



TAP WATER EVERY DAY

Our water
It's healthy, it's free

10 SEPTEMBER - 10 DECEMBER 2019

CAMPAIGN OUTCOMES

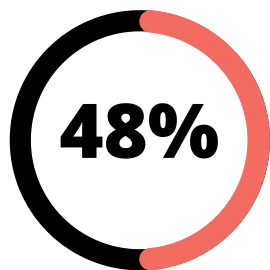
Teenage males increased tap water consumption by 1 serve per day



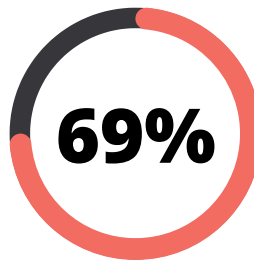
Pre-campaign - 4.5 serves



Post-campaign - 5.5 serves



Of teenage males indicated that tap water was their drink of choice post-campaign, from 24% pre-campaign



Parents/carers increased the serves of tap water they provided their children by 2+ per day



Teenage males NOT consuming sugar sweetened beverages increased from 13% to 39%

"(Co-design) felt a bit different because we were teaching and not the teacher teaching us" - student from participating school

"I knew that this project was going to be ground breaking for my class to be involved in" - teacher from participating school

Outputs

27 Social media posts

Ave. Reach - 602

Ave. Engagements - 51



18 Newspaper articles

12 Advertisements

1 TV news story

1 Radio interview



52 Teenage males involved in co-design

12 Student led activities

10 Partner activities

