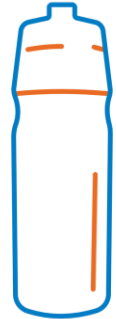


## Challenge Overview

### What is the Every Sip Counts Challenge?

Proper hydration is essential for maintaining health and energy. The **Every Sip Counts Challenge** is a four-week program designed to help employees track their daily water intake and build lasting habits that support overall wellbeing.



### Why participate?

Water makes up about **60% of our bodies** – and staying hydrated is essential for optimal health. Choosing water over sugary drinks helps boost energy and focus, support digestion, promote healthy skin, regulate body temperature, flush out toxins and reduce calories to support a healthier lifestyle.

### This challenge will help participants:

- Learn practical tips for meeting hydration goals
- Make small, sustainable changes that add up
- Improve energy and overall health

### How does the Every Sip Counts Challenge work?

1. **Pick dates** to run the challenge. The tracker runs for four weeks.
2. **Decide on prizes** if you plan to offer them. *It is the employer's responsibility to ensure that incentives and prizes comply with all ACA and IRS regulations. Consult with your legal counsel for guidance.*
3. **Customize the tracker.** Add instructions for turning it in (when, to whom) in the light blue box before distributing it electronically or printing it.
4. **Promote the challenge** frequently and using multiple methods (e-mail, flyers, etc.). Send your first promotion at least two weeks prior to the start of the challenge. **Customize the flyer to include sign up instructions, dates of the challenge and what the prizes are, if offering any.**
5. **Send the weekly motivational messages** at the beginning of each week.
6. **Celebrate** everyone's success!

### Included in this toolkit:

- Flyer template
- Four-week tracker
- Weekly motivational messages
- Post-challenge survey

*DISCLAIMER: This program does not provide, and does not intend to provide, medical advice. Always direct medical questions to, and listen to the advice of, your own healthcare provider.*

**Here are some additional resources:**

- [Rethink Your Drink | Healthy Weight and Growth | CDC](#)
- [About Water and Healthier Drinks | Healthy Weight and Growth | CDC](#)
- [Water, Hydration, and Health | Nutrition.gov](#)