



Using Insights to Hype up Hydration

The most effective strategies for encouraging behavior change build on existing habits & patterns. Considering the current U.S. beverage intake trends & insights shown here will allow you to determine who might need extra inspiration to meet their hydration recommendations and specific opportunities to focus on.

Proper hydration is essential to support many important functions in the body, including: structure & cushioning, temperature regulation, lubrication, cardiovascular function, metabolism, & digestion.¹

However, only about **40%** of the U.S. population meets recommendations for adequate fluid intake.²



A greater percentage of women tend to meet recommendations compared to men.²



Older adults often don't meet recommendations, especially men over 70 (95% do not meet).²

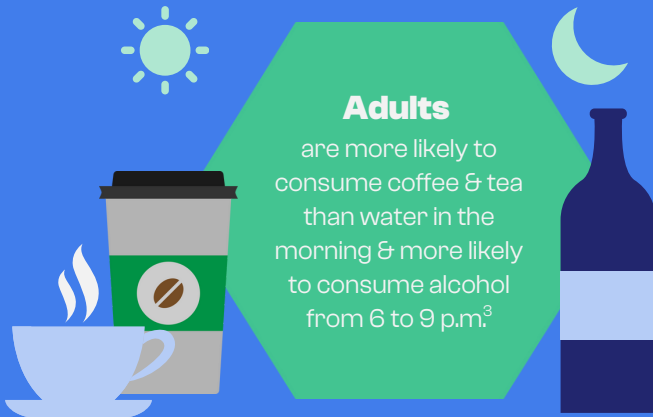


People of all ages consume most of their water in the morning (between 6 a.m. and noon).³



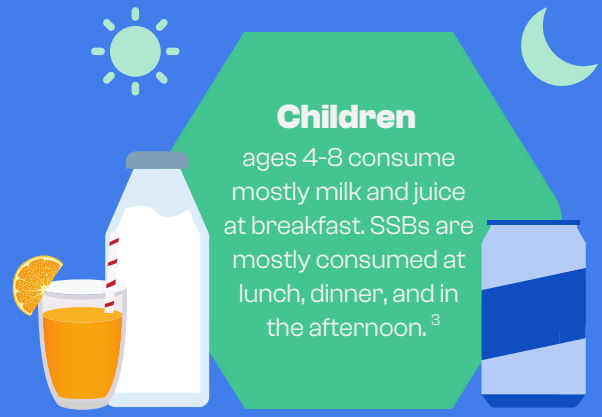
Sugar sweetened beverages (SSBs) and other beverage consumption increases in the afternoon.³

Other Beverages Consumed



Adults

are more likely to consume coffee & tea than water in the morning & more likely to consume alcohol from 6 to 9 p.m.³



Children

ages 4-8 consume mostly milk and juice at breakfast. SSBs are mostly consumed at lunch, dinner, and in the afternoon.³

A (few) Glasses of Water a Day Keeps Dehydration Away

Here are some tips based on current trends & insights to help encourage hydration for those that may need it most



Encourage adults (especially older men) to drink a glass of water in the morning with coffee / tea and/or in the evening with alcohol.

Encourage children to drink a glass of water in the evenings with their dinner.

Encourage everyone to drink a glass of water for every SSB they consume in afternoon.

References

1. Institute of Medicine. Dietary Reference Intakes for Water, Potassium, Sodium, Chloride, and Sulfate. 2004. <https://nap.nationalacademies.org/catalog/10925/dietary-reference-intakes-for-water-potassium-sodium-chloride-and-sulfate>
2. Vieux, Florent, et al. "Trends in tap and bottled water consumption among children and adults in the United States: analyses of NHANES 2011-16 data." *Nutrition journal* 19.1 (2020): 10.
3. Vieux, Florent, et al. "The timing of water and beverage consumption during the day among children and adults in the United States: analyses of NHANES 2011-2016 data." *Nutrients* 11.11 (2019): 2707.