CHRONIC DISEASE PREVENTION & HEALTH PROMOTION

WEBINAR SERIES

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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

www.playeveryday.alaska.gov
Website – Success in Schools

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

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

www.youtube.com/playeverydayak
Success in Schools PSA

https://youtu.be/-7dxjFYJ57w
Posters to Match the PSAs

hike
skate
bike
climb
dance
ski

JUMP IN

Get Out and Play
60 Minutes Every Day

playeveryday.alaska.gov

ALASKA NATIVE TRIBAL HEALTH CONSORTIUM

Chronic Disease Prevention Health Promotion
Posters to Match the PSAs
Matching Rack Cards
Website – Physical Activity Resources

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

http://dhss.alaska.gov/dph/PlayEveryDay/Pages/Sugary-Drink-Resources.aspx
Play Every Day Social Media

www.facebook.com/playeverydayak

www.youtube.com/playeverydayak
Blogging About Our Work

SUCCESS IN ALASKA SCHOOLS

Communities are helping kids choose healthy drinks, foods and activity

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 Iglooig 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.
Signing up for the Free Blog

www.playeveryday.alaska.gov
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

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 Igluigik 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

- State of Alaska Department of Health and Social Services
- Anchorage School District Health & Physical Education
- Alaska Division of Public Health
- Alaska Dental Society
- Alaska Native Tribal Health Consortium
- SEARHC
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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