

## Rev Your Bev ECE 2018 FAQs

**Virginia's Rev Your Bev ECE registration is open now!** Across Virginia, local Early Childhood Education (ECE) Programs are invited to join schools, churches, and community agencies hosting events that promote the importance of WATER DRINKING for better child health (a Centers for Disease Control and Prevention (CDC)-recommended priority for childhood obesity prevention). The first 250 providers to register at [www.revyourbev.com](http://www.revyourbev.com) will receive a FREE classroom kit with story book, water lessons, child sized pitcher, and suggestions for hosting a great event on the April 25 *Rev Your Bev Day of Action*. The RevYourBev.com website also offers downloadable training and education resources specific to ECE beverage recommendations. Contact Emily Keenum at [emily@vecf.org](mailto:emily@vecf.org) or [804 358 8323](tel:8043588323) to learn more about available (limited) incentives to support local Rev Your Bev promotion.

### What is Rev Your Bev?

Rev Your Bev is a statewide “day of action” hosted annually by Virginia Foundation for Healthy Youth to raise awareness about beverages and childhood obesity. Community partners (schools, churches, child care programs, etc.) hold events (big or small) about replacing sugary drinks with healthy drinks.

When Virginia's Nemours' Early Childhood Education (ECE) obesity partnership began in 2014, ECE materials were added to Rev Your Bev, and ECE programs joined statewide. This year, we hope 250 ECE programs will join Rev Your Bev!

### Why is Rev Your Bev relevant to early care?

- Sugar sweetened drinks are the # 1 source of added sugar.
- More children will consume a sweet drink than eat a vegetable today!
- American Academy of Pediatrics recommends ZERO sugar sweetened drinks for children.
- American Academy of Pediatrics recommends up to 1 serving of 100% juice a day.
- Juice and juice drinks are expensive! Water is free and healthy for children.
- High quality health practices are integral to high quality early care.

### What are Rev Your Bev goals for early care?

1. Raise awareness that healthy beverage practices are a feature of high quality care.
2. Increase number of ECE programs meeting recommended beverages guidelines.
3. Reduce number of ECE programs serving sugar sweetened drinks (and 100% juice).

**How Does Rev Your Bev ECE Work?** Go to [www.revyourbev.com](http://www.revyourbev.com) to sign up for a free classroom kit and to download resources (website opens March 10, 2018!).

- Directors' Resource Kit: materials to improve program beverage practices.
- Classroom Kit: provides lessons, book, child-sized water pitcher, and “Event in a Box” suggestions for participating in the April 25, 2018 Rev Your Bev Day of Action. (Materials mailed when ECE program signs up.)

**For more information or to request to have pre-printed Rev Your Bev materials mailed to you (limited quantity available!), contact Emily Keenum at [emily@vecf.org](mailto:emily@vecf.org) or 804 .358.8323.**