

# Play Every Day:

Using national guidelines and stories from rural Alaska to create a public education campaign

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

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# 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



# Childhood Obesity: The Numbers

## Increased risk for weight-related disease

- In Alaska, about **1** out of **3** children is 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.

# CDC Target Areas to Prevent Obesity

## Increase

- Physical Activity
- Fruit and vegetables
- Breastfeeding

## Decrease

- Sugary drinks intake
- Junk food intake
- Screen time

# Target Areas for Campaign



# 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: Using Research to Inform, Evaluate Messages

## Informing the Messages:

- Focus groups of Alaska parents of young children
- Key informant interviews of teachers, principals

## Evaluating the Messages:

- Telephone surveys of Alaska parents of young children

# 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

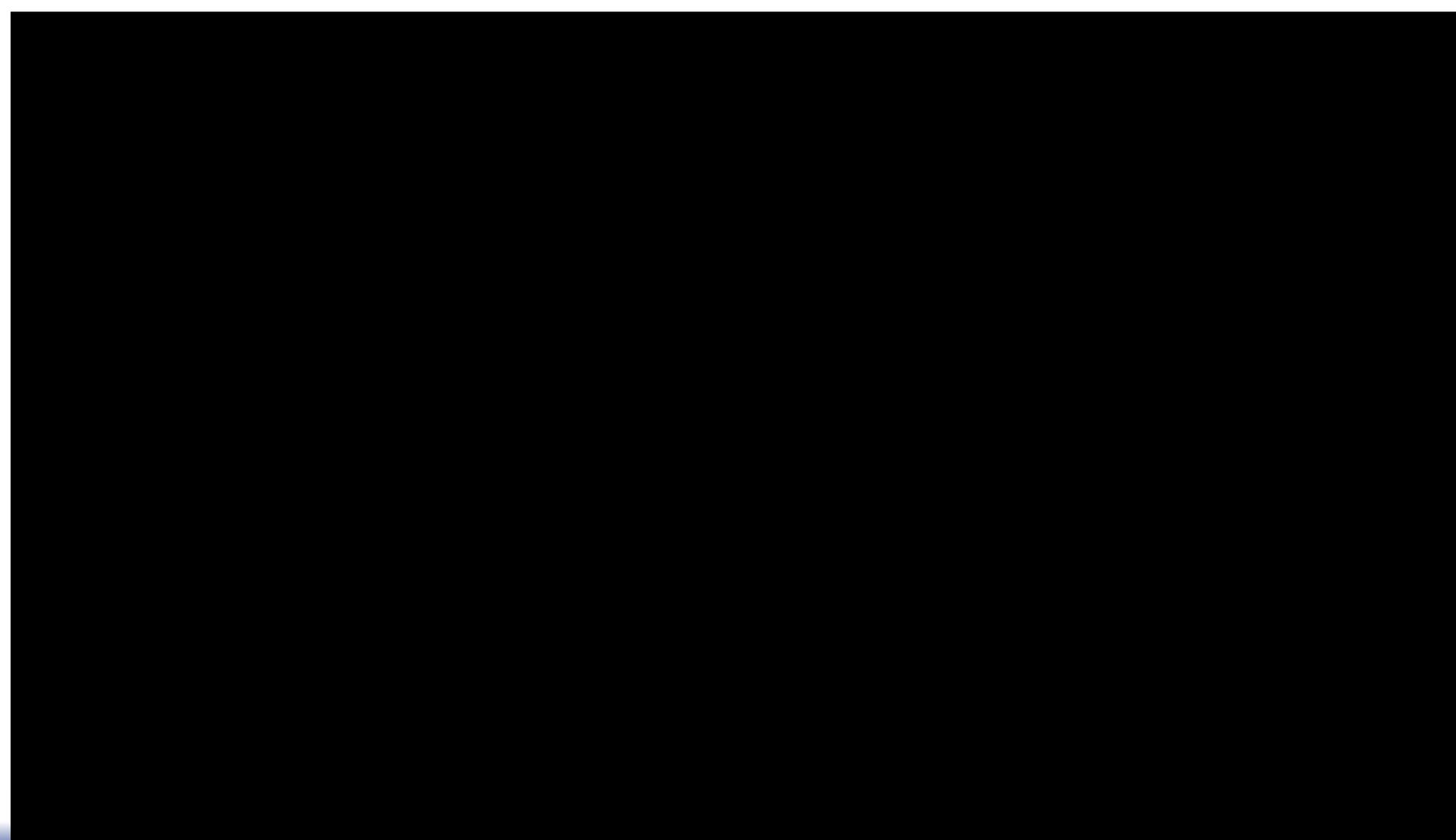


# Physical Activity Public Service Announcement Bethel Family



The Iverson family in Bethel has found a way to help their children — and the community's children — get out and play every day.

# Bethel Play Every Day PSA

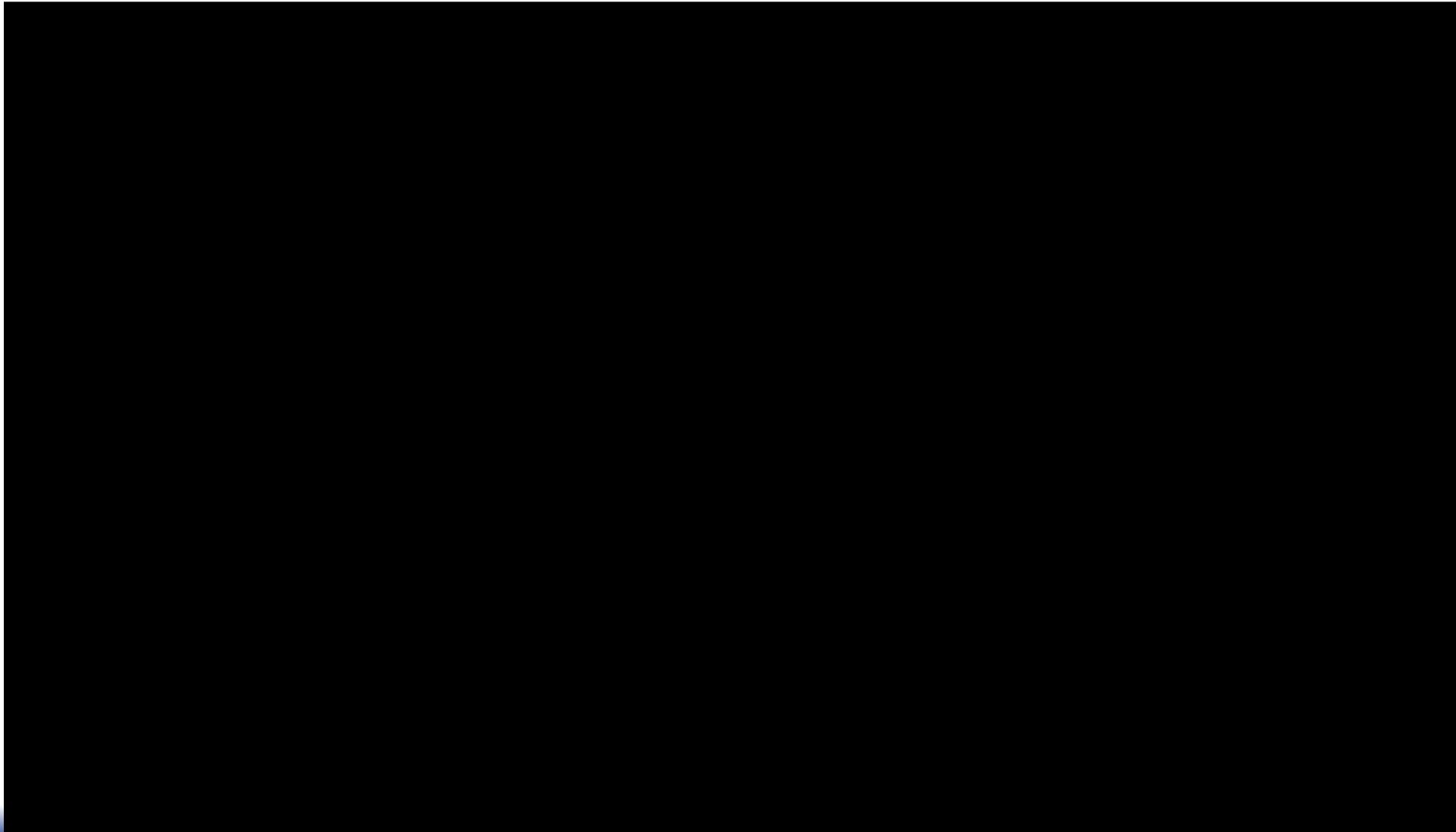


# Physical Activity Public Service Announcement Unalakleet — American Ninja Warrior



Nick Hanson shoots for his own physical activity goals and motivates kids to be active.

# Unalakleet Play Every Day PSA



# Posters to Match the PSAs

GET OUT AND PLAY  
60 MINUTES EVERY DAY

GET OUT AND PLAY  
60 MINUTES EVERY DAY

GET OUT AND PLAY  
60 MINUTES EVERY DAY

Nick Ilgutchtak Hanson,  
American Ninja Warrior contestant

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American Ninja Warrior contestant

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ALASKA NATIVE TRIBAL HEALTH CONSORTIUM

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This campaign was supported by Cooperative Agreement Number DPO05422, funded by the Centers for Disease Control and Prevention.

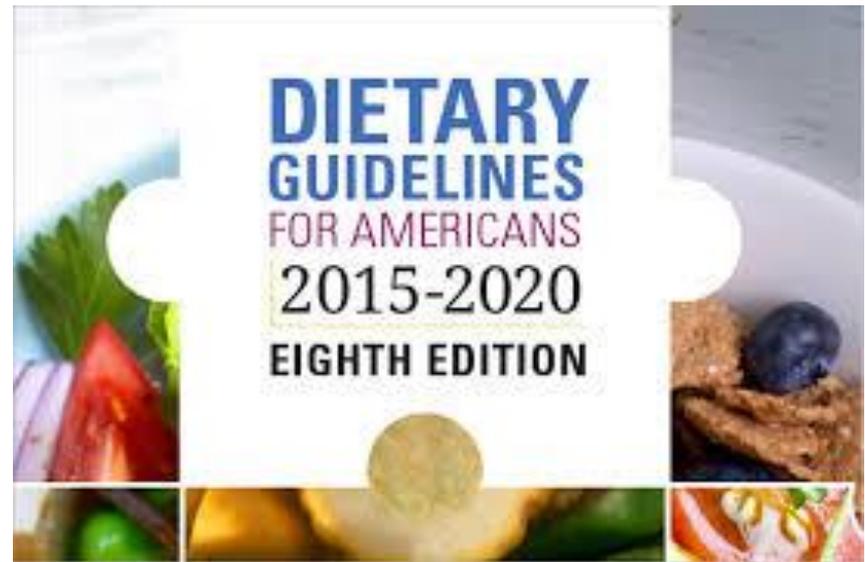
This campaign was supported by Cooperative Agreement Number DPO05422, funded by the Centers for Disease Control and Prevention.

# New Added Sugar Recommendations

**In the news:** In January 2016, the U.S. Dietary Guidelines for Americans issued its first recommendation for limiting added sugar intake every day.

## **Recommendation:**

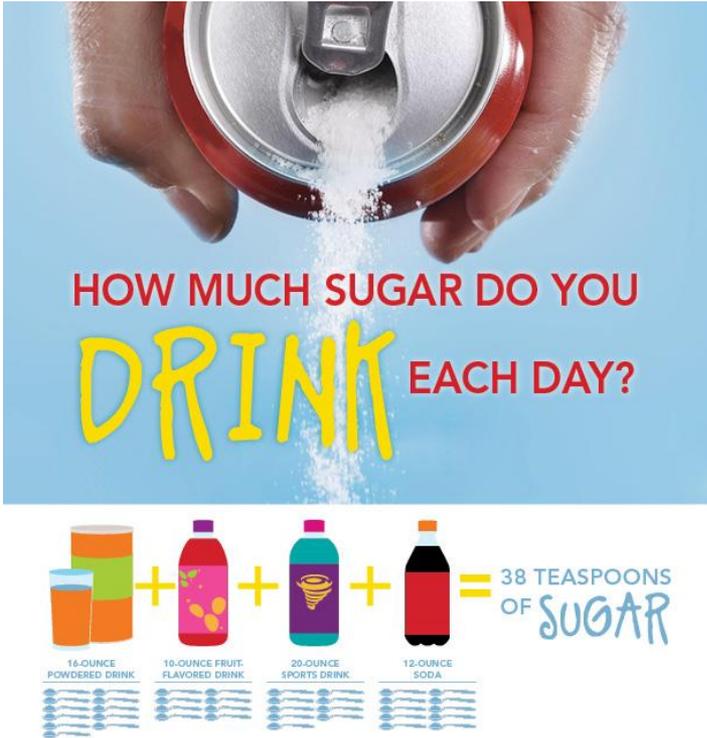
People should limit the amount of added sugar they eat and drink every day to **less than 10% of the total daily calories** they consume.



# New Added Sugar Recommendations

## Main Example Given:

Adults consuming an average of 2,000 calories a day should limit their added sugar intake to **less than 12.5 teaspoons of added sugar** each day.



HOW MUCH SUGAR DO YOU  
**DRINK** EACH DAY?

16-OUNCE POWDERED DRINK + 10-OUNCE FLAVORED DRINK + 20-OUNCE SPORTS DRINK + 12-OUNCE SODA = 38 TEASPOONS OF SUGAR

ALL THESE SUGARY DRINKS ADD UP.  
**DRINK WATER!** PLAY EVERY DAY

playeveryday.alaska.gov

# Not a One-Size-Fits-All Message

## Problem No. 1: We're not all average adults.

Adults and children:

- Built in different sizes
- Eat and drink different amounts of calories
- Engage in different amounts of activity

## Problem No. 2: What does 12 ½ teaspoons of added sugar look like?

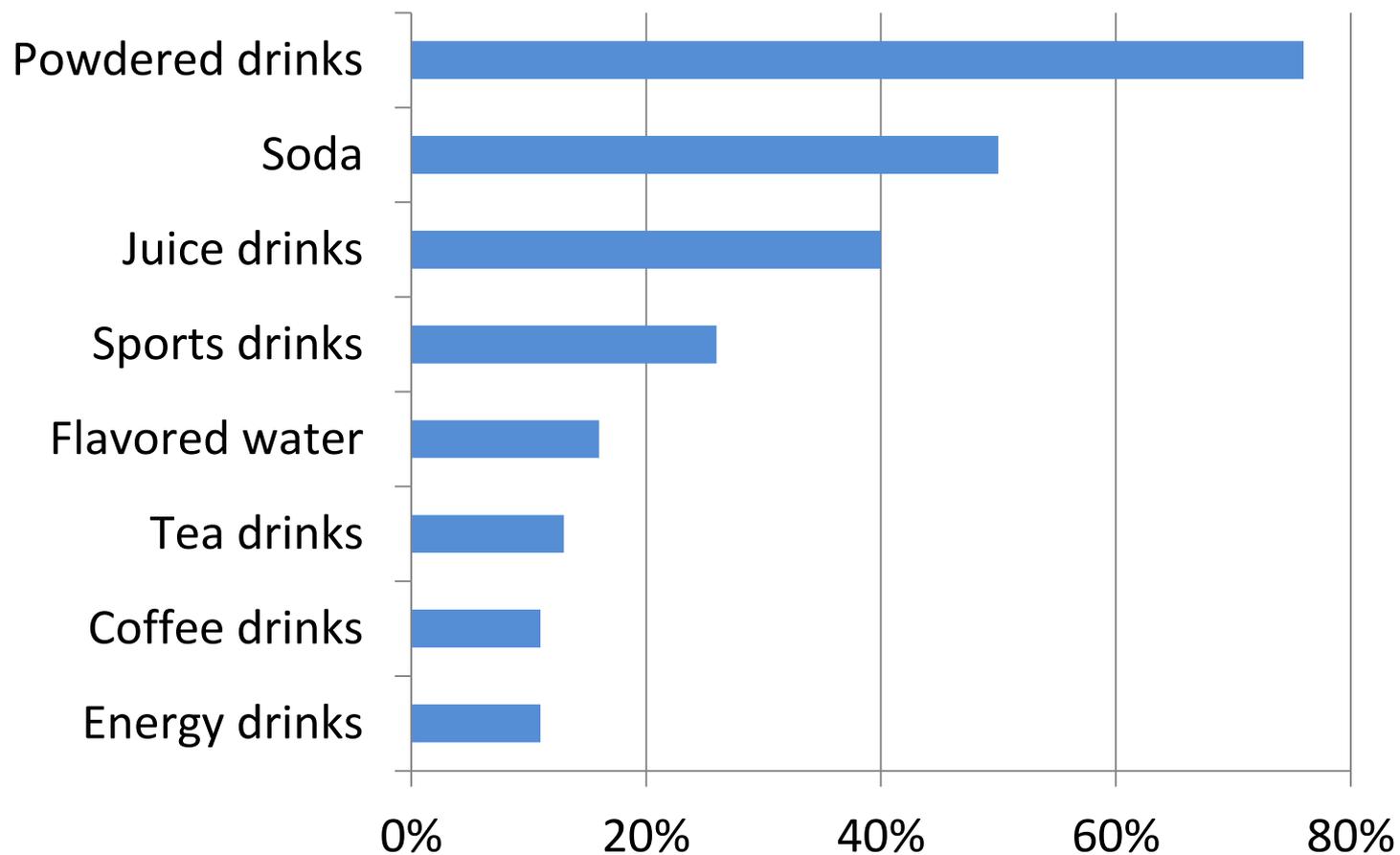
# Our Task: Create a Simpler Message

**1. Find out the amount of daily calories consumed by a typical 8-year-old boy of moderate physical activity level.**

- Typical child in our target audience families
- Right age for elementary schools – which hang our posters across Alaska
- Estimate considers children of varying physical activity levels

**2. Calculate 10% of this child's total daily calories to find the recommended limit for added sugar**

# Consider What Alaska Families Drink At Home



Source: Play Every Day Focus Groups, 2013

# Even One Is Too Much

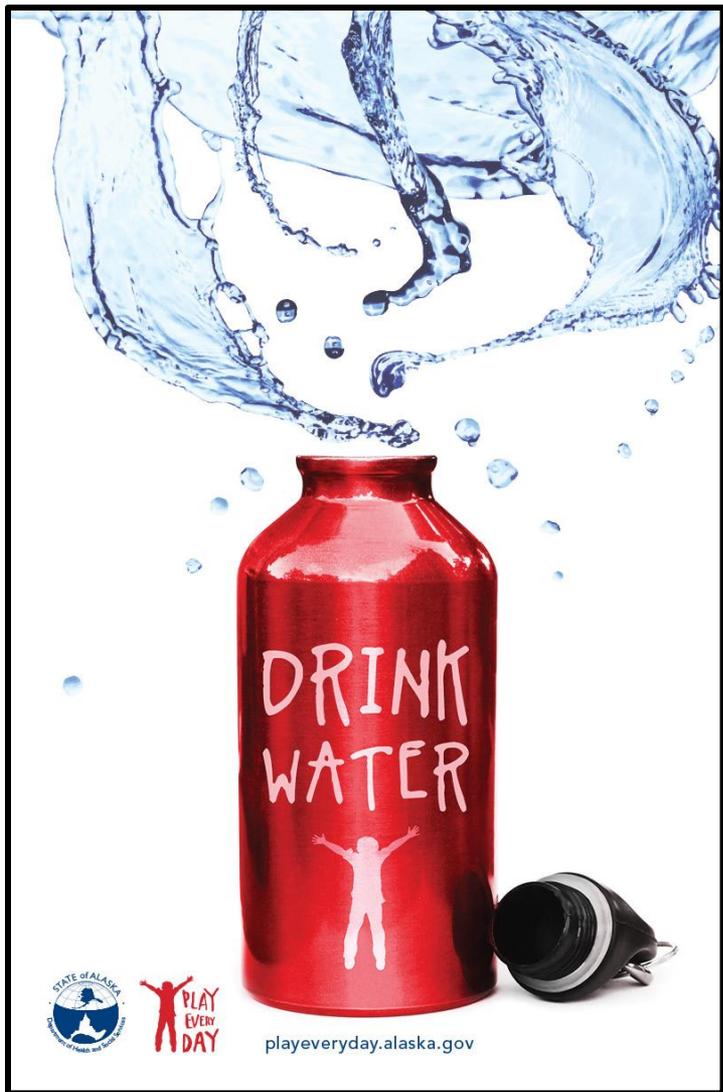


One 20-ounce bottle of a soda can have **16 teaspoons** of added sugar.

# Even One Is Too Much



One 16-ounce glass of a powdered drink mix can have **11 teaspoons** of added sugar.



# Social Marketing Step: Promotion – Reaching Alaska Families Online



Play Every Day website features our new work focused on physical activity.

[www.playeveryday.alaska.gov](http://www.playeveryday.alaska.gov)

# Promotion – Featuring New Materials

State of Alaska

myAlaska My Government Resident Business in Alaska Visiting Alaska State Employees

# PLAY EVERY DAY

search

DHSS State of Alaska

Health and Social Services > Public Health > Play Every Day > Physical Activity Resources

Learn More About Play Every Day | Get Out and Play Physical Activity Ideas | Take the Challenge Healthy Futures | Get the Facts About Sugary Drinks | See What's New Play Every Day Blog | Get More Information Resources

## Physical Activity Resources

### Physical Activity Posters

8.5 x 11 JPEG			
8.5 x 11 PDF			
11 x 17 PDF			

### TV PSAs

Unalakleet Plays Every Day	Bethel Plays Every Day
60 Minutes of Play, Every Day	Play Every Day

New webpage featuring our new physical activity resources – posters and PSAs.

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

# Social Marketing Step: Promotion – Reaching Alaska Families Online

The screenshot shows the 'Play Every Day' website. At the top, there is a navigation bar with links for 'myAlaska', 'My Government', 'Resident', 'Business in Alaska', 'Visiting Alaska', and 'State Employees'. Below this is a red banner with a stick figure icon and the text 'PLAY EVERY DAY'. A search bar and radio buttons for 'DHSS' and 'State of Alaska' are also present. A breadcrumb trail reads 'Health and Social Services > Public Health > Play Every Day'. Below the breadcrumb are six colored buttons: 'Learn More About Play Every Day', 'Get Out and Play Physical Activity Ideas', 'Take the Challenge Healthy Futures', 'Get the Facts About Sugary Drinks', 'See What's New Play Every Day Blog', and 'Get More Information Resources'. The main content area features a large yellow banner with the text 'EVEN ONE IS TOO MUCH' and a central image of a soda bottle labeled 'SODA'. To the left of the bottle, it says 'JUST ONE SODA HAS MORE SUGAR THAN KIDS SHOULD HAVE IN ONE DAY.' To the right, it says 'Sugary drinks can lead to cavities, weight gain and type 2 diabetes.' Below this, a button says 'Find out how much sugar is hiding in your drinks'. At the bottom of the banner are navigation buttons for 'Play Every Day Blog' and 'Event Calendar'.

Sugary drink  
consumption

[www.playeveryday.alaska.gov](http://www.playeveryday.alaska.gov)

# Promotion – Featuring New Materials

The screenshot shows the State of Alaska website's 'PLAY EVERY DAY' section. At the top, there's a navigation bar with links for 'myAlaska', 'My Government', 'Resident', 'Business in Alaska', 'Visiting Alaska', and 'State Employees'. Below this is a red banner with the 'PLAY EVERY DAY' logo and a search bar. A breadcrumb trail reads: 'Health and Social Services > Public Health > Play Every Day > Sugary Drink Resources'. A row of six colored buttons offers options: 'Learn More About Play Every Day', 'Get Out and Play Physical Activity Ideas', 'Take the Challenge Healthy Futures', 'Get the Facts About Sugary Drinks', 'See What's New Play Every Day Blog', and 'Get More Information Resources'. The main content area is titled 'Resources' and is divided into two sections: 'Sugary Drink Posters and Print Materials' and 'TV PSAs'. The 'Sugary Drink Posters and Print Materials' section features four posters with corresponding file formats listed below them: 8.5 x 11 JPEG, 8.5 x 11 PDF, and 11 x 17 PDF. The 'TV PSAs' section shows two video thumbnails with captions: 'Sugar Adds Up PSA' and 'Sports Drink PSA'.

New webpage featuring new sugary drink resources.

<http://dhss.alaska.gov/dph/PlayEveryDay/Pages/Sugary-Drink-Resources.aspx>

# Promotion – Blogging About Our Work

The screenshot shows the top navigation bar with five tabs: 'Learn More About Play Every Day' (green), 'Get Out and Play Physical Activity Ideas' (blue), 'Take the Challenge Healthy Futures' (purple), 'Get the Facts About Sugary Drinks' (dark blue), and 'See What's New Play Every Day Blog' (orange). Below the navigation is a red banner with the text 'Just because your kids play sports, doesn't mean they need sports drinks.' The banner features images of a child in a karate gi and hands pouring a drink. A grey box over the drink image says 'Learn what kinds of drinks contain added sugar'. Below the banner is a 'Play Every Day Blog' section with a blue header and a white body. It shows a post from August 16, 2016, titled 'New posters remind students: Even one soda is too much!'. The post text says 'Watch at your child's school to see Play Every Day's newest messages about physical activity and the health risks of sugary drinks.' To the right of the post is a 'Most Recent' list with two items: 'Wild About Alaska Salmon Day' and 'Physical activity is a family affair'. To the right of the blog section is a red 'Event Calendar' box with a white border, containing the text 'Click here to find physical activities on the Healthy Futures'.

Updated Blog



[www.playeveryday.alaska.gov](http://www.playeveryday.alaska.gov)

# Promotion – Blogging About Our Work

The screenshot shows a website layout with a dark blue header for the 'Play Every Day Blog' and a red header for the 'Event Calendar'. The blog post is dated August 16, 2016, and features a link to 'New posters remind students: Even one soda is too much!'. Below the link is a short paragraph about watching at school. To the right of the post is a 'Most Recent' section with three entries: 'Wild About Alaska Salmon Day', 'Physical activity is a family affair', and 'Alaska's ninja warrior sets a record'. The 'Event Calendar' section has a red 'Click here' link and text about finding physical activities on the Healthy Futures website, accompanied by a calendar icon. At the bottom of the page are three call-to-action boxes: 'Join the Conversation' with a Facebook icon, 'Watch Videos' with a YouTube icon, and 'Subscribe to Play Every Day Announcements' with an envelope icon. A red arrow points from the right towards the subscription box.

**Get Free Updates Here**

[www.playeveryday.alaska.gov](http://www.playeveryday.alaska.gov)

# Promotion – Blogging About Our Work

State of Alaska myAlaska My Government Resident Business in Alaska Visiting Alaska State Employees

## PLAY EVERY DAY

Health and Social Services > Public Health > Play Every Day > Play Every Day Blog

Learn More About Play Every Day | Get Out and Play Physical Activity | Take the Challenge Healthy Futures | Get the Facts About Sugary Drinks | See What's New Play Every Day Blog | Get More Information Resources

August 16

### New posters say even one soda a day is too much

School's about to start, so take a look on the walls at your child's school to see if you can spot Play Every Day's newest messages about the importance of physical activity and the health risks of sugary drinks.

For the past few years, Play Every Day has been sending its posters to hundreds of schools across Alaska. Many of them are still hanging up – showing kids and parents how much sugar is hiding in sugary drinks (a 20-ounce bottle of soda can have the same amount of sugar as 16 chocolate mini doughnuts.)

This year's posters touch on two pieces of news:

- First, Play Every Day and its partner, the Alaska Native Tribal Health Consortium, filmed new public service announcements (PSAs) this summer featuring Alaska parents and adults in Bethel and Unalakleet who help children in their communities be physically active.
- And second, the U.S. Dietary Guidelines for Americans issued its new recommended limit for the amount of added sugar you eat and drink every day.

**EVEN ONE IS TOO MUCH**  
JUST ONE SODA HAS MORE SUGAR THAN KIDS SHOULD HAVE IN ONE DAY.

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

**DRINK WATER**

PLAY EVERY DAY

# Questions?

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