Welcome to the fourth and final learning module in CDC’s series on water access in schools. In this module we will share ideas and resources for promoting water in schools.

Promoting water is the final step schools can take to ensure that students and staff have adequate access to water throughout the school day.

Research shows that promoting water works! In a study where water was promoted using posters and cups, more students chose water and there was an increase in the amount of water that students drank. Additionally, fewer students were observed drinking sugary drinks.

There are a lot of different ways that schools can promote water and we will talk through some examples and share resources that schools can adapt.

Murals and other student art are a great way to get students involved in the conversation about water and help to promote it.

Caption photo 1: outdoor mural promoting water

Caption photo 2: mural behind water bottle filling stations

Caption photo 3: Potter the Otter mural behind bottle filling station.

Posters promoting water can be displayed near water fountains, bottle filling stations, and other locations in the school to remind students to drink water.

The Harvard Prevention Research Center on Nutrition and Physical Activity has created these posters that are available for download at no cost.

Caption Photo 1: The poster says, “Grab a cup, fill it up!”

Caption Photo 2: The poster says, “I heart water!”

Schools can also use signage to help locate water sources. One idea is to cut out footprints or arrows and stick them to the floor to help lead students and staff to the water fountains. The Harvard Prevention Research Center on Nutrition and Physical Activity created this sign that is available to download at no cost.

Tip sheets with eye-catching graphics and photos are great resources to share with parents, caregivers and students to explain the benefits of drinking water or how to help schools improve access to drinking water.

The National Drinking Water Alliance has tip sheets in English and in Spanish that are easy to read and convey important messages about the benefits of drinking water.

The Centers for Disease Control and Prevention has a tip sheet that describes ways that parents and caregivers can help schools improve access to drinking water.

Linking drinking water with environmental concerns can appeal to students. Water-themed curricula can be used for a variety of subjects including science and language arts. The US Environmental Protection Agency has free curricula for K-12 students available online. Here is a lesson about the water cycle that can be used for K-3 grades and an experiment about evaporation and condensation for grades 4-7.

Another promotion idea is to invite the local water utility to school to give a presentation to students about water. This photograph shows staff from the water utility in Louisville, Kentucky. They have branded their tap water to give it broader appeal and name recognition. Water utility employees attend community events and visit schools to educate the public about the quality of the local tap water.

Other promotion ideas include selling water bottles as a fundraiser and asking adults in the school to model healthy behaviors, including drinking water.

Caption Photo 1: Louisville, Kentucky water utility promoting water at school event.

Many of the ideas that we shared today are described in the Water First Toolkit for Promoting Water Intake in Community Settings which was developed by the University of California, San Francisco.

Additionally, the Environmental Protection Agency Drinking Water Activities for Students and Teachers web page is a great resource for lesson plans related to drinking water.

And, the National Drinking Water Alliance has a great compilation of promotion resources under the “education tab” of their web page

This slide includes the web links for all the resources we discussed in this module.

Harvard Prevention Research Center on Nutrition and Physical Activity. Grab a Cup, Fill It Up!

https://www.hsph.harvard.edu/prc/2015/07/17/grab-a-cup-fill-it-up/

National Drinking Water Alliance Fact Sheets

https://www.drinkingwateralliance.org/facts

CDC. Drinking Water Availability in Schools. How Can You Help?

https://www.cdc.gov/healthyschools/parentsforhealthyschools/pdf/P4HS\_Water.pdf

US Environmental Protection Agency. Drinking Water Activities for Students and Teachers

https://www.epa.gov/ground-water-and-drinking-water/drinking-water-activities-students-and-teachers

University of California, San Francisco. Water First Toolkit for Promoting Water Intake in Community Settings

https://45daf280-3359-4d8c-9870-5c5f730d8448.filesusr.com/ugd/9c073b\_25904e219560415a8bd7248e2e6038b0.pdf

Thank you for completing this learning module.

Please continue to the Knowledge Check quiz.