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Play Every Day:
Public health and dental providers team up to cut sugary drink consumption

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

Webinar — November 21, 2017

Ann Potempa, MPH
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Educating Alaska parents through Healthy Drinks for Healthy Kids

• CDC Division of Oral Health has funded a two-year project to increase collaboration between oral health and chronic disease prevention programs.

• **Goal:** Cut sugary drink consumption of 5- to 12-year-olds to improve oral health and prevent obesity and other chronic diseases.
  - Development of provider tools and public education materials to support reduced sugary drink intake
  - Pilot project to engage dental providers to adapt and adopt a brief intervention for sugary drinks
Public Education Campaign to Improve Health Behaviors

• The Section of Chronic Disease Prevention and Health Promotion launched this public education campaign in 2012.
  – Long-term goal: Prevent and reduce childhood obesity

• Play Every Day is a social marketing campaign to change knowledge, attitudes and health behaviors:
  – Increase daily physical activity
  – Reduce sugary drink consumption

http://dhss.alaska.gov/dph/Chronic/Pages/default.aspx
Obesity in Alaska: The Numbers

Excess weight can increase risk for weight-related diseases, including type 2 diabetes, heart disease and many types of cancer.

- 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 Obesity Prevention Targets

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

**Increase**
- Physical activity
- Fruit & vegetables
- Breast feeding

**Decrease**
- Sugary drinks
- TV/screen time
- Junk food

http://dhss.alaska.gov/dph/Chronic/Pages/default.aspx
What are Sugary Drinks?
Health risks from sugary drinks

Cavities and decayed, painful teeth

Increased risk of heart disease
- High blood pressure
- High cholesterol

Type 2 diabetes that can last throughout your child’s lifetime

Unhealthy weight gain
Added Sugar Limit

• Less than 10% of calories per day
• Reference diet of 2,000 calories, no more than:
  – 12 tsp sugar
  – 50 g sugar
  – 200 calories
Source of Added Sugar, U.S. Population

2 years and older

Source: Dietary Guidelines for Americans, 2015-2020
U.S. Population
Mean Calories of Daily Added Sugar, 2011-2012

U.S. Population
Mean Calories of Daily Added Sugar, 2011-2012

U.S. Population
Mean Calories of Daily Added Sugar, 2011-2012

- **Beverage**: 164 calories (Adults), 164 calories (2-18 years old)
- **Foods**: 144 calories (Adults), 168 calories (2-18 years old)
- **Added Sugar Limit**: Upper limit is less than 160 calories

Limit based on a 1,600 calorie diet, for moderately active 8-year-old boy.

Calories of Added Sugar in Drinks

Limit based on 2,000 calorie reference diet

Limit based on 1,600 calorie diet, for moderately active 8-year-old boy

<table>
<thead>
<tr>
<th>Drink</th>
<th>Calories</th>
<th>Size</th>
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<tr>
<td>Fruit Flavored Drink</td>
<td>128</td>
<td>10 oz</td>
</tr>
<tr>
<td>Vitamin Drink</td>
<td>128</td>
<td>20 oz</td>
</tr>
<tr>
<td>Sports Drink</td>
<td>144</td>
<td>20 oz</td>
</tr>
<tr>
<td>Powdered Drink</td>
<td>176</td>
<td>16 oz</td>
</tr>
<tr>
<td>Soda</td>
<td>256</td>
<td>20 oz</td>
</tr>
</tbody>
</table>
Building Play Every Day as a social marketing campaign

• Using commercial marketing techniques in social and behavioral settings
  – Commercial world: money in exchange for goods
  – Social world: exchange one behavior for another to improve personal health or society’s health
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, dental providers

Evaluating the Messages:
• Repeated telephone surveys of Alaska parents of young children
Formative Research

Section of Chronic Disease Prevention and Health Promotion conducted:

• **Paper survey** at two conferences for dentists and dental hygienists in fall 2016 and again in fall 2017

• **16 key informant interviews** with dental providers
  – Statewide, tribal, private, pediatric

• **Focus groups with parents** who regularly served sugary drinks to their children
  – Utqiagvik, Dillingham, Anchorage, Wasilla
Tooth Decay PSA

https://www.youtube.com/watch?v=suDKTfyj9AQ
Switch Up PSA

https://www.youtube.com/watch?v=pxzhhbXx6Ms
Sugary Drinks Animated Videos

http://dhss.alaska.gov/dph/PlayEveryDay/Pages/Sugary-Drink-Resources.aspx or https://www.youtube.com/playeverydayak
Posters to Match the PSAs

Drinking water instead of sugary drinks can help prevent chronic diseases such as cavities, type 2 diabetes, weight gain, and heart disease. Choose water to stay healthy!
Drink Water
playeveryday.alaska.gov
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.

http://dhss.alaska.gov/dph/Chronic/Pages/default.aspx
New Brief Guide for Dental Providers

When sugar is NOT so sweet
Intervention for Dental Providers

Help families reduce sugary drink intake

- **Ask:** Does your child drink sugary drinks?
- **Advise:** Sugary drinks are harmful for your child’s teeth and health.
- **Assess:** Are you interested in making a change and serving fewer sugary drinks?
- **Assist:** Help the parent/child develop a plan to reduce sugary drink consumption.
- **Arrange:** Make a note in the patient record to follow up at the next visit.
Play Every Day Website

www.playeveryday.alaska.gov
Website – Education about Sugary Drinks

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

Resources

Sugary Drink Posters and Print Materials

TV PSAs

Switch Up PSA
Tooth Decay PSA

Sugar Ads Up PSA
Sports Drink PSA

Doughnut PSA
It Starts With Me PSA

Ingredient Labels PSA

Play Every Day video messages can be viewed on YouTube.

Animated Videos

Healthy Drinks for Healthy Kids Project

Alaska’s Oral Health and Obesity Prevention programs are working on a pilot project funded by the CDD to cut sugary drinks consumption to improve oral health and prevent obesity and other chronic diseases.

Lesson Plans for Alaska Elementary Schools
2016/18 School Year

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

Physical Activity Resources

**Physical Activity Posters**

- Unalakleet Plays Every Day
- Bethel Plays Every Day
- 60 Minutes of Play, Every Day
- Play Every Day
- Alaska Athletes Play Every Day
- Alaska Families Play Every Day
- Healthy Futures Challenge – Families participate
- Healthy Futures Challenge – Schools participate

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
Play Every Day Social Media

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

Updated Blog

http://dhss.alaska.gov/dph/Chronic/Pages/default.aspx
Promotion – Blogging About Our Work

Play Every Day Blog

October 9, 2017
State’s Healthy Drinks for Healthy Kids project shares new educational videos, posters, and materials

It’s just one sugary drink for your child. That can’t be so bad, right? But week after week, year after year, the effects of all that sugar add up. Sugary drinks can lead to type 2 diabetes. They can destroy your children’s teeth. These are the opening lines of a new educational video. This video and other educational materials are part of an Alaska DHSS pilot project to reduce sugary drink intake and improve health.

Most Recent
Alaska school districts update school wellness policies to meet new regulations

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

New continuing education credit for teachers who coordinate Healthy Futures Challenge

Event Calendar

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

Join the Conversation

Watch Videos

Subscribe to Play Every Day Announcements

Get Free Updates Here

www.playeveryday.alaska.gov
State’s Healthy Drinks for Healthy Kids project shares new educational videos, posters, and materials

It’s just one sugary drink for your child. That can’t be so bad, right?

But week after week, year after year, the effects of all that sugar add up.

Sugary drinks can lead to type 2 diabetes. They can destroy your children’s teeth.

These are the opening lines of a new educational video that is being shared with parents across Alaska this fall to motivate families to drink fewer sugary drinks for the best health. This video and other educational materials are part of a new partnership between Alaska Department of Health and Social Services program directors working on obesity prevention and dental health. These programs have a similar goal: reduce sugary drink consumption among Alaska families to improve the health of their entire bodies — from their mouths to their waistlines to the health of their hearts and blood vessels. Sugary drinks include sweetened fruit-flavored drinks, powdered mixes, sports and energy drinks, sweetened coffees and teas, vitamin drinks, and soda.
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 and other educational materials**
• **Play** the public service announcements and videos
• **Use the brief intervention** in dental offices and the lesson plans in schools
• **Model the healthy habit of drinking water**
• **Share the Play Every Day website**, Facebook page and YouTube channels as resources
Questions?

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Discussion

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