

bringing  
**TAP**  
back

**WATER** is  
**GREAT!**

Be sure  
to hydrate.



## BTB CAMPAIGN TOOLKIT

Tennessee Clean Water Network



**Bringing Tap Back to Schools is a 30-day campaign to encourage clean water consumption by providing water bottle refill stations & fountains, reusable water bottles, and educational messaging for staff and students that promotes healthy lifestyles.**

JANUARY 2019

Bringing Tap Back is a program of the Tennessee Clean Water Network, a 501c3 corporation. TCWN is a statewide organization whose mission goals include increased access to safe drinking water for all Tennesseans.

**This document shall not be reproduced or distributed without the written consent of Tennessee Clean Water Network.**

For more information, or for permission to redistribute, email [info@tcwn.org](mailto:info@tcwn.org).

## BTB GOALS:

### 01

**Increase access to safe drinking water**

### 02

**Reduce consumption of sugary drinks**

### 03

**Reduce rates of obesity & Type 2 diabetes**

### 04

**Reduce single-use plastic waste**

### 05

**Reduce or eliminate lead and other pollutants from drinking fountains**

## Why Bringing Tap Back?

Tennessee children ages 10-17 are #1 in the nation for obesity.

Approximately 1 in 3 Tennesseans is prediabetic.

High consumption of sugar-sweetened beverages (SSBs), such as sodas, juices, chocolate milk, etc., causes obesity and many other health problems, including Type 2 diabetes. Consuming water instead of SSBs greatly reduces these risks.

In addition, most schools built before 1998 have infrastructure that may leach lead into the drinking fountains used by staff and students.

BTB educates students, staff, and parents about the risks of consuming sugary drinks and asks that everyone pledge to drink one less sugary drink a day and replace it with a glass of water. This simple step can drastically reduce diabetic risk.

BTB partners with Elkay Manufacturing to provide the highest-quality water bottle refill stations and fountains. Included with each station is a filtration unit and starter filter that is NSF-certified to remove lead. Not only that, but a sensor on the station identifies your bottle and automatically pours chilled, clean water without using hands, which is more sanitary.

## How does it work?

TCWN provides a free downloadable campaign quick-guide on its website at [BringingTapBack.org](http://BringingTapBack.org). This guide includes several ways faculty and staff can implement a general school-wide campaign to encourage water consumption.

Schools (and other 501c3 organizations) may choose to enroll in the unique Bringing Tap Back program by purchasing a water bottle refill station, BTB Toolkit, TapDrive, and poster for a 30-day campaign.

## What does it cost?

Schools may use Bringing Tap Back in a number of ways:

- **\$1415:** Water Station & BTB Campaign Toolkit and Poster (includes shipping)
  - *Additional water stations shipped to the same school can be purchased for \$1220 ea.*
  - *Orders of 4 or more water stations shipped to one location are eligible for a discount.*
- **\$195:** BTB Campaign Toolkit
- **Free:** BTB Campaign Quick-Guide (*at [bringingtapback.org](http://bringingtapback.org)*)

TCWN continually looks for funding opportunities to provide water stations and campaign materials at no cost to schools with limited resources. To be added to the wait list, email [info@tcwn.org](mailto:info@tcwn.org).



# BTB TOOLKIT CONTENTS

Bringing Tap Back does more than provide safe, clean drinking water to Tennesseans. It is a health campaign to educate staff and students about the benefits of drinking clean water.

Your school's BTB campaign can include any or all of the following elements to ensure that students make the most of their new water station and are exposed to effective, impactful health messages.

Each section header in this list is a clickable link that takes you directly to that section.

---

<b>1 Prepare</b> .....	4
Plan your campaign. BTB is structured around a 30-day campaign, but the length of yours can vary. Create a timeline that includes each campaign element.	
<b>2 Order &amp; Install</b> .....	9
BTB suggests one or more water bottle refill stations that include NSF-certified filtration, automatic sensor, drain to collect spills, and counter to measure usage.	
<b>3 Notify</b> .....	12
Schools should properly notify staff, students, and parents on the goals and details of the campaign to increase overall participation and effectiveness.	
<b>4 Kickoff</b> .....	14
Kick off the campaign with an event or pep rally during which all staff and students learn about BTB.	
<b>5 Pledge</b> .....	16
"I will drink more water!" Students and staff sign pledges to drink more water.	
<b>6 30 Days</b> .....	17
Posters, pledge displays, handouts, infographics, classroom activities, and discussions educate students, staff, and parents about the risks of consuming sugary beverages.	
<b>7 Measure &amp; Report</b> .....	22
Take photos of every campaign phase, report water station usage, administer student/staff surveys before and after installation, and wrap up the campaign with a great summary.	
<b>8 Success!</b> .....	23
We want to hear all about it!	

# APPENDIX A: TAPDRIVE CONTENTS

## 00 - BTB Campaign Toolkit


 01 - BTB Overview & Order Form

 02 - Campaign Checklist


 03 - Student Surveys

 04 - BTB Order Form

 05 - Five Rules for Using the Water Station

 06 - Cleaning the Water Station

 07 - BTB Public Information

 08 - Morning Announcements

 09 - Social Media Posts


 10 - BTB Impact Worksheet

## GRAPHICS


 BTB Logo 1

 BTB Logo 2

 Infographics Index


 **INFOGRAPHICS** (*50 separate, larger image files; see Infographics Index for thumbnails of each infographic to choose an image without opening all the files.*)


## LESSONS

 **K-8** (Lessons/activities arranged by grades K-8)

## HANDOUTS

 BTB - Nutrition Labels (*diagram of food nutrition labels*)

 BTB - PK-1 Water Handouts (*simple color sheets and activities*)

 BTB - Sugar Sheet (*impacts of sugar on body*)

 BTB - Sugar's Many Aliases (*various names of sugar in ingredient lists*)

## YOUR PICTURES (*Empty! Put your school's BTB photos here!*)



**WATER BOTTLE REFILL STATION, FOUNTAIN, & FILTER  
ORDER FORM**

Questions?  
info@tcwn.org, 865-522-7007



PO Box 1521  
Knoxville, TN 37901  
865-522-7007  
tcwn.org

**YOUR PURCHASE ORDER NO:**

(If you don't require one, write "N/A".)

\_\_\_\_\_

**NOTES:**

**ORGANIZATION**

\_\_\_\_\_

**NAME**

\_\_\_\_\_

**DATE**

\_\_\_\_\_

**PHONE**

\_\_\_\_\_

**EMAIL**

\_\_\_\_\_

**SHIP TO:**

ATTN	
ORG	
ADDRESS	
CITY, STATE, ZIP	
PHONE	
EMAIL	

**BILL TO:**

Put an "X" here if same as SHIP TO: ☐

ATTN	
ORG	
ADDRESS	
CITY, STATE, ZIP	
PHONE	
EMAIL	

**ORDER:**

ITEM	MODEL	DESCRIPTION	PRICE	QTY	TOTAL
Full Station with Toolkit & TapDrive	LZS8WSLK	Water bottle refill station and bubbler – Auto	\$ 1,415		\$ -
Filter – Single	51300C	Filter for Refill Stations – Single	\$ 90		\$ -
Filter – 12pk	51300C_12PK	Filter for Refill Stations – 12pk	\$ 900		\$ -
Toolkit & TapDrive Only	BTB-TK	BTB Toolkit & TapDrive Only	\$ 195		\$ -
					\$ -

- All prices include shipping.
- Installation required.
- Additional water stations shipped to the same school do not require the purchase of a Toolkit.
- Four or more water stations on one order to one address qualify for a shipping discount.
- TCWN is happy to provide a purchase estimate via email. Send your request to [info@tcwn.org](mailto:info@tcwn.org).

Please acknowledge the following statements by initialing on the line to the left.

**POWER:** Most indoor models are 115V/60Hz, but are also available in 220V/60Hz. Contact us for details.

**LEAD TIMES:** You will receive your fountain within 90 days of placing your order (much sooner for filters only). Please contact TCWN for anticipated delivery date.

**WARRANTY:** Refill stations must be installed by a licensed plumber or employed maintenance worker. If not, the Elkay warranty is null and void.

**FILTRATION:** In keeping with the overall clean water mission of TCWN, customer - in order to receive this discounted pricing - agrees to replace filters on time for at least 5 years.

**SIGNED:** (If signing electronically, just type name on each line.)

**DATE:**

Signature of Authorized Buyer:

Print Name of Authorized Buyer:

TCWN Authorized Representative: