



Since 2013, hundreds of organizations throughout Virginia have partnered with the Virginia Foundation for Healthy Youth and Y Street to celebrate Rev Your Bev Day – a statewide initiative to raise awareness about the health effects of sugary drinks. In 2016, more than 13,000 surveys were collected to gauge Virginians' perception of and knowledge about sugary drinks.

43% of youth consumed at least one sugary drink a day during the past week

41% of all respondents consumed at least one sugary drink a day during the past week




ONLY 43%



of respondents could **CORRECTLY** identify beverages **SWEETENED WITH SUGAR**

31%



of youth say the beverage they most often consume at home is a **SUGARY DRINK** (vs. 15% at school)

77% said they will drink fewer sugary drinks because of what they learned from **Rev Your Bev**



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