**Help Rethink Sugary Drink spread the word**

**Sample newsletter and social media content**

Use your organisation’s social media accounts, newsletters, blog, website or intranet to help Rethink Sugary Drink raise awareness of the health impacts associated with sugary drinks.

Below is some suggested copy for use on your workplace’s communication channels, such as social media, websites, intranets and newsletters. Accompanying images are available to download:

* [Body graphic](http://www.rethinksugarydrink.org.au/downloads/workplaces/body-share-graphic.jpg)
* [Sugary drink graphic](http://www.rethinksugarydrink.org.au/downloads/workplaces/sugary-drink-share-graphic.jpg)

**Sample newsletter copy**

**How much sugar are you drinking? It’s more than you think…**

Did you know that a regular 600mL bottle of soft drink contains around 16 teaspoons of sugar?

Regular consumption of soft drink and other sugary drinks, like energy drinks, sports drinks, iced teas and fruit drinks, can lead to weight gain and obesity.

This increases your risk of serious health problems, including type 2 diabetes, heart disease, kidney disease, stroke and some cancers. Sugary drinks can also lead to tooth decay.

So before you reach for a sugary drink, stop and think about the impact it can have on your health.

Follow these tips and Rethink Sugary Drink:

* Find out **how much sugar is in your favourite drink** at [www.rethinksugarydrink.org.au/how-much-sugar](http://www.rethinksugarydrink.org.au/how-much-sugar)
* Be wary of health or nutrition claims – **check the sugar content** on the nutritional panel
* If you're ordering a fast food meal, **ask for water** instead of soft drink
* **Carry a water bottle** so you don’t have to pay for a drink
* If you're thirsty, **have some water first**
* **Avoid the soft drink aisle** in supermarkets and resist drink specials at service stations and convenience stores.

***Rethink Sugary Drink*** *is a partnership between the Australian Dental Association, Cancer Council Australia, Dental Health Services Victoria, Dental Hygienists Association of Australia, Diabetes Australia, Heart Foundation, Kidney Health Australia, Nutrition Australia, Obesity Policy Coalition, National Stroke Foundation, the Victorian Aboriginal Community Controlled Health Organisation and the YMCA to raise awareness of the amount of sugar in sugary drinks and encourage Australians to reduce their consumption. Visit* [*www.rethinksugarydrink.org.au*](http://www.rethinksugarydrink.org.au) *for more information.*

**Generic sugary drink Facebook posts**

* How do sugary drinks affect your body? Here are just some of the ways #RethinkSugaryDrink [upload share graphic titled ‘body’]
* Did you know that a regular 600mL bottle of soft drink contains around 16 teaspoons of sugar? #RethinkSugaryDrink [upload share graphic titled ‘sugary drink’]
* Regular consumption of sugary drinks is unhealthy. Here are some of the problems they can cause #RethinkSugaryDrink [upload share graphic titled ‘body’]

**Generic sugary drink tweets**

* A can of soft drink a day can lead to 6.75kg weight gain in a year #RethinkSugaryDrink [upload share graphic titled ‘body’]
* How do sugary drinks affect your body? Here are just some of the ways #RethinkSugaryDrink [upload share graphic titled ‘body’]
* How much sugar is in your favourite drink? Find out here #RethinkSugaryDrink [upload share graphic titled ‘sugary drink’]
* A regular 600mL bottle of soft drink contains around 16 teaspoons of sugar #RethinkSugaryDrink [upload share graphic titled ‘sugary drink’]

**Workplace sugary drink Facebook post ideas *– adapt as required***

* At [workplace name], we’ve gone sugary drink free to help our staff make healthier choices #RethinkSugaryDrink [upload photo of healthy vending machine/fridge]
* A regular 600mL bottle of soft drink contains around 16 teaspoons of sugar! We’ve replaced our sugary drinks with water to help our staff stay healthy #RethinkSugaryDrink [upload photo of healthy vending machine/fridge or share graphic titled ‘sugary drink’]
* Regular consumption of sugary drinks is unhealthy. That’s why [workplace name] has reduced the amount of soft drink available in our [staffroom/cafeteria/office] #RethinkSugaryDrink [upload photo of healthy vending machine/fridge or share graphic titled ‘body’]

**Workplace sugary drink Tweet ideas *– adapt as required***

* 16 teaspoons of sugar in a 600mL soft drink? Our staff are sweet enough #RethinkSugaryDrink [upload photo of staff giving a bottle of soft drink the thumbs down]
* There’s nothing sweet about sugary drinks #RethinkSugaryDrink [upload photo of staff giving a bottle of soft drink the thumbs down]

**Tell Rethink Sugary Drink about your achievements**

Rethink Sugary Drink is eager to hear how workplaces are helping staff reduce their sugary drink consumption. Send photos and a brief summary of your workplace’s achievements to rethinksugarydrink@cancervic.org.au

**For more information**

* For the latest sugary drink consumption data, research, case studies and other key information and resources, visit the [For Professionals](http://www.rethinksugarydrink.org.au/for-professionals) page on the Rethink Sugary Drink website.
* To learn more about the health impacts of regular sugary drink consumption, visit the [Facts](http://www.rethinksugarydrink.org.au/facts) page on the Rethink Sugary Drink website.