



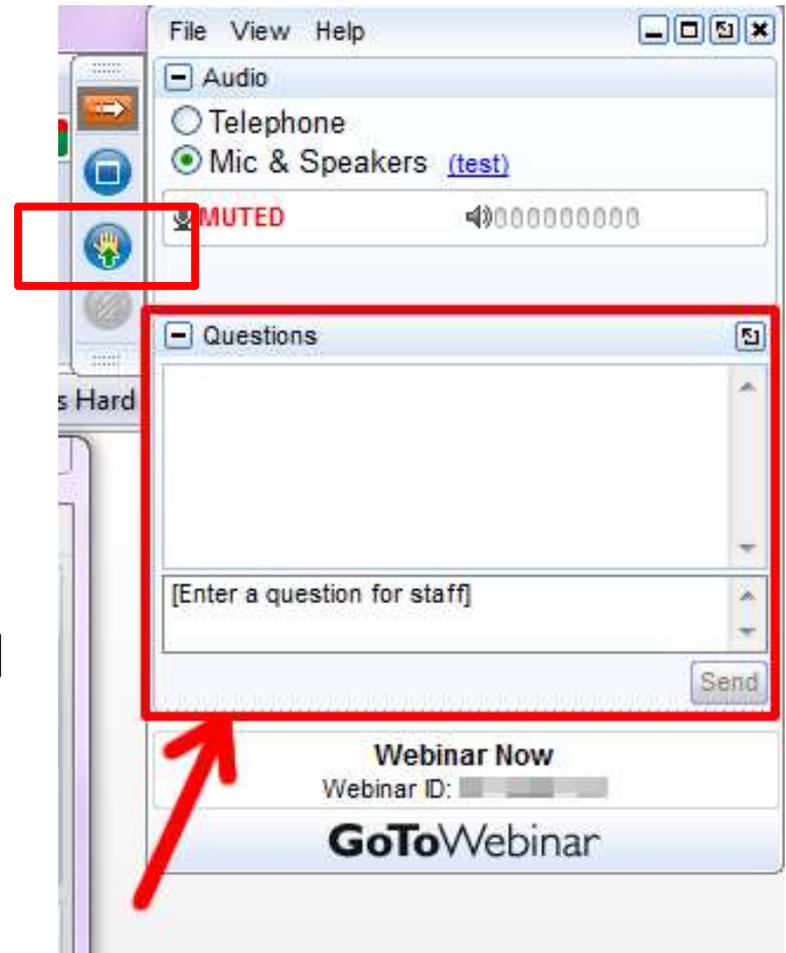
CHRONIC DISEASE PREVENTION & HEALTH PROMOTION

WEBINAR SERIES

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

About this Webinar

- Audio will come through your computer. Another option is to call the number provided when you registered for today's session.
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Play Every Day and ANTHC partner to reach parents of preschool-age children

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Alaska Department of Health and Social Services
Section of Chronic Disease Prevention and Health Promotion
September 17, 2019



Overview

- **Set campaign goals**
- **Apply best practices**
- **Create new campaign materials**
 - Partner with ANTHC
 - Learn from the target audience
 - Develop new materials, plan for evaluation
- **Share our work**





**GET
OUT
AND
PLAY**

**60
MINUTES
EVERY
DAY**



ALASKA NATIVE
TRIBAL HEALTH
CONSORTIUM



Running the Play Every Day Campaign

- **Set a long-term goal:** Help children grow up at a healthy weight
- **Run a social marketing campaign:**
 - Increase daily physical activity
 - Reduce sugary drink consumption
- **Focus on a target audience:**
 - Primary audience: Alaska parents of pre-school age children
- **Use research to inform and evaluate our work**



Applying Best Practices to the Campaign

- Share high-impact, culturally appropriate messages
- Reach urban, rural communities
- Use mass-reach media
- Aim to meet goals for reach and frequency



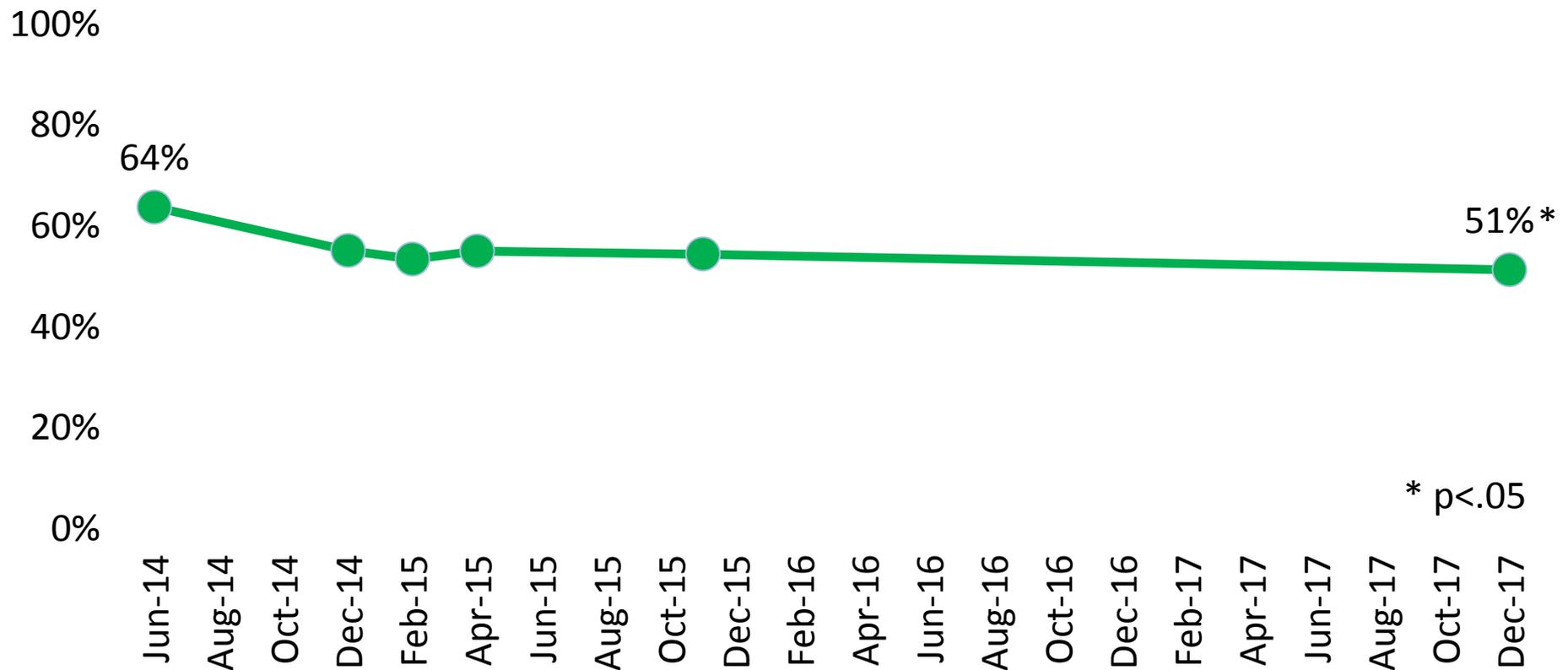
Evaluating the Sugary Drink Campaign

Conducted surveys to measure recall of mass-reach media and changes in knowledge, intentions, behaviors

- **Baseline survey conducted in June 2014**
- **Five follow-up surveys conducted after mass-reach messages were aired across Alaska**
 - December 2014
 - February 2015
 - April 2015
 - November 2015
 - December 2017

Decreasing Sugary Drink Consumption After Mass-Media Messages

Percent of Urban Parents Who Served Their Child a Sugary Drink at Least 1 Time/Week

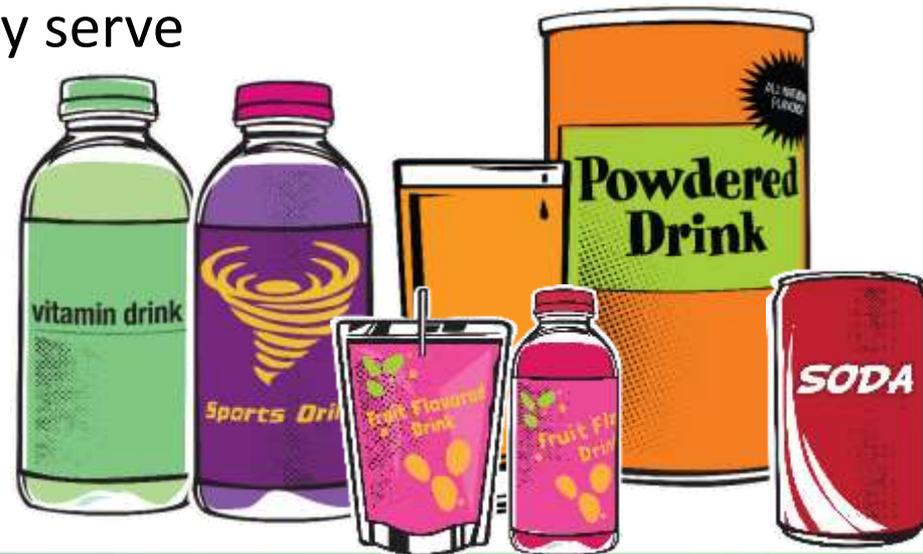


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Learning from the Target Audience: Focus Groups with Alaska Parents

Conducted focus groups with Alaska parents of preschool-age children

- Studied knowledge, attitudes, behaviors
- Tested messages
- Visited urban and rural areas
- Included parents who regularly serve sugary drinks to their children



Play Every Day: 2019 and Beyond

Learning from Alaska Parents Across the State



Discovery: Need to Start with Knowledge

Parents of young children know common sugary drinks.

Some don't know that other sugary drinks are just as concerning in terms of health outcomes.

- They believe some sweetened drinks are better than others.
 - Vitamin drinks, sports drinks, fruit and powdered drinks, chocolate milk
- They start serving sugary drinks early (1- to 2-years-old).
 - Powdered or liquid fruit-flavored drinks
 - Chocolate milk
- They frequently serve 100% fruit juice.

Discovery: Need to Start with Knowledge

Campaign message:

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

Many parents were surprised to learn that a small drink bottle had more sugar than their young children should have in one day.



Discovery: Need to Start with Knowledge

Several parents expressed suspicion:

- “I’m a little bit suspicious about that.”
- “I would want to know who is telling me that information.”
- “I think it’s almost unrealistic to expect your kid to have less sugar than that in a single day.”

Many parents expressed honesty:

- “That’s eye-opening for me.”
- “We fail in my house all the time.”
- “I feel very bad. I give them more than that.”

Empowering Parents with Knowledge

After testing new messages, parents said they felt:

- **Intrigued**
- **Surprised**
- **More aware**
- **Informed**
- **Educated**

"I think that now when I see a small drink, I'm going to picture ... how much sugar, a pile of sugar.

And I'm going to remember to look at the back for the label."

Doughnuts 2019 PSA



<https://www.youtube.com/watch?v=uV7JhGtcQwo>

Fruit Drink PSA



<https://www.youtube.com/watch?v=VqKfPcMr4go>

New Materials Promoting Healthy Drinks



Drink Water

No added colors.
No added sugars.
It's just **water**,
and it's what kids need.



  ALASKA NATIVE TRIBAL HEALTH CONSORTIUM playeveryday.alaska.gov 



Drink Milk

No added colors.
No added sugars.
No added flavors.
It's just **milk**,
and it's what kids need.



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Fact Sheet about Drinks



Q: How do little kids get most of their added sugar each day?

A: They drink it.

Just ONE sugary drink can have more sugar than your child should have in one day. Replace sugary drinks with healthier options.

Serve healthy drinks to your children.

Drinking water and milk helps kids build healthy bodies and strong bones. Choosing healthy drinks early on helps start good habits that last a lifetime.



- **1–2 years old:** Serve water and pasteurized whole white milk.
- **2–6 years old:** Serve water and pasteurized fat-free (skim or nonfat) or low-fat (1%) white milk.

Serve water or milk instead of sugary drinks to decrease their chances of developing:

- Cavities
- Heart disease
- Type 2 diabetes
- Unhealthy weight gain

Fact Sheet about Drinks

One drink can hide a lot of added sugar.



Fact Sheet about Drinks

Three steps to help families serve healthy drinks:

- Read the label.
- Look for hidden sugar.
- Make healthy drinks an easier option.



- Agave nectar
- Brown rice syrup
- Cane sugar or juice
- Corn syrup
- Fructose
- Fruit juice concentrate
- Fruit nectar
- Glucose
- High fructose corn syrup
- Honey
- Malt syrup
- Sucrose

New Materials Promoting Daily Activity



GET OUT and

PLAY EVERY DAY

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GET OUT and

PLAY EVERY DAY

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Websites for Parents of Preschool-Age Kids

Healthy Drinks for Preschool-Age Children

Little kids need healthy drinks like water and milk to build strong bones and bodies.

What they often have instead are **sugary drinks**. Sugary drinks are the No. 1 source of added sugar in their diets.

Just ONE sugary drink can have more sugar than your child should have in one day.

Serve healthy drinks to your children.

- > **Birth to 1 year:** Choose breast milk or iron-fortified formula only.
- > **1–2 years old:** Serve water and pasteurized whole white milk.
- > **2–6 years old:** Serve water and pasteurized fat-free (skim or nonfat) or low-fat (1%) white milk.

Sugary drinks can lead to

CAVITIES

HEART DISEASE

TYPE 2 DIABETES

UNHEALTHY WEIGHT GAIN

<http://dhss.alaska.gov/dph/PlayEveryDay/Pages/Healthy-Drinks-for-Preschool-Age-Children.aspx>

Websites for Parents of Preschool-Age Kids

Physical Activity for Preschool-Age Children

Kids of all ages need daily physical activity to stay healthy and feel great. Children ages 3–5 benefit in special ways, including improved growth at a critical time when they're adding inches of height year after year.

Daily physical activity:

- › Gives kids energy during the day
- › Helps them sleep during naps and at night
- › Teaches new skills and improves confidence
- › Builds strong bones and muscles
- › Helps kids grow up at a healthy weight

**It starts with you. Parents
and adult caregivers are role
models for children.**

**Play together
with kids.**

<http://dhss.alaska.gov/dph/PlayEveryDay/Pages/Activity-for-Preschool-Age-Children.aspx>

Finding Play Every Day Online



Play Every Day
@playeverydayAK

Home



This small drink has more
sugar than your little kid
should have in one day.

www.playeveryday.alaska.gov

www.facebook.com/playeverydayak

www.youtube.com/playeverydayak

Finding 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
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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			
11 x 17 PDF			

TV PSAs

	
Healthy Futures Challenge PSA	Sports Drink PSA
	
Get Out and Play 2018 (30 second)	Get Out and Play 2018 (60 second)
	
Unalakleet Plays Every Day	Bethel Plays Every Day

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

Finding Sugary Drink and Water Resources

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

TV PSAs

Doughnuts 2019 PSA	Fruit Drink PSA
Switch Up PSA	Tooth Decay PSA
Sugar Adds Up PSA	Sports Drink PSA

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



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