Alaska’s Obesity Prevention Efforts

WIC – SNAP Ed Coordinators’ Meeting
September 21, 2017

State of Alaska Obesity Prevention Presenters
Karol Fink, MS, RDN
Ann Potempa, MPH
Diane Peck, MPH, RDN
Obesity Prevention & Control Team

- **Karol Fink**
  - Overview of Obesity Program
  - Burden of Obesity and sugary drinks
  - Healthy Drinks Project

- **Ann Potempa**
  - Play Every Day Public Education

- **Diane Peck**
  - Early Care and Education

- **Lauren Kelsey**
  - Presented yesterday on PSE
Increased Risk of Disease

Obesity is associated with

- Poor health outcomes in adults and children.
- Obese children grow up to be obese adults.
Obesity increases risk of Premature Death

“[Due to obesity]...today's younger generation will have shorter and less healthy lives than their parents for the first time in modern history unless we intervene”

Jay Olshansky, life expectancy researcher
The numbers

Increased risk for weight related disease

- In Alaska, about 1 out of 3 children are overweight or obese.
- About 2 out of 3 adults are overweight or obese.

Obesity is costly in quality of life and dollars.

- In Alaska, about $459 million is spent every year on the direct medical care costs related to obesity.
Alaska 3 year olds

Weight status
Prevalence of Early Childhood Obesity (BMI ≥ 95th Percentile) and Overweight/Obesity (BMI ≥ 85th Percentile), Young Alaska Children, by Select Programs/Surveys, 2014 & 2015

- 2 - 4 Year-Olds
  - WIC (2014): 19%
  - Obese: 19%
  - Overweight or Obese: 37%

- 3 Year-Olds
  - CUBS (2015): 21%
  - Overweight or Obese: 36%
Percent of 3-year-olds\textsuperscript{1} overweight or obese according to Body Mass Index (BMI) percentile

Alaska 2008-2014

\textbf{Percent in each weight class}

<table>
<thead>
<tr>
<th>Year</th>
<th>Overweight or Obese (85th percentile or more)</th>
<th>Obese (95th percentile or more)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>41.2</td>
<td>25.0</td>
</tr>
<tr>
<td>2009</td>
<td>40.0</td>
<td>24.8</td>
</tr>
<tr>
<td>2010</td>
<td>39.1</td>
<td>24.3</td>
</tr>
<tr>
<td>2011</td>
<td>39.0</td>
<td>22.8</td>
</tr>
<tr>
<td>2012</td>
<td>39.2</td>
<td>22.1</td>
</tr>
<tr>
<td>2013</td>
<td>38.8</td>
<td>22.3</td>
</tr>
<tr>
<td>2014</td>
<td>39.0</td>
<td>21.9</td>
</tr>
</tbody>
</table>

\textsuperscript{1}Among mothers who delivered a live birth in 2005-2011

Source: Alaska CUBS

Section of Women’s, Children’s, and Family Health
Prevalence of overweight or obesity by region and race, Alaska, 2012-2014

<table>
<thead>
<tr>
<th>Region</th>
<th>Percent at each weight class</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anchorage</td>
<td>33%</td>
</tr>
<tr>
<td>Gulf Coast</td>
<td>44%</td>
</tr>
<tr>
<td>Interior</td>
<td>38%</td>
</tr>
<tr>
<td>Mat-Su</td>
<td>36%</td>
</tr>
<tr>
<td>Northern</td>
<td>61%</td>
</tr>
<tr>
<td>Southeast</td>
<td>44%</td>
</tr>
<tr>
<td>Southwest</td>
<td>67%</td>
</tr>
<tr>
<td>White</td>
<td>34%</td>
</tr>
<tr>
<td>Alaska Native</td>
<td>60%</td>
</tr>
<tr>
<td>Other</td>
<td>34%</td>
</tr>
</tbody>
</table>

*Statistically significant difference between categories.

^Data may be unreliable. Number of respondents was at least 30 but less than 60.

Source: Alaska CUBS

Section of Women’s, Children’s, and Family Health
CDC Obesity Prevention Settings & Targets

**Settings**

- Community Nutrition
- Early Care & Education
- Dental Clinics
- Public Communication
- Schools
- Worksite Wellness

**Increase**

- Physical activity
- Fruit & vegetables
- Breastfeeding

**Decrease**

- Sugary drinks
- TV/screen time
- Junk food

**Support Strategies**

- Leadership and consultation
- Training and technical assistance
- Surveillance and Evaluation
What are Sugary Drinks

- 20 oz Soda
- 20 oz Fruit-Flavored Drink
- 20 oz Sports Drink
- 20 oz Energy Drink
- 20 oz Vitamin-Enhanced Water Beverage
- 16 oz Powdered Drink
Health Risks of Sugary Drinks

- Tooth decay
- Weight gain
- Overweight and obesity
  - 2 in 3 adults in Alaska
  - 1 in 3 children in Alaska
- Cardiovascular disease
- Type 2 diabetes

Looking for sugar? It goes by many names.

- Brown rice syrup
- Corn syrup
- Honey
- Fruit nectar
- Maple syrup
- Malt syrup
- Agave nectar
- Molasses
- Evaporated cane juice
- Corn syrup solids
- Glucose
- Sucrose
- Sugar
- Fructose
- Fruit juice concentrate
- Galactose
- Glucose-fructose syrup
- Crystalline fructose
- Maltose
- Dextrose
- High-fructose corn syrup

If a sweetener is listed in the first three ingredients, the drink is loaded with sugar.

Drink water or low-fat milk.
Get the facts at playeveryday.alaska.gov.
Added Sugar Limit

- Limit added sugars to less than 10 percent of calories per day
- Reference diet of 2,000 calories, no more than:
  - 12 tsp sugar
  - 50 g sugar
  - 200 calories
Dietary Sugars Intake and Cardiovascular Health

America’s Sugar Consumption
Mean Calories of Daily Added Sugar, US Population

Mean Calories of Daily Added Sugar, US Children 2-18 years of age

Mean Calories of Daily Added Sugar, US Children 2-18 years of age

Calories of Added Sugar in Drinks

- Fruit Flavored Drink 10 oz: 128 calories
- Sports Drink 20 oz: 144 calories
- Powdered Drink 16 oz: 176 calories
- Soda 20 oz: 268 calories

2,000 calorie reference diet, upper limit is less than 200 calories
Source of Added Sugar, US Population

2 years and older

Source: Dietary Guidelines for Americans, 2015-2020
Alaska Adults

Sugary drink consumption
Percent of Alaska Adults who drink 1+ Sugary Drink, per day, 2015

Source: AK BRFSS
Alaska High School Youth

Sugary drink consumption
Percentage of Alaska students who drink 1+ sugary drink per day, 2015

Source: AK YRBS
Percentage of Alaska students who drink 1+ sugary drink per day, YRBS

Source: AK YRBS
Alaska 3 year olds

Sugary drink consumption
Any consumption of sweetened drinks or soda by 3-year-olds on a given day by region, Alaska, 2012-2014

Source: Alaska CUBS
Any consumption of sugary drinks by 3-year-olds on a given day, by beverage, Alaska

All trends statistically significant

Source: AK CUBS
Any consumption of sweetened drinks by 3-year-olds on a given day, by mother’s race and education, and enrollment in WIC, Alaska, 2013 - 2015

<table>
<thead>
<tr>
<th>Race/Education/Certification</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alaska Native</td>
<td>56%</td>
</tr>
<tr>
<td>Non-Native</td>
<td>20%</td>
</tr>
<tr>
<td>Some high school</td>
<td>61%</td>
</tr>
<tr>
<td>high school graduate or GED</td>
<td>43%</td>
</tr>
<tr>
<td>Some college AND voc/tech</td>
<td>27%</td>
</tr>
<tr>
<td>college graduate or higher</td>
<td>14%</td>
</tr>
<tr>
<td>WIC - No</td>
<td>18%</td>
</tr>
<tr>
<td>WIC - Yes</td>
<td>38%</td>
</tr>
</tbody>
</table>

Source: Alaska CUBS
Alaska 3 year olds

Drink consumption
Number of Cups of 100% Juice drank on a given day, Alaska 3 Year Olds, CUBS, 2015

- None to 1 cups: 84%
- 2 cups: 9%
- 3 cups: 5%
- >3 cups: 2%

About 84% meet the recommendation of no more than 4-6 ounces of 100% juice per day.
Consumption of 100% juice on a given day, by amount, Alaska 3-year-olds, CUBS

Source: AK CUBS

WIC Food Package changes reduced 100% juice to about 4 oz per day instead of 10 oz

logistic regression test for trend, Wald Chi-square p-value < 0.000

Source: AK CUBS
Percent of Alaska 3 year olds that did not drink 100% Juice, CUBS

WIC Food Package changes reduced 100% juice to about 4 oz per day instead of 10 oz

logistic regression test for trend, Wald Chi-square p-value < 0.000

Source: Alaska CUBS
HEALTHY DRINKS PROJECT

ORAL HEALTH AND OBESITY PREVENTION PROGRAMS
SECTION OF CHRONIC DISEASE PREVENTION & HEALTH PROMOTION

Alaska Department of Health and Social Services, Division of Public Health
The Basics - What?

- CDC Division of Oral Health funded project to increase collaboration between OH and chronic disease prevention.
- Goal: cut sugary drink consumption of 5-12 year olds to improve oral health and prevent obesity and other chronic disease.
  - Pilot project to engage dental providers to adapt and adopted a 5As system for sugary drinks
  - Development of provider tools and public education materials to support reduced sugary drink intake.
Formative Research

Conducted

- Paper survey at Dental Chiefs and Hygienist Association conferences.
- 16 key informant interviews with dental providers
  - Statewide, tribal, private, pediatric, etc.
- OH Advisory Panel meeting
- Focus groups with parents of sugary drink servers
  - Barrow, Dillingham, Anchorage, Wasilla
Ask
Does your daughter drink sugary drinks such as....?

Advise
As your clinician, I want you to know that sugary drinks are bad for your son’s teeth, and his health.

Assess
Are you willing to serve fewer sugary drinks to your daughter?

Assist
Help develop a plan: set a start date, tell family, anticipate challenges

Arrange
in patient record (EHR) to follow-up next visit

Assist
Use Motivational Interviewing to increase likelihood of serving fewer sugary drinks

Arrange
in patient record (EHR) to follow-up next visit
Healthy Drinks Plans for next Year

- Conduct training with pilot sites using materials
  - Continue to improve project
- Outreach to oral health providers
  - Trainings at conference
  - ADS newsletter, website
Play Every Day:
Creating New Education Materials for Healthy Drinks for Healthy Kids

Alaska Department of Health and Social Services
Division of Public Health
Section of Chronic Disease Prevention & Health Promotion

Ann Potempa, MPH
Ann.potempa@alaska.gov
Evolution of Play Every Day

• Launched in 2012 as a public education campaign to prevent and reduce childhood obesity

• Social marketing steps used to change knowledge, attitudes and health behaviors
  – Physical activity
  – Sugary drink consumption
Social Marketing is ...

- Using commercial marketing techniques in the social and behavioral arena
  - Commercial world: money in exchange for goods
  - Social world: exchanging one behavior for another to improve personal health or society’s health

- Influencing voluntary behavior change
  - More than just increasing awareness and knowledge
Target Areas for Campaign

- **Play Every Day**
  - Physical Activity
    - 60 Minutes Every Day
  - Nutrition
    - Healthy Futures
    - Sugary Drinks
    - Healthy Food
Social Marketing Step: Picking a Target Audience

Alaska parents of children ages 5 to 12

- Parents
  - determine how to spend time
  - choose which foods, drinks to buy for the family
- Children are building healthy habits
- Children participate in the Healthy Futures Challenge
Social Marketing Step:
Improving Knowledge, Changing Behaviors

Changing Behaviors

Parents:

• Motivate their children to get 60 minutes of physical activity a day

• Serve fewer sugary drinks to children

• Serve water or low-fat milk instead
Social Marketing Step: Using Research to Inform, Evaluate Messages

Informing the Messages:
• Focus groups of Alaska parents of young children
• Key informant interviews of teachers, principals, dental providers

Evaluating the Messages:
• Repeated telephone surveys of Alaska parents of young children
2017 Play Every Day Research

Play Every Day’s task in 2017 was to support the Healthy Drinks for Healthy Kids project with new public education materials.

January through March 2017:
• Four focus groups of Alaska parents of young children in Anchorage, Wasilla, Dillingham and Utqiagvik
• 16 key informant interviews with dental providers

December 2017:
• Statewide telephone survey of 750 Alaska parents of young children
Creating Messages Based on Past Focus Groups: What Alaska Families Drink At Home

- Powdered drinks: 80%
- Soda: 60%
- Juice drinks: 40%
- Sports drinks: 30%
- Flavored water: 20%
- Tea drinks: 10%
- Coffee drinks: 5%
- Energy drinks: 5%

Source: Play Every Day Focus Groups, 2013
Tooth Decay PSA
Switch Up PSA
Sugary Drinks Animated Videos

http://dhss.alaska.gov/dph/PlayEveryDay/Pages/Sugary-Drink-Resources.aspx or https://youtu.be/hkA1s6_Fw2I
Posters to Match the PSAs

**Drink this**

**Not that**

Just ONE sugary drink often has more sugar than kids should have in one day.

**DRINK WATER**

Sugary drinks can lead to cavities, type 2 diabetes, weight gain and heart disease.

**DRINK WATER**
Matching Rack Cards

Even One is Too Much
Powdered mixes, sports and energy drinks, soda, vitamin drinks and other sweetened beverages can lead to serious health problems:
- Cavities
- Type 2 diabetes
- Unhealthy weight gain
- Heart disease

The U.S. Dietary Guidelines for Americans recommends that you limit added sugar to a very small amount—less than 10 percent of the calories you eat and drink every day. That means just ONE sugary drink can have more sugar than you should have in ONE day.

How to Find the Added Sugars
Check the back of the bottle. Read the ingredient list to see if sugar is added to your drink. The first ingredients are the ones that appear in the largest amounts. If a sweetener is listed in the first three ingredients, the drink is loaded with sugar.

Sugar Goes by Many Names
Sugar isn’t always called sugar. The following sweeteners add calories with little or no nutritional value:
- Agave nectar
- Barley malt
- Brown rice syrup
- Cane sugar
- Corn syrup
- Corn syrup solids
- Crystalline fructose
- Dextrose
- Evaporated cane juice
- Fructose
- Fruit juice concentrate
- Fruit nectar
- Galactose
- Glucose
- Glucose-fructose syrup
- High-fructose corn syrup
- Honey
- Maltose
- Malt syrup
- Maple syrup
- Molasses
- Sorbitol

For a healthy future for your family, serve water or low-fat milk.

www.hss.state.ak.us/dph/chronic/
New Play Every Day Materials
New Guide to Educate Families

- Design brief intervention to help families reduce sugary drink consumption
  - Made for dentists, health care providers
  - Front side for the patient view
  - Back side for provider information
  - Uses special paper for easy cleaning

- Focus on how sugar can cause harm:
  - Cavities
  - Weight gain
  - Type 2 diabetes
  - Heart disease

- Deliver the intervention based on the patients’ readiness to change
  - Based on concepts of Motivational Interviewing
www.playeveryday.alaska.gov
Cutting Back on Sugary Drinks Improves Health

Every day, parents serve their children food and drinks. Sometimes, sugar sneaks in. It sneaks in to sweetened cereal at their breakfast. It’s in granola bars and other snacks. Sugar can be added to the ketchup on their burger, the sauce on their spaghetti, and the cookies, cakes or ice cream at dessert.

But do you know how children get most of their added sugar each day?
They drink it.

Switch out those sugary drinks

Sugar is in more than just soda. A lot of sugar is added to powdered mixes, sports and energy drinks, vitamin drinks, sweetened coffee and tea, chocolate and other flavored milk, and sweetened fruit-flavored drinks.

Parents often try to switch out sugary foods for healthier options. But they would be doing more for their children’s health if they also switched out sugary drinks for healthy drinks that contain no added sweeteners. The two best choices are water and white, unflavored milk.

http://dhss.alaska.gov/dph/PlayEveryDay/Pages/Cutting-Back-on-Sugary-Drinks-Improves-Health.aspx
Website – Sugary Drink/Water Resources

http://dhss.alaska.gov/dph/PlayEveryDay/Pages/Sugary-Drink-Resources.aspx
Website – Physical Activity Resources

Physical Activity Resources

Physical Activity Posters

TV PSAs

Please email Play Every Day if you would like to request print materials.

Sugary Drinks Videos, Posters and Materials

http://dhss.alaska.gov/dph/PlayEveryDay/Pages/Physical-Activity-Resources.aspx

www.hss.state.ak.us/dph/chronic/
Play Every Day Social Media

www.facebook.com/playeverydayak

www.youtube.com/playeverydayak
Promotion – Blogging About Our Work

Just because your kids play sports, doesn’t mean they need sports drinks.

**Play Every Day Blog**

**September 5, 2017**

Thousands of kids to join running Jamborees and events in communities across Alaska

Thousands of young children from Anchorage to the Mat-Su Valley to Fairbanks will be racing along trails this September. The Anchorage School District is organizing three Running Jamborees, the North Star Borough School District in Fairbanks is organizing several races, and the Mat-Su Borough School District is scheduling one running event.

**Most Recent**

New continuing education credit for teachers who coordinate Healthy Futures Challenge

Upcoming School Health & Wellness Institute to focus on healthy, successful students

Port Hadn farm brings food, pride, and positive changes to small Alaska community

**Event Calendar**

Click here to find physical activities on the Healthy Futures website.

www.hss.state.ak.us/dph/chronic/
Promotion – Blogging About Our Work

Play Every Day Blog

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Event Calendar

Click here to find physical activities on the Healthy Futures website.

Join the Conversation

Watch Videos

Subscribe to Play Every Day Announcements

www.playeveryday.alaska.gov

www.hss.state.ak.us/dph/chronic/
Promotion – Blogging About Our Work

New continuing education credit available for teachers who coordinate the Healthy Futures Challenge

Physical education, health and classroom teachers across Alaska have volunteered their time to help make the free Healthy Futures Challenge run for so many years. Due to their involvement, thousands of young children have been able to participate six months every school year in a physical activity challenge that awards prizes for logging daily activity.

The Fall Healthy Futures Challenge begins Friday, Sept. 1, 2017, in more than 170 schools in 32 school districts across Alaska. This year, teachers in those schools will be able to benefit, too — in a new way. Teachers who coordinate the Challenge at their schools will be able to apply for one continuing education credit. They can do that after registering and completing an online course called "EDPE 590: Healthy Futures for Elementary Educators," offered through the University of Alaska Anchorage.

State starts new Healthy Drinks for Healthy Kids project to reduce sugary drink consumption

When you drink a soda, the large amount of sugar hiding inside can start doing its damage right away in the mouth.

Soda, sports drinks, powdered mixes and other sugary drinks can lead to cavities in teeth. They can cause unhealthy weight gain in the body and damage to the heart. They can lead to blood vessels carrying too much sugar — a condition known as type-2 diabetes.

Port Heiden farm brings food, pride, and positive changes to small Alaska community

There are large farms that feed people all across the country, and then there are little farms that feed a community of families who all know each other.

That second kind of farm is what you'll find in the Native Village of Port Heiden, a small community hundreds of miles southwest of Anchorage on the Alaska Peninsula. This community-run farm raises animals and grows vegetables to help address scarce food sources in the wild and high food prices in the store, as well as the need to help a remote area build a more reliable storage of food in the case of emergencies, said Adrienne Christensen, the village's director of business development.
Sharing Play Every Day’s Message

• **Support families** in getting 60 minutes of daily physical activity and reducing the consumption of sugary drinks
• Hang posters
• Hand out rack cards
• **Play** the public service announcements and videos
• Share stickers and other small items
• **Give folders** to families
• Model the healthy habit of drinking water by using the Play Every Day bottle
• **Share the Play Every Day website**, Facebook page and YouTube channels as resources
Questions?

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ECE Wellness Guidelines & Policies
Wellness Guidelines

• Wellness Guidelines from “Caring for our Children” national standards
• How to implement guidelines in the classroom
• Tips for parents
• Sample policies for ECEs
• Resources

http://dhss.alaska.gov/dph/Chronic/Pages/Obesity/earlycare.aspx
Physical Activity

Screen Time

Food

Beverages

Infant Feeding

http://dhss.alaska.gov/dph/Chronic/Pages/default.aspx
LMCC Evaluation – Doing Well

• Sugary drinks are never offered.

• Fruit (not juice) and/or a vegetable is served at every meal.

• “Tummy time” provided for all infants.
LMCC Evaluation – Needs Work

• Providing parents with screen time reduction and/or media literacy education.
• Serving fried and pre-fried frozen meats and potato products too often.
• Breastfeeding mothers are provided access to a private room for breastfeeding or pumping.
Contact Me

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