

LIVING LEGACY

| CLIENT | BEHAVIORS | TOOLS |
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| Mothers of children ages 1-5 | Offer water, instead of soda, to children | “Living Legacy” photos |

TOOLS:



OPENING ACTIVITY:

Position photos that show mothers teaching their children to do things like walking, reading and drawing.

SAY: “How do you feel when you help your child learn to do something amazing and life changing—like the moms in these photos?”

Listen to responses.

“When you help your child learn something powerful, you cement your legacy as someone who reinvents the best future for them.”

Show photos of children drinking soda.

But sometimes, we miss opportunities to launch children in the best direction. Just as children learn to walk, draw and read, some children learn to love sugary drinks. Slick marketing makes it seem normal—even loving or heroic—to give kids “liquid candy.” Moms don’t realize how quickly and easily their children learn to crave soda, not just now, but for the rest of their lives.

SAY: “What will your kids miss if they learn to love sugary drinks instead of water? What will they miss if they crave sugary drinks that fill them up—and out? What will you miss as a mom if you aren’t able to protect your children from sliding into a soda attraction or addiction?”

DISCUSS: Discuss these key points:

- Research suggests that even one or two sugary drinks a day are linked to excess calories, osteoporosis and tooth decay. (Educator factoid: For each additional sugary drink a child drinks per day, obesity risk increases by 60%.)
- The best way to get kids to love water is to consistently offer it from age 1.
- Ask parents to share ways to make water interesting. (Examples: Use fun straws, unique glasses and colored water bottles; add ice, float fruit and drink water with them.)

ACTION PLAN:

SAY: “How would you feel if you were able to give your child the legacy of loving water instead of soda? What could you say to yourself when you offer water instead of soda, knowing you are protecting your child from a lifetime of soda addiction or craving? What’s one change you want to make this week to help you give this gift to your child?”

