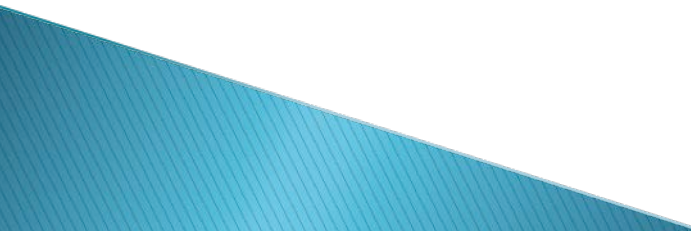


Healthy Beverage Pilot Program

Community Center, Businesses and Churches

- The Healthy Beverages Pilot Program has reached approximately 6000 people.
 - This program has worked with a community center, 2 businesses and 4 churches
 - We have used pop-up Hydration stations at a variety of community events where infused water along with information on the benefits of drinking water were distributed.
 - “Rethink Your Drink” classes have been taught at the participating churches and classes are scheduled through mid-April
- 

Community Events

- Valley Hi Community Center
- Educational Pop Up Hydration Beverage Tents
- Summer Night Lights
- Valley Hi Football Team Event
- City Pastors Meeting
- Heal Zone Collaborative Meeting
- Progressive Community Health Fair (church)
- Sacramento ACT–Live free unity against violence

City Pastors Meeting



Pop-up Hydration Stations



J's Miracle Workers Salon

Before HBPP

Salon personnel brought water from home

After HBPP

Water is now provided for salon personnel and clients along with materials about the benefits of water

Hydration Station

Located in reception area



Primerica Financial Services

Before HBPP

Very large meeting room,
with no visible water
fountain or station

Meeting attendees
brought drinks to
meetings (mainly Sodas)

After HBPP

Hydration set up inside
meeting room, attendees
are offered water at each
meeting

Hydration Station

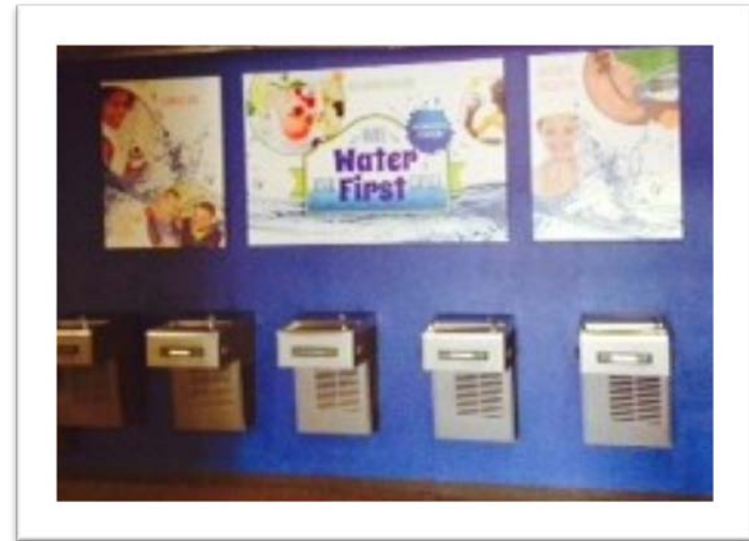
Located in rear of meeting
room



Churches

South Sacramento Christian Center

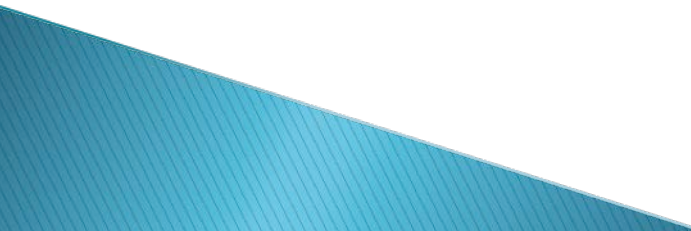
- Moved Soda vending machines from front lobby to back of church away from high traffic area.
- Added water machine to office area for meetings.
- Upgraded water fountain area to include bright attractive colors and artwork.



Christ Temple Apostolic Church

- Rethink your Drink classes
- Added Hydration Station to lobby area which displays information on the benefits of water
- Now welcomes water bottles during services

Mt. Sinai Baptist Church

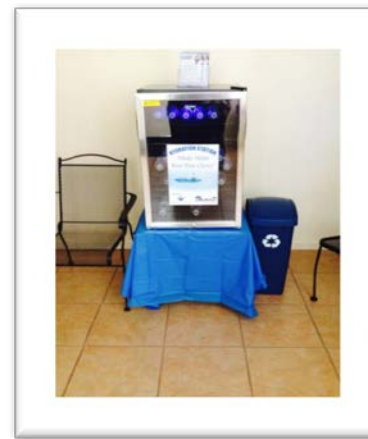
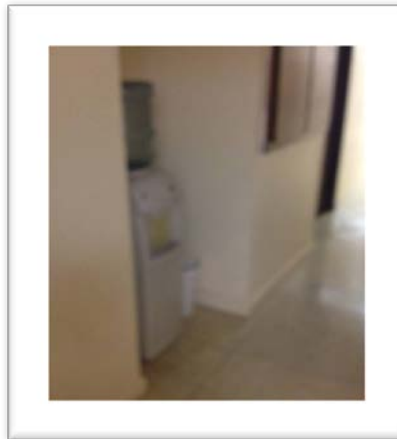
- Before HBPP there was no visible water source available
 - Hydration Station is now located in fellowship hall
 - Church no longer offers sodas or juices at meetings, and serve water exclusively
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Ebenezer Christian Center

- Hydration Station is now located in social area
- Church provides water to the homeless in the area

Truth Revealed Worship Center

- Before HBPP church had a water dispenser location was out of site, survey showed congregation never used it
- Monthly water donation has kick started out water movement and made significant improvements



Challenges/Lessons Learned

- Prioritizing/Changing the mindset from sugary drinks for taste to water for the benefits
 - The key to overcoming this was to introduce ways to make water taste good, such as sharing infused/spa water recipes
- Getting the education on water to the masses, teaching why water is important to our health
 - We made them pay attention by offering little fun gifts such as “Make Water your First Choice” wrist bands
- How to work to keep water visible long after the program is complete
 - We are still looking for a lasting solution to guarantee that the campaign will continue after the program ends