

Youth Xchange 2016 Sponsored Category:

**START. LIVING. HEALTHY.**



**1. Analyze advertisements for popular sodas, fake “juice,” sports drinks, & energy drinks.**

- *Where do you see ads for these types of drinks?*
- *Are there young people in the ad?*
- *Are there cartoons or animation?*
- *What type of music is used? Is there a song or jingle?*
- *What emotions are used to sell the product?*

**2. Fight back – create a 30-second “counter ad”!**

- *Encourage students to **Rethink Your Drink!***
- *Demonstrate the effects of unhealthy drinks*
- *Showcase the sugar and hidden chemicals in these drinks*
- *Compare unhealthy drinks to healthier ones*
- *Calculate how much \$\$\$ could be saved by drinking water!*



**For more info, including media resources & examples, visit:**  
[www.healthyhawaii.com/rethink-your-drink/](http://www.healthyhawaii.com/rethink-your-drink/)

**For questions, contact:**

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All entries must be uploaded to ‘Ōlelo’s OmniContest site (*information will be made available on December 1, 2015*) and paperwork submitted via email ([youthxchange@olelo.org](mailto:youthxchange@olelo.org)) by 5:00 p.m. HST on **Monday, February 29, 2016.**

Visit [www.olelo.org/yxc](http://www.olelo.org/yxc) for contest updates.

