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WATERWORKS!

Reap the Rewards of Refreshment

Abundantly available for most of us, water is often the overlooked and forgotten nutrient. Yet the importance of adequate hydration cannot be understated. Every body cell, tissue and organ requires water to function. Water lubricates and provides shock absorption for your joints as well as helps prevent the body from overheating.

Do you know how much water you need each day? Do you know which sources are most effective in ensuring proper hydration? Do you know how your activity level impacts your hydration needs?

Join our latest wellness incentive challenge *Water Works!* to learn more about the most vital of our nutrients and how proper hydration can help you achieve your healthy living goals!

Harness the Wellness Benefits of Proper Hydration!

**For More
Information:**

Participant Packet Letter

This letter should introduce the participant packet and emphasize the benefits of participation. We recommend you include the tracking forms and the educational resources in this correspondence as well. Find this letter in Word format on your resource disk.



[Name]
[Department and/or Address]

Welcome to WaterWorks! — our latest wellness incentive challenge!

WaterWorks! will introduce you to the most vital of nutrients — water. While hydration needs are most easily met through the intake of water, foods with high water content, and even caffeinated beverages can contribute to your daily intake.

More than just a challenge, WaterWorks! provides a number of educational resources to help you understand how much water you need, how to recognize the signs of dehydration, and when fluid replacement beverages might be needed.

A quick challenge - it lasts just 20 days - WaterWorks! will help you assess your hydration status, what sources you are primarily getting water from, and educate you on simple and easy ways to be sure you're getting your fill.

Included in your participant packet is a simple Tracking Form for the 20 days of the challenge. Just put an "X" in the proper column for each item you enjoy. The goal is to take in 9 to 13 hydration helpers each day. But please note, you can only count two (2) caffeinated or alcoholic beverages toward your total each day. You should strive for 200 or more servings by the end of the 20-day challenge.

Along the way, you are invited to participate in a variety of events and activities, including these:

- [Insert lunch and learn ideas or twist activities provided in campaign binder.]
- [Insert lunch and learn ideas or twist activities provided in campaign binder.]

Return your completed Tracking Form to [name] by [due date] and, in addition to reaping the rewards of refreshment, you will earn [incentive prize].

Good luck!

Healthy Regards,
[Contact Name]
[Contact Department]
[Contact Phone]
[Contact e-mail address]

Exercise & Hydration

It's a well known fact that exercise increases an individual's water needs. When these needs are not met, dehydration occurs. For the athlete, even mild dehydration (a 2% loss of body weight or 3-pound weight loss for a 160-pound individual) can impair exercise performance and be the difference between a first and 2nd-place finish.

Dehydration: There are a variety of reasons dehydration may set in during exercise:

- Inadequate fluid intake
- Exercising in extreme temperatures regardless of fluid intake
- Profuse sweating
- Relying on thirst to stay properly hydrated

Hydration Guidelines: Once thirst sets in during exercise dehydration has already occurred. Athletes are not advised to rely on their thirst mechanism to stay adequately hydrated.

Follow these general guidelines to ensure adequate hydration and optimal athletic performance. Keep in mind that sports drinks are recommended only when the exercise duration will be 45 minutes or more. These beverages can be high in calories and should be consumed in moderation.

	2-3 Hours Prior to Vigorous Exercise	15-20 Minutes Prior to Vigorous Exercise	During Vigorous Exercise	After Vigorous Exercise
Amount of fluid	17-20 oz.	7-10 oz.	7-10 oz. every 10-20 minutes	16-24 oz. per lb of body weight lost - consume within 2 hrs
Types of Beverage(s)	Water, sports drink, 100% juice, or milk, if tolerated	Water or sports drink	Sports drink if exercise lasts more than 45 min. Otherwise, water.	Water, sports drink, juices, milk

Rehydrating: The rule of thumb for rehydrating is to drink 2-3 cups of water for each one-pound of body weight lost during the exercise session. Urine color can help the athlete assess whether he/she is properly hydrated. The goal for adequate hydration is clear to pale yellow urine. A vivid yellow or amber color indicates dehydration. Proper hydration before, during, and after exercising sets the stage for optimal sports performance.

Drink up!