CHRONIC DISEASE PREVENTION & HEALTH PROMOTION

WEBINAR SERIES

http://dhss.alaska.gov/dph/Chronic/Pages/default.aspx
About this Webinar

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Play Every Day and ANTHC partner to reach parents of preschool-age children

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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
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

* p<.05
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.
  o Vitamin drinks, sports drinks, fruit and powdered drinks, chocolate milk

• They start serving sugary drinks early (1- to 2-years-old).
  o Powdered or liquid fruit-flavored drinks
  o 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.

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

<table>
<thead>
<tr>
<th>Beverage</th>
<th>Added Sugar (in teaspoons)</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 oz. soda</td>
<td>10 teaspoons</td>
</tr>
<tr>
<td>10 oz. fruit drink</td>
<td>8 teaspoons</td>
</tr>
<tr>
<td>8 oz. powdered drink</td>
<td>6 teaspoons</td>
</tr>
<tr>
<td>8 oz. chocolate milk</td>
<td>3 teaspoons</td>
</tr>
<tr>
<td>8 oz. white milk</td>
<td>no added sugar</td>
</tr>
<tr>
<td>8 oz. water</td>
<td>no added sugar</td>
</tr>
</tbody>
</table>

**Water and white milk have NO 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.
New Materials Promoting Daily Activity

GET OUT and

PLAY EVERY DAY

ALASKA NATIVE TRIBAL HEALTH CONSORTIUM
playeveryday.alaska.gov

PLAY EVERY DAY

ALASKA NATIVE TRIBAL HEALTH CONSORTIUM
playeveryday.alaska.gov
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.

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

http://dhss.alaska.gov/dph/PlayEveryDay/Pages/Activity-for-Preschool-Age-Children.aspx
Finding Play Every Day Online

www.playeveryday.alaska.gov

www.facebook.com/playeverydayak

www.youtube.com/playeverydayak
Finding Physical Activity Resources

http://dhss.alaska.gov/dph/PlayEveryDay/Pages/Physical-Activity-Resources.aspx
Finding Sugary Drink and Water Resources

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