



THE BASICS

Wellness Emphasis: Nutrition

Duration: 20 days

Tracking Mechanism: Easy-to-Complete Daily Checklist

Theme: Proper hydration is vital to a healthy and well lifestyle. By paying attention to your intake of water, foods with high water content, and other beverages, you can improve the way you feel, enhance athletic performance, and much more.

Goal: The goal is for participants to enjoy 9-13 servings of water, high water content foods or other beverages like coffee, tea, and soda each day. By the end of the 20-day challenge, the goal is to reach 200 servings of healthy hydration options.

Incentive Prize Ideas: Water purification system, grocery store gift card, fruit basket, water bottle, water park passes, or an aquarium.

QUICK FACTS

Consider these facts when pitching this campaign idea:

- Approximately 80% of our total water intake comes from drinking beverages including water, while 20% comes from foods. That said, many cannot identify foods that are good sources of fluid.
- Until recently, alcoholic and caffeinated beverages were thought to have a diuretic effect. It is now believed that these beverages actually contribute to water intake in most individuals. The key is promoting moderation.
- Hyponatremia is a life-threatening condition that can result when an individual consumes excessive fluids, but few know the signs and symptoms of this condition.

THE WORD

"A great campaign to kick off our summer! It's simple to follow and provides up-to-date information on healthy hydration. It's not just about recommending 8 cups of water a day anymore."

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More Information

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