

Media Release

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VicHealth and councils challenge you to drink more water

Health promotion foundation VicHealth is working with metropolitan and regional councils to encourage Victorians to sign up for the H30 Challenge and improve their health.

VicHealth's H30 Challenge encourages Victorians to make a simple 30-day pledge to replace every sugary drink they would normally drink, with water.

Sugary drinks include sugar-sweetened soft drinks, energy drinks, fruit drinks, sports drinks, ready-to-drink iced tea, flavoured water and cordial.

While VicHealth encourages all Victorians to drink more water and less sugary drinks, the H30 Challenge has a particular focus on 18 to 34 year-olds, who are some of the highest consumers of sugary drinks.

VicHealth is working with 18 local councils this year to promote the challenge: Bass Coast Shire, Baw Baw Shire, Brimbank City, Cardinia Shire, Central Goldfields Shire, City of Greater Bendigo, Golden Plains Shire, Greater Shepparton City, Hume City, Indigo Shire, Latrobe City, Moorabool Shire, South Gippsland Shire, Southern Grampians Shire, Warrnambool City, Wellington Shire, Wyndham City and Yarra Ranges Shire.

VicHealth CEO Jerril Rechter said: "The H30 Challenge costs nothing and could make a big impact on your life.

"A regular 600mL bottle of soft drink contains about 16 teaspoons of sugar and there are around 11 teaspoons of sugar in a sports drink. You wouldn't put this much sugar in your morning coffee yet many people are unknowingly consuming such high amounts on a daily basis.

"With nearly two-thirds of Victorians currently overweight or obese, reducing intake of excess kilojoules through sugary drinks is one way to promote a healthier diet and improve health, prevent tooth decay - and save money," she said.

To sign up, go to www.h30challenge.com.au and receive email updates, text messages, tips, tools and helpful advice to keep you motivated.

Media Contact

Sam Dalton, Acting Media Advisor P 03 9667 1319 E sdalton@vichealth.vic.gov.au