

**TAKE THE
PLEDGE!**

5-DAY SUGAR SAVVY

CHALLENGE

Powered by Energy Up!

WELCOME

Welcome to Voltage's annual **TAKE THE PLEDGE** campaign! This 5-Day nationwide health and wellness campaign raises awareness to the frightening amount of added sugar contained in popular processed foods and drinks consumed on a daily basis.

For the over 35 years Voltage has been educating to the fact that added sugar is driving America's Obesity and Type 2 Diabetes epidemic. Health experts have stated that moderation is the key to success. This is true, however, people first have to understand what moderation looks like. Our 5-Day Sugar Savvy Pledge defines moderation while assisting participants to maintain a healthier relationship with food in general.

Voltage has been a pioneer in educating schools, churches, and other community outlets about the dangerous consequences of over consumption of added sugar and processed foods. It's time for us to stand up and reclaim our power by taking this 5-Day Sugar Savvy Pledge. The program is simple. Educate community members about the harmful health impact of added sugars in our food and drinks and to empower them to choose healthier alternatives such as water and whole foods.



24

Learn To Live Sugar Savvy!

**NO MORE THAN 24 GRAMS OF
ADDED SUGAR IN 24 HOURS.**



KEY ELEMENTS

Identify Start and End Dates. If possible, make sure there are no holidays, parent/teacher conference days, or any other types of hurdles that would prevent 5 straight days of discussion and communication regarding the 5-Day Sugar Savvy Pledge Challenge.

Identify “Sugar Savvy Leaders”. Key personnel will be the “ambassadors” for the program and consider themselves responsible for the success. Examples of typical “Sugar Savvy Leaders”:

- School nurses
- Teachers
- Physical education coaches
- Principals
- PTA Members
- Program Alumni

Identify Communication Points. Methods should touch students and parents, as well as teachers and faculty. Examples include: Daily school announcements, Hosting a Sugar Shocking assembly, Send home informational flyers, Put up posters around school, etc.

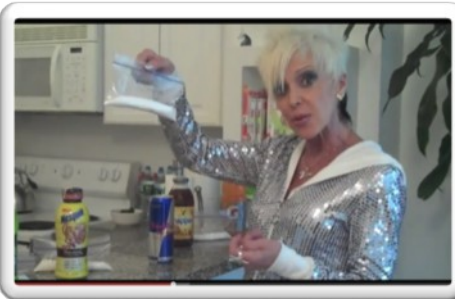
Insert Sugar Savvy into Curriculum for 5 days. Have teachers teach Sugar Savvy curriculum (provided by Energy Up!), Physical education teachers conduct Sugar Savvy workouts

WATCH

PREVIOUS CAMPAIGN VIDEOS



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INSPIRE

America's Top Energy Conductor, Kathie Dolgin aka 'High Voltage,' and her creative team ensures your program's success by providing colorful graphics, delicious alternatives to sugar sweetened beverages, words of encouragement and ideas for incentives!

SPREAD THE WORD

Like us on [Facebook](#) and follow us on [Twitter](#) and encourage your community members and faculty to do the same.

