



SURVEY FINDINGS REPORT

The Rev Your Bev campaign is an obesity prevention initiative of the Virginia Foundation for Healthy Youth and is supported by VFHY's youth-led program "Y Street." The campaign is aimed at both promoting water as the number one drink of choice and at increasing access to water in schools. During the 2019-2020 school year, Y Street's youth members collected surveys at their school to assess students' and staff's beverage preferences and water consumption during the school day.

Respondent Profile

A total of **6,537** participants completed the Rev Your Bev survey. The average participant was 16.7 years old. Among participants, 38.8% were male and 58.6% were female.

Beverage Consumption Behaviors

Overall, a majority (63.4%) of participants reported that they almost always or often drink water during the school day (Table 1). The second most popular beverage was juice, with over a third of participants reporting that they always or often have juice throughout the day (34.7%). The least popular beverages that were consumed throughout the school day included energy drinks and diet soda, with over 70% of participants reporting that they rarely or never consumed these beverages (Table 1).

HOW OFTEN, IF EVER, DO YOU DRINK THE FOLLOWING BEVERAGES DURING THE SCHOOL DAY?

	ALMOST ALWAYS/OFTEN	SOMETIMES	RARELY/NEVER
WATER	63.4%	22.3%	14.3%
JUICE	34.7%	29.6%	35.7%
SWEET TEA	27.8%	17.7%	54.5%
SPORTS DRINKS	22.6%	18.8%	58.6%
SODA	20.8%	21.3%	57.9%
COFFEE	20.9%	16.3%	62.8%
ENERGY DRINKS	15.1%	13.2%	71.7%
DIET SODA	7.9%	7.8%	84.3%

Table 1. Beverages Consumed During the School Day





Drinking Water Sources

The most popular methods to consume water included reusable water bottles (63.7%) and drinking fountain (33.6%) (Table 2).

HOW OFTEN DO YOU DRINK WATER FROM THE FOLLOWING?

	ALMOST ALWAYS/OFTEN	SOMETIMES	RARELY/NEVER
REUSABLE WATER BOTTLE	63.7%	14.8%	21.4%
DRINKING FOUNTAIN	33.6%	22.8%	44.6%
WATER DISPENSER/COOLER	26%	20.5%	53.5%
VENDING MACHINE	22.9%	19.6%	56.75%
HYDRATION STATION	20.5%	15.9%	63.6%
BATHROOM FAUCET	6.9%	4.1%	89%

Table 2. Drinking Water Sources

Popular Time To Drink Water

The most popular time to drink water during the school day was during class (63.2%) and before, during, and after physical activity or gym class (57%). Only a third of participants drink water during extracurricular activities (35.9%) (Figure 1).

WHEN ARE YOU MOST LIKELY TO DRINK WATER DURING THE SCHOOL DAY?

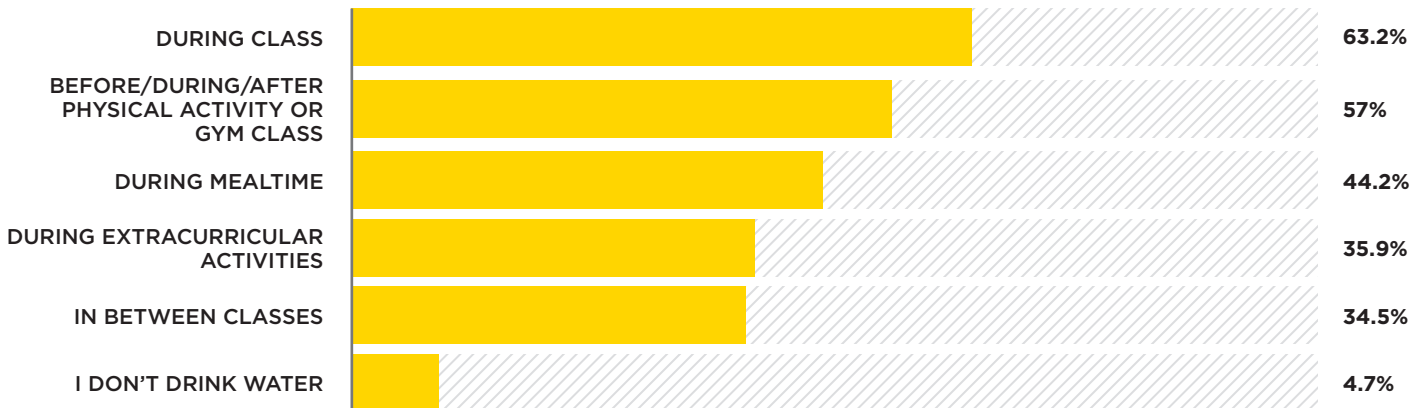


Figure 1. Popular Time to Drink Water





Water Promotion In Schools

Overall, nearly half of respondents reported that they were not aware of their school promoting or encouraging students to drink more water (49.5%). However, 38% of participants expressed that their school promotes and encourages water consumption by allowing students to bring water from home. A small number of students indicated that signage and posters, water education classes and activities, as well as announcements and newsletters were other methods that their schools used to promote water consumption (Figure 2).

HOW IF AT ALL, DOES YOUR SCHOOL PROMOTE AND ENCOURAGE STUDENTS TO DRINK MORE WATER?

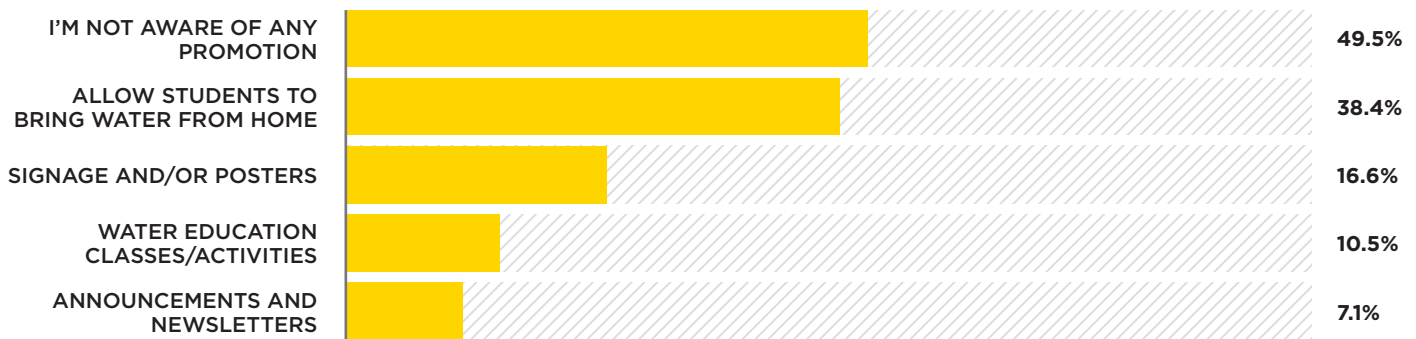


Figure 2. School Water Promotion

What Would Make Drinking More Water Easier

Participants were asked about a variety of potential measures to improve access to drinking water and they indicated whether each of them would make it easier for them to drink more water during the school day (Table 3). Over half of participants (52.3%) reported that clean and safe drinking fountains would make it easier for them to drink more water during the school day. Additionally, 43% participants felt that being able to carry a reusable water bottle would make it easier for them to drink more water during the school day.

WHICH OF THE FOLLOWING WOULD MAKE IT EASIER FOR YOU TO DRINK MORE WATER DURING THE SCHOOL DAY?

CLEAN AND SAFE DRINKING FOUNTAINS	52.3%
BEING ABLE TO CARRY A REUSABLE WATER BOTTLE	43.3%
HAVING MORE SOURCES OF WATER AROUND THE SCHOOL (I.E. HYDRATION STATIONS)	36.9%
HAVING FRUIT INFUSED WITH WATER AVAILABLE DURING MEALTIMES	29.9%
BEING ABLE TO PURCHASE BOTTLED WATER	17.4%

Table 3. Methods to Improve Access to Drinking Water





Barriers To Drinking Water From Fountains

Participants reported on barriers to drinking water at school. When asked for reasons why they rarely or never drink water from a fountain, nearly half of participants reported that they do not think drinking fountains are clean and 40% reported not liking the taste of water (Table 4). Over a third of participants indicated that they do not think it is safe to drink fountain water.

IF YOU RARELY OR NEVER DRINK WATER FROM A DRINKING FOUNTAIN AT SCHOOL, WHAT ARE SOME REASONS WHY?

I DO NOT THINK THE DRINKING FOUNTAIN IS CLEAN	49.5%
I DO NOT LIKE THE TASTE OF THE WATER	40.4%
I DO NOT THINK THE WATER IS SAFE TO DRINK	35.7%
I DO NOT LIKE THE WATER TEMPERATURE	30.6%
I DON'T HAVE ENOUGH TIME IN BETWEEN CLASSES	20.9%
I'M NOT ALLOWED TO LEAVE CLASS TO GET A DRINK FROM THE FOUNTAIN	14.3%
THE DRINKING FOUNTAIN IS OUT OF ORDER	10.8%
THE DRINKING FOUNTAINS ARE NOT EASY TO GET TO	10.4%
I DON'T DRINK WATER	4.1%

Table 4. Barriers to Drinking Water from School Drinking Fountains





DATA SUMMARY

Overall, the data shows that students and staff are drinking water during the school day (63.4%). This is highly encouraging as the data supports the campaign's strategy to promote water as the number one beverage of choice to motivate individuals to drink more water and maintain healthy drinking habits.

In addition, nearly half (49.5%) of the respondents reported that they were not aware of their school promoting or encouraging students to drink more water. To support schools' efforts in providing a supportive environment that encourages water consumption, the Rev Your Bev campaign is partnering with school divisions to provide schools free tools and resources.

NEXT STEPS

Getting school communities excited about drinking water! The Rev Your Bev campaign will serve as a partner and resource to school divisions by providing free information and tools for schools to use to engage students, teachers, and staff around their efforts.

The campaign is offering free water dispensers, water bottles or cups, promotion posters, and a Comprehensive Toolkit, including model policy language, Best Practices checklist, and more!

To partner with Rev Your Bev and request resources, please visit revyourbev.com.

