

PLAY EVERY DAY:

BUILDING A CAMPAIGN TO
INCREASE ACTIVITY, DECREASE
SERVING OF SUGARY DRINKS

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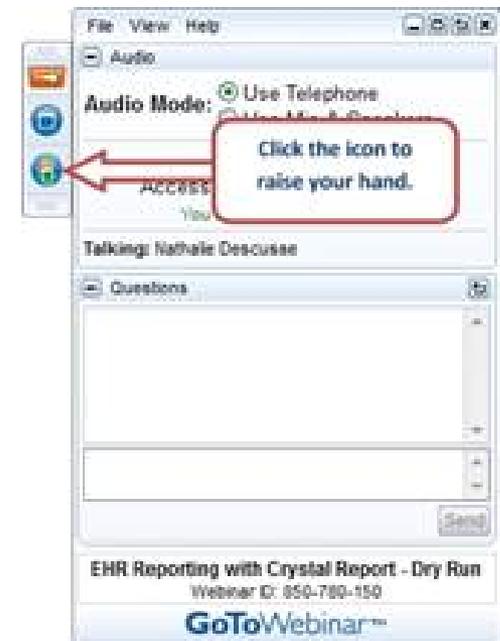
ABOUT THIS WEBINAR

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CHILDHOOD OBESITY: THE NUMBERS

- In Alaska, about **1** out of **3** children are 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 TARGET AREAS FOR OBESITY PREVENTION

Increase

- Physical Activity
- Fruit and vegetables
- Breastfeeding

Decrease

- Sugary drinks intake
- Junk food intake
- Screen time

Play Every Day

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graph TD; A[Play Every Day] --> B[Physical Activity]; A --> C[Nutrition]; B --> D[60 Minutes Every Day]; B --> E[Healthy Futures]; C --> F[Sugary Drinks]; C --> G[Healthy Food]
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**Physical
Activity**

Nutrition

**60 Minutes
Every Day**

**Healthy
Futures**

**Sugary
Drinks**

**Healthy
Food**

**Target areas for
Play Every Day campaign**

SOCIAL MARKETING – KEY INGREDIENTS

1. Targeted to an audience

2. Based on a foundation of research

- Focus Groups, interviews
- Surveys

3. Goes beyond awareness

- Motivating the audience to change knowledge, attitudes, intentions, health behaviors

FOLLOWING THE SOCIAL MARKETING PROCESS: TARGETING AN AUDIENCE

Primary audience: Alaska parents of children ages 5 to 12

- Children still rely on parents to determine how to spend time
- Children rely on parents to buy foods, drinks for the family
- Young children are building healthy habits
- Age group participates in the Healthy Futures Challenge



FOLLOWING THE SOCIAL MARKETING PROCESS: SETTING BEHAVIOR GOALS

Improve knowledge:

- A large amount of sugar is hidden in common drinks
- Too much sugar leads to serious health problems, even in children
- Added sugar is found on the ingredient list

Change behavior:

- Reduce the number of sugary drinks that parents serve to kids
- Increase the likelihood that water and milk are the beverages served
- Increase the percentage of parents who check ingredient lists



FOLLOWING THE SOCIAL MARKETING PROCESS: BASING THE WORK ON RESEARCH

Qualitative Analysis

- Focus groups with Alaska parents of children ages 5 to 12 in urban and rural communities
 - Focus groups in summer 2013 looked at barriers and benefits associated with serving sugary drinks to children, or serving water and milk instead
 - Focus groups in spring 2014 and spring 2015 tested storyboards for TV PSAs and radio scripts

Quantitative Analysis

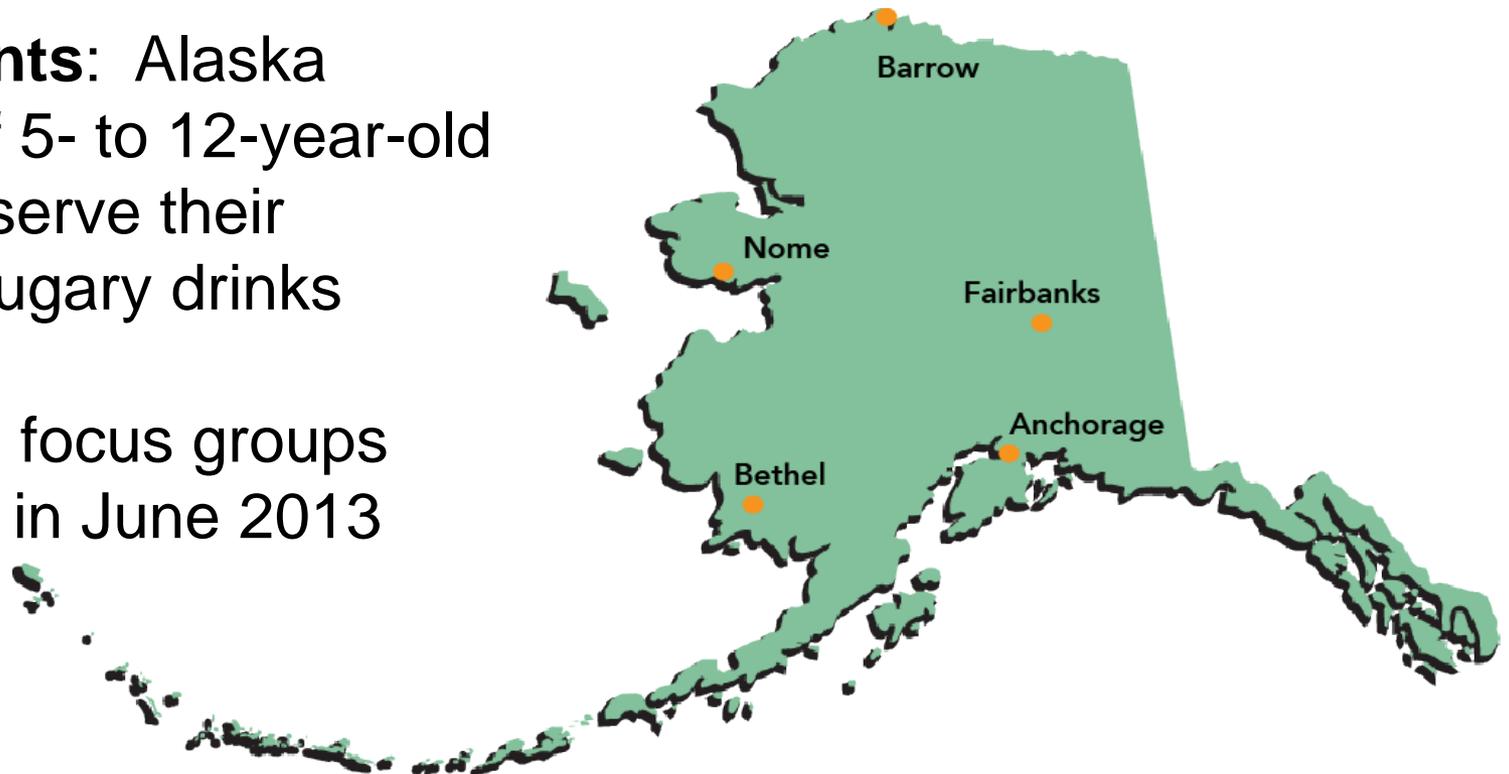
- Baseline survey in June 2014
- Three follow-up surveys in 2015 following each PSA that ran
- TV PSA recall

FOCUS GROUP DISTRIBUTION ACROSS ALASKA

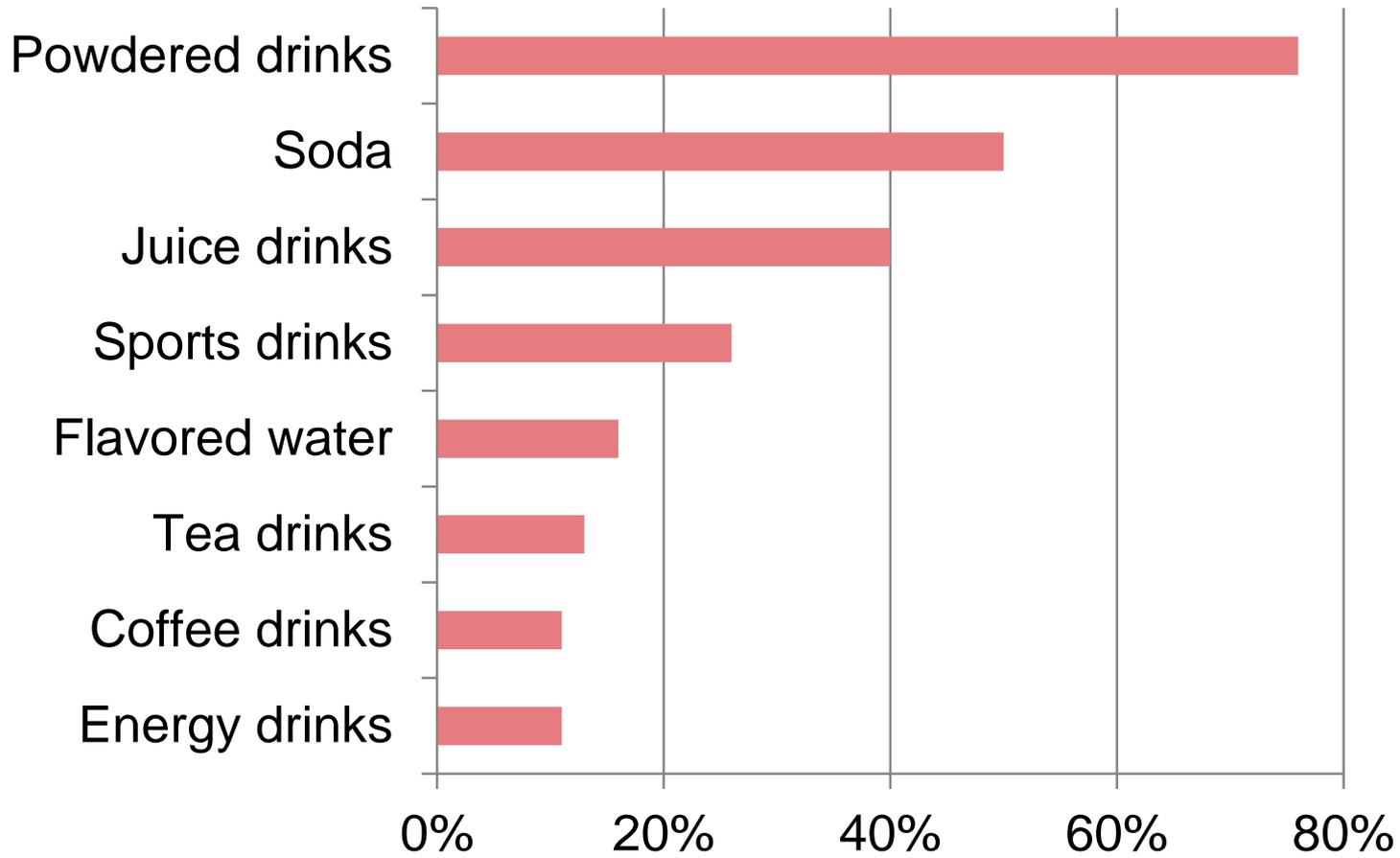
**First round of sugary
drink focus groups**

Participants: Alaska
parents of 5- to 12-year-old
kids who serve their
children sugary drinks

Dates: All focus groups
were held in June 2013



PERCENTAGE OF FAMILIES WITH SUGARY DRINKS AT HOME



CONCERNS FOR CHILDREN DRINKING TOO MANY SUGARY BEVERAGES

Three main concerns:

- Dental Health
- Diabetes
- Habit forming



Weight issues or overweight/obesity were mentioned more infrequently.

FACTORS THAT INFLUENCE CHILDREN'S DRINK CHOICES

- Mom and Dad — Parents admit that their children drink sugary beverages because they drink them, too. Some parents feel bad about this.
- Extended family
(grandparents)
- Friends
- TV
- Stores
- Novelty
(new products)



TESTING TV SPOTS FOCUSED ON SUGARY DRINKS

Additional sets of focus groups tested media messages and storyboards.



Narrator: It's hard being a parent. You want to buy healthy drinks for your family, but what's sold at the stores is confusing.



The front of the bottle says 100 percent vitamin C! Boosts energy! All natural flavors! But the back of the bottle tells the truth.

FOLLOWING THE SOCIAL MARKETING PROCESS: PROMOTION AND PARTNERSHIP

A 20-ounce soda could have as much sugar as 16 chocolate mini doughnuts.



You wouldn't eat that much sugar, so why drink it?

Choose a healthier option.
Drink water or low-fat milk.

Get the facts at playeveryday.alaska.gov.




A 20-ounce sports drink can have as much sugar as 10 chocolate chip cookies.



Want to quench your thirst?

Skip all those added sugars and drink water.

Get the facts at playeveryday.alaska.gov.




LOOKING FOR SUGAR?
It goes by many names.

BROWN RICE SYRUP CORN SYRUP
HONEY FRUIT NECTAR
MAPLE SYRUP MALT SYRUP
AGAVE NECTAR MOLASSES
EVAPORATED CANE JUICE CORN SYRUP SOLIDS
GLUCOSE **SUGAR**
SUCROSE
FRUCTOSE FRUIT JUICE CONCENTRATE
GALACTOSE GLUCOSE-FRUCTOSE SYRUP
CRYSTALLINE FRUCTOSE MALTOSE
DEXTROSE HIGH-FRUCTOSE CORN SYRUP

If a sweetener is listed in the first three ingredients, the drink is loaded with sugar.

Drink water or low-fat milk.
Get the facts at playeveryday.alaska.gov.




All sugary drink posters are online and can be downloaded in multiple formats:

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

PARTNER WITH OTHERS TO SHARE YOUR PRODUCT

Play Every Day created an interactive DVD and sent it to elementary schools in fall 2014:

Short activities teachers can do with their students

- Find the sugars hidden in drinks
- Discuss TV PSA and poster
- Campaign staff presented lesson at 4 schools in Anchorage, Fairbanks



Spring Hill
Elementary,
Anchorage

November
2014

PARTNERSHIP: ALASKA ATHLETES



Alaska athletes promoted water, physical activity by recording public service announcements and speaking at school assemblies.

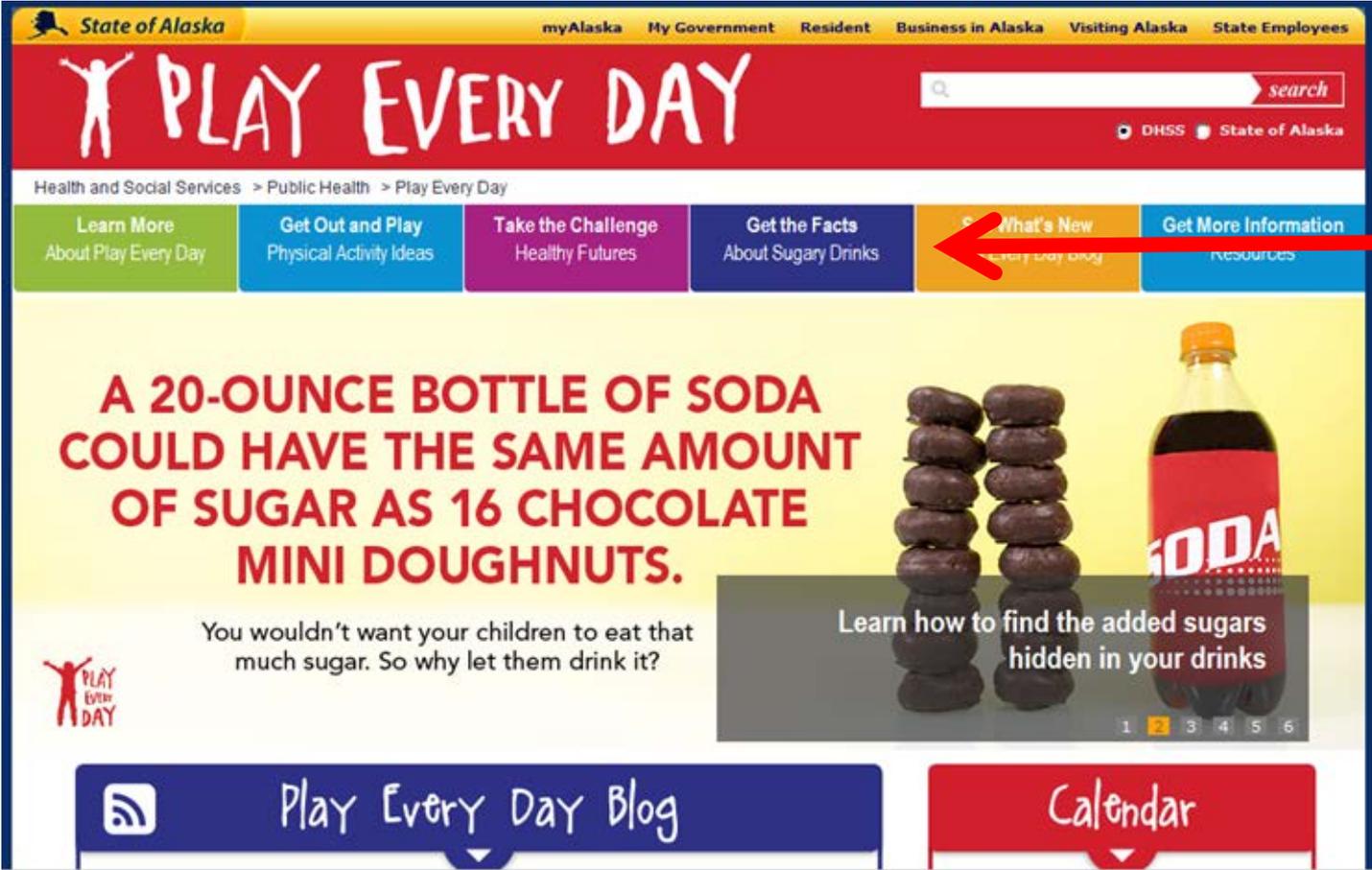
PRICE: MAKING WATER THE EASIEST CHOICE



Play Every Day gave free water bottles to Alaska kids:

- Healthy Futures prize for Fall Activity Challenge
 - 173 participating elementary schools
 - 18,500 participating students

PROMOTION: REACHING ALASKA PARENTS AND CHILDREN ONLINE



New content for sugary drinks now on the Play Every Day website.

www.playeveryday.alaska.gov

PROMOTION: REACHING ALASKA FAMILIES THROUGH MASS MEDIA

Play Every Day's task: Create a multi-media campaign that builds knowledge and changes attitudes, beliefs, intentions, behaviors over time.

Each TV PSA has a role:

- Educate Alaska parents about the amount of sugar hidden in common household drinks.
- Reinforce that parents are role models when it comes to what children drink. Children are watching.
- Educate parents, kids about how to find sugar in drinks.

As a campaign, the messages work together to motivate parents to reduce the amount of sugary drinks they serve to their children.

HOW MUCH SUGAR IS HIDDEN IN YOUR DRINK?



Sugary Drinks PSA 1:

The first sugary
drink TV spot
aired November
and December
2014.

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

IT STARTS WITH ME: PARENTS ARE ROLE MODELS

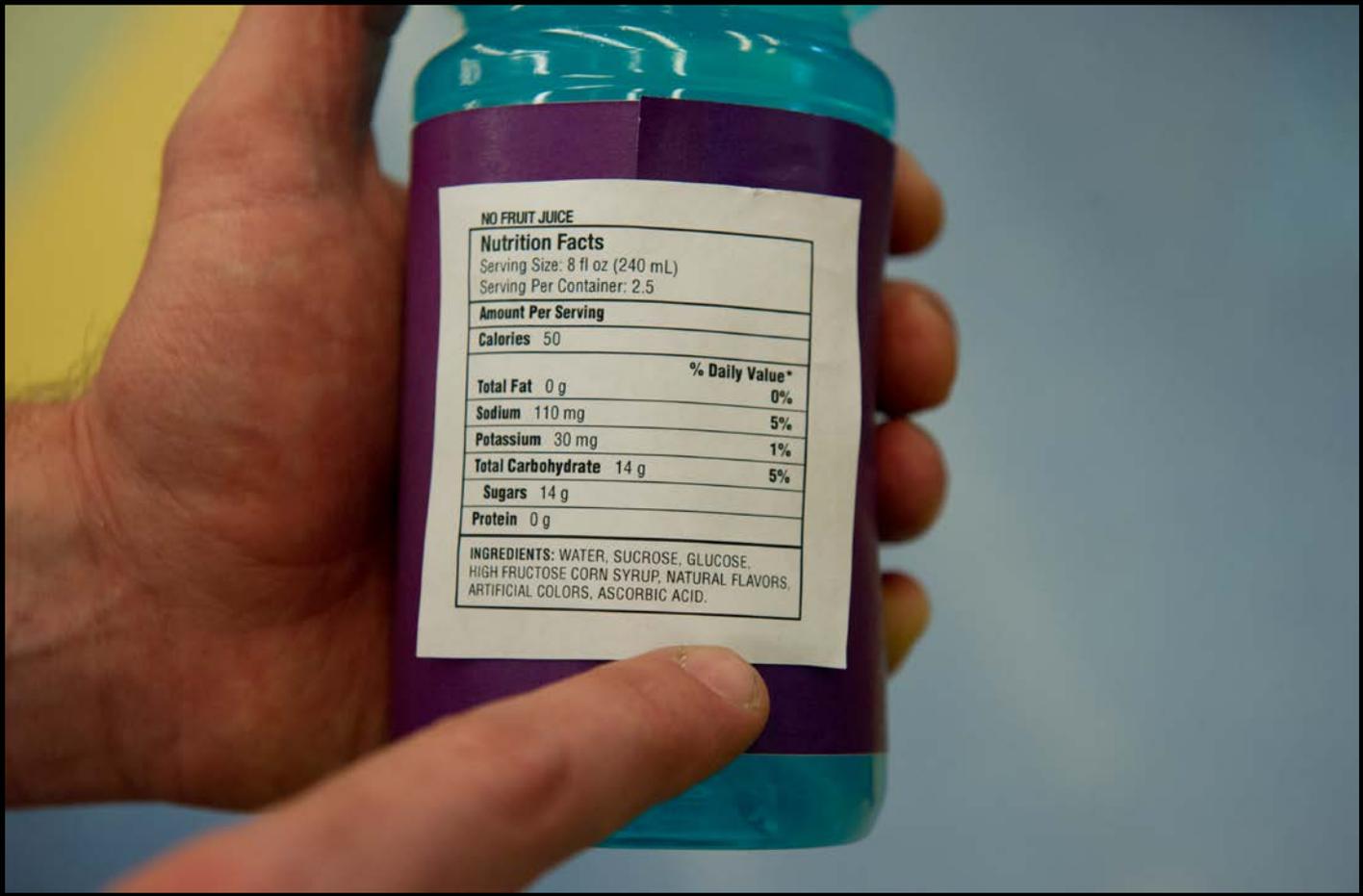


Sugary Drinks PSA 2:

The second
sugary drink
TV spot aired
January and
February 2015.

<https://www.youtube.com/watch?v=UpraXGcDxJ8>

HOW TO FIND SUGAR ON THE INGREDIENT LIST



Sugary Drinks PSA 3:

The third sugary drink TV spot aired in March and April 2015.

https://www.youtube.com/watch?v=lup1_vepbqU

SURVEYS: EVALUATING THE SUGARY DRINK CAMPAIGN

Four survey series to measure change

- **Baseline in June 2014**
 - Sample 750 Alaska parents statewide
- **Survey after PSA 1 – December 2014**
 - Sample 500 parents, urban areas
- **Survey after PSA 2 – February 2015**
 - Sample 500 parents, urban areas
- **Survey after PSA 3 – April 2015**
 - Sample 500 parents, urban areas

SURVEYS: MEASURING FOR CHANGE OVER TIME

Media recall and response:

Did Alaska parents see and remember the PSAs?

Change in knowledge, attitudes, intentions, behaviors:

Did Alaska parents improve their knowledge related to sugary drinks? Did they serve fewer sugary drinks to their families? Did they serve water and low-fat milk?

Effectiveness of the campaign:

Each TV PSA had a role to play. Did it fulfill that role?

RESULT OF SUGARY DRINK MESSAGES: MEDIA AFFECTED INTENTION, BEHAVIORS

Impact on intention:

The three PSAs made parents want to:

- Drink healthier beverages
- Drink fewer sugary drinks
- Buy fewer sugary drinks
- Serve fewer sugary drinks to children

SURVEY RESULTS: KNOWLEDGE IMPROVED AFTER MEDIA

Impact on knowledge:

There was an **increase** in the percentage of respondents who knew the amount of sugar in a 20-ounce bottle of soda was the same as the amount of sugar in 16 mini doughnuts.

This increased knowledge was maintained months after the PSA stopped running.

SURVEY RESULTS: CAMPAIGN'S MAIN BEHAVIOR GOAL IMPROVED AFTER MEDIA

Positive, statistically significant change to serving habits of urban parents:

Urban parents who served no sugary drinks to their kids during the past week:

- None served during June 2014 (36.3%)
- None served during April 2015 (45.0%)

CAMPAIGN MATERIALS VALUED BY TARGET AUDIENCE

Most Alaska parents who saw Play Every Day TV PSAs want to see more messages about:

- Ways families can be physically active
- Health risks linked to childhood obesity
- Information about sugary drinks

SOCIAL MARKETING CAMPAIGNS CAN LEAD TO PUBLIC HEALTH CHANGE

- Social marketing campaigns can motivate changes beyond just increased awareness of a public health problem.
- The Play Every Day campaign showed a positive **increase in knowledge** about the large amount of sugar hiding in drinks.
- The Play Every Day campaign showed a positive **change to intentions and behaviors** related to serving healthier drinks to Alaska families.

QUESTIONS?

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