



What helps you drink more water?

The North East Healthy Drinks Alliance asked 100 people about what influences their drink choices. Here's what we heard would help make water our drink of choice.



Better access to free drinking water

75% don't want to spend money on other drinks if they can get water for free

"When I'm out I often buy a soft drink. It feels like better value. I don't want to pay for water"

"Most of the time, water's pretty difficult to access. It's not like when I was a kid and in public places they had drinking fountains"

63% think that bottled water is too expensive to buy regularly
"It can be cheaper to get the soft drink instead of the bottled water"



Positive social influences

People supported by family and friends enjoyed healthier drinks

"My son never drank soft drink until secondary school. Now that's all he wants to drink"

"We will drink water when its served at other people's homes"

51% reported their friends drink sugary drinks



Less sugary drink marketing

Our community is particularly concerned about the impact of marketing on children and young people

68% regularly see advertisements for sugary drinks

"A lot of the big sugary drink companies have a lot of power and promote these drinks"



Healthier drinks are easy to find

78% would like easier to understand nutrition information on sugary drinks

57% had trouble finding healthy drink options other than water

"I tried to drink healthier with pineapple juice. But pineapple juice has natural sugar. So confusing and upsetting as I was trying to drink a healthier choice."