

# The RIPLEE EFFECT

## A MOVEMENT TO KEEP KIDS HYDRATED!

Kids who drink **4+** glasses of water per day are more likely to exhibit healthy habits. Establishing those habits early on can have lifelong benefits – it's a Ripple Effect.

We recently asked moms and kids how to maintain healthy hydration habits and found that we need to....



### KEEP WATER TOP OF MIND!



**33%**

of kids find it hard to remember to drink water without reminders

### ENCOURAGE KIDS TO REACH FOR WATER FIRST, EVERYWHERE THEY GO!

#### KIDS DRINK MORE WATER...



AT HOME



AT SPORTING EVENTS



IN THE CAR

#### KIDS DRINK LESS WATER...



AT RESTAURANTS



AT CELEBRATIONS

### MAKE IT FUN TO DRINK!



LET KIDS DRINK OUT OF THE BOTTLE



CHOOSE PACKAGING WITH FUN GRAPHICS OR CHARACTERS



USE "FUN" STRAWS

### #PURELIFERIPPLEEFFECT

To learn more about The Ripple Effect and share how you encourage healthy hydration, visit [pureliferippleeffect.com](http://pureliferippleeffect.com)



#### SURVEY METHODOLOGY

We conducted our online survey in June 2015 of 1,077 moms of kids ages 6-12 overall, including 254 Hispanic moms of kids ages 6-12. 1,077 kids ages 6-12 from the same household were also surveyed, including 254 Hispanic kids ages 6-12.