



2019-2021

COMPREHENSIVE SURVEY REPORT

The **Rev Your Bev campaign** is an initiative of the Virginia Foundation for Healthy Youth (VFHY) and is supported by VFHY's youth-led program Y Street. The campaign aims to improve the health of all Virginians by increasing access to water in schools and promoting water as the number one beverage to drink. During the 2019-2020 and 2020-2021 school years, Y Street youth members collected surveys at their school and online to assess the public's beverage preferences and water consumption.

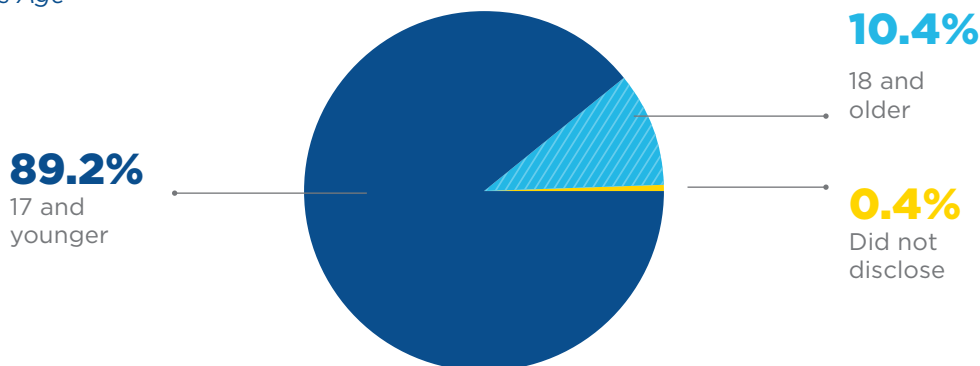
The Rev Your Bev campaign disseminated two surveys, **Survey 1** and **Survey 2**.

- Participants who identified as a student, teacher, or school administrator at a Virginia Public School completed Survey 1.
- Participants who were not a student or employed at a Virginia Public School completed Survey 2.

Survey 1 Participant Profile

A total of **7,982 validated participants** completed the **Rev Your Bev Survey 1**. Participants who completed Survey 1 who were 17 years old and younger made up **89.2%** of the total sample. Those aged 18 years old and older made up **10.4%** of the total sample, and **0.4%** of participants did not identify their age. Among participants, **37.5%** were male, **60.1%** were female, and **0.5%** identified as "other".

Figure 1. Participants Age



Beverage Consumption Behaviors

Overall, a majority (**64.4%**) 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 almost 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 **73%** of participants reporting that they rarely or never consumed each of these beverages, respectively. Overall, **87.9%** of participants felt that drinking water on a daily basis is either very important or important.





Table 1. Beverages Consumed During School Day

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

	ALMOST ALWAYS/OFTEN	SOMETIMES	RARELY/NEVER
WATER	64.4%	22.1%	13.5%
JUICE	34.7%	29.6%	35.7%
SWEET TEA	25.5%	17.8%	56.7%
SPORTS DRINKS	20.7%	18.8%	60.4%
COFFEE	20.9%	16.7%	62.4%
SODA	19.0%	20.7%	60.3%
ENERGY DRINKS	13.7%	12.6%	73.7%
DIET SODA	7.1%	7.5%	85.4%

The most popular methods to consume water included reusable water bottles (**63.7%**) and from a drinking fountain (**33.6%**). Few participants (**6.9%**) reported that they drink water from the bathroom faucet.





Participants were asked about their likelihood to consume water from a variety of sources. A majority of participants reported a high likelihood to consume water from reusable water bottles (**88.3%**) and from a hydration station (**70.2%**). Few participants (**5.4%**) reported a high likelihood of consuming water from the bathroom faucet (**Table 2**).

Table 2. Likelihood to Consume Methods of Water Consumption

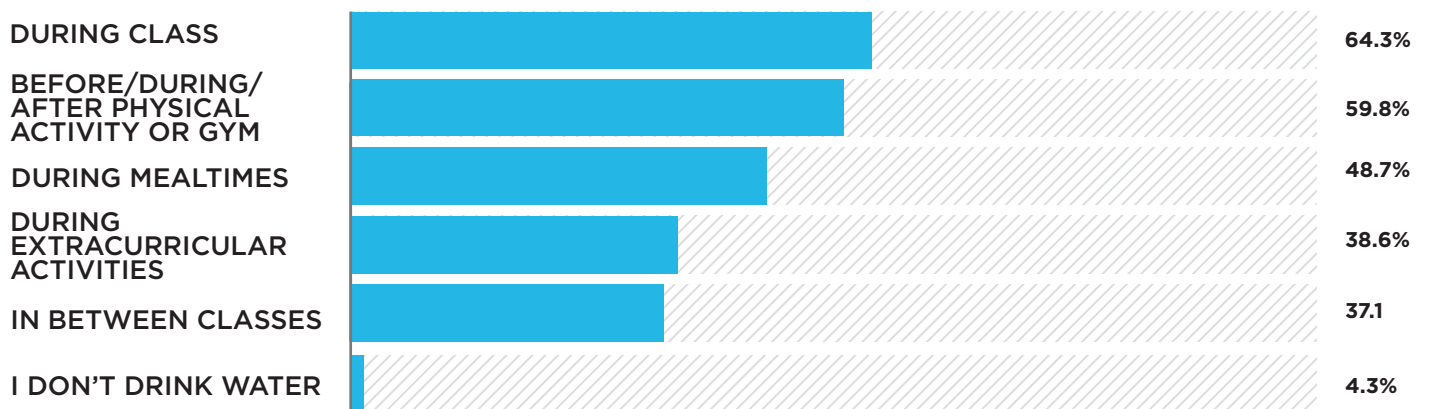
HOW LIKELY ARE YOU TO DRINK WATER FROM THE FOLLOWING?

	VERY LIKELY/LIKELY/SOMEWHAT LIKELY	VERY UNLIKELY/UNLIKELY/SOMEWHAT UNLIKELY
REUSABLE WATER BOTTLE	88.3%	11.7%
HYDRATION STATION	70.2%	29.8%
WATER DISPENSER/COOLER	56.7%	43.3%
VENDING MACHINE	50.7%	49.3%
DRINKING FOUNTAIN	39.5%	60.5%
KITCHEN FAUCET	16.7%	83.3%
BATHROOM FAUCET	5.4%	94.6%

The most popular time to drink water during the school day was during class (**64.3%**) and before, during, and after physical activity or gym class (**59.8%**). Only a third of participants reported that they drink water during extracurricular activities (**38.6%**).

Figure 2. Water Consumed During School Day

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



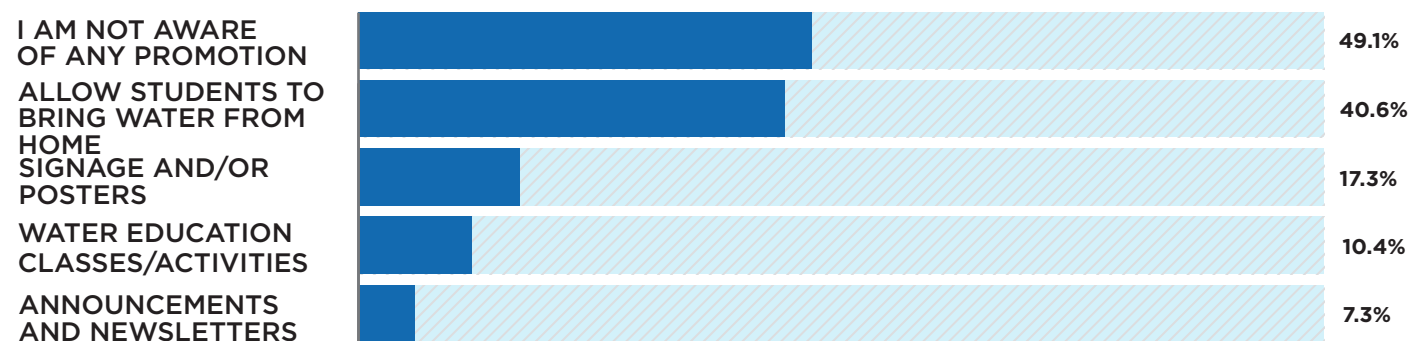


Water Promotion

Overall, nearly half of participants reported that they were not aware of their school promoting or encouraging students to drink more water (**49.1%**). However, **40.6%** 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 3**).

Figure 3. School Water Promotion

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



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 (**54.4%**) reported that clean and safe drinking fountains would make it easier for them to drink more water during the school day. Additionally, **47%** of 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.





Table 3. Methods to Improve Access to Drinking

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

CLEAN AND SAFE DRINKING FOUNTAINS	54.4%
BEING ABLE TO CARRY A REUSABLE WATER BOTTLE	47.6%
HAVING MORE SOURCES OF WATER AROUND THE SCHOOL (I.E. HYDRATION STATIONS)	40.4%
HAVING FRUIT INFUSED WITH WATER AVAILABLE DURING MEALTIMES	31.4%
HAVING CUPS AVAILABLE FOR DRINKING DURING MEALTIMES	28.6%
BEING ABLE TO PURCHASE BOTTLED WATER	20.2%





Barriers to Drinking Water

Participants reported on barriers to drinking water at school. When asked for reasons why they rarely or never drink water from a fountain, over half of participants reported that they do not think drinking fountains are clean and 41% 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.

Table 4. Barriers to Drinking Water from School Drinking Fountains

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	52.3%
I DO NOT THINK THE WATER IS SAFE TO DRINK	35.5%
I DON'T HAVE ENOUGH TIME IN BETWEEN CLASSES	22.2%
THE DRINKING FOUNTAIN IS OUT OF ORDER	12.0%
THE DRINKING FOUNTAINS ARE NOT EASY TO GET TO	10.4%





Survey 2 Participant Profile

A total of **342 participants completed the Rev Your Bev Survey 2**. Participants who took this survey were not students or employed at a Virginia Public School. The average participant was **38.7** years old. Among participants, **32.7%** were male, **66.4%** were female, and **0.9%** identified as non-binary. Amongst participants, **54.4%** identified as parents, **12%** identified as community partners, **7.3%** identified as participants of a Rev your Bev activity, **5.6%** identified as a health advocate or healthcare professional, and **29.2%** identified as other¹.

Beverage Consumption Behaviors

Overall, a majority (**80.4%**) of participants reported that they almost always or often drink water during the day (**Table 5**). The second most popular beverage was coffee, with nearly half of participants reporting that they almost always or often have coffee throughout the day (**46.8%**). The least popular beverages that were consumed throughout the day included energy drinks and diet soda, with over **80%** of participants reporting that they rarely or never consumed each of these beverages, respectively.

Table 5. Beverages Consumed During the Day

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

	ALMOST ALWAYS/OFTEN	SOMETIMES	RARELY/NEVER
WATER	80.4%	14.3%	5.3%
COFFEE	46.8%	17.3%	36.0%
JUICE	20.2%	35.7%	44.2%
SWEET TEA	19.3%	20.5%	60.2%
SODA	9.1%	23.7%	67.3%
SPORTS DRINKS	6.4%	14.9%	78.7%
DIET SODA	6.1%	12.0%	81.9%
ENERGY DRINKS	3.5%	9.9%	86.5%

¹ Note that participants could select multiple identifiers, so the total will not equal 100%.





Participants were asked about their likelihood to consume water from a variety of sources. A majority of participants reported a high likelihood to consume water from reusable water bottles (83.6%) and from a water dispenser/cooler (65.5%). A small percentage of participants (20.2%) reported a high likelihood of consuming water from the bathroom faucet (Table 6).

Table 6. Likelihood of Methods of Water Consumption

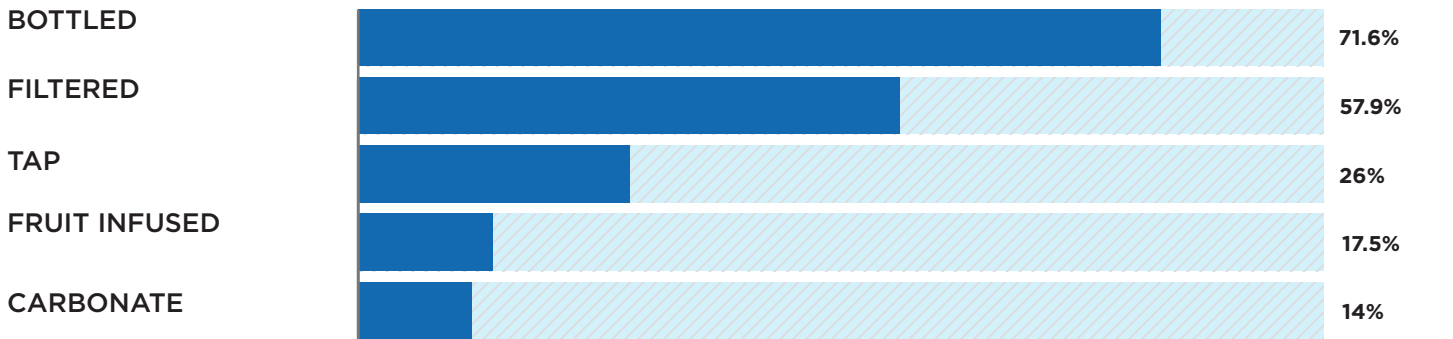
HOW LIKELY ARE YOU TO DRINK WATER FROM THE FOLLOWING?

	VERY LIKELY/LIKELY/SOMEWHAT LIKELY	VERY UNLIKELY/UNLIKELY/SOMEWHAT UNLIKELY
REUSABLE WATER BOTTLE	83.6%	16.4%
WATER DISPENSER/COOLER	65.5%	34.5%
HYDRATION STATION	63.7%	36.3%
VENDING MACHINE	58.8%	41.2%
KITCHEN FAUCET	51.8%	48.2%
DRINKING FOUNTAIN	31.9%	68.1%
BATHROOM FAUCET	20.2%	79.8%

The most popular types of water to drink was bottled (71.6%) and filtered (57.9%). Only a fourth of participants reported that they prefer to drink tap water (26%) (Figure 4.).

Figure 4. Preferred Type of Water

WHICH TYPE OF WATER DO YOU PREFER?





Water Consumption Encouragement

Participants were asked about a variety of potential measures to encourage people to drink more water and they indicated whether each of them would encourage them to drink more water (**Table 7**). A large number of participants (**83.9%**) reported that having access to clean safe drinking water would encourage people to drink more water. Additionally, **78.7%** of participants felt that knowing the benefits of drinking water would encourage people to drink more water.

Table 7. Methods to Encourage People to Drink More Water

WHICH OF THE FOLLOWING DO YOU THINK WOULD ENCOURAGE PEOPLE TO DRINK MORE WATER?

HAVING ACCESS TO CLEAN SAFE DRINKING WATER	83.9%
KNOWING THE BENEFITS OF DRINKING WATER	78.7%
HAVING MORE SOURCES OF WATER (I.E., WATER DISPENSER, BOTTLED WATER, ETC.)	74.9%
BEING IN A SUPPORTIVE ENVIRONMENT THAT PROMOTES HEALTHY BEHAVIORS	66.4%

Attitude towards Water

Participants reported on how strongly they agree or disagree with four different statements about water (**Table 8**). An overwhelming majority of participants agreed to all four statements. The most agreed with statement was that drinking water is important for maintaining good health (**99.7%**). Additionally, **99.1%** of participants agreed that water should be promoted as the primary hydration option.





Table 8. Attitude towards Statements about Water

HOW STRONGLY DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?

	STRONGLY AGREE/AGREE	STRONGLY DISAGREE/DISAGREE
DRINKING WATER IS IMPORTANT FOR MAINTAINING GOOD HEALTH	99.7%	0.3%
WATER SHOULD BE PROMOTED AS THE PRIMARY HYDRATION OPTION	99.1%	0.9%
WATER IS AN ESSENTIAL NUTRIENT AND ACTS AS FUEL FOR YOUR BODY	98.8%	1.2%
ADULTS HAVE THE RESPONSIBILITY TO ROLE MODEL HEALTHY BEHAVIORS FOR YOUTH	98.0%	2.0%





Data Summary

Overall, the data for Survey 1 indicates that a majority (**64%**) of survey participants are drinking water during the school day. This is highly encouraging as the data continues to support Rev Your Bev's strategy to motivate individuals to drink more water and maintain healthy drinking habits. However, there is room for increased education and tips on how to make water flavorful and get more from your water, as **41%** of survey participants reported not liking the taste of water.

Though a majority of survey participants reported they drink water while at school, nearly half (**49%**) of participants reported that they were not aware of their school promoting or encouraging students to drink more water. This underscores the need to provide schools with resources and tools that encourages and promotes the benefits of choosing water to instill healthy behaviors. Additionally, this data supports Rev Your Bev's recommendation for school divisions to adopt the campaign's model policy that provides comprehensive language on best practices for promoting healthy hydration.

Over half (**52%**) of participants reported that they do not think the drinking fountains are clean and over a third (**36%**) of participants do not think it is safe to drink fountain water. Though Rev Your Bev does not have the current bandwidth to directly address these identified perceived barriers, the campaign will continue to serve as a partner and offer free resources to partner schools.

For Survey 2, the majority (**80%**) of participants also reported that they almost always or often drink water during the day. A large number of participants (**83.9%**) reported that having access to clean safe drinking water would encourage people to drink more water. It's clear that providing individuals with increased access to quality water is key to helping them drink more of it. It is also encouraging to note that an overwhelming number of survey participants strongly agree that drinking water is important for maintaining good health (**99.7%**), water should be promoted as the primary hydration option (**99%**), water is an essential nutrient (**99%**), and adults have the responsibility to role model healthy behaviors for youth (**98%**). This indicates that the public is aware of the health benefits and the positive influence adults can have on youth, which Rev Your Bev can foster by showing adults how they can model healthy hydration to help youth adopt and sustain a healthy lifestyle in and outside of school.

Next Steps

The Rev Your Bev campaign is partnering with school divisions across the commonwealth to serve as a partner and resource by providing free information and tools to assist with increasing students' water consumption. The campaign is offering free water dispensers, water bottles or cups, promotion posters, and a Comprehensive Toolkit, including comprehensive policy language to incorporate into its School Wellness Policy.

TO PARTNER WITH REV YOUR BEV AND REQUEST RESOURCES, PLEASE VISIT [REYOURBEV.COM](https://revyourbev.com).

