

'Rethink Your Drink'

Written by The TriPLICATE June 18, 2009 08:40 am

Local health advocates are encouraging residents to kick the can this summer and replace sweetened drinks with healthy alternatives.

The Rethink Your Drink campaign launch, a partnership between the Northcoast Nutrition and Fitness Collaborative and Del Norte County Unified School District, is kicking off a year-long campaign designed to combat soaring childhood obesity rates.

The campaign will launch at the 2009 Del Norte Community Health Fair on Saturday and fits in with the fair theme "Total Health."

The ReThink Your Drink Campaign educates parents and children about how to identify healthy drink choices and encourages everyone to reduce the amount of sweetened drinks while increasing the amount of healthy drinks each day.

Article from The Daily TriPLICATE at www.triplicate.com.