

CHRONIC DISEASE PREVENTION **& HEALTH PROMOTION**

WEBINAR SERIES

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



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PLAY EVERY DAY: **CREATING EDUCATION MATERIALS** **FOCUSED ON** **SUCCESS IN SCHOOLS**

September 18, 2018

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

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Running the Play Every Day Campaign

Launched in 2012 and continues today

- **Set a long-term goal:** Help children grow up at a healthy weight
- **Ran a social marketing campaign:**
 - Increase daily physical activity
 - Reduce sugary drink consumption
 - Promote water and milk
- **Focused on a primary target audience:**
 - Alaska parents of children ages 5-12
- **Use research tools to inform and evaluate our messages**



2018 Play Every Day Research

Campaign focus: Create new public education materials about successes in schools that make healthy drinks, foods and physical activity more available to children.

Conducted focus groups:

- ❑ Partnered with Alaska Native Tribal Health Consortium
- ❑ 2 focus groups held with Alaska parents on the Alaska Native Medical Center campus
- ❑ Tested success stories to determine which were motivating and possible for communities
- ❑ First set of focus groups to hear from Alaska parents living in small, remote, rural communities

2018 Focus Group Participants from Rural, Remote Communities



Play Every Day Website

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

- 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
- Success in Schools Ideas that Work

SUCCESS IN ALASKA SCHOOLS

Communities are helping kids choose healthy drinks, foods and activity

Play Every Day Blog

July 9, 2010

[Kids Dig Growing Their Own Healthy Foods](#)

Planting strawberries in towers and carrots in a small swimming pool are just some of the fun activities kids are doing through the Alaska Farm to Summer Meal Program. Summers can be a challenging and hungry time for children. In Alaska, over half of students qualified for free or reduced lunches during the school year. When the school year ends, these children typically lose access to the affordable or free meals. To address this, the U.S. Summer Food Service Program helps approved sites provide meals for free to kids.

Most Recent

- Start off the Summer Strong with Fun Runs and Events for Kids
- Eagle River Triathlon Kicks Off a Series of Summer Physical Activity Events
- Alaskans Take A Trail Back to Health

Play Every Day

See how Alaska kids get out and play every day.

www.playeveryday.alaska.gov

Website – Success in Schools

The screenshot shows the 'PLAY EVERY DAY' website interface. At the top, there is a navigation bar with links for 'myAlaska', 'My Government', 'Essential', '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 > Success in Alaska Schools'. A horizontal menu contains six colored buttons: '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 'Success in Schools Ideas That Work' (light blue). The main content area features a red heading 'Alaska Schools Set the Bar High in Supporting Healthy Habits' followed by a paragraph about children's health and school efforts. Below this are two columns of 'Success Stories'. The left column has a heading 'Making Physical Activity Easier for Alaska Children' and an image of a covered playground. The right column has a heading 'Meeting National Standards for Physical Education in Schools' and an image of children playing basketball in a gym.

Alaska Schools Set the Bar High in Supporting Healthy Habits

About 1 out of 3 Alaska children is growing up at an unhealthy weight. Schools throughout Alaska are determined to make a difference. They are working with parents, school boards, districts and the whole community to teach the importance of daily physical activity and choosing healthy foods and drinks. They are providing healthy options to hundreds of children every day, from installing water bottle filling stations to providing daily physical education classes and more. Read examples from across the state in the following success stories.

Success Stories

Making Physical Activity Easier for Alaska Children

Alaska kids are great at getting out to play in any weather, but coordinating outdoor play can be a struggle during the school day. Communities are making activity more accessible by building playgrounds kids can use anytime.

Meeting National Standards for Physical Education in Schools

Alaska parents may think their children get a physical education class as often as they did growing up. In 2017, however, only 1 out of 5 Alaska high school students attended daily physical education classes.

<http://dhss.alaska.gov/dph/PlayEveryDay/Pages/Success-in-Alaska-Schools.aspx>

Website – Success in Schools

Creating Soda-Free Schools and Smart Snack Solutions

One way to help children grow up at a healthy weight is to cut back on serving them sugary drinks. Reducing added sugar can lead to many health benefits. It can prevent type 2 diabetes, cavities, unhealthy weight gain, even heart disease. School districts are making changes that limit added sugar for hundreds of children who attend their schools every day.

North Slope Borough School District, Utqiagvik and surrounding villages — Creating soda-free elementary and middle schools

Years of support from students, families and athletic booster clubs set the stage for a new change in the North Slope Borough School District during the 2017-18 school year. All elementary and middle schools in this district are now soda-free.

Added sugars are in all kinds of foods, from sweet cereals, to granola bars, cookies, cakes and ice cream.

But do you know how children get most of their added sugar each day?

They drink it. Choosing to cut back on soda is a big step toward reducing unhealthy added sugars in children's diets.

The idea for "soda-free" schools began years ago by North Slope students who wanted to be healthier during their sports seasons. The high school football and volleyball teams in Utqiagvik started a "Stop the Pop" pledge to cut out drinking soda during the season. This pledge expanded as more people in the community wanted a change. The athletic booster clubs decided to stop selling soda at after-school sporting events. This effort finally became a school district policy that designated entire school buildings as "soda-free." This means soda can't be sold at schools, and it also can't be provided to students for free or brought from home.

Watch this [Play Every Day](#) video to learn about the North Slope school district's efforts to create soda-free schools.



Website – Success in Schools

Making it Easier for Kids to Drink Water at School

One way to help children cut back on unhealthy sugary drinks is to give kids more access to drinking water. That's the change that Petersburg School District made in schools across the Southeast community.

Petersburg School District — Replacing water fountains with water bottle filling stations

When Petersburg School District received a wellness grant, the staff got together to come up with ways to have a lasting impact on Petersburg children — even after the grant was gone. They noticed the schools' water fountains were getting old. Over the course of several years, they replaced all of them with fountains that could also fill water bottles.

The district installed three water bottle filling stations at the high school, two for the middle school, two for the elementary school, then two more for the gym area where the elementary students have physical education classes. Those filling stations gave students access to water no matter where they were.

Then the district went a step further. It gave a water bottle to every single student. That's about 450 students in grades K-12. They could fill up those water bottles throughout the day. They also could drink from their water bottles during class.



Website – Success in Schools

Making Physical Activity Easier for Alaska Children

Fred Ipalook Elementary School in Utqiagvik — Inside playgrounds make play possible all year

Travel more than 1,000 air miles north to Utqiagvik, formerly known as Barrow, and you'll find about 4,500 people living along the Arctic Ocean. Utqiagvik is the northernmost community in the United States and is known for having no sunlight during winter months, with cold temperatures and many feet of snow.

The dark, cold and snowy conditions don't stop Utqiagvik kids from playing because Ipalook Elementary built its playground inside. An entire playground that you'd expect to see outside is in the heated school building, including jungle gyms, slides, ladders, basketball hoops and open space.

Both schools will give credit to the overwhelming community support—teachers, administrators and parents—as the reason they are able to make changes and give kids their best chance for health and success in school.

This is what Alaska communities are doing to help kids grow up healthy.

What can your community do? [Click here](#) to find more ideas to provide healthy foods, drinks and physical activity for kids.



Success in Schools Short Videos



Birthday Books 2018 video



Fish-to-Schools 2018 video

<http://dhss.alaska.gov/dph/PlayEveryDay/Pages/Success-in-Alaska-Schools.aspx>

www.youtube.com/playeverydayak

Success in Schools PSA



<https://youtu.be/-7dxjFYJ57w>

Get Out and Play PSA



<https://youtu.be/-7dxjFYJ57w>

Posters to Match the PSAs



Posters to Match the PSAs



ALASKA NATIVE
TRIBAL HEALTH
CONSORTIUM



playeveryday.alaska.gov



Get Out and Play 60 Minutes Every Day

For the best health, children should get at least *60 minutes of physical activity every day.*

Physical activity is anything that gets the heart pumping and improves strength and flexibility.

Regular physical activity:

- Helps children grow up at a healthy weight
- Builds healthy bones and muscles
- Reduces the risk of developing diseases that can last a lifetime, including type 2 diabetes, heart disease and certain cancers
- Promotes positive well-being and reduces feelings of depression and anxiety
- Can improve academic performance, including grades and focus in the classroom

Sign up for a free physical activity challenge

Each fall and spring, more than 150 elementary schools across Alaska sign up for the free Healthy Futures Challenge. *Every month, children log their physical activity and win prizes for turning in completed logs.*

Find out more online: www.healthyfuturesak.org



playeveryday.alaska.gov

Matching Rack Cards

Website – 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
- Success in Schools Ideas that Work

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 PDF			

TV PSAs

	
Get Out and Play 2018 (30 second)	Get Out and Play 2018 (60 second)
	
Unalakleet Plays Every Day	Bethel Plays Every Day
	
60 Minutes of Play, Every Day	Play Every Day

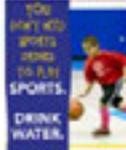
<http://dhss.alaska.gov/dph/PlayEveryDay/Pages/Physical-Activity-Resources.aspx>

Website – Sugary Drink Resources

Learn More About Play Every Day
Get Out and Play Physical Activity Ideas
Take the Challenge Healthy Futures
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See What's New Play Every Day Blog
Success in Schools Ideas that Work

Resources

Sugary Drink Posters and Print Materials

			
8.5 x 11 JPEG 8.5 x 11 PDF 11 x 17 PDF	8.5 x 11 JPEG 8.5 x 11 PDF 11 x 17 PDF	8.5 x 11 JPEG 8.5 x 11 PDF 11 x 17 PDF	8.5 x 11 JPEG 8.5 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	Success in Schools

Play Every Day video messages can be viewed on YouTube.

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

Play Every Day Social Media



Play Every Day
@playeverydayAK

Home
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YouTube
Photos
Videos

Liked Following Share ...

Send Message

www.facebook.com/playeverydayak

www.youtube.com/playeverydayak

Blogging About Our Work

The screenshot shows a blog interface. At the top is a navigation bar with six colored buttons: '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 'Success in Schools Ideas that Work' (light blue). Below the navigation bar is a large banner image of children running in a gymnasium. The banner text reads 'SUCCESS IN ALASKA SCHOOLS' in large white letters, and a smaller text box says 'Communities are helping kids choose healthy drinks, foods and activity'. Below the banner is a sidebar for the 'Play Every Day Blog'. The sidebar includes a date 'September 4, 2019', a title 'Native Food Challenge in Rural Community Leads to Positive Health Changes and Pride', a paragraph of text, and a 'Most Recent' section with three article titles: 'Alaska Schools Set the Bar High in Supporting Healthy Habits', 'Growing Brains Benefit from Unplugging and Getting Outdoors', and 'Make Your Next Farmers Market Visit a Family Affair'. To the right of the sidebar is a 'Play Every Day' section with a photo of children playing outdoors and the text 'See how Alaska kids get out and play every day.' A red arrow points from the left towards the 'Updated Blog' text.

Updated
Blog



Signing up for the Free Blog

 **Play Every Day Blog**

September 4, 2018

[Native Food Challenge in Rural Community Leads to Positive Health Changes and Pride](#)

A year ago, about one-third of the residents in a small, rural Alaska community decided to take on a challenge — to eat only traditional, local foods for six weeks. A group of Igiugig high school students came up with the idea for what they called the Native Foods Challenge. The challenge resulted in noticeable improved physical health for the small village's adults. Now the community is planning another food challenge for 2019.

Most Recent

- Alaska Schools Set the Bar High in Supporting Healthy Habits
- Growing Brains Benefit from Unplugging and Getting Outdoors
- Make Your Next Farmers Market Visit a Family Affair

Play Every Day



See how Alaska kids get out and play every day.

Join the Conversation



Watch Videos



Subscribe to Play Every Day Announcements



Get Free Updates Here



www.playeveryday.alaska.gov

Sharing Success in Schools Blog

Posts

August
27

Alaska Schools Set the Bar High in Supporting Healthy Habits

Students are going back to schools across Alaska this month, and a number of these schools are continuing programs that make healthy drinks, foods and physical activity more available to hundreds of children. To share those ideas that work, Play Every Day launched a [new short Public Service Announcement \(PSA\)](#) that highlights programs in two corners of Alaska: the [North Slope Borough School District](#) and [Petersburg](#) in Southeast Alaska.



Programs like these may work in other schools. Talk about these ideas with your school districts, PTAs, principals, and wellness committees to see if they could work in your communities and schools.

Creating soda-free schools

One way to help children grow up at a healthy weight is to cut back on serving them sugary drinks. Reducing added sugar can [lead to many health benefits](#), including preventing type 2 diabetes, cavities, even heart disease. After years of support from students, families and athletic booster clubs, the North Slope Borough School District made a change that elementary and middle schools in the district would be [soda-free schools](#). This means soda can't be sold at schools, and it also can't be provided to students for free or brought from home.

Making it easier for kids to drink water at school

Another way to help kids cut back on sugary drinks is to give them more access to drinking water. That's the change that Petersburg School District made in schools across the Southeast community.

Sharing Blogs about Other Successes

Posts

September
04

Native Food Challenge in Rural Community Leads to Positive Health Changes and Pride

A year ago, about one-third of the residents in a small, rural Alaska community decided to take on a challenge — to eat only traditional, local foods for six weeks.

A group of Igiugig high school students in Teacher Tate Gooden's

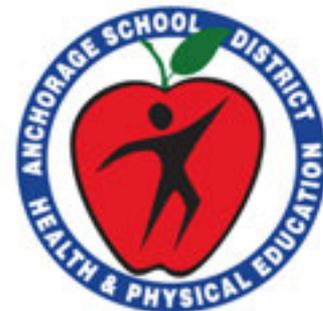
classroom came up with the idea for what they called the Native Foods Challenge and then set it up as a school science study, complete with questions that needed answers:

- › What would happen if the community ate only traditional, local foods for six weeks?
- › How would their health be affected?
- › Would they notice changes in blood pressure, blood sugar or body weight?

They followed up their questions with a written hypothesis: "We think this experience is going to be painful. People are going to be going through withdrawals from sugar and caffeine, but we think that our health is going to greatly improve."



Partnering to Extend the Campaign's Reach



Sharing Play Every Day's Message

- **Share Success in Schools ideas** with communities, school districts, schools and partners
- **Support families** in getting 60 minutes of daily physical activity and reducing the consumption of sugary drinks
- **Model the healthy habit of drinking water**
- **Hang posters, hand out rack cards, share handouts**
- **Play** the PSAs and videos
- **Share** website, Facebook page and YouTube channels





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