

# Stakeholder brief

## Children's hydration campaign – Think2DrinkH2O

### About the campaign

Think2DrinkH2O promotes the importance of hydration related to children and young people. Getting the right amount of water can make a difference to the way we all feel, think and function and it is vital that children drink enough fluid to maintain good health.

Children can become dehydrated by not drinking enough fluids or by losing fluids and not replacing them. Poor hydration may result in lack of concentration, headaches, dizziness, constipation and urinary tract infection.

Adults play a key role in ensuring that children and young people drink enough of the right type of fluids. By setting an example, they can encourage children and young people to make the right hydration choices.

The campaign is being delivered by the Scottish Urinary Tract Infection Network (SUTIN) which is part of Health Protection Scotland's Community Health Protection Programme, and is supported by child specialists, education, NHS partners and national organisations including the Care Inspectorate, Quarriers, NHS Health Scotland, NHS 24, the Scottish Antimicrobial Prescribing Group and the Scottish Government.

### Campaign aim

Water is an essential nutrient for life – and helping children and young people stay hydrated can have a positive impact on their health.

We want all adults – parents, carers, educators, and health professionals – to recognise the importance and value of good, everyday hydration habits for children and young people. We want everyone to recognise that water is the best and healthiest hydration option and to understand how much fluid to give children and young people daily.

We also want adults to lead by example and encourage good hydration from an early age.

### The challenge

Many people (adults, children and young people) view fizzy drinks and energy/sports drinks as the more attractive hydration option, however we want everyone to recognise that water is the best form of hydration. As children and young people can become dehydrated easily we want to encourage adults to ensure that children get the right amount of fluid daily for optimum health - generally 6-8 cups per day (under 5 years 120-150ml cup; 6 years and above 250-300ml cup).

### Call to action

Think2DrinkH2O – water is the best hydration option. Tap water is readily available - it's healthy and is kind to teeth. Adults should remember to give children/young people the right amount of fluid daily - generally 6-8 cups per day (under 5 years 120-150ml cup; 6 years and above 250-300ml cup).



## Timings

The campaign will use social media as the key channel and we aim to launch in June 2019.

## Resources

Campaign resources – which include posters, a ‘spotting the signs of dehydration’ leaflet, a children’s hydration record card, and a healthy pee chart are available at

<https://www.hps.scot.nhs.uk/think2drinkh2o>

Our short ‘Think2DrinkH2O’ film, which has hints and tips to encourage children and young people to drink more water, is available at <https://www.hps.scot.nhs.uk/think2drinkh2o>. Sample posts, cover and profile images for Facebook and Twitter are also available.

## How you can help

Your support for Think2DrinkH2O will be invaluable in helping us maximise audience reach and impact.

There are a number of ways in which you can help:

- Use the sample social media posts and digital assets across your channels over the campaign period (17 June - 15 July). The hashtag for the campaign is #Think2DrinkH2O
- Use the campaign materials available at <https://www.hps.scot.nhs.uk/think2drinkh2o> - sharing these through your channels and networks, and link to them from your website
- Using the template article available at <https://www.hps.scot.nhs.uk/think2drinkh2o> to promote the campaign to staff within your organisation

We look forward to working with you on this campaign and thank you in advance for your support.

## Further information

If you have any queries about this campaign, please contact [NSS.ScottishUTINetwork@nhs.net](mailto:NSS.ScottishUTINetwork@nhs.net)

