
HEALTHY DRINKS.
HEALTHY KIDS.

PARTNER TOOLKIT



Welcome!

Healthy Drinks, Healthy Kids Communications Toolkit for Partner Organizations

Thank you for your support in spreading the word about healthy drinks for healthy kids! With your help, we can make sure parents, caregivers, health and child care professionals, policymakers and others have the latest information on what kinds of beverages, how much of them, and at what ages are best for the healthy growth and development of children five and under.

In this toolkit, you will find a wide array of turnkey resources to share these recommendations with your network. And if there are other materials or support you need to share the recommendations, we are happy to work with you to create it! Just get in touch with [Riley Greene](mailto:riley@greene.com) at riley@bettyandsmith.com.

All of the materials in this toolkit can be found online at HealthyDrinksHealthyKids.org/partners.

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Healthy Beverage Recommendations: Children 0-5

Core Language

Research shows that what children drink – from birth through age 5 – can have a big impact on their health. With so many choices, it can be confusing to know which drinks are healthy and which ones to avoid. That’s why some of the nation’s leading experts on children’s health came together to develop recommendations to help parents choose what’s best for their kids. Whether it is a question about milk, juice, water, or other drinks, these new recommendations clear up the confusion and help parents and caregivers set their kids on the path for healthy growth and development.

These recommendations were developed by experts at the Academy of Nutrition and Dietetics (AND), the American Academy of Pediatrics (AAP), the American Academy of Pediatric Dentistry (AAPD), and the American Heart Association (AHA) under the leadership of Healthy Eating Research (HER), a leading nutrition research organization, and with funding from the Robert Wood Johnson Foundation. While every child is different, the nation’s leading health organizations agree that for most kids, the following recommendations can help to set children on a path for healthy growth and development. As always, consult with your health care provider about your child’s individual needs.

0-6 months: Babies need only breast milk or infant formula to get enough fluids and proper nutrition.

6-12 months: In addition to breast milk or infant formula, offer a small amount of drinking water once solid foods are introduced to help babies get familiar with the taste – just a few sips at meal times is all it takes. It’s best for children under 1 not to drink juice. Even 100% fruit juice offers no nutritional benefits over whole fruit.

12-24 months: It’s time to add whole milk, which has many essential nutrients, along with plain drinking water for hydration. A small amount of juice is ok, but make sure it’s 100% fruit juice to avoid added sugar. Better yet, serve small pieces of real fruit, which are more nutritious and satisfying.

2-5 years: Milk and water are the go-to beverages. Look for milks with less fat than whole milk, like skim (non-fat) or low-fat (1%). If you choose to serve 100% fruit juice, stick to a small amount, and remember adding water can make a little go a long way!

All children 5 and under should avoid drinking flavored milks (e.g., chocolate, strawberry), toddler formulas, plant-based/non-dairy milks (e.g., almond, rice, oat)*, caffeinated beverages (e.g., soda, coffee, tea, energy drinks) and sugar- and low-calorie sweetened beverages (e.g., “diet” or “light” drinks, including those sweetened with stevia or sucralose), as these beverages can be big sources of added sugars in young children’s diets and provide no unique nutritional value beyond eating a balanced diet and sticking to water and milk.

**Notes: Evidence indicates that, with the exception of fortified soy milk, many plant-based/non-dairy milk alternatives lack key nutrients found in cow’s milk. Our bodies may not absorb nutrients in these milks as well as they can from dairy milk. Unsweetened and fortified non-dairy milks may be a good choice if a child is allergic to dairy milk, lactose intolerant, or whose family has made specific dietary choices such as abstaining from animal products. Be sure to consult with your health care provider when choosing a plant-based/non-dairy milk. It’s important to ensure that your child’s overall diet has the right amount of the key nutrients found in milk, such as protein, calcium, and vitamin D, which are essential for healthy growth and development.*

See the full recommendations and learn more at HealthyDrinksHealthyKids.org.

Talking Points

As a health or child care professional, you are a trusted resource for parents and caregivers when it comes to the health and well-being of their kids. You can find downloadable materials to share with the parents and caregivers you work with at HealthyDrinksHealthyKids.org/professionals. To support your conversations about these new recommendations, we've included the following talking points:

1. We know that what kids drink in the early years of life is just as important as what they eat for healthy growth and development.
2. Making healthy drink choices is important both for being healthy now, as well as developing healthy habits down the road.
3. Now, for the first time, there are consistent recommendations from leading health and nutrition organizations in the United States about what kinds of beverages are healthy for kids as they grow, from ages zero through five.
4. These recommendations are needed because right now many children are not drinking what they should. And there is no comprehensive and consistent guidance for parents, caregivers, health professionals and policymakers.
5. They include guidance on how much and what kinds of different drinks help kids get adequate nutrition and hydration at different ages.
6. The top level guidance includes:
 - **0–6 months:** Babies need only breast milk or infant formula to get enough fluids and proper nutrition.
 - **6–12 months:** In addition to breast milk or infant formula, offer a small amount of drinking water once solid foods are introduced to help babies get familiar with the taste – just a few sips at meal times is all it takes. It's best for children under 1 not to drink juice. Even 100% fruit juice offers no nutritional benefits over whole fruit.
 - **12–24 months:** It's time to add whole milk, which has many essential nutrients, along with plain drinking water for hydration. A small amount of juice is ok, but make sure it's 100% fruit juice to avoid added sugar. Better yet, serve small pieces of real fruit, which are more nutritious and satisfying.
 - **2–5 years:** Milk and water are the go-to beverages. Look for milks with less fat than whole milk, like skim (non-fat) or low-fat (1%). If you choose to serve 100% fruit juice, stick to a small amount, and remember adding water can make a little go a long way!
 - **All children five and under** should avoid drinking flavored milks (e.g., chocolate, strawberry), toddler formulas, plant-based/non-dairy milks (e.g., almond, rice, oat), caffeinated beverages (e.g., soda, coffee, tea, energy drinks) and sugar- and low-calorie sweetened beverages (e.g., “diet” or “light” drinks, including those sweetened with stevia or sucralose), as these beverages can be big sources of added sugars in young children's diets and provide no unique nutritional value beyond eating a balanced diet and sticking to water and milk.
7. More detailed information about these recommendations, different kinds of beverages, and what amounts are best at what ages can be found at HealthyDrinksHealthyKids.org.

Common Q&A

Tell me more about....

All the things to avoid

These beverages can be leading sources of added sugars in young children’s diets and provide no unique nutritional value beyond eating a balanced diet and sticking to water and milk. And, avoiding these kinds of beverages at a young age can help to create and maintain healthy habits down the road.

Juice

Juice, even 100% fruit juice, can contribute to dental cavities, and if kids drink more than is recommended, it can have other negative health impacts such as weight gain. It’s a better choice to serve small pieces of real fruit, which are more nutritious and satisfying.

Flavored Milk

Flavored milks, like chocolate and strawberry milks, typically have added sugars, and they don’t have any nutritional benefit over plain milk. Kids under age two should avoid added sugars, and two to five year-olds already take in more added sugars than is recommended.

We know that some kids refuse to drink plain milk because they are used to the flavored kind, but here are some tips to help them drink more plain milk:

1. If your child doesn’t accept plain milk at first and insists on drinking flavored milk instead, try cutting back slowly on flavored milk. Mix half flavored milk and half plain milk while your child gets used to less sugar, and gradually reduce the amount of flavored milk and increase the amount of plain milk.
2. Using a crazy straw or a cup with a special design or character that your child likes may encourage him/her to drink it. Taste buds can change, it just takes some time – keep it up! After cutting back on sugars in foods and drinks, many people find that the foods and drinks they used to like are now too sweet.

Plant-based/Non-dairy Milks

Evidence indicates that, with the exception of fortified soy milk, many plant-based/non-dairy milk alternatives lack key nutrients found in cow’s milk. Our bodies may not absorb nutrients in these non-dairy milks as well as they can from dairy milk. However, unsweetened and fortified non-dairy milks may be a good choice if a child is allergic to dairy, lactose intolerant, or in a family that has made specific dietary choices such as abstaining from animal products. Is that you? Then let’s work together to choose the right milk substitute. It is important to ensure that your child’s overall diet has the right amounts of the key nutrients found in milk, such as protein, calcium, and vitamin D, which are essential for healthy growth and development.

More questions?

You find more information at HealthyDrinksHealthyKids.org.

Social Media

Campaign hashtag: #HealthyDrinksHealthyKids

Find downloadable graphics for social media at HealthyDrinksHealthyKids.org/partners.

Twitter & Instagram

Participating org handles:

Twitter: @HEResearch (HER), @RWJF (RWJF), @eatright (AND), @AmerAcadPeds (AAP), @AmerAcadPedDent (AAPD), @American_Heart (AHA)

Instagram: #HealthyEatingResearch, #RWJF, @eatrightPRO (AND), @ameracadpeds (AAP), #AmericanAcademyofPediatricDentistry, @american_heart (AHA)

General

.@HEResearch has released new recommendations supported by leading health organizations on what kids ages 0-5 should – and shouldn't – drink as part of a healthy diet! Find more information at HealthyDrinksHealthyKids.org @eatright @AmerAcadPeds @AmerAcadPedDent @American_Heart @RWJF

This just in! Leading health and nutrition orgs have new recommendations on what kids 5 and under should and should not drink for healthy growth and development. Thirsty for more? Check out HealthyDrinksHealthyKids.org TY: @HEResearch @eatright @AmerAcadPeds @AmerAcadPedDent @American_Heart @RWJF

Research shows that what kids drink – from birth through age 5 – can have a big impact on their health. Find more information on which drinks are best and which ones to avoid at HealthyDrinksHealthyKids.org! #HealthyDrinksHealthyKids

Milk! Juice! Water! What's the scoop on what kinds of drinks, and how much of them, are good for little ones 5 and under? Find out at HealthyDrinksHealthyKids.org #HealthyDrinksHealthyKids

Recommendations

Babies 0-12 months old only need breast milk or infant formula to get enough fluids and proper nutrition. Really, that's it! Find more tips and tricks about #HealthyDrinks for #HealthyKids from @HEResearch at HealthyDrinksHealthyKids.org

#HealthyDrinksHealthyKids #0to5 drink tip! Once your little one starts eating solid food, offer a small amount of drinking water to help them like the taste – just a few sips at meal times is all it takes! Learn more at HealthyDrinksHealthyKids.org

From ages 1 to 5, milk and water should be the go-to drinks! Even though small pieces of real fruit are best, a little bit of 100% fruit juice is okay – add water to make a little go a long way! Want more #HealthyDrinks tips for kids? Go to HealthyDrinksHealthyKids.org

#HealthyDrinksHealthyKids milk tip! Whole milk is great for your 1-year old's growing body. After your little one turns 2, look for milk options with less fat like skim and 1%. Find more tips and resources to keep your kid sipping healthy at HealthyDrinksHealthyKids.org

Or create your own!

Visit our partners page for new content!
HealthyDrinksHealthyKids.org/partners

Facebook

These longer form posts are great for sharing on your Facebook page. We suggest a frequency of once a week in the first month to have the greatest impact. You can find downloadable graphics and shareable videos to accompany these posts at HealthyDrinksHealthyKids.org/partners.

Participating org handles:

@HERResearch (HER), @RobertWoodJohnsonFoundation (RWJF), @eatrightPRO (AND), @AmerAcadPeds (AAP), @AmericanAcademyofPediatricDentistry (AAPD), @AmericanHeart (AHA)

How much water should one-year-olds drink? How about four-year-olds?

Just in! New recommendations from Healthy Eating Research and experts from some of the nation's leading health and nutrition organizations break down what drinks – and how much – kids five and under should and should not be drinking!

Thirsty for more? Head to HealthyDrinksHealthyKids.org #HealthyDrinksHealthyKids

Research shows that what kids drink – from birth through age 5 – can have a BIG impact on their health. But with all of the choices these days, it can be confusing to know which drinks are healthy and which ones to avoid.

That's why some of the nation's leading health and nutrition experts came together to develop new recommendations to help parents and caregivers choose what drinks are best for the healthy growth and development of kids ages five and under.

Find more information on which drinks are recommended and which ones to avoid at HealthyDrinksHealthyKids.org #HealthyDrinksHealthyKids

Thanks to the expert organizations who helped develop these recommendations! @HERResearch (HER), @RobertWoodJohnsonFoundation (RWJF), @eatrightPRO (AND), @healthychildrenaap (AAP), @AmericanAcademyofPediatricDentistry (AAPD), @AmericanHeart (AHA)

What should your little one be drinking for healthy growth and development?

Infants really only need breast milk or infant formula. And from ages one to five, milk and water should be the go-to drinks! A little bit of 100% fruit juice is okay, but small pieces of real fruit are even better. Pro-tip: you can add water to make a little 100% fruit juice go a long way!

Want more healthy drink tips for kids? Go to HealthyDrinksHealthyKids.org

Did you know that eating small pieces of fruit is more nutritious and satisfying than drinking juice for little bellies?

If you serve juice, make sure it's 100% fruit juice and offer just a little (no more than 4-6 ounces/day) – and remember that you can add water to make a little go a long way!

Learn more at HealthyDrinksHealthyKids.org

Don't forget to check for new content at HealthyDrinksHealthyKids.org/partners.

Newsletter/Blog Post 1

Audience: **Parents**

Header: Keeping Little Ones Healthy Every Sip of the Way

Research shows that what children drink – from birth through age 5 – can have a big impact on their health. With so many choices, it can be confusing to know which drinks are healthy and which ones to avoid. That’s why some of the nation’s leading health and nutrition experts* came together to develop new recommendations to help parents choose what’s best for their kids.

While every child is different, the nation’s leading health organizations agree that for most kids, the following recommendations can help to set children on a path for healthy growth and development. As always, consult with your health care provider about your child’s individual needs.

1. **All children five and under** should avoid drinking flavored milks (e.g., chocolate, strawberry), toddler formulas, plant-based/non-dairy milks (e.g., almond, rice, oat), caffeinated beverages (e.g., soda, coffee, tea, energy drinks) and sugar- and low-calorie sweetened beverages (e.g., “diet” or “light” drinks, including those sweetened with stevia or sucralose), as these beverages can be big sources of added sugars in young children’s diets and provide no unique nutritional value beyond eating a balanced diet and sticking to water and milk.
2. **0–6 months:** Babies need only breast milk or infant formula to get enough fluids and proper nutrition.
3. **6–12 months:** In addition to breast milk or infant formula, offer a small amount of drinking water once solid foods are introduced to help babies get familiar with the taste – just a few sips at meal times is all it takes. It’s best for children under 1 not to drink juice. Even 100% fruit juice offers no nutritional benefits over whole fruit.
4. **12–24 months:** It’s time to add whole milk, which has many essential nutrients, along with plain drinking water for hydration. A small amount of juice is ok, but make sure it’s 100% fruit juice to avoid added sugar. Better yet, serve small pieces of real fruit, which are more nutritious and satisfying.
5. **2–5 years:** Milk and water are the go-to beverages. Look for milks with less fat than whole milk, like skim (non-fat) or low-fat (1%). If you choose to serve 100% fruit juice, stick to a small amount, and remember adding water can make a little go a long way!

Thirsty for more? Find the full recommendations and learn more at HealthyDrinksHealthyKids.org.

*These recommendations were developed by experts at the Academy of Nutrition and Dietetics (AND), the American Academy of Pediatrics (AAP), the American Academy of Pediatric Dentistry (AAPD), and the American Heart Association (AHA) under the leadership of Healthy Eating Research (HER), a leading nutrition research organization, and with funding from the Robert Wood Johnson Foundation.

Newsletter/Blog Post 2

Audience: Parents

Header: 5 Tips on Healthy Drinks for Kids!

Just because it's labeled as a "kid's drink" doesn't mean that it's actually good for kids. And with all the options out there, it can be hard to keep up with what's healthy, and not so healthy, for children. But now, there are new recommendations from some of the nation's leading experts* on children's health and nutrition about healthy drink choices, and amounts, for kids five and under. You can find the full recommendations—and fun, informative materials—at HealthyDrinksHealthyKids.org.

For now, here are 5 easy to follow tips from the experts:

[If your format allows for embedding video, a video version of these 5 pro tips lives [here](#).]

#1: Kick out beverages with added sugar... and there are a lot!

And guess what- even low-calorie sweeteners aren't recommended for young kids.

#2: Look for juices labeled as 100% juice.

And remember, a little bit can go a long way by adding water.

#3: Skip the caffeine.

Don't kids have enough energy anyway?

#4: Give the right milk for the right age.

And if cow's milk is not an option, look for *unsweetened and fortified* milk alternatives.

0-1 Year: Breast milk or Infant Formula

1-2 Years: Whole Milk

2+ Years: Fat-free (skim) or Low-fat (1%) Milk

#5: Make water the go-to drink.

Great for playtime, mealtime and anytime!

*These five pro-tips were created by [1,000 Days](#), a non-profit organization working to ensure women and children have the healthiest first 1,000 Days. They are based on recommendations developed by experts at the Academy of Nutrition and Dietetics (AND), the American Academy of Pediatrics (AAP), the American Academy of Pediatric Dentistry (AAPD), and the American Heart Association (AHA) under the leadership of Healthy Eating Research (HER), a leading nutrition research organization, and with funding from the Robert Wood Johnson Foundation.

Newsletter/Blog Post

Audience: **Professionals**

Header: Keeping Little Ones Healthy Every Sip of the Way

Research shows that what young children drink can have a big impact on their health. And with all of the choices these days, it can be confusing for parents and caregivers to know which drinks are healthy and which ones to avoid. As a **[health/child care]** professional, you're a trusted resource for parents and caregivers when it comes to the health and well-being of their kids.

Now, there are new recommendations from some of the nation's leading health and nutrition organizations on what drinks are best for the healthy growth and development of kids ages five and under.

These recommendations were developed by experts at the Academy of Nutrition and Dietetics (AND), the American Academy of Pediatrics (AAP), the American Academy of Pediatric Dentistry (AAPD), and the American Heart Association (AHA) under the leadership of Healthy Eating Research (HER), a leading nutrition research organization, and with funding from the Robert Wood Johnson Foundation.

While every child is different, these organizations agree that for most kids, the following recommendations can help to set children on a path for healthy growth and development:

- **All children five and under** should avoid drinking flavored milks (e.g., chocolate, strawberry), toddler formulas, plant-based/non-dairy milks (e.g., almond, rice, oat)*, caffeinated beverages (e.g., soda, coffee, tea, energy drinks) and sugar- and low-calorie sweetened beverages (e.g., "diet" or "light" drinks, including those sweetened with stevia or sucralose), as these beverages can be big sources of added sugars in young children's diets and provide no unique nutritional value beyond eating a balanced diet and sticking to water and milk.
- **0–6 months:** Babies need only breast milk or infant formula to get enough fluids and proper nutrition.
- **6–12 months:** In addition to breast milk or infant formula, offer a small amount of drinking water once solid foods are introduced to help babies get familiar with the taste – just a few sips at meal times is all it takes. It's best for children under 1 not to drink juice. Even 100% fruit juice offers no nutritional benefits over whole fruit.
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- **2–5 years:** Milk and water are the go-to beverages. Look for milks with less fat than whole milk, like skim (non-fat) or low-fat (1%). If you choose to serve 100% fruit juice, stick to a small amount, and remember adding water can make a little go a long way!

**Notes: Evidence indicates that, with the exception of fortified soy milk, many plant-based/non-dairy milk alternatives lack key nutrients found in cow's milk. Our bodies may not absorb nutrients in these non-dairy milks as well as they can from dairy milk. Unsweetened and fortified non-dairy milks may be a good choice if a child is allergic to dairy milk, lactose intolerant, or is in a family that has made specific dietary choices such as abstaining from animal products. Be sure to consult with your health care provider to choose a plant-based/non-dairy milk. It's important to ensure that your child's overall diet has the right amounts of the key nutrients found in milk, such as protein, calcium, and vitamin D, which are essential for healthy growth and development.*

More detailed information about these different kinds of drinks and why they are or are not recommended for young children can be found in the full report. You can also find more information and resources to help share these recommendations at HealthyDrinksHealthyKids.org.

Email

Audience: Parents

Subject: Keeping Our Kids Healthy Every Sip of the Way

Here at [ORG NAME], we know how important the early years of every child's life are for healthy growth and development. And research shows that what young kids drink is just as important as what they eat – giving them the nutrition and hydration they need now and teaching them healthy habits as they grow.

That's why we're happy to share new beverage recommendations for children 5 and under, developed by Healthy Eating Research along with some of the nation's leading experts on health and nutrition. These recommendations help parents make the best decisions for their family, every *sip* of the way.

You can find the complete recommendations, along with fun, informative materials at HealthyDrinksHealthyKids.org. For now, here's a quick snapshot of the recommendations. As always, consult with your health care provider about your child's individual needs.

- **All children five and under** should avoid drinking flavored milks (e.g., chocolate, strawberry), toddler formulas, plant-based/non-dairy milks (e.g., almond, rice, oat)*, caffeinated beverages (e.g., soda, coffee, tea, energy drinks) and sugar- and low-calorie sweetened beverages (e.g., “diet” or “light” drinks, including those sweetened with stevia or sucralose), as these beverages can be big sources of added sugars in young children's diets and provide no unique nutritional value beyond eating a balanced diet and sticking to water and milk.
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You can find the complete report, along with fun, informative materials like videos and printouts at HealthyDrinksHealthyKids.org.

For now, here’s a quick snapshot of the recommendations.

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Website Language

Add Healthy Drinks, Healthy Kids to your organization’s resources page!

Research shows that what children drink from ages 0 through 5 can have a big impact on their health. Check out new recommendations from some of America’s leading health and nutrition experts on what kids should—and should not—drink as part of a healthy diet at HealthyDrinksHealthyKids.org.

Appendix of Materials and Accessibility Text

Library of Resources

You can find downloadable versions of the following videos, graphics, and handouts at HealthyDrinksHealthyKids.org/partners. In addition to English, many of these materials also exist in Spanish and Tagalog.



Infographics



Web Graphics



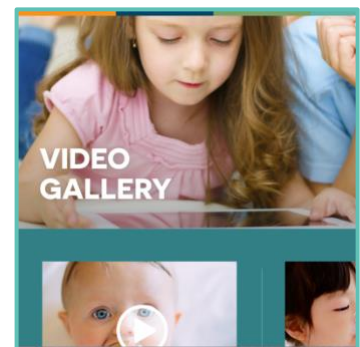
Social Media Graphics



Beverage One-pagers



Intro Video



Video Gallery

Accessibility Text

Many social media platforms, including Twitter, Facebook and Instagram, have integrated functions to make posts accessible for people with visual impairments. It's also helpful to add a caption that describes visuals so that everyone can enjoy our posts. Below, we've included descriptions of our social media graphics that you can include either within the main post or as a comment.



#accessibility text: a graphic featuring icons of a mother breastfeeding, a baby bottle, a toddler cup, a regular cup, and water bottle are in a horizontal row above a logo, which features two horizontal orange bars above and below the words "Healthy Drinks, Healthy Kids." The URL is written at the bottom in dark blue and is www.HealthyDrinksHealthyKids.org



#accessibility text: a graphic featuring an array of different kinds of drink container icons in different colors. The icons include a baby bottle, toddler drinking cup, regular cup, and water bottle. The icons are each a different color, including orange, green, turquoise and dark blue. They are arranged around a logo in the center, which features two horizontal orange bars above and below the words "Healthy Drinks, Healthy Kids." The URL is written just below the logo in dark blue and is www.HealthyDrinksHealthyKids.org



#accessibility text: a graphic featuring the words "Healthy Drinks for Healthy Kids every sip of the way" written in orange, turquoise, blue and green. They are above a logo, which features two horizontal orange bars above and below the words "Healthy Drinks, Healthy Kids." The campaign URL is written at the bottom in dark blue and is www.HealthyDrinksHealthyKids.org



#accessibility text: a graphic featuring a logo, which has two horizontal orange bars above and below the words "Healthy Drinks, Healthy Kids." The campaign URL is written at the bottom in dark blue and is www.HealthyDrinksHealthyKids.org



0-6 MONTHS

Babies need only **breast milk** or **infant formula** to get enough fluids and proper nutrition.

HEALTHY DRINKS.
HEALTHY KIDS.

Thirsty for more?
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#accessibility text: a graphic with a light blue background featuring dark turquoise icons of a mother breastfeeding and a baby bottle next to text that reads: “zero to six months: babies need only breast milk or infant formula to get enough fluids and proper nutrition.” At the bottom of the graphic text asking, “Thirsty for more?” is written above a URL www.HealthyDrinksHealthyKids.org. A logo at the bottom left features two horizontal orange bars above and below the words “Healthy Drinks, Healthy Kids.”



6-12 MONTHS

In addition to **breast milk** or **infant formula**, offer a small amount of drinking **water** once solid foods are introduced to help babies get familiar with the taste – just a few sips at meal times is all it takes. It’s best for children under 1 not to drink juice. Even 100% fruit juice offers no nutritional benefits over whole fruit.

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#accessibility text: a graphic with a light green background featuring dark green icon of a toddler cup next to text that reads: “six to 12 months: In addition to breast milk or infant formula, offer a small amount of drinking water once solid foods are introduced to help babies get familiar with the taste – just a few sips at meal times is all it takes. It’s best for children under 1 not to drink juice. Even 100% fruit juice offers no nutritional benefits over whole fruit.” At the bottom of the graphic text asking, “Thirsty for more?” is written above a URL www.HealthyDrinksHealthyKids.org. A campaign logo at the bottom left features two horizontal orange bars above and below the words “Healthy Drinks, Healthy Kids.”



12-24 MONTHS

It’s time to add **whole milk**, which has many essential nutrients, along with plain drinking **water** for hydration. A small amount of juice is ok, but make sure it’s 100% fruit juice to avoid added sugar. Better yet, serve small pieces of real fruit, which are even healthier.

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#accessibility text: a graphic with a light blue background featuring dark turquoise icon of a regular drinking cup next to text that reads: “12 to 24 months: It’s time to add whole milk, which has many essential nutrients, along with plain drinking water for hydration. A small amount of juice is ok, but make sure it’s 100% fruit juice to avoid added sugar. Better yet, serve small pieces of real fruit, which are even healthier.” At the bottom of the graphic text asking, “Thirsty for more?” is written above a URL www.HealthyDrinksHealthyKids.org. A logo at the bottom left features two horizontal orange bars above and below the words “Healthy Drinks, Healthy Kids.”



2-5 YEARS

Milk and water are the go-to beverages. Look for milks with less fat than whole milk, like skim (non-fat) or low-fat (1%). If you choose to serve 100% fruit juice, stick to a small amount, and remember adding water can make a little go a long way!

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Thirsty for more?
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#accessibility text: a graphic with a light blue background featuring dark blue icon of a water bottle next to text that reads: “2 to 5 years: Milk and water are the go-to beverages. Look for milks with less fat than whole milk, like skim (non-fat) or low-fat (1%). If you choose to serve 100% fruit juice, stick to a small amount, and remember adding water can make a little go a long way!” At the bottom of the graphic text asking, “Thirsty for more?” is written above a URL www.HealthyDrinksHealthyKids.org. A logo at the bottom left features two horizontal orange bars above and below the words “Healthy Drinks, Healthy Kids.”



ALL KIDS 5 & UNDER

should avoid drinking flavored milks, toddler formulas, plant-based/non-dairy milks, caffeinated beverages and sugar- and low-calorie sweetened beverages, as these beverages can be big sources of added sugars in young children’s diets and provide no unique nutritional value.

HEALTHY DRINKS.
HEALTHY KIDS.

Thirsty for more?
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#accessibility text: a graphic with a light peach background featuring colorful icons of a mother breastfeeding, a baby bottle, a toddler cup, a regular cup and water bottle of a water bottle next to text that reads: “All Kids 5 & Under should avoid drinking flavored milks, toddler formulas, plant-based/non-dairy milks, caffeinated beverages and sugar and low-calorie sweetened beverages, as these beverages can be big sources of added sugars in young children’s diets and provide no unique nutritional value.” At the bottom of the graphic text asking, “Thirsty for more?” is written above a URL www.HealthyDrinksHealthyKids.org. A logo on the left-hand side under the icons features two horizontal orange bars above and below the words “Healthy Drinks, Healthy Kids.”