“Drink Water!”
Said the Otter
“Drink Water!”
Said the Otter

A Note From The Bay Area Nutrition And
Physical Activity Collaborative:

Children today are drinking more soda than ever, which is contributing
to the rising rates of poor dental health and childhood obesity in our country.
Regular soda is loaded with sugar (10 teaspoons of sugar in just one can!),
high in calories, and harmful to teeth and bones. Even diet soda
contains phosphoric acid, which deteriorates tooth enamel.

Through its 2009 Soda Free Summer campaign, BANPAC is reaching
out to young children to educate them about the negative effects of soda
with a series of fun, interactive activities and materials. Because habits form
early, the goal is to encourage very young children and their families
to give up soda for just one summer, and choose healthier
beverages to drink when they’re thirsty.

This book, “Drink Water!” Said the Otter is just one part of this
Soda Free Summer program. Please visit www.sodafreesummer.org for more
information about the campaign, and for news and updates about
Soda Free Summer efforts in your area.

Here’s to a successful Soda Free Summer!
“Drink Water!”
Said the Otter

Bay Area Nutrition and Physical Activity Collaborative

Written by
Madeleine Berenson
(Copycat Writing & Editing©)

Illustrated by
Bryan Ureel
(MyGroove Design™)
One hot and sunny summer day, some kids were outside playing. They ran and jumped and slipped and slid, and then they started saying,

“WE’RE THIRSTY!”

“We’re thirsty!” said a girl in green. “We need something to drink!”

“We’re hot! We’re sweaty! We want soda!” said a boy in pink.

“WE WANT SODA!” said all the kids. “We’re thirsty! We feel weak!”

Then something splashed and bounced and jumped out of the nearby creek.
It was an Otter! A funny Otter! Big and fine and friendly.

He slapped his tail.

He clapped his hands.

“I know you like the way it tastes. It's sweet and kind of yummy. But some things in soda aren't so good. In fact, they're downright crummy.”

“Crummy?” asked the kids. And on that sunny summer day, they all sat down. They wondered what this Otter had to say.

He cleared his throat and then he said,

“You're thirsty, kids? You want a drink? Well, guess what? I do, too! But soda's not the answer! Not for me and not for you.”
“A little sugar’s fine,” he said. “A little isn’t bad. But too much sugar ISN’T good. It makes our bodies sad. Too much sugar can hurt our teeth, and make us act all crazy. Too much can ruin our energy, and make us tired and lazy.

And soda has more spoons of sugar in it than you’d think...

1  2  3  4  5
6  7  8  9  10

in just one drink!”

“10 spoons! That’s way too many! It’s more than just a treat! It’s bad for us from top to toe—from our heads down to our feet.”
“We didn’t know that!” said the kids. “We see that you are right. We love our bodies and our teeth. We do! With all our might!

But we’re so hot and thirsty! We’re thirsty through and through! Our throats are dry! We want to cry! Oh Otter, what should we do?”

“Drink water!” said the Otter! “It’s clean and fresh and cool! Drink water when you’re thirsty! That’s the Otter Rule!

Water helps us keep our bodies strong and feeling good. It helps our teeth and muscles to stay healthy, like they should.

And best of all—water is free! No one has to buy it! Drink water when you’re thirsty, kids. You’ll like it if you try it!”
Drink water!" said the Otter. And the kids all yelled, "Okay!"
And then the Otter dove in the water, smiled, and swam away.
The End

"Drink Water!"
Said the Otter

Discuss the book!

• Why do you think the otter doesn’t want the children to drink soda?
• What is one thing you know about soda that makes it not such a
good thing to drink?
• Why does the Otter like water so much?
• What is one thing you know about water that makes it a good thing
to drink?

Discuss Soda Free Summer!

• Sometimes the word “free” means you don’t have to pay—like
a free toy or a free game. Other times, the word “free” means it
doesn’t have something in it. sugar-free gum has no sugar in it,
and fat-free cookies have no fat in them. When we talk about a
‘Soda Free Summer,’ we mean a summer with NO SODA in it.
• Do you think it will be easy or hard to stop drinking soda for just
one summer? Why?
• What are some good things that might happen if you stopped
drinking soda?
• How many children here think they can do it for one summer?
• What do you think the Otter would say if he knew we were all going
to have a Soda Free Summer this year? Do you think he would be
happy? Do you think he would be proud of you?

Let’s all say “Yay!” for a Soda Free Summer!!!
"Drink Water!"
Said the Otter

This book was made possible through generous funding from
Kaiser Permanente & First 5 SF

The Soda Free Summer Campaign was created by
Alameda County Public Health Department

This preschool toolkit was developed through the leadership of staff at
Shape Up SF & BANPAC.

Sincere thanks to:
Representatives from SF Department of Public Health; SF Department of Children,
Youth and Families; Alameda County Public Health Department; Hill & Company
Communications; and BANPAC, who served on our planning group;

Copycat Writing & Editing© and MyGroove Design™ for making the vision of the
planning group into a beautiful and useful toolkit;

The vision group, with representatives from dentists, early childhood
professionals, WIC, public health departments, public relations professionals,
and design professionals.
Letters to Early Childhood Staff and Parents

Dear Teacher/Child Care Provider,

We’re very excited to announce the beginning of our Soda Free Summer campaign! This effort from Bay Area Nutrition and Physical Activity Collaborative is a 16-week campaign designed to encourage people to give up soda for just one summer, and drink healthier beverages when they’re thirsty instead. This is a program being implemented throughout the Bay Area for various age ranges, but this year we’re very excited to also offer an educational toolkit specifically for early childhood.

Children today are drinking more soda than ever. This is having a damaging effect on their overall wellbeing, and contributes to the rising rates of poor dental health and childhood obesity in our country. Regular soda is loaded with sugar (there are about 10 teaspoons of sugar in just one can of soda!), high in calories, and damaging to teeth and bones. Even diet soda contains phosphoric acid, which deteriorates tooth enamel. We need to come up with a fun, active way to reach out to children specifically, because we know habits form early and are much easier to change, in early childhood.

This campaign is being implemented throughout the Bay Area for various age ranges, but this year BANPAC has created an educational booklet specifically for young children. The program starts off with a short, fun book called “Drink Water! Said the Otter,” which will be read to your child by his or her teacher or caregiver in this facility. Your child will also be given activity sheets that reinforce the benefits of choosing water or other healthy beverages instead of soda when they’re thirsty! And every week for the next ten weeks, we’ll be hanging a new Soda Free Summer “Did You Know?” flyer up on site, each with a different interesting fact about how drinking soda can affect both your child’s health.

In the next few days, we’ll be sending your child home with a pledge card. We hope you’ll join the campaign as a family and pledge to be Soda Free for the next ten weeks. When families make healthy changes like this together, there’s a much greater chance that everyone will stick to them, and everyone will succeed!

If you have any questions or would like more information about this program, please feel free to contact us at 510-393-0080. And please visit www.sodafreesummer.org for more information about additional campaign efforts in your area.

Thank you in advance for your help with this very important effort!

BANPAC signature here

Dear Parent/Guardian,

We’re very excited to announce the beginning of the Soda Free Summer campaign! This effort, brought to you by the Bay Area Nutrition and Physical Activity Collaborative, is a 16-week campaign designed to encourage families to give up soda for just one summer, and drink healthier beverages when they’re thirsty instead.

Children today are drinking more soda than ever. This is having a damaging effect on their overall wellbeing, and contributes to the rising rates of poor dental health and childhood obesity in our country. Regular soda is loaded with sugar (there are about 10 teaspoons of sugar in just one can of soda!), high in calories, and damaging to teeth and bones. Even diet soda contains phosphoric acid, which deteriorates tooth enamel. We need to come up with a fun, active way to reach out to children specifically, because we know habits form early and are much easier to change, in early childhood.

This campaign is being implemented throughout the Bay Area for various age ranges, but this year BANPAC has created an educational booklet specifically for young children. The program starts off with a short, fun book called “Drink Water! Said the Otter,” which will be read to your child by his or her teacher or caregiver in this facility. Your child will also be given activity sheets that reinforce the benefits of choosing water or other healthy beverages instead of soda when they’re thirsty! And every week for the next ten weeks, we’ll be hanging a new Soda Free Summer “Did You Know?” flyer up on site, each with a different interesting fact about how drinking soda can affect both your child’s health.

In the next few days, we’ll be sending your child home with a pledge card. We hope you’ll join the campaign as a family and pledge to be Soda Free for the next ten weeks. When families make healthy changes like this together, there’s a much greater chance that everyone will stick to them, and everyone will succeed!

Please visit www.sodafreesummer.org for more information about additional campaign efforts in your area. Thank you in advance for your support, and here’s to a successful Soda Free Summer!
Did You Know?

25% of bottled water companies just fill their bottles with plain tap water! Bottled water is expensive, uses up resources to package and ship, and creates tons of waste every year that ends up in landfills. Drink tap water—it’s free!

Did You Know?

Soda is twice as bad when it comes to calcium! Soda contains no calcium, and it does contain phosphoric acid, which damages your teeth and bones, and makes them weak!
Did You Know?

Ordering water instead of soda in restaurants just once a week saves you $78 and 12,480 calories every year!

Did You Know?

You can make your own fruity, low-calorie “Spa Water.” Add orange, lemon, or melon slices to a pitcher of water and refrigerate until ice cold—delicious!!!

Did You Know?

Soda and other sugary drinks in baby bottles and sippy cups contribute to early tooth decay in infants.

Did You Know?

Teenagers drink twice as much soda as milk. Habits start early—so help your children become healthy teenagers by teaching them to cut back on soda now!

Did You Know?

Diet soda may not contain sugar, but it DOES contain unhealthy things like artificial sweeteners, flavors and colors.

Did You Know?

When it comes to sugar content, remember that 4 grams = 1 teaspoon. There are about 10 teaspoons of sugar in just one 12-ounce can of regular soda!

Did You Know?

Even 100% fruit juice contains a kind of sugar called “fructose.” Doctors recommend young children drink no more than six ounces of fruit juice a day!

Did You Know?

When a 30-pound child drinks one 12-ounce can of caffeinated soda, he or she is getting as much caffeine as a 150-pound adult who drinks 4 cups of coffee!
Did You Know?

Small choices can make a big difference! After this Soda-Free Summer, whenever you’re thirsty, try replacing soda with pure, free, refreshing water as often as you can. Your body—and your children’s bodies—will thank you!
Stickers
Help the Otter!

Instructions: Can you help the Otter find something good to drink? Draw a line from the Otter to the cool, refreshing glass of water!

Otter Rule! "Drink water!" Said the Otter! It's clean and fresh and cool! Drink water when you're thirsty! That's the Otter Rule!

How Much Sugar?

Instructions: How many spoons of sugar are in one can of soda? Draw a circle around the right number of spoons.

"10 spoons! That's way too many! It's more than just a treat! It's bad for us from top to toe—from our heads down to our feet."

Soda

= 

Spoons

Soda Tree Summer
San Benito County & Physical Activity Collaborative
Activity Sheets

Good For Teeth?
Instructions: Draw a circle around the things that help your teeth stay strong and healthy.

Otter Rule: Too much sugar can hurt your teeth, and make us eat all crazy. Too much can ruin our energy, and make us tired and lazy.

Drink Water!

Color Fun!
Instructions: What do you think the Otter and the kids are thinking about? Color the picture.

Otter Rule: Water helps us keep our bodies strong and feeling good. It helps our teeth and muscles to stay healthy, like they should.
County Contacts

Alameda: (510) 595-6454
Contra Costa: (925) 313-6808
Marin: (415) 473-6489
San Francisco: (415) 557-6852
San Mateo: (650) 573-3511
Santa Clara: (408) 792-1399