

CHRONIC DISEASE PREVENTION & HEALTH PROMOTION

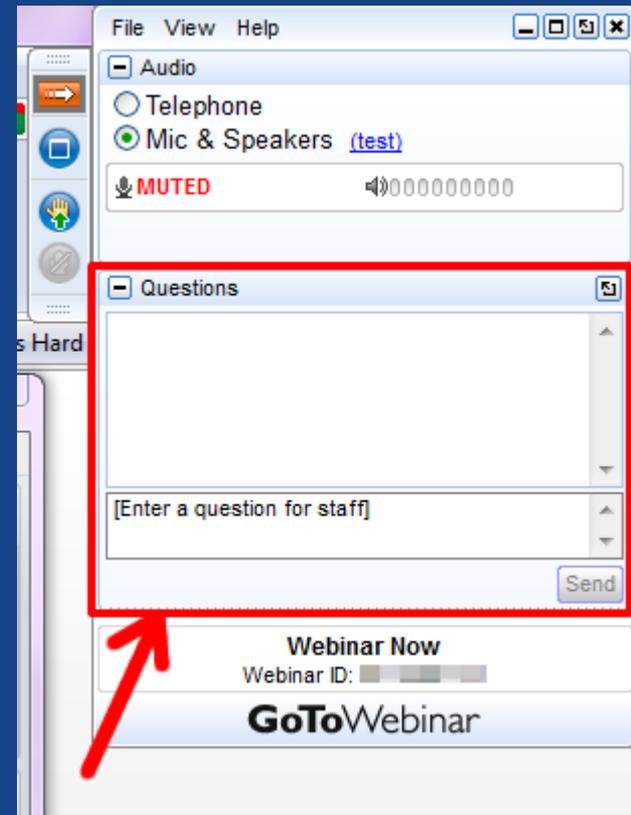
WEBINAR SERIES

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



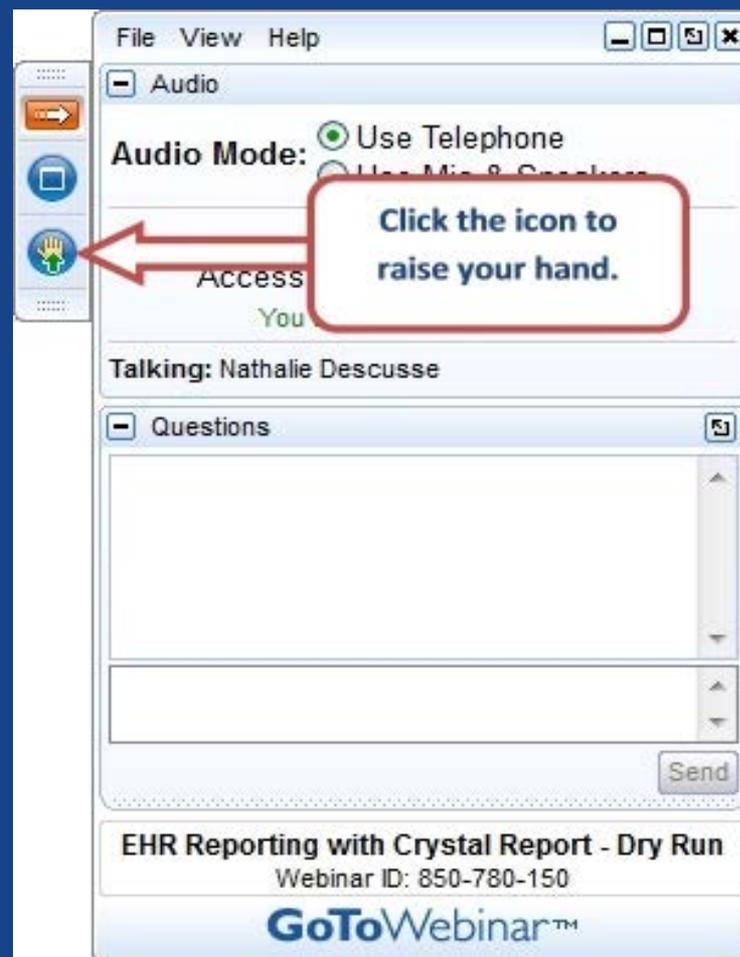
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About this Webinar

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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



Obesity in Alaska: The Numbers

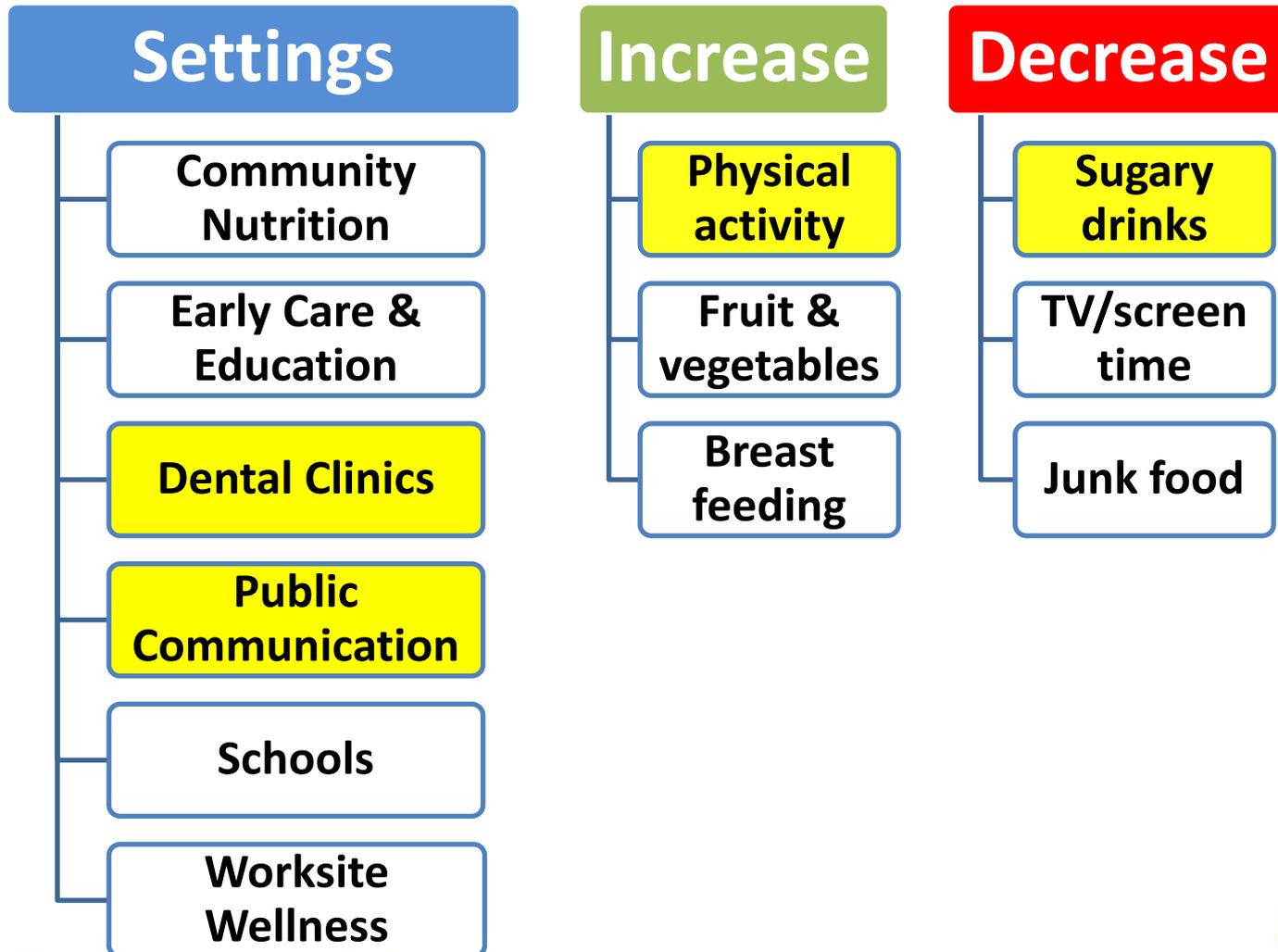
Excess weight can increase risk for weight-related diseases, including type 2 diabetes, heart disease and many types of cancer.

- 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.

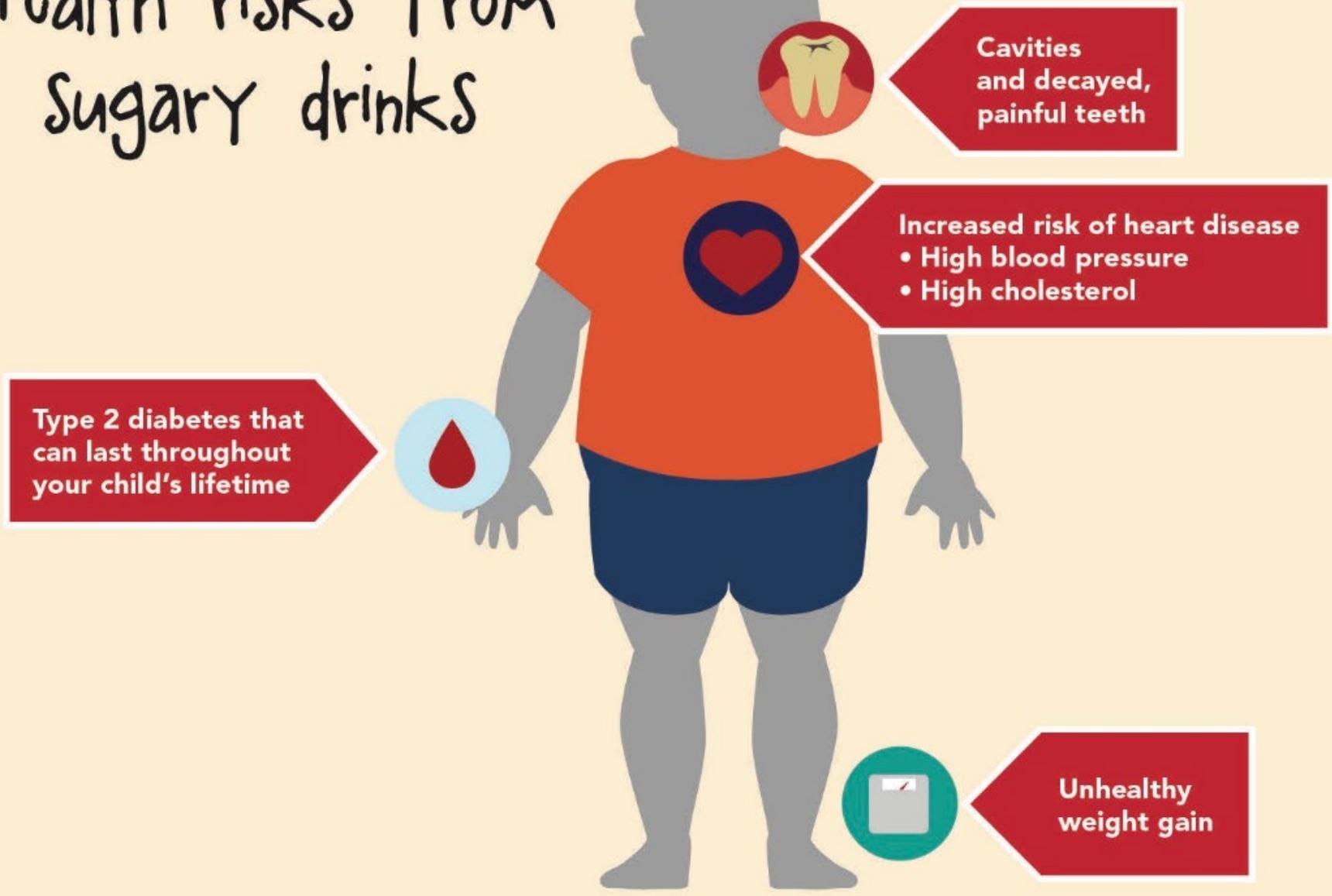
CDC Obesity Prevention Targets



What are Sugary Drinks?

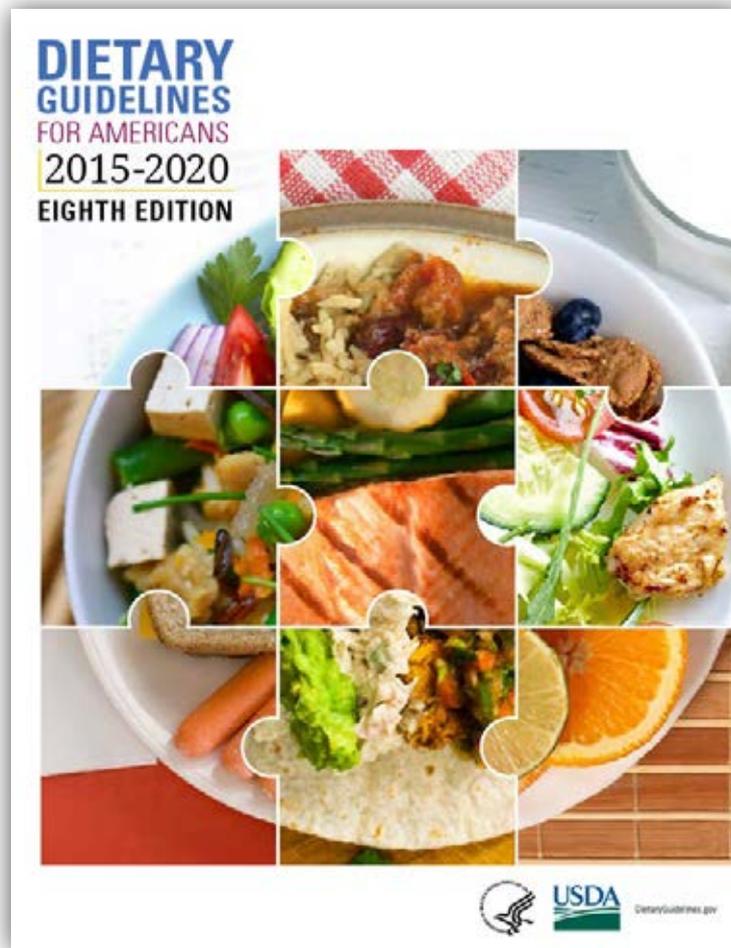


Health risks from sugary drinks



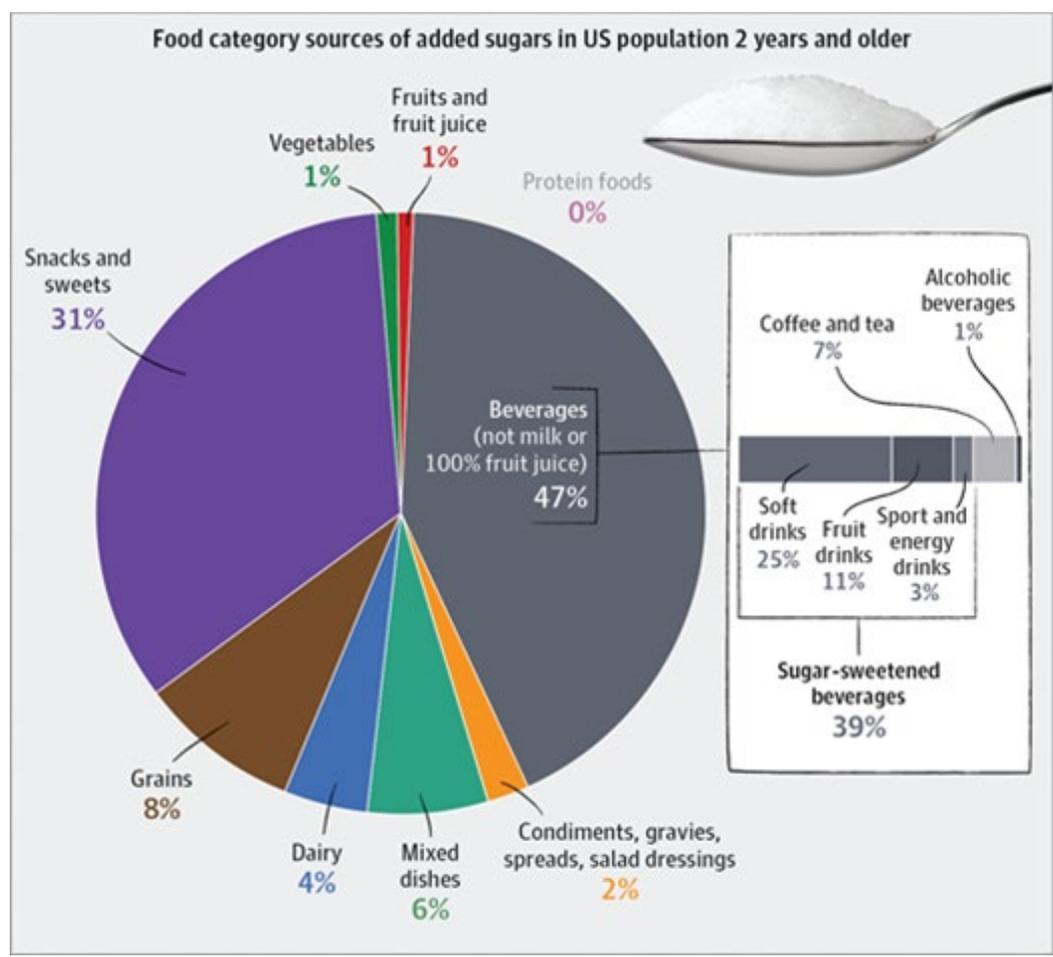
Added Sugar Limit

- 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

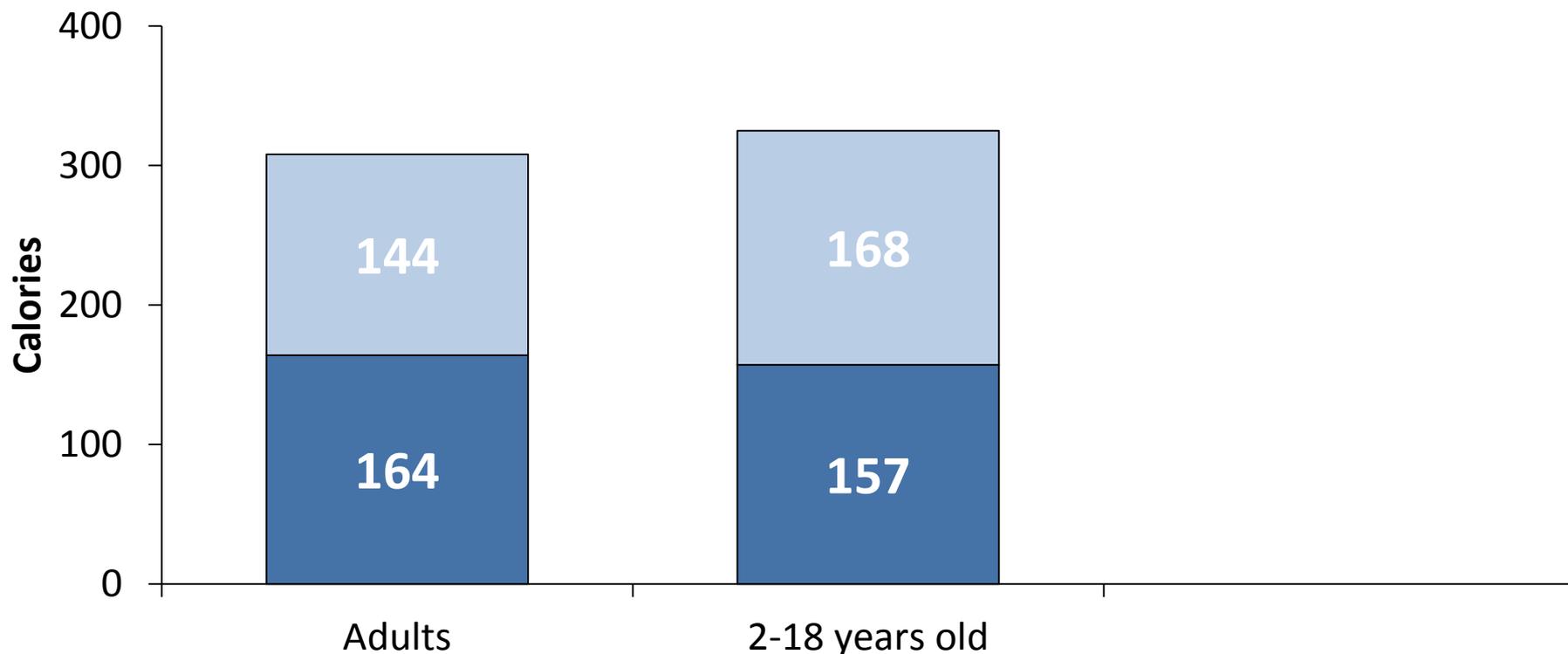


Source: Dietary Guidelines for Americans, 2015-2020

U.S. Population

Mean Calories of Daily Added Sugar, 2011-2012

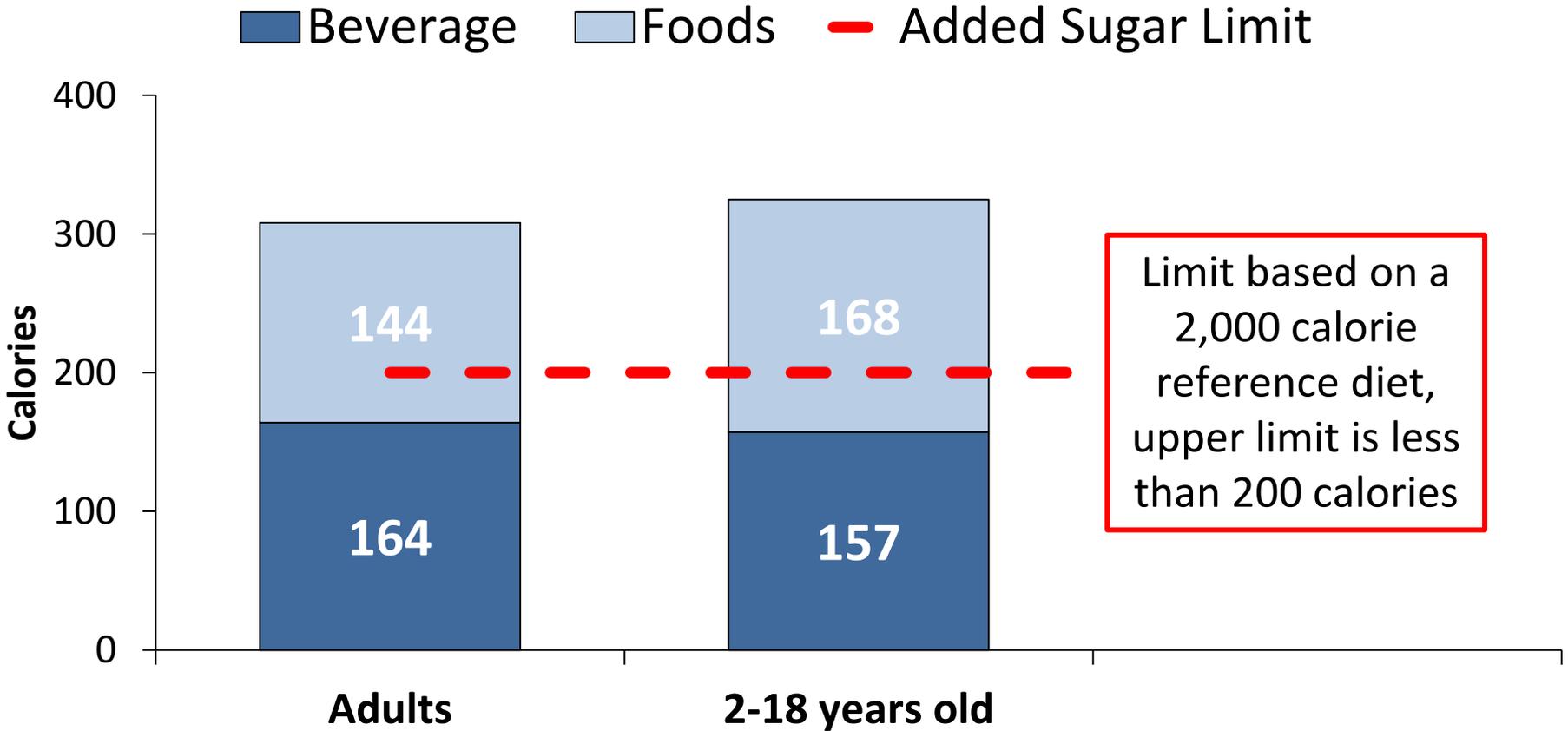
■ Beverage ■ Foods



Source: Added Sugars Intake Across the Distribution of US Children and Adult Consumers: 1977-2012. Powell ES Smith-Taillie LP Popkin BM [Journal of the Academy of Nutrition and Dietetics](#). Volume 116, Issue 10, October 2016.

U.S. Population

Mean Calories of Daily Added Sugar, 2011-2012

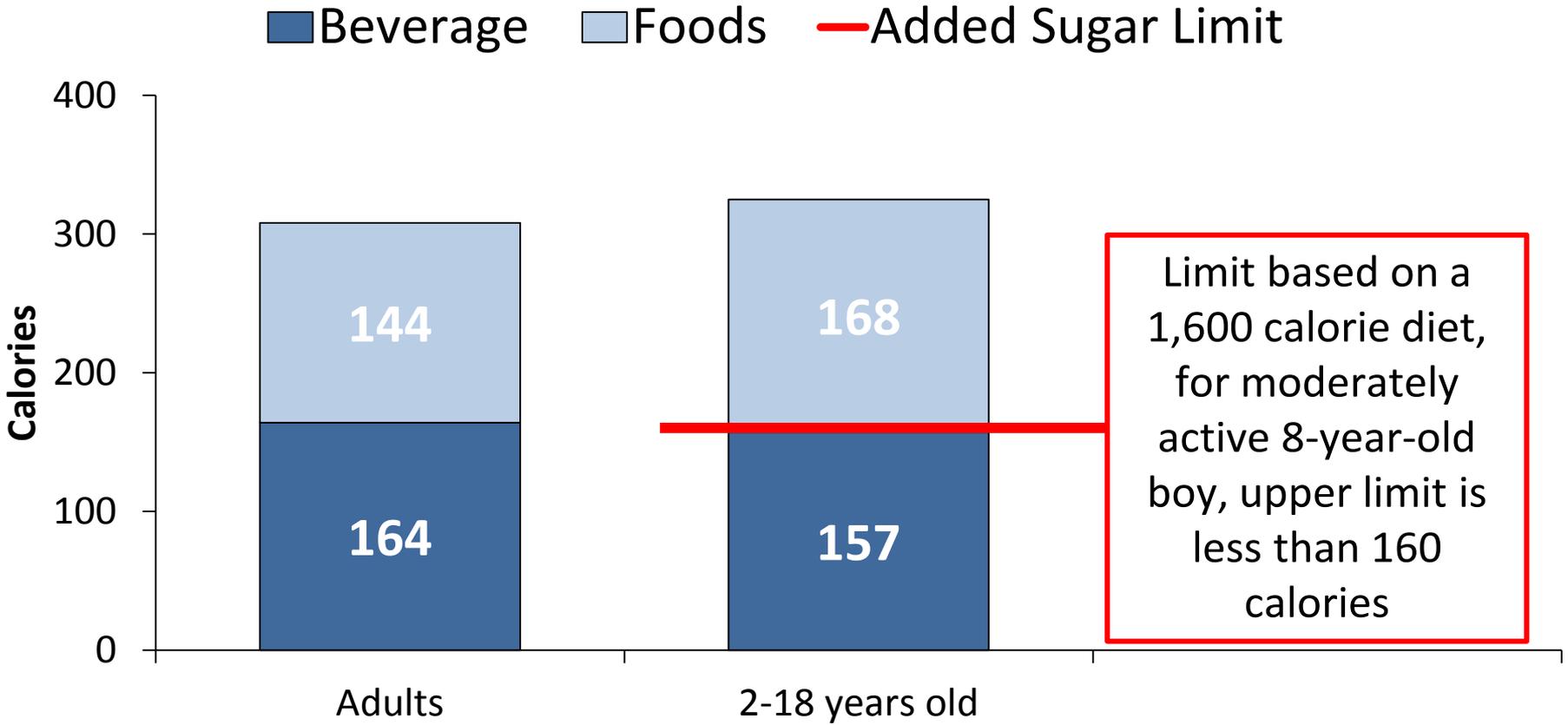


Source: Added Sugars Intake Across the Distribution of US Children and Adult Consumers: 1977-2012. Powell ES Smith-Taillie LP Popkin BM [Journal of the Academy of Nutrition and Dietetics](#). Volume 116, Issue 10, October 2016.



U.S. Population

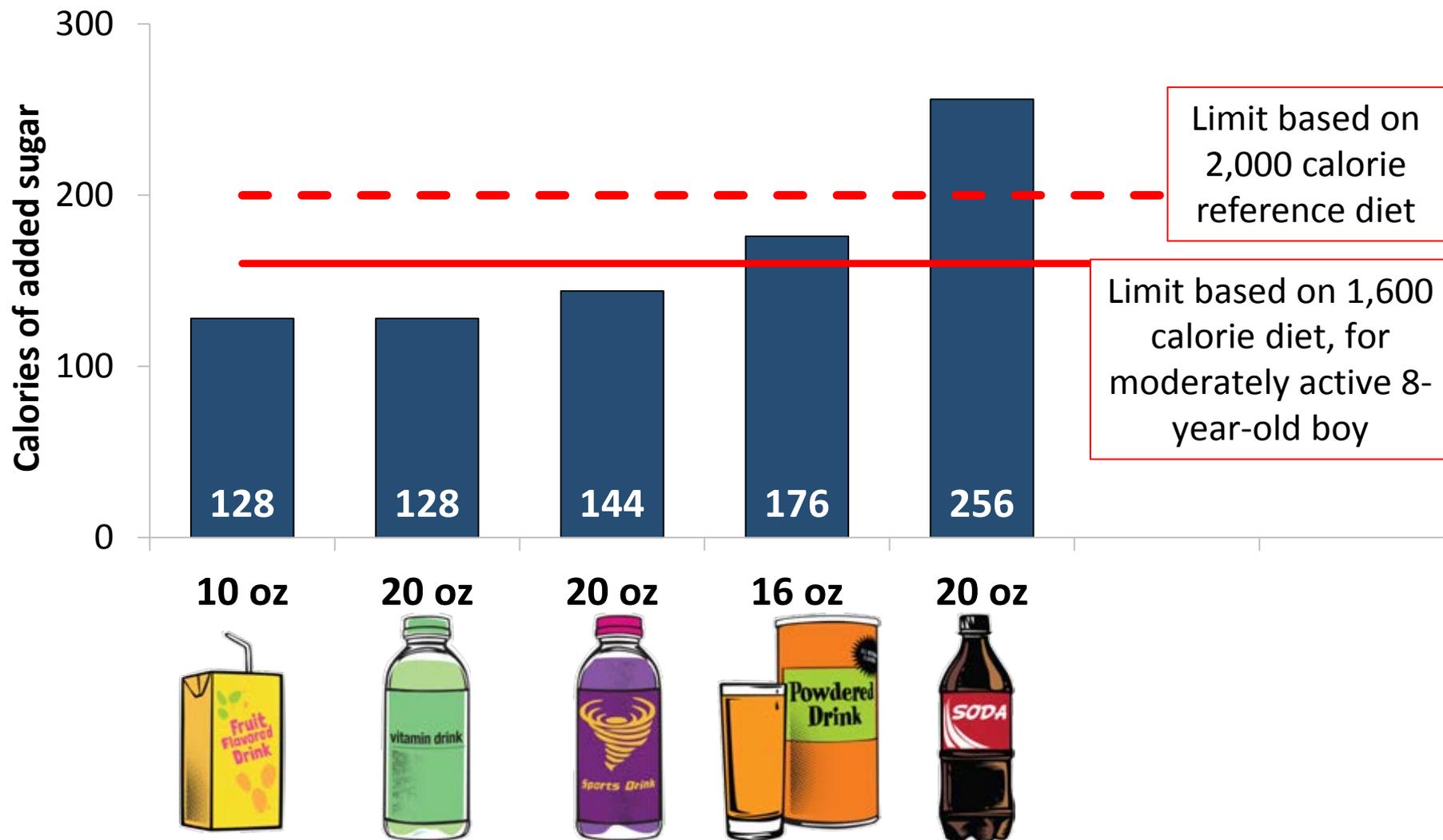
Mean Calories of Daily Added Sugar, 2011-2012



Source: Added Sugars Intake Across the Distribution of US Children and Adult Consumers: 1977-2012. Powell ES Smith-Taillie LP Popkin BM [Journal of the Academy of Nutrition and Dietetics](#). Volume 116, Issue 10, October 2016.



Calories of Added Sugar in Drinks



CDC Settings for Reducing Obesity: Public Communication

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

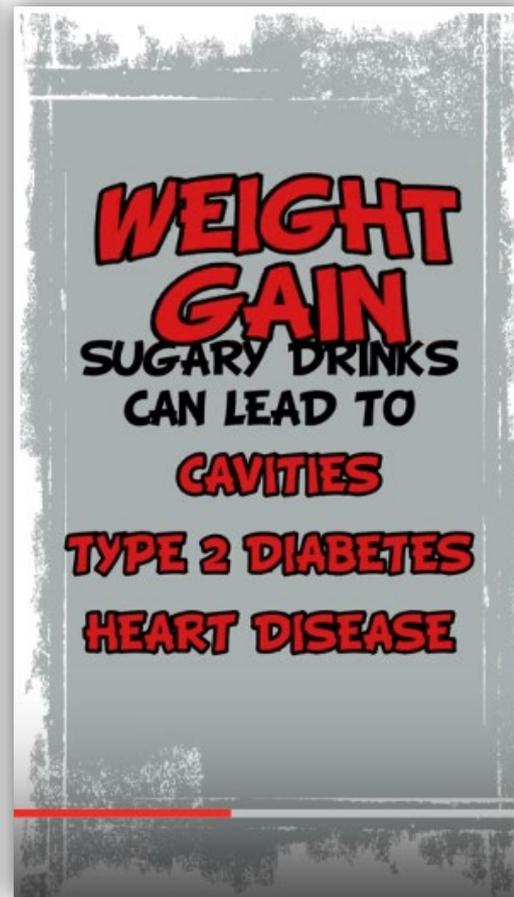
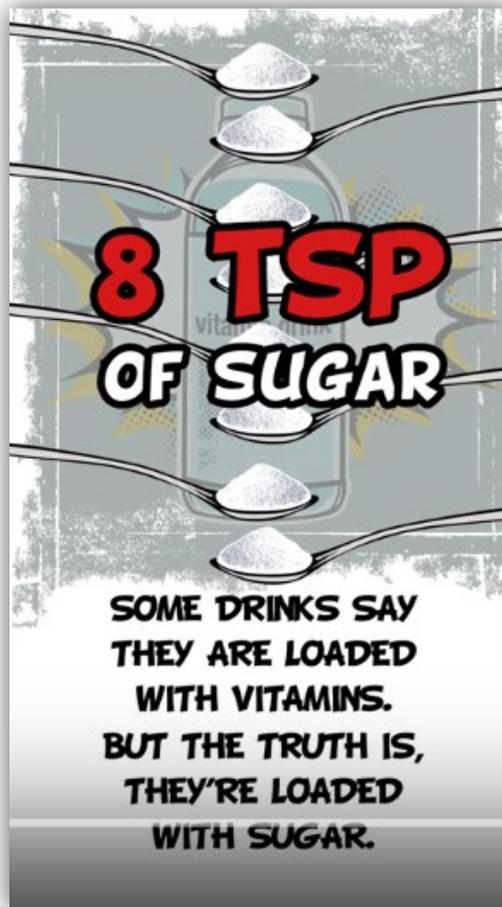
<https://www.youtube.com/watch?v=suDKTfyj9AQ>



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

Drink this

Not that

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

DRINK WATER

PLAY EVERY DAY

Alaska DENTAL SOCIETY

playeveryday.alaska.gov

Drink this

Not that

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

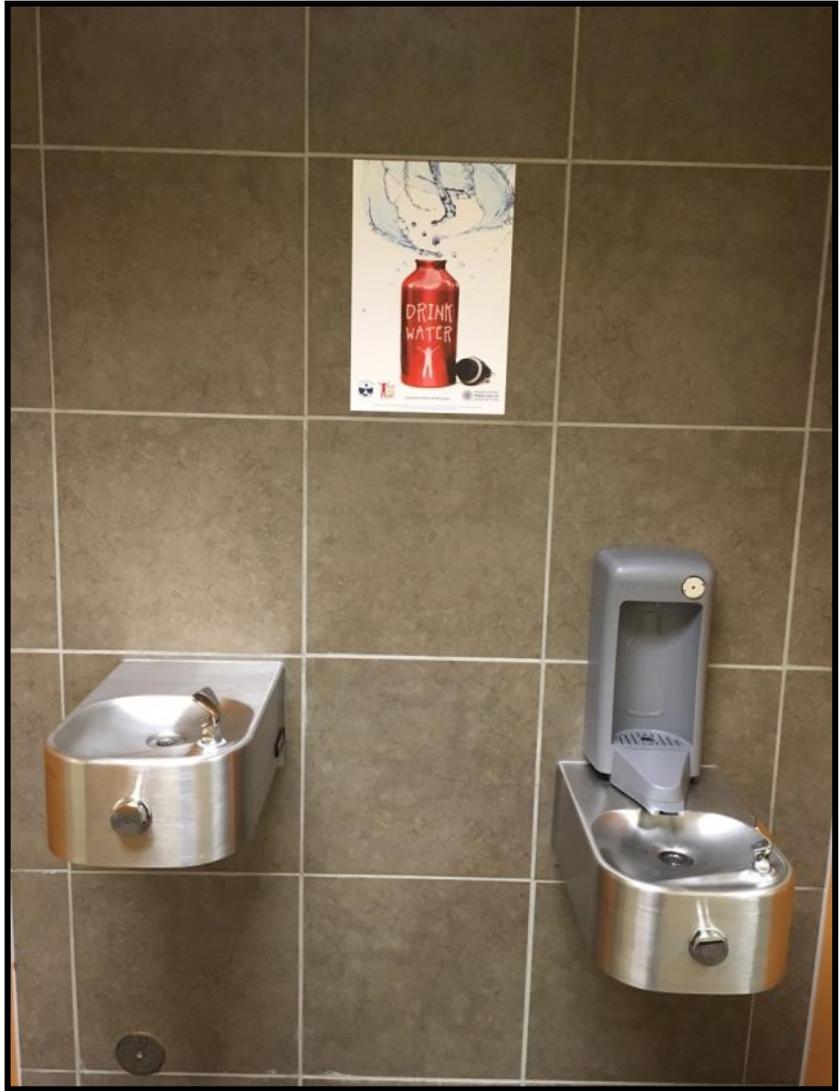
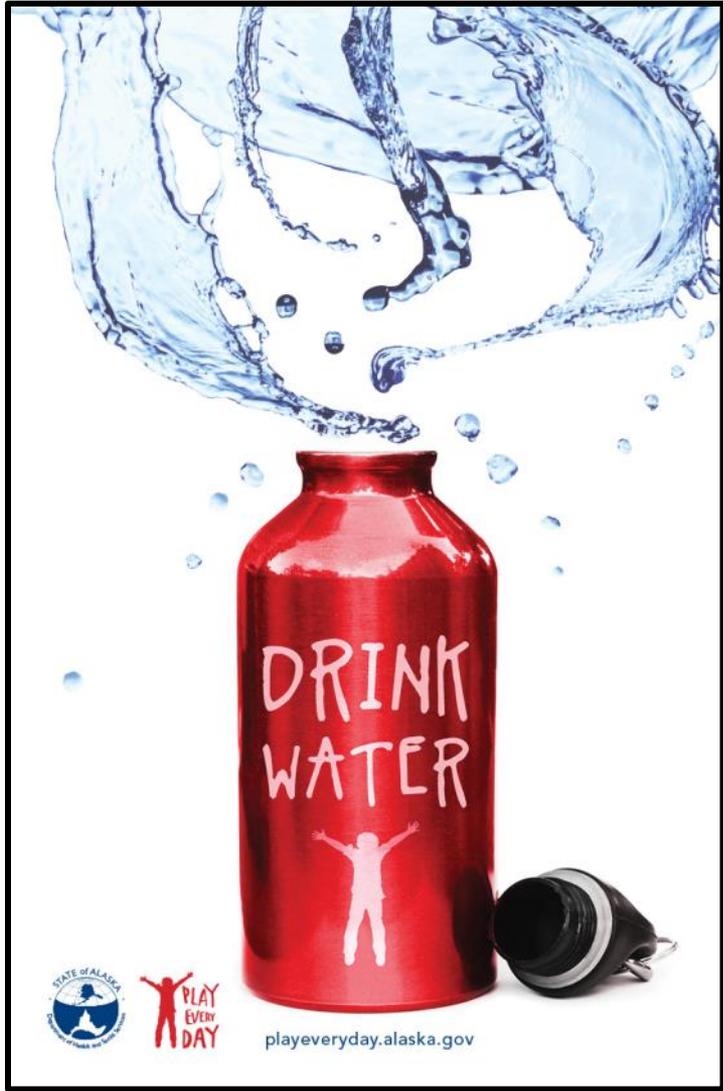
DRINK WATER

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CHRONIC DISEASE PREVENTION HEALTH PROMOTION



Matching Rack Cards

Drink this

Not that

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

DRINK WATER

PLAY EVERY DAY

Alaska DENTAL SOCIETY

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EVEN ONE IS TOO MUCH

JUST **ONE** POWDERED DRINK CAN HAVE MORE SUGAR THAN YOU SHOULD HAVE IN ONE DAY.

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

Powdered Drink

DRINK WATER

PLAY EVERY DAY

playeveryday.alaska.gov

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
- Sucrose

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

New Brief Guide for Dental Providers

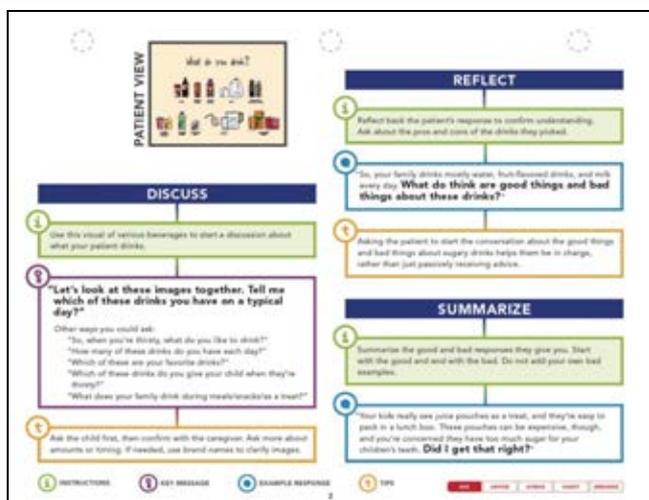


Intervention for Dental Providers

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

The screenshot shows the website's header with the State of Alaska logo and navigation links: myAlaska, My Government, Resident, Business in Alaska, Visiting Alaska, and State Employees. The main banner features a stick figure icon and the text "PLAY EVERY DAY" in a white, hand-drawn font on a red background. A search bar and radio buttons for "DHSS" and "State of Alaska" are also present. Below the banner is a breadcrumb trail: "Health and Social Services > Public Health > Play Every Day". A row of six colored buttons offers various content: "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), "See What's New Play Every Day Blog" (orange), and "Get More Information Resources" (light blue). The main content area features a large graphic with a young girl holding a glass of water, labeled "Drink this", and a group of sugary drinks labeled "Not that". To the right, the text "DRINK WATER" is written in large, bold, red letters. Below this is a video player with the title "Get the facts about sugary drinks" and a progress bar. At the bottom, there are two buttons: "Play Every Day Blog" with a RSS icon and "Event Calendar".

www.playeveryday.alaska.gov

Website – Education about Sugary Drinks

The screenshot shows the State of Alaska website interface. 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 the text 'PLAY EVERY DAY' and a search bar. The main content area features a breadcrumb trail: 'Health and Social Services > Public Health > Play Every Day > Cutting Back on Sugary Drinks Improves Health'. A row of five colored buttons provides navigation: '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), 'See What's New Play Every Day Blog' (orange), and 'Get More Information Resources' (light blue). The main article title is 'Cutting Back on Sugary Drinks Improves Health'. On the left, a sidebar lists 'Get the Facts About Sugary Drinks' with sub-links: 'What is a Sugary Drink?', 'Health Impacts', 'Choose Healthy Drinks', 'How to Find the Added Sugars', 'Frequently Asked Questions', and 'Sugary Drinks Videos, Posters and Materials'. The main text explains that parents often serve sugary foods and drinks, and that sugar sneaks into many items like cereal, granola bars, ketchup, and cookies. It asks 'But do you know how children get most of their added sugar each day?' and answers 'They drink it.' It then says 'Switch out those sugary drinks' and lists sources of sugar: 'soda, powdered mixes, sports and energy drinks, vitamin drinks, sweetened coffee and tea, chocolate and other flavored milk, and sweetened fruit-flavored drinks.' It concludes that parents should switch to healthier options like water and white, unflavored milk. On the right, there is a graphic with the text 'CUT OUT THOSE ADDED SUGARS.' and an illustration of various sugary drinks: a bottle of 'SODA', a can of 'ENERGY DRINK', a bottle of 'Fruit Flavored Drink', a bottle of 'Sports Drink', a bottle of 'Vitamin drink', and a can of 'Powdered Drink' next to a glass of 'Fruit Flavored Drink'.

<http://dhss.alaska.gov/dph/PlayEveryDay/Pages/Cutting-Back-on-Sugary-Drinks-Improves-Health.aspx>

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



Website – Sugary Drink/Water Resources

Resources

Sugary Drink Posters and Print Materials

3.5 x 11 JPEG 3.5 x 11 PDF 11 x 17 PDF	3.5 x 11 JPEG 3.5 x 11 PDF 11 x 17 PDF	3.5 x 11 JPEG 3.5 x 11 PDF 11 x 17 PDF	3.5 x 11 JPEG 3.5 x 11 PDF 11 x 17 PDF
3.5 x 11 JPEG 3.5 x 11 PDF 11 x 17 PDF	3.5 x 11 JPEG 3.5 x 11 PDF 11 x 17 PDF	3.5 x 11 JPEG 3.5 x 11 PDF 11 x 17 PDF	3.5 x 11 JPEG 3.5 x 11 PDF 11 x 17 PDF
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TV PSAs

Switch Up PSA	Tooth Decay PSA
Sugar Adds Up PSA	Sports Drink PSA
Doughnut PSA	It Starts With Me PSA
Ingredient Label PSA	

Play Every Day video messages can be viewed on YouTube.

Animated Videos

Sugary Drinks – Vitamin Water	Sugary Drinks – Soda	Sugary Drinks – Powdered Drink

Healthy Drinks for Healthy Kids Project

Alaska's Oral Health and Obesity Prevention programs are working on a pilot project funded by the CDC 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

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

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

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

Sugary Drinks Videos, Posters and Materials

TV PSAs

	
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

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

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

Play Every Day Social Media



www.facebook.com/playeverydayak

www.youtube.com/playeverydayak

Promotion – Blogging About Our Work

PLAY EVERY DAY

Health and Social Services > Public Health > Play Every Day

[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](#)

Drink this **Not that**

DRINK WATER

Get the facts about sugary drinks

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

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.

Updated Blog



Promotion – Blogging About Our Work

The screenshot shows the 'Play Every Day Blog' website. At the top left is a blue header with a white RSS icon and the text 'Play Every Day Blog'. Below this, on the left, is a post dated 'October 9, 2017' with the title 'State's Healthy Drinks for Healthy Kids project shares new educational videos, posters, and materials'. The post text discusses sugary drinks and mentions a new educational video. To the right of the post is a 'Most Recent' section with three items: 'Alaska school districts update school wellness policies to meet new regulations', 'Thousands of kids to join running Jamborees and events in communities across Alaska', and 'New continuing education credit for teachers who coordinate Healthy Futures Challenge'. On the right side of the page is a red 'Event Calendar' box with a white background, containing the text 'Click here to find physical activities on the Healthy Futures website.' and a calendar icon. At the bottom of the page are three promotional buttons: '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 large red arrow points from the right side of the page towards the 'Subscribe to Play Every Day Announcements' button.

Get Free Updates Here

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

October 09

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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coordinator

State of Alaska

Department of Health and
Social Services

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Discussion

- ❑ You will need a microphone on your computer or you will need to call the number provided when you registered for today's session.
- ❑ To make a comment or ask a question, please "raise" your hand by clicking on the Hand button in the GoToWebinar control panel.
- ❑ You also can type your question in the box provided.

