

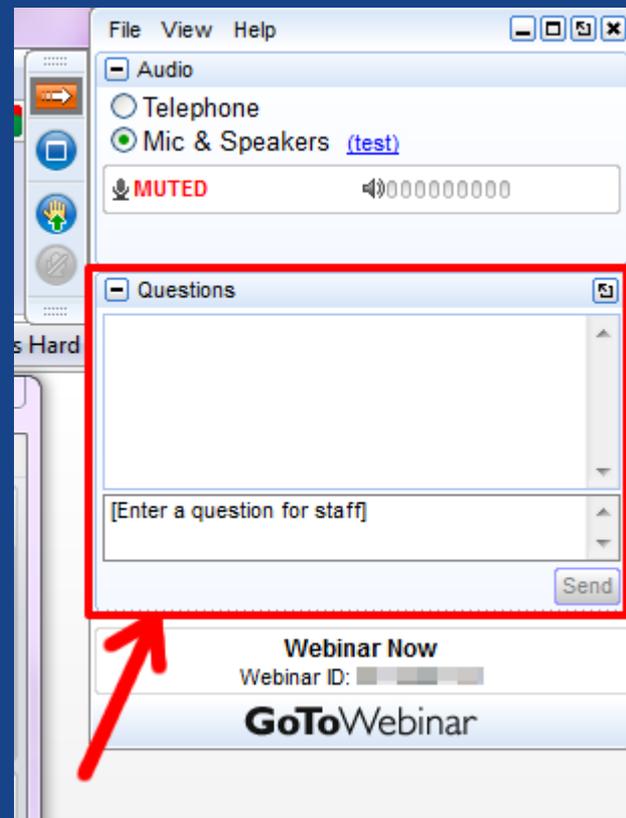
# CHRONIC DISEASE PREVENTION & HEALTH PROMOTION

## WEBINAR SERIES

<http://dhss.alaska.gov/dph/Chronic/Pages/default.aspx>

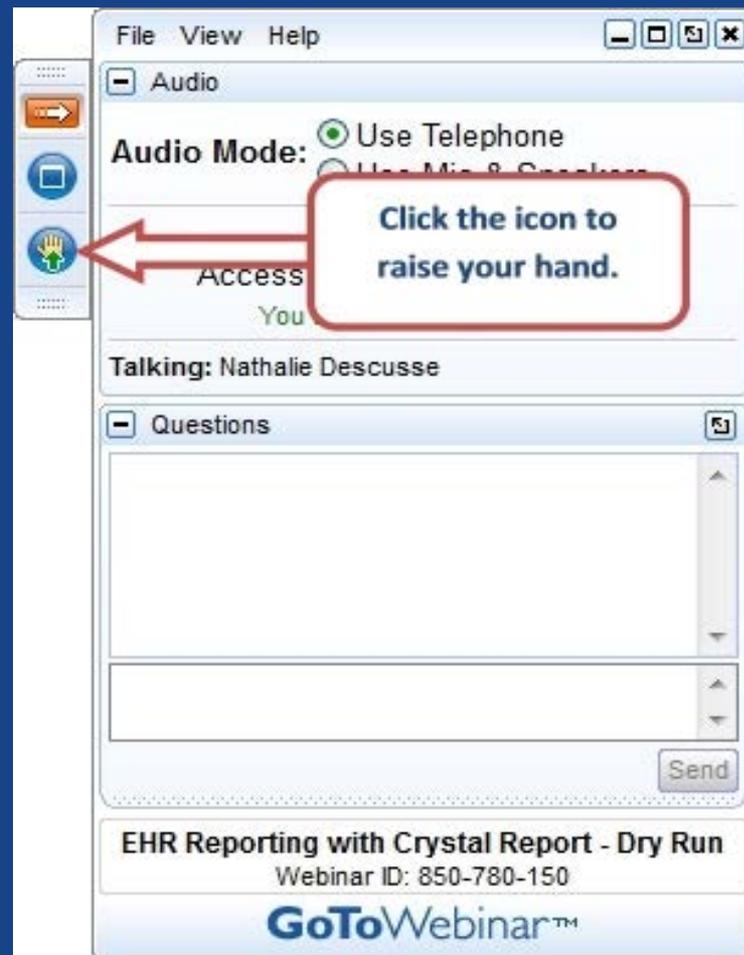
# About this Webinar

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# Partnering on Physical Activity: Play Every Day and ANTHC share stories from rural Alaska

Alaska Department of Health and Social Services  
Division of Public Health

Ann Potempa, MPH  
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Section of Chronic Disease Prevention and Health Promotion webinar series  
September 20, 2016

# 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: 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

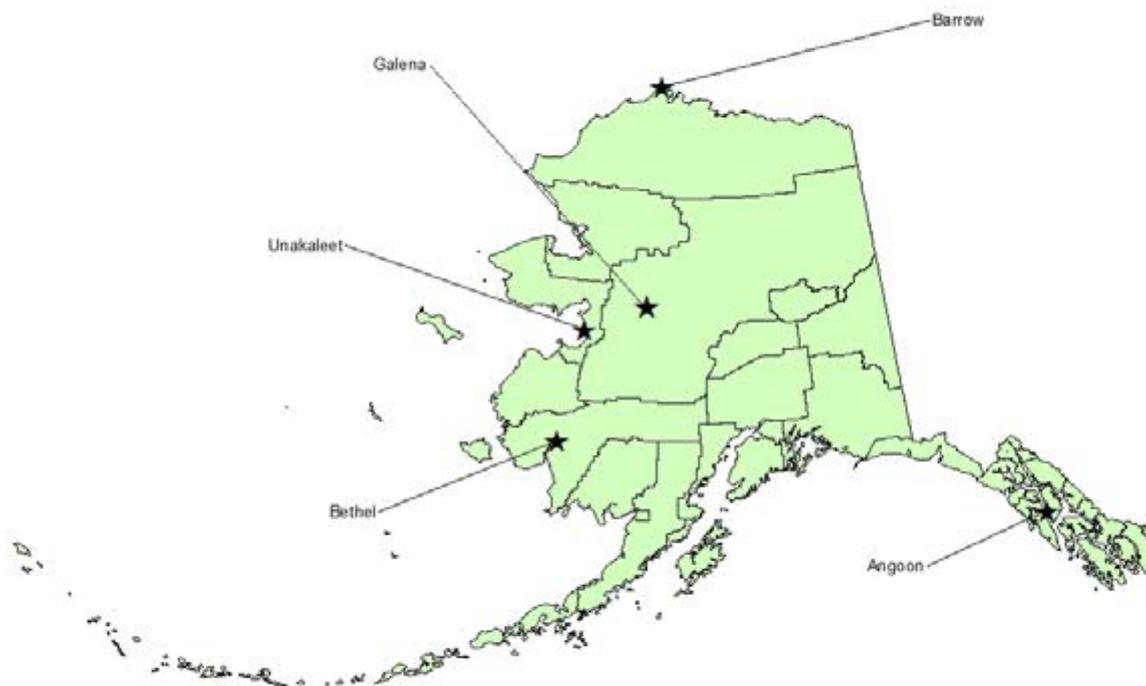
## Informing the Messages:

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

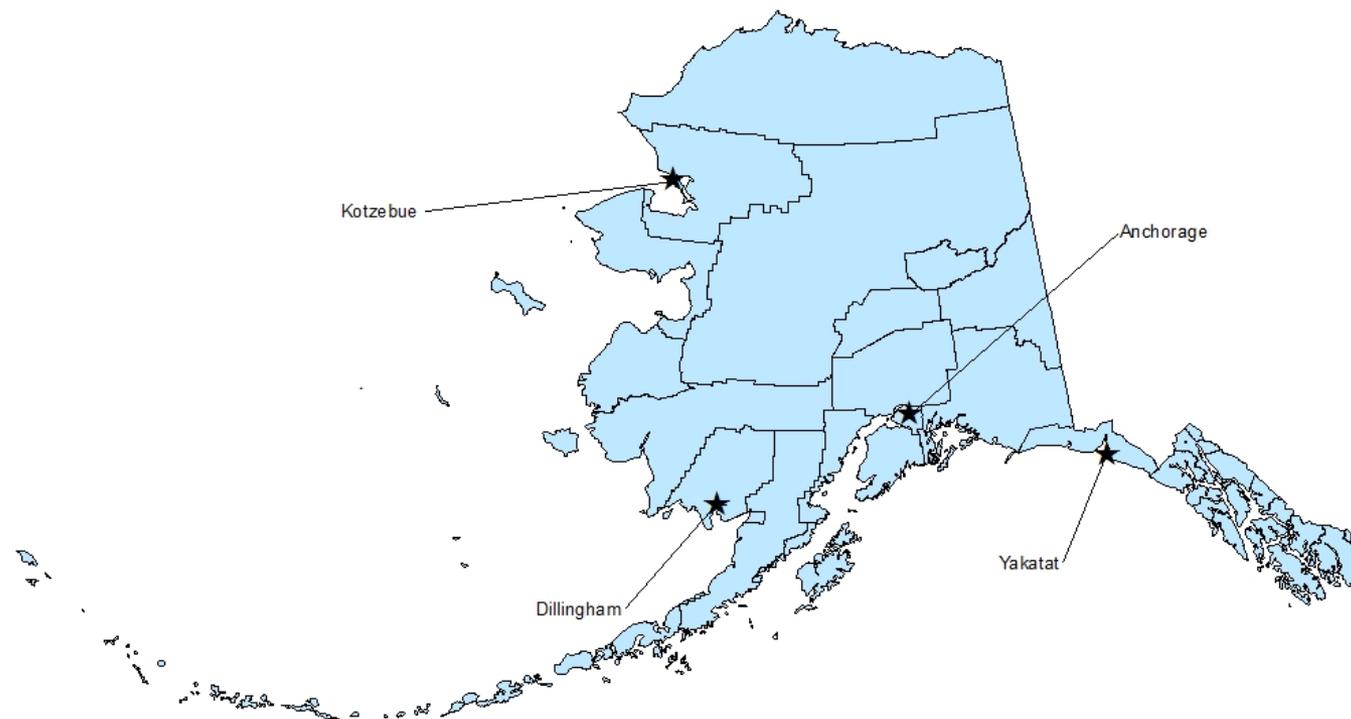
## Evaluating the Messages:

- Telephone surveys of Alaska parents of young children

# Focus Groups: Testing Stories from 5 Alaska Communities



# Focus Groups: Testing Stories in 4 Different Communities



# Moms Bring Activity Back to Angoon



## Afterschool Activities:

- Basketball
- Running
- Cheerleading

Photo courtesy of Department of Commerce, Community and Economic Development

# Barrow Circus Camp



Every summer in Barrow, circus artists fly in to provide a two-week camp for almost 100 children. Kids ages 5 and up attend every day for free.

This year's Barrow camp ran in late May and early June.

# Bethel Family Gets Active Together



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

# Galena Participates in the Healthy Futures Challenge

Month: \_\_\_\_\_

Student name \_\_\_\_\_

Teacher \_\_\_\_\_

Signature \_\_\_\_\_

## Physical Activity Log

Be active 60 minutes or more at least 10 days per month. Write down your activity or color in the boxes for the days you are physically active for at least 60 minutes. **Get Out and Play, Every Day!**

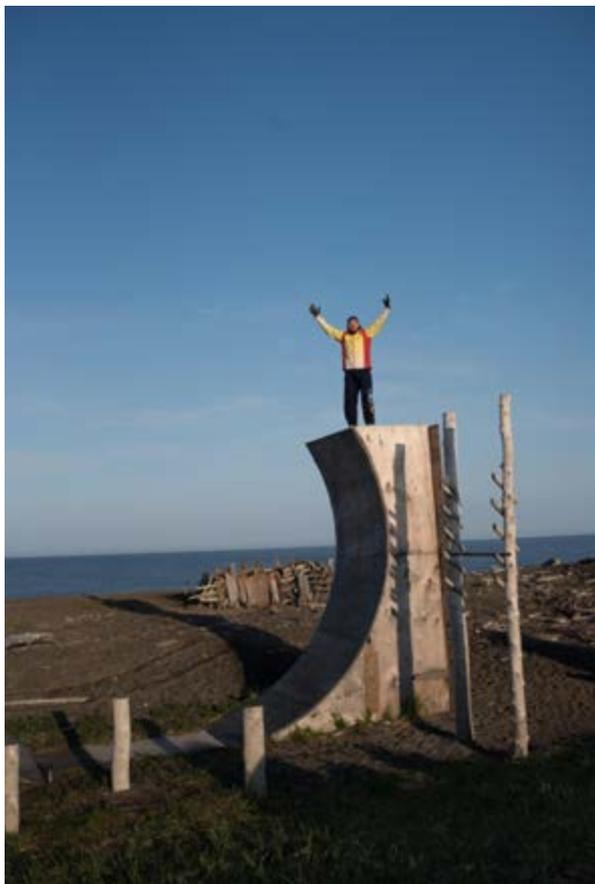
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 www.healthyfuturesak.org



Galena's elementary school achieves 100 percent participation in the Healthy Futures Challenge the first year the school signs up.

# American Ninja Warrior Helps Unalakleet Kids Get Out and Play



Nick Hanson strives for his own physical activity goals and motivates kids to be active with him.



## Focus Group Participants: Finding Stories that are Memorable, Motivating

Do you believe the story ...

- Is Memorable
- Gives you new ideas about physical activity
- Shares physical activity ideas that are relevant and possible in your community
- Is the kind of story that motivates people in your community to make similar activities available to kids and families
- Is the kind of story that motivates you to get your family more physically active

## Most Motivating Messages — Bethel

- **Being physically active as a family is important.**  
“Finally! Family, family, family. Making their own effort to provide activities to their children based on what’s around, not what’s being brought in or who’s a superstar.”



## Most Motivating Messages — Bethel

- Choosing subsistence physical activities



## Most Motivating Messages — Bethel

- **Moving beyond just organized sports**
- **Weaving physical activity into their days**

“Sometimes people think physical activity needs to be separate from their daily lives. When you can incorporate it into your daily lifestyle, that’s when it will be easiest to maintain.”

— Carolyn Iverson

# Motivating messages — Unalakleet

- **Motivational, inspirational role model**
- **One person can make a difference**

“This is an Alaskan success story. Thought it could be motivating since it’s a story of us.”



“Love that he is such an inspiration to Native people across Alaska — that anything is possible with a positive mind.”

# Motivating messages — Unalakleet

- **Moves beyond personal goals and cares for Alaska's kids**
  - Free summer running club, neighborhood games
  - Coach of multiple activities
- **Nick “knows what is fun for kids.”**



# Focus Groups Inform Final Products

GET OUT AND PLAY  
60 MINUTES EVERY DAY

GET OUT AND PLAY  
60 MINUTES EVERY DAY

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Nick Blyetctlak Hanon,  
American Naja Warrior contactor

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playeveryday.alaska.gov

ALASKA NATIVE TRIBAL HEALTH CONSORTIUM

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The campaign was supported by Cooperative Agreement Number 0900042, funded by the Centers for Disease Control and Prevention.

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# Unalakleet Play Every Day PSA

## Link to You Tube:

<https://www.youtube.com/watch?v=95I2i4LW7LE&feature=youtu.be>

# Bethel Play Every Day PSA

**Link to You Tube:**

<https://www.youtube.com/watch?v=JYp3di8cpXM>

# 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

The screenshot shows the 'PLAY EVERY DAY' website for the State of Alaska. The header includes the state logo and navigation links for 'myAlaska', 'My Government', 'Resident', 'Business in Alaska', 'Visiting Alaska', and 'State Employees'. The main title 'PLAY EVERY DAY' is prominently displayed in a red banner. Below the banner is a search bar and a navigation menu with six categories: '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 'Physical Activity Resources' and is divided into two sections: 'Physical Activity Posters' and 'TV PSAs'. The 'Physical Activity Posters' section displays a grid of poster thumbnails with their respective file formats and sizes listed below them. The 'TV PSAs' section shows four video thumbnails with titles: 'Unalakleet Plays Every Day', 'Bethel Plays Every Day', '60 Minutes of Play, Every Day', and '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>

<http://dhss.alaska.gov/dph/Chronic/Pages/default.aspx>



# Promotion – Sharing the Message Statewide

TV PSAs aired on broadcast and cable stations statewide:

- Summer Olympics, August, 2016
- September through early October, 2016

Online and Facebook ads, posts

Posters went to 200 schools across Alaska

- Posters also will go to WIC clinics, public health centers
- ANTHC received extra copies to distribute

Note: PSAs and related ads aired statewide, but also in regions served through ANTHC's CDC grant

# Questions?

Ann Potempa, Play Every Day  
coordinator

State of Alaska

Department of Health and  
Social Services

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# Discussion

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