

PROJECT OVERVIEW

Stay Hydrated: Encouraging Kids to Choose Water

In today's fast-paced world, staying hydrated is essential, especially for children who are often tempted by sugary sports and energy drinks. These drinks, loaded with sugar, caffeine, and a range of artificial additives, pose potential health risks. Our goal is simple: inspire a new generation to choose water over high-sugar alternatives. Here's how we can accomplish this, focusing on bottle types and innovative solutions.

Bottle Types: Pros and Cons

Choosing the right water bottle is crucial in encouraging children to stay hydrated. Here, we explore the pros and cons of different bottle materials:

Stainless Steel

- **Pros:** Durable, non-toxic, and can keep water cool for extended periods.
- **Cons:** In U.S. schools, stainless steel bottles might be perceived as potential weapons. A silicone sleeve could be a remedy to soften the impact.

Glass

- **Pros:** Non-toxic, retains purity of taste.
- **Cons:** Safety concerns arise when glass bottles are tossed or dropped, as they can shatter and pose a health risk.

Plastic

- **Pros:** Lightweight and cost-effective, suitable for sports.
- **Cons:** Concerns about microplastics entering the food chain, and certain plastics leaching chemicals affecting the endocrine system. Although not ideal, plastic remains prevalent in U.S. schools due to its practicality.

Ideal Solution

A non-toxic, non-leaching, lead-free, dishwasher-safe bottle that can withstand impact is ideal. Stainless steel, with added safety features, could be the preferred choice, especially if it adheres to BPA- and lead-free standards.

The Fortnite Connection: A Creative Approach

To engage children, we can draw inspiration from popular games like Fortnite. In the game, players consume a neon blue "Slurp" drink to boost their health. This can serve as a creative angle to encourage real-life hydration.

Innovative Water Bottle Design

- **Concept:** A water bottle that illuminates the liquid inside with a blue neon glow, mimicking the Slurp drink from Fortnite.
- **Objective:** By associating the health benefits in the game with real life, children may be more inclined to drink water. This technique mirrors how major beverage companies attract customers, but with a healthier twist.

Conclusion

By understanding the preferences and habits of children, we can effectively encourage them to choose water over sugary alternatives. Selecting the right water bottle and leveraging creative ideas inspired by popular culture can make hydration an appealing choice. With thoughtful execution, we can foster a generation that values the importance of staying hydrated with water.



BPA- and lead-free bottle