. A single serving of juice is just 125 mL (1/2 cup), and one juice serving is enough in one day. It's better to eat fruit or veggies than drink them.

## Sugary drinks are OK for older children, aren't they?

No. Sugary drinks increase everyone's chances of developing diabetes or getting heart disease. So, it's best for all children to start healthy habits while young. Older children and staff are important role models for young children and should also avoid sugary drinks.

## Don't active kids need sports drinks to stay hydrated?

No. So-called "sports" drinks have lots of sugar. Children just don't need them to stay hydrated. Water is the best drink for active kids.



# Pledge Criteria for Families

## Bronze: We're committed to promoting water.

- Provide kids with drinking water at meals and snacks
- Take chilled water with you when you go out to play
- Promote water as the preferred drink for health (for example, provide water anytime kids say they are thirsty)
- Give your kids their own water bottle to refill at water fountains
- Pack refillable water bottles for trips, so you don't have to buy a drink when thirsty
- Remind kids to drink water – especially during physical activity and on warm summer days
- Keep water in the fridge. Add a slice of lime, lemon or orange to give it flavour and colour
- Drink water especially when your kids are watching

## Silver: We're committed to promoting water and discouraging sugary drinks.

- All Bronze Criteria
- Ask family members to support your efforts to choose water over sugary drinks
- Serve plain milk or soy beverage with meals and snacks. Limit flavoured powders and syrups (for example, strawberry or chocolate)
- Avoid serving soft drinks or fruit drinks (e.g., punches or cocktails) with meals at home
- Buy 100% fruit juice with no added sugar and limit servings to 125 mL (½ cup) a day
- Ask caregivers to only give your kids plain milk, soy beverage or water rather than sugary drinks
- Provide kids with chilled water for sports activities instead of buying sports drinks
- Encourage kids to access free water instead of wasting their money on sugary drinks

## Gold: We're committed to promoting water and avoiding sugary drinks.

- All Bronze Criteria
- All Silver Criteria
- Become a **#WaterdoesWonders** family. Stop buying sugary drinks and enjoy the money saved
- Ask your child's school to remove sugary drinks from celebrations or events
- Ask your child's team/program to remove sugary drinks from the snack list
- Ask your local recreation facility (e.g., arena) to reduce sugary drinks
- Ask community organizations and schools to take the **#WaterdoesWonders** pledge
- Ask community organizations and schools to adopt a policy stating that they will not provide sugary drinks to children, including as a reward or prize