



STATE OF ALASKA OBESITY PREVENTION AND CONTROL PROGRAM

Play Every Day Campaign Sugary Drink Focus Group Results

The purpose of the focus groups was to gather information about parents' knowledge, attitudes, beliefs and behaviors related to serving their children sugary drinks.

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FINAL REPORT

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Executive Summary

The State of Alaska Obesity Prevention and Control Program (OPCP) hired Information Insights and The Rede Group to conduct focus groups in five Alaska communities. The purpose of the project was to gather information about parents' knowledge, attitudes, beliefs and behaviors related to serving their children sugar sweetened beverages. The findings from this project will be used to design a social marketing campaign to encourage parents to serve their kids fewer sugary drinks.

Participants included parents of 5-12 year old children who serve their children sugary drinks at least several times during the average week. There were a total of 40 participants, and each focus group had between six and nine participants.

The main findings from focus groups were:

- Parents understand that sugary drinks are not healthy and are particularly worried about:
 - Dental health
 - Diabetes
- There is an understanding that parents play important roles in what kids drink. They seemed to understand that what they have in their house is what their kids will drink.
- The most common sugary drinks are powdered and soda. This seems to be true throughout the state in both urban and rural areas.
- The next most common are juice drinks, sports drinks, and flavored water. There was common sentiment with the groups that flavored water like Vitamin Water did not have much sugar in it.
- Many participants believed that Sunny D, Tang, V-8, Vitamin Water and sports drinks are better for you than soda pop.
- Water, milk, and 100% juice are seen as healthy alternatives to sugary drinks, although some felt that milk has some health drawbacks.
- Milk and 100% juice are often very expensive in rural areas. This leads many parents to look for cheaper alternatives, which are often sugary drinks like Kool-Aid.
- The quality/taste of tap water varies greatly in both urban and rural areas (Nome was the exception), and bottled water is expensive. Often water is not a good, inexpensive alternative to sugary drinks.
- Sugary drinks for kids are most acceptable at special events, restaurants, and as a reward.

- Many parents felt that eliminating sugary drinks all together is not necessary. Many felt their kids could still be healthy drinking sugary drinks in moderation. There did not seem to be any consensus regarding what moderation means. For example, the “Drinking Fat” video advertisement surprised people when it showed that one can of soda per day could lead to a ten pound weight gain in a year.
- Print ads: comparisons of sugary drinks to food or sugar quantities must include an explanation.
- TV ads: participants had mostly positive response to all of the tested ads, but there was no clear consensus on which ad was best.
- The use of humor in ads needs to reinforce the message, otherwise the humor may detract from the overall impact.
- All ads would be more trusted if they were localized to Alaska. People thought local health professionals, teachers, parents, elders, etc. would be the most believable or trustworthy messengers for Alaskans.

In addition to this final report, transcripts from the focus group, facilitator notes, and video recordings were provided to OPCP. The contractor presented findings to OPCP and other stakeholders on June 26, 2013. A copy of that presentation is available at <http://redegroup.co/alaska-opcp>.



Background

Leading health officials state that obesity is the predominant public health threat of our lifetimes. If obesity rates are not stabilized and reversed, the medical care costs associated with treating obesity-related chronic diseases will threaten the government's ability to fund Medicare and Medicaid and increase health insurance costs for businesses as well.

If current trends continue, obesity may overtake tobacco as the leading cause of preventable death. Obesity has already surpassed tobacco in annual direct medical costs in Alaska (\$459 million vs. \$327 million). Alaska's obesity-related Medicaid costs will be \$684 million annually by 2030 if rates continue as predicted.

Obesity increases the risk of diabetes, heart disease and other chronic ailments. It also negatively affects academic and physical performance, life expectancy, and quality of life. Childhood obesity rates tripled over the past four decades, and today's youth are faced with chronic conditions previously not seen in children, such as type 2 diabetes. Due to obesity, this generation of children is predicted to have a shorter lifespan than their parents.

We know that obesity negatively affects academic performance and that:

- 26% of Alaska high school students are overweight or obese
- 36% of students grades K-12 in the Anchorage School District are overweight or obese.
- 22% of children ages 2-4 enrolled in the Women, Infants and Children (WIC) Program are obese.

While no single practice, policy or program is likely to be sufficient to reverse the childhood obesity trend, implementation of a community-wide campaign can change physical activity behavior. Community-wide campaigns involve many community sectors and partnerships, are large in scale and require high-intensity efforts with sustained high visibility of campaign messages developed using social marketing techniques.

Tobacco-related social marketing campaigns have been sustained in Alaska and other states for a decade or longer. The U.S. Centers for Disease Control and Prevention has provided evidence-based recommendations for designing and implementing effective tobacco counter-marketing campaigns.

On the other hand, obesity-related campaigns are much newer and similar resources are not yet available. The Department of Health & Social Services (DHSS) plans to use a community-wide social marketing campaign to implement a highly visible, sustained statewide childhood obesity prevention campaign that includes recommended social marketing tactics, individual-level and community-level activities that are implemented in multiple settings, and social support intervention in the school setting.

Starting in January 2012, the OPCP rolled out its statewide Play Every Day campaign to increase parents' awareness about childhood obesity and the importance of physical activity to prevent childhood obesity, as well as to increase daily physical activity of Alaska children and their families. While the primary target audience during the first years of the Play Every Day campaign is parents (primarily mothers) of children attending kindergarten through sixth grade in all areas of Alaska, OPCP plans to expand the campaign. Expansion of the campaign would include campaign messages targeting populations disproportionately impacted by obesity. Play Every Day is expected to continue in the years ahead with new education materials being tested, developed and published on an ongoing basis.

To create the campaign in fall 2011, OPCP held several focus groups to gather information about parents' knowledge, attitudes, beliefs and behaviors related to physical activity and obesity prevention. OPCP solicited advice from obesity prevention experts. Additionally, DHSS's partnership with Healthy Futures, an Alaska-based organization, was considered in the campaign development. Healthy Futures provides grassroots promotions, physical activity challenges, event sponsorship and other community tie-ins to support and reinforce the statewide obesity prevention campaign. More about Healthy Futures can be found at www.healthyfuturesak.org.

The creative team at DHSS used the findings from the focus groups, advice from the obesity prevention experts and the partnership with Healthy Futures to create, design and produce the campaign communication tools.

In fiscal year 2014 (FY14) and future fiscal years, OPCP plans to expand its Play Every Day messages to address additional obesity-related behaviors and create new education tools for statewide dissemination. This RFIP focuses on improving DHSS's understanding of serving sugar-sweetened beverages to children. Findings from the December 2012 Alaska Survey, which was conducted by Ivan Moore Research, showed that 97 percent of Alaska parents with children ages 5 to 12 believe that drinking sugar-sweetened beverages is linked to overweight and obesity. Even so, national data shows that on average children drink 118 calories in sugar-sweetened beverages each day.

Project Objectives

OPCP contracted with Information Insights and The Rede Group to conduct focus groups for the Play Every Day campaign.

The project looked to determine these parents' knowledge, attitudes, beliefs, intentions and behaviors related to providing sugar-sweetened beverages to their children. These beverages can include soda, powdered drinks, fruit-flavored drinks, sports drinks, flavored water, tea and coffee drinks, and energy drinks. The project researched parents' perceptions of the benefits and barriers related to providing healthier drink options to their families, including water and low-fat milk. The campaign will then address these barriers and provide ways to overcome them by developing education and communication tools.

These focus groups provided formative data regarding Alaska parents' public health awareness, knowledge, attitudes, beliefs, intentions and behaviors related to serving their children sugar-sweetened beverages. The focus groups tested messages, print ads and television ads about serving sugar sweetened beverages to children.

Project Overview

For all focus groups, recruitment focused on parents with children in grades kindergarten through sixth grade (ages 5 through 12). All parents who attended the focus groups reported that they serve their children sugar-sweetened beverages at least several times during the average week. To address OPCP's priority for health equity, parents from diverse demographic groups were recruited, including Alaska Native parents and some parents who reported being of a lower socioeconomic (SES) status.

Information Insights and The Rede Group worked with the Project Director and other staff members to review and develop focus group questions to be tested. The Project Director had final approval on the questions and tools used during the focus groups.

The target number of participants was 8 to 12 parents in each of six focus groups. OPCP provided a list of potential participants provided by the state BRFSS (Behavioral Risk Factor Surveillance System) analyst. This list was comprised of adult Alaskans who (a) have previously participated in the BRFSS, (b) indicated their willingness to be called back to participate in additional studies, and (c) indicated that one or more children are living in their household. Contact phone numbers and first names of these individuals were made available.

Focus groups were to be divided equally between urban and rural communities (3 urban/3 rural). There were to be no fewer than four (4) unique communities represented in the focus groups (2 urban/2 rural). It was determined that focus groups would take place in the urban communities of Anchorage (2 groups) and Fairbanks, and the rural communities of Barrow, Bethel, and Nome.

As recruiting began, it became apparent that it would be difficult to attain the target number of participants. The month of June in Alaska is a time when fishing and hunting become very popular, especially in the rural areas where subsistence living is common. It is also near the beginning of summer vacation and many families had begun their vacation period. There were also severe natural disasters (e.g., river flooding near Fairbanks) which also limited focus group recruitment. With these circumstances, OPCP and the contractor team agreed to do five focus groups instead of six (only one in Anchorage), and that the minimum number of participants in a group would be six.

Recruiting was carried out through a mix of direct phone calls, advertising with targeted groups, postings on Facebook, incentives to recruit friends of those who previously signed up for focus groups, flyers in targeted areas, and personal contacts.

OPCP worked with Information Insights and The Rede Group to schedule the focus groups, which were held the week of June 10-13. This was within the two-week window of June 4 through June 17 provided by OPCP. One person from OPCP attended each focus group along with the contractors, which included one note taker and one facilitator.

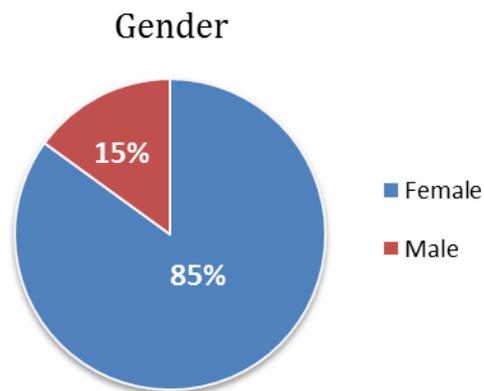
Information Insights and The Rede Group provided monetary incentives (\$75 each) and light refreshments for participants. Each of the focus group sessions were recorded (audio and video) and submitted to OPCP. Transcripts from each of the focus groups were also provided to OPCP.

When recruiting participants for the focus groups, a screener questionnaire (see Appendix A) was used to garner information about each focus group member and to make sure that each participant met the criteria for inclusion in the focus group: parent of 5-12 year old, serve child sugary beverages at least a few times per week.

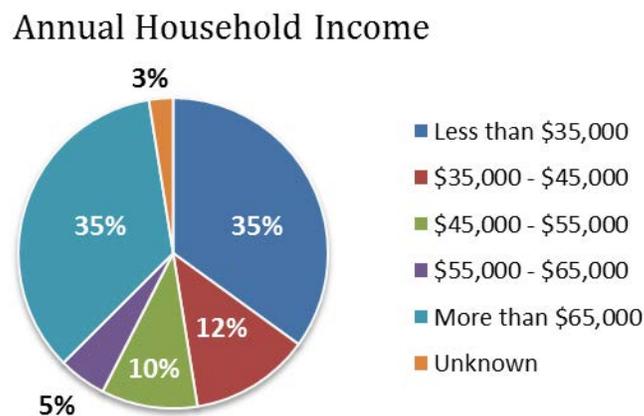
Participants

There were a total of 40 participants in five focus groups held in Anchorage, Barrow, Bethel, Fairbanks and Nome. The following charts illustrate the demographics of the total participant group.

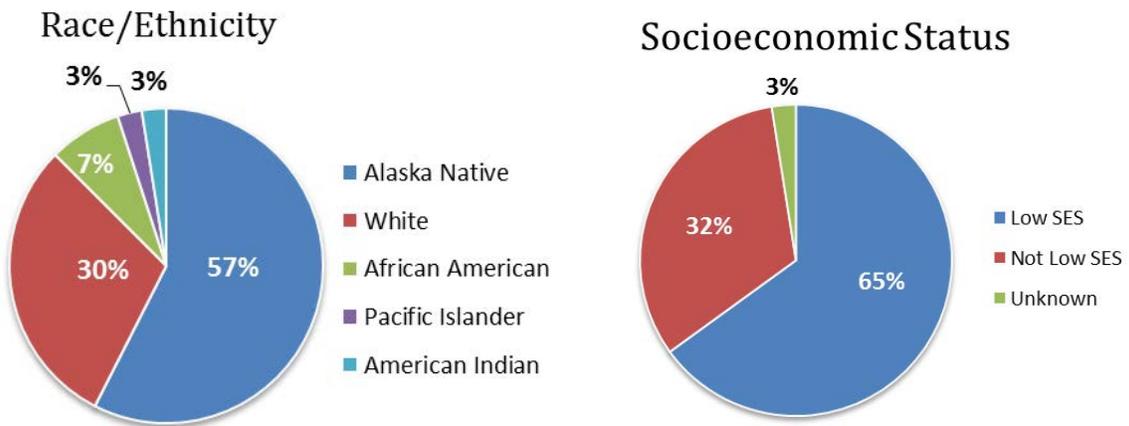
There were six males and 34 females in the groups.



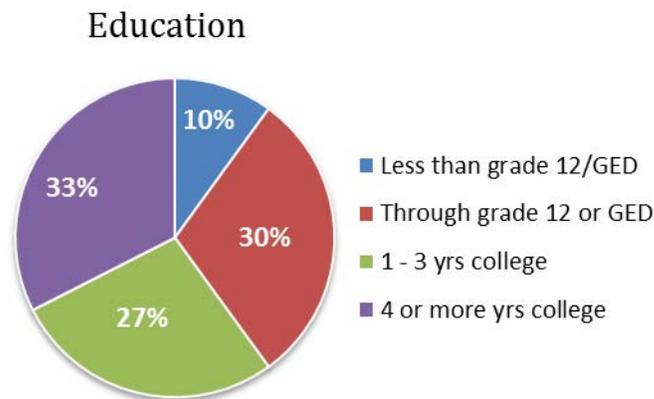
There were two predominate groups of annual household income levels – those with household income less than \$35,000 and those with household income over \$65,000. The majority of those with household incomes over \$65,000 were from Nome.



Initially, the goal was to have a total of six focus groups, two comprised of Alaska Native parents, one of low-SES parents and threemixed groups. With the difficulty in recruiting mentioned in the Project Overview, it became clear that we would not be able to get that exact composition of groups. However, the groups did have a large representation of Alaska Native and low-SES parents. Socioeconomic status was determined using the Alaska BRFSS criteria, which primarily compares household income with number of persons per household.

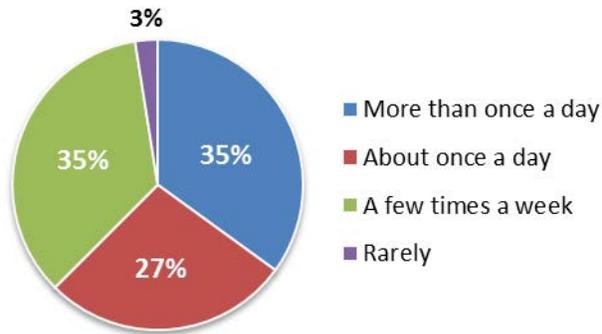


Most participants graduated from high school or received their GED; more than half had at least some college.



The target audience for the focus groups was parents who serve their children sugar sweetened beverages to their children at least a few time a week. More than sixty percent of participants serve them at least once a day.

Frequency of Sugary Drinks Served to Child



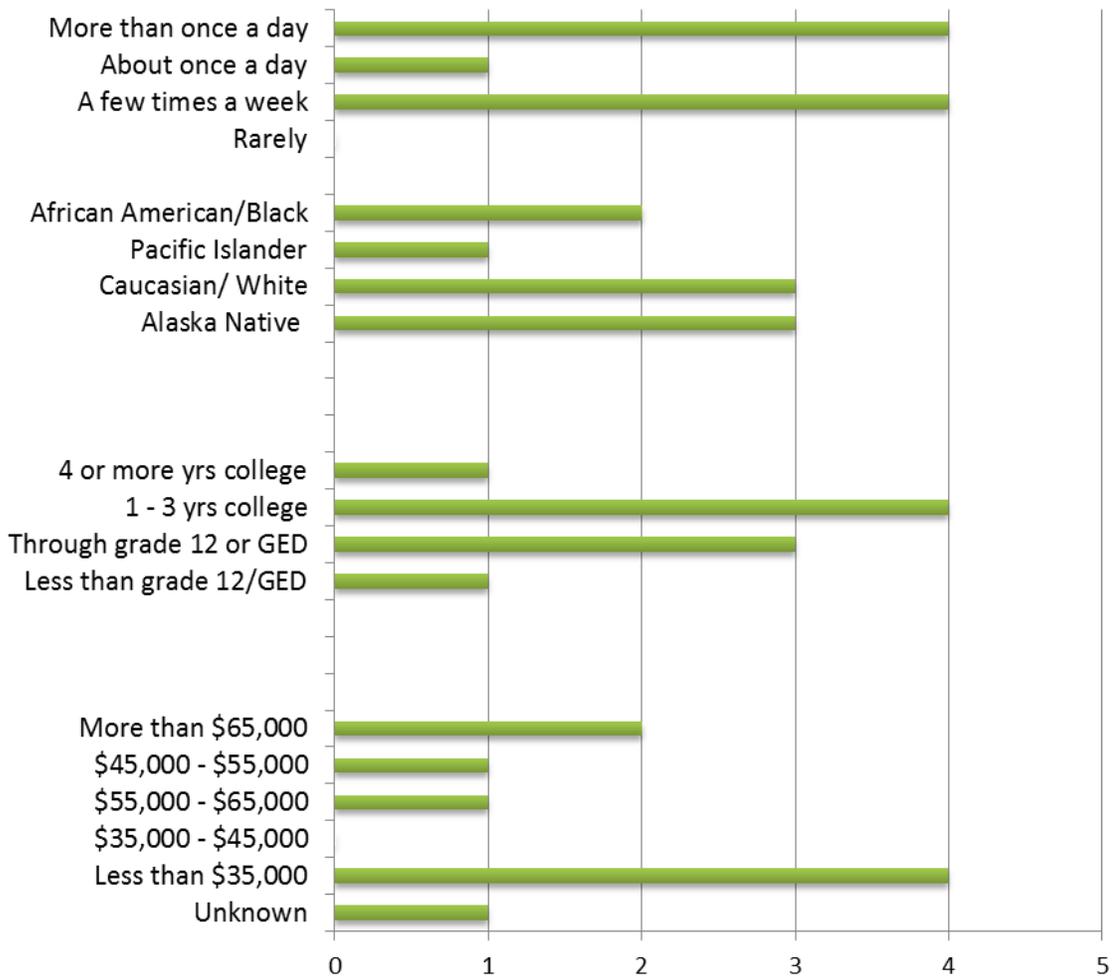
The five focus groups were held in geographically diverse areas of Alaska:



Below is the breakdown for each of the five focus groups showing how many times per week sugary drinks are served to their children ages 5-12, race/ethnicity, education and income level of the group participants.

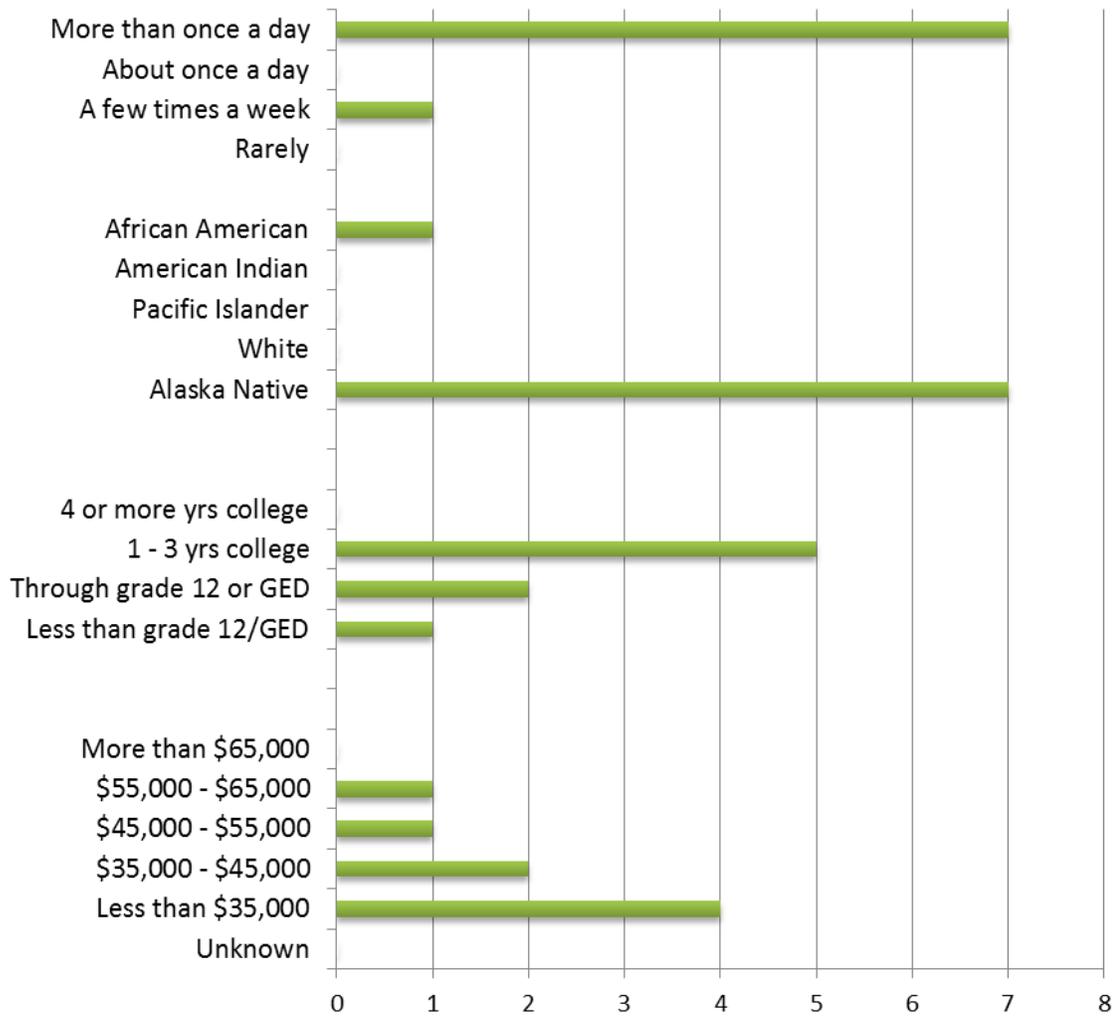
Anchorage

Five out nine participants in this group fell into the low-SES designation.



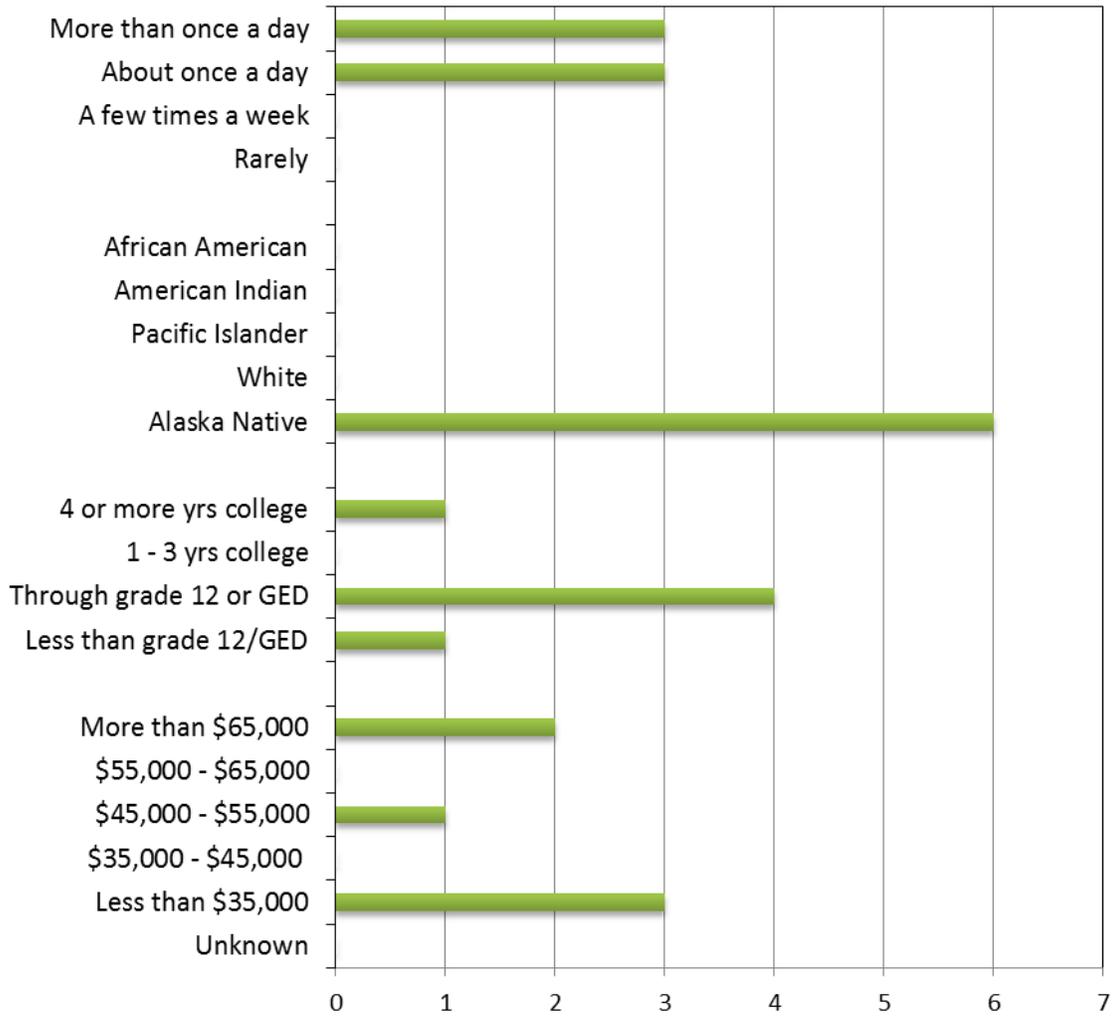
Barrow

Six out of seven participants in this group fell into the low-SES designation.



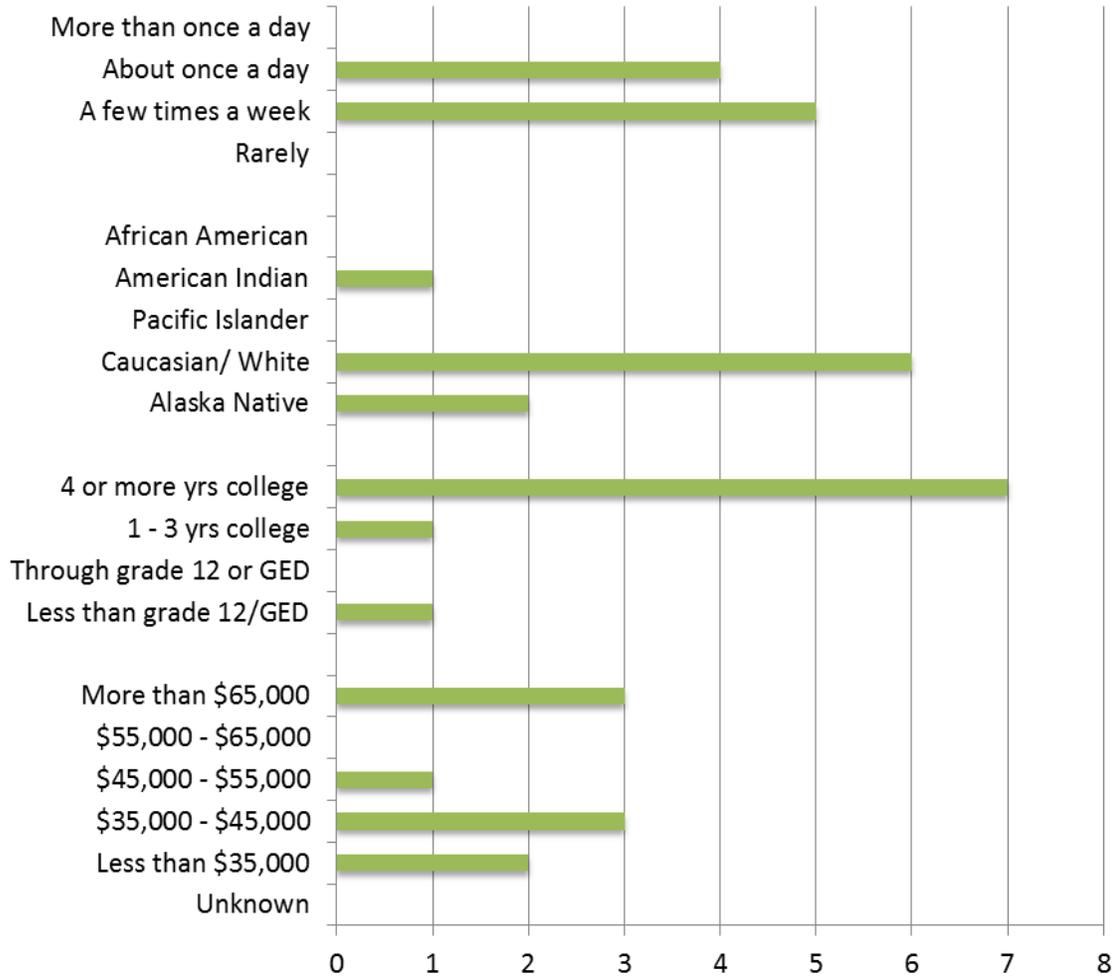
Bethel

Four out of six participants in this group fell into the low-SES designation.



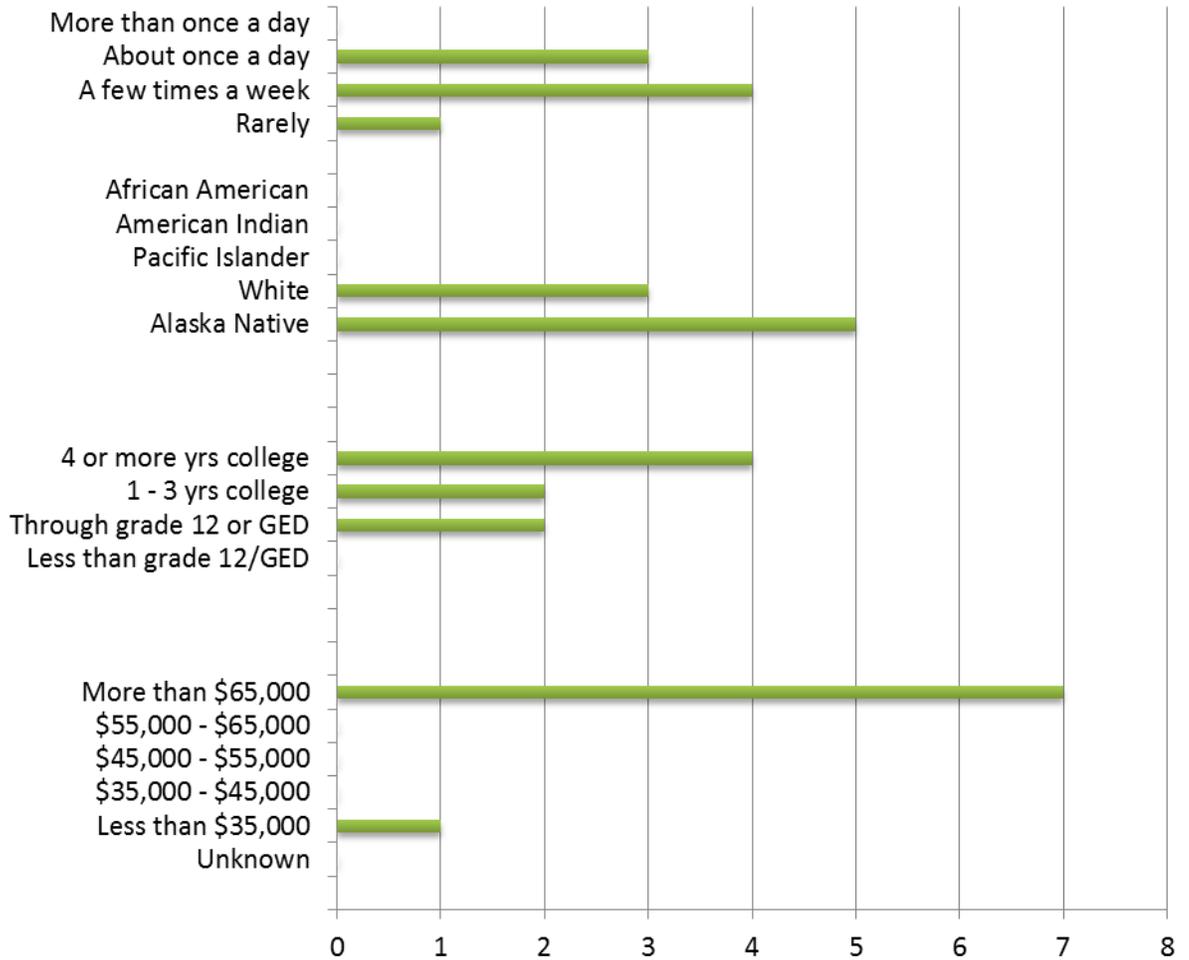
Fairbanks

Six out of nine participants in this group fell into the low-SES designation.



Nome

Five out of seven participants in this group fell into the low-SES designation.



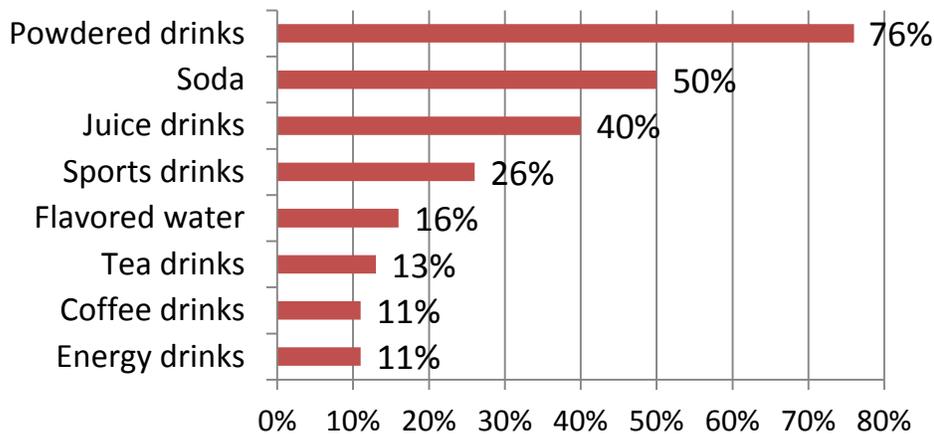
Results

Research staff at each focus group included a note taker, an observer from the State of Alaska OPCP program, and a facilitator from the Rede Group. The focus groups were video recorded with transcripts created from the video. Transcripts, notes and survey data were then analyzed to describe participants' attitudes and behaviors related to sugary drinks. Data was also analyzed to look at possible differences among participants from the various locations (especially rural versus urban) or by other demographic data.

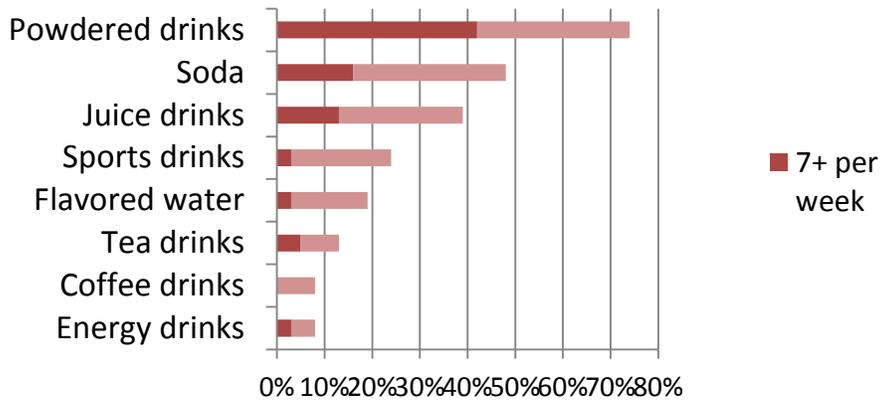
PEN AND PAPER QUESTIONS

Each participant was shown a set of photos depicting a variety of sugary beverages. The groups talked about what terms they might use for these types of beverages (answers included pop, soda pop, juice, sports drinks, energy drinks, etc.). We would then reach agreement that it was appropriate to use the term sugary beverages or sugary drinks to refer to these types of beverages in general. The following tables represent the questions and answers from the pen and paper exercise.

What sugary drinks do you have in your house right now?



In a typical week, parents serve their kids sugary drinks...



What kids drank with meals yesterday

	Breakfast	Lunch	Dinner	Snack
Water	23%	41%	26%	47%
Milk	44%	18%	6%	18%
100% Juice	18%	26%	17%	29%
Powdered (Tang, Kool-Aid)	15%	15%	14%	18%
Soda	0%	8%	29%	12%
Other sugary drinks	10%	10%	9%	18%
Diet drinks (Crystal light, diet soda)	3%	3%	11%	15%

*About 10 percent of milk was identified as chocolate milk.

Note: Percentages add to more than 100% due to multiple responses from some participants

THE FOCUS GROUP

To begin the focus groups, we asked what types of information parents pay attention to with respect to health and nutrition and where they get their information.

Responses included:

- TV
- Internet (WebMD, blogs, etc.)
- Spouse
- Grandparents
- Friends
- WIC
- Doctors
- Teachers
- Health fairs

Many participants use their own personal networks (i.e., friends, spouse, grandparents, etc.) to get information. They also seem to rely heavily on local professionals such as doctors, teachers, WIC staff, etc.

Participants were asked who in the household is usually responsible for getting groceries. A majority of all participants were either the main shopper or did so in tandem with a partner or parent.

When asked what influences the beverages their children drink, the most common answers were:

- Mom and Dad – parents readily admit that their children drink sugary drinks because they do. Many parents feel bad about this.
- Extended family, e.g., grandparents
- Friends
- TV
- Stores

After again looking at the photos of sugary beverages, we asked if they believed that some of these types of beverages are better for you than others, from a health standpoint.

- Many participants believed that Sunny D, Tang, V-8, Vitamin Water, and (to a lesser degree) sport drinks, are better for you.
- There was a strong agreement that energy drinks are bad for health.

We heard several anecdotes that although the parents do not keep energy drinks in the house because they are bad for health, the kids often go to the store and purchase them on their own.

Participants were asked what their greatest concern would be if their child was drinking too many sugary drinks. The most common responses were:

- Dental Health
- Diabetes
- Habit forming

Weight issues or obesity was mentioned infrequently.

Participants were asked which sugary drinks their *kids consume most often*. This question is slightly different than the question on the paper survey which asked about what beverages do *parents serve their kids*. Soda and sports drinks (i.e., Gatorade) received more mentions with this question about what kids consume.

- Soda
- Gatorade
- Kool-Aid
- Tang

Sunny D was not mentioned often. Others that were mentioned but not on our previous list were Bug Juice, Capri Sun and Hog Juice.

The participants were asked again when their kids most often have these beverages – breakfast, lunch, dinner, snack, late at night, etc.

- Afternoons and dinner time
- Going out to eat
- Family gatherings

Sugary beverages were routinely consumed more often in the afternoon and evening. It was very common for parents in all focus groups to allow their children to choose what they drink when they go out to eat. Those are often considered special occasions, especially in the rural focus groups.

When asked if their kids needed to ask permission before drinking a sugary beverage when they are kept in the house, many of the parents answered in the affirmative. This was especially true with parents of younger children. As children got older, parents often let the kids have access to the drinks without asking. There were several comments that they do limit access, even hide the drinks, due to the high cost.

We asked parents about the reasons they choose to serve sugary beverages to their kids. The most common answers were:

- To keep them quiet; keep them from complaining; they beg
- They are on sale or the cheapest beverage
- Kids enjoy them
- The parents like them and drink them so it is acceptable for their children to do the same

Many parents also said that they give sugary beverages to their child as a reward (for doing chores, etc.).

Parents were asked if they only were thinking of their child's health, how often would they allow them to have sugary drinks. Many answered never, others said only as a reward or on special occasions. There was not consensus on this question. Many thought it was acceptable to have sugary drinks sometimes while other said never.

Parents were asked if water, milk or some other beverage would be a good alternative to sugary drinks for their children. They stated that the following would be better:

- 100% apple juices
- WIC approved juices
- Milk
- Water
- Crystal Light
- Mio
- Fruit smoothies

We asked about the quality of tap water in participant homes and if it was an issue or deterrent for their kids drinking water. In Nome, all participants said the tap water was fabulous, while in the other communities there were a wide variety of answers. Many thought their tap water was good, some thought it was poor, many were on wells, and many said that they used Brita Filters to make their water better.

Parents were asked if they believed milk would be a good alternative to sugary beverages. Many thought some form of milk would be a good alternative, but many participants brought up barriers such as lactose intolerance, hormones in milk and the high cost of milk.

MESSAGE TESTING

Seven messages were tested for their potential effect on changing the attitudes and behaviors regarding serving sugary beverages to their children.

Message 1: Drinking sugary drinks could cause my child to be overweight.

- The groups thought this message is believable, but many factors can be involved in kids becoming overweight, such as overeating, lack of exercise, etc.
- They also thought that the word "could" makes this statement weak and not compelling.
- Not very motivating: kids can just exercise more, parents are not worried about kids getting too heavy, and other things cause kids to become overweight too.

Message 2: Drinking sugary drinks can cause my child to be overweight, which can lead to diabetes.

- Believable.

- There was strong agreement that adding “diabetes” makes the message more motivating.
- There was concern around diabetes in all groups. The concerns often arose from family members or friends with diabetes.
- Some believed that sugar, not being overweight, causes diabetes.

Message 3: Drinking sugary drinks is bad for my child's teeth and causes cavities.

- Mixed responses. Some believed this to be true, especially for children still using a bottle.
- Many believed you could mitigate the damage caused by the sugar through teeth brushing or drinking through a straw.

Message 4: Replacing sugary drinks with water and low-fat milk will make a big difference in my kid's health.

- Seemed to be popular and believable in all locations.
- Liked that it is solution-based, positive.
- A common sentiment was that this is easier said than done. Some also thought that words like “big” and “will” made this message sound like it is overselling the benefits of changing to water and milk.

Message 5: The easiest way to make sure my kids don't drink too much sugar is not to keep sugary drinks in the house.

- Some thought this message makes it seem easy to do this, when it is not.
- Many did not like the word “easiest.”
- Some thought this message sounded preachy, blaming.
- Some parents thought older kids 9 – 12 would just go to the store.
- Another sentiment was that parents often like to have the sugary drinks in the house for themselves and that they can control what their child drinks.

Message 6: Don't let sugary drinks become a habit for your child.

- Some people in each group liked this message but overall, reviews were mixed.
- Many concerns were expressed: “What about older kids?” “What if my child is already in the habit?” “Habits start with parents.” “Sounds like scolding.” “Feels like meddling in parenting.”

Message 7: I'm doing the best thing for my family by serving fewer sugary drinks.

- Tested well in Bethel. Many thought this was motivating. Some stated that this was the best message so far.

- Tested moderately well in Barrow, Nome, Fairbanks. Motivating. It is a “good” thing but not the “best” thing.
- Did not test well in Anchorage. Some said “fewer” makes it sound like moderation is an option. “Sounds like a guilt trip.”

The participants were asked if they were designing an advertisement to reach parents like themselves regarding their kids’ sugary drink consumption, who would be a good spokesperson or messenger?

- Real parents
- Alaskan faces
- Elder from the community
- Michelle Obama
- Local health worker (including doctors, dental professionals, etc.)
- Young Celebrities whom their kids would look up to

IMAGE TESTING

After the written messages were tested, we tested a series of images for their potential effect on changing the attitudes and behaviors regarding serving sugary beverages to their children.

One thing to note: several of the people who liked the photo sets at the end of the session did not understand what the photos were depicting when the first saw them. It was only through further discussion that they were able to get the message. After they understood the message, they ended up liking the photos and felt that they were powerful.

Series 1: Beverage + Food



- Four out of five groups were confused by these photos. They did not understand that this was meant to depict an equivalency between the sugar in the food and the sugar in the drinks.
- The Fairbanks group most readily understood these photos.
- One participant stated that this was misleading. “The fat and calorie content of the food is much higher than the drinks, so it should be clearly explained that we are only talking about sugar.”
- The Bethel group completely missed the point of these photos. There were statements like “I don’t think cookies go well with juice.”

Series 2: Beverage + Sugar



- “Sunny D is good, Tang is good.” There were attempts at making comparisons between photos.
- Nearly all found these believable.
- All groups still had many who did not understand that this was meant to depict a correlation between the sugar cubes being equal to the sugar in the drinks.
- Many thought that the sugar cubes would not be relevant to kids today. Sugar packages are what they see and understand.

Series 3: Beverage + Sugar + Food + Description



- Nearly all thought the photos were best with written explanation (we showed this set of photos without the written explanation as well).
- Some felt these were too “busy” for an advertisement.
- No discernible difference between rural and urban areas regarding their opinions on these sets of photos.
- Prior to seeing the written explanations, some thought the sugar plus the food equaled the sugar or calories of the drink.

Overall Image Feedback

- Groups found the images with no text confusing.
- Many felt the sugar and the food together was too much and “overwhelming.”
- Individuals within groups were split between whether the sugar comparison was better or the food comparison was better (no clear winner).
- There was strong agreement that the visual using a comparison was very compelling.
- Several participants asked to take the image document home so they could share it with family/kids.

VIDEO TESTING

After the photo images were tested, we tested a series of videos for their potential effect on changing the attitudes and behaviors regarding serving sugary beverages to their children. Copies of the videos are also available at the following website: <http://redegroup.co/alaska-opcp>.

Video 1: Drinking Fat (New York)



- Strong agreement that the ad was impactful. Statements like “catchy,” “gross,” (multiple times) and “eye opening” were made while viewing.
- Participants liked that it offered data and solutions.
- For those who did not like it sarcasm, music, wink at the end, and the graphic nature were the main issues.
- In Fairbanks, there was some thought that this was really geared toward kids, not parents, and that kids most likely would not get the message.
- Some participants in each group found the ad “nasty” or “too honest.”
- Not all felt it was too “gross.” All groups were mixed in their reaction to the graphic nature.
- Some participants said it was good to make the point, “New York should bring that ad here. I liked the tag line don’t drink yourself fat.”
- “This video encourages me to stop buying sugary drinks”
- “I am not a TV watcher, but I would stop to watch that.”
- “Eye catching. Makes me want to flush my pop down the toilet.”
- A few participants said the actor looked too happy. Should not have winked.

Video 2: Mom Driving (Philadelphia)



Strong agreement that the ad was effective:

- Participants liked the data (i.e., candy bar comparison, etc.)
- They liked the positive, hopeful nature of the ad (“we’ll fix this.”)
- Liked the serious tone (Anchorage & Fairbanks especially). They like that it talked about diabetes.
- Diabetes is much more serious for the group than simply being overweight.
- “We need a commercial like this one here”
- “Spoke to me as a parent. You’re stressing for them and driving them somewhere.”
- “Mom said, ‘She wished she had known sooner.’ I would beat myself up over that.”

Some participants did not relate to the actor/setting:

- Some felt the ad came across as angry.
- One statement was that “women worry too much.”
- She looked old.
- “Some people don’t have good education [about nutrition], but here in rural Alaska we have more education.”

Many participants thought the mother could have been more proactive and shown an action step:

- She could have actually talked more to her son.
- She could have thrown the soda out the window.
- Some thought she was more focused on driving than talking to her son.

Video 3: Cup of Sugar (Seattle – King County)



Strong agreement that this ad was effective:

- There was good buzz in all groups (one group applauded.)
- Many of the participants really related to the mom serving sugar.
- “I am doing that – feeding a cup of sugar.”
- “Does no good if you get out and play every day and then feed them sugar.”
- “The kitchen looked too clean. This would need to be more like an Alaskan kitchen.”
- Several commented that the jingle was too upbeat and happy.
- Many of the participants really understood this message.
- There was strong agreement that it was motivating for them.
- This was not as popular with Fairbanks Group (they really liked worried Mom.)

Overall Video Feedback

Designing ads that use humor need to be done carefully. There were aspects of the humorous ads tested in these focus groups that participants did not like. In Drinking Fat, some participants did not like the upbeat music or the wink at the end. However, many appreciated the humor of fat coming out of the soda bottle. The message of this ad is, “Don’t drink yourself fat.”

Similarly, with Cup of Sugar some participants thought that the jingle was too upbeat and happy. But, participants really appreciated the graphic of sugar coming out of the soda bottle and understood the message of the ad that serving soda is like “feeding a cup of sugar.”

The findings around the use of humor from these focus groups re similar to previous research we have observed testing tobacco prevention ads:

- The humorous elements need to reinforce the message. In other words, the punch-line needs to be the message.
- Humorous elements that do not reinforce the message (e.g., upbeat, funny music or a wink) detract from the overall impact. The use of humor that does not work with the message can indicate to viewers that the issue is not serious.

We asked the participants to think about all the messages and ads from the focus group and asked them which one made them think “I should reduce my kid’s consumption of sugary beverages.” There was no single advertisement, image or message that stood out for a majority. There was a mix of answers ranging from any of the three videos to any of the three photo sets. A couple participants also mentioned the written message regarding diabetes.

Important Findings

- Parents understand that sugary drinks are not healthy and are particularly worried about:
 - Dental health
 - Diabetes
- There is an understanding that parents play important roles in what kids drink. They seemed to understand that what they have in their house is what their kids will drink.
- The most common sugary drinks are powdered and soda. This seems to be true throughout the state in both urban and rural areas.
- The next most common are juice drinks, sports drinks, and flavored water. There was a sentiment that was common with the groups that flavored water like Vitamin Water did not have much sugar in it.
- Many participants believed that Sunny D, Tang, V-8, Vitamin Water, and sports drinks are better for you than soda pop.
- Water, milk, and 100% juice are seen as healthy alternatives to sugary drinks, although some felt that milk had some health drawbacks.
- Milk and 100% juice are often very expensive in rural areas. This leads many parents to look for cheaper alternatives, which are often sugary drinks like Kool-Aid.
- The quality/taste of tap water varies greatly in both urban and rural areas (Nome was the exception), and bottled water is expensive. Often water is not a good, inexpensive alternative to sugary drinks.
 - This issue is one that is more prominent in smaller, more rural communities (participants told us the same). It may be useful to do further, more specific research in those communities. Some economical ways of doing so could include phone surveys, key informant interviews with health aids, tribal leaders and programs or organizations working on water issues in rural Alaska (regional corporations, health corporations, ANTHC's Village Safe Water program, etc).
- Sugary drinks for kids are most acceptable at special events, restaurants, and as a reward.
- Many parents felt that eliminating sugary drinks all together is not necessary. Many felt their kids could still be healthy drinking sugary drinks in moderation. There did not seem to be any consensus regarding what moderation means. The "Drinking Fat" video advertisement surprised people when it showed that one can of soda pop per day could lead to a ten pound weight gain in a year.
- Print ads: comparisons of sugary drinks to food or sugar quantities must include an explanation.

- TV ads: participants had mostly positive response to all of the tested ads, but there was no clear consensus on which ad was best.
- The use of humor in ads needs to reinforce the message, otherwise the humor may detract from the overall impact.
- All ads would be more trusted if they were localized to Alaska. People thought local health professionals, local teachers, local parents, local elders, etc. would be the most believable for Alaskans.

Appendix A: Focus Group Screener

Information Insights is an Alaskan firm conducting focus groups the State of Alaska on the topic of public health marketing and food choices for families. [IF USING BRFS LIST SAY “We got your phone number from a list of people responding to the Behavioral Risk Factor Survey in 2012 who gave permission to be called”]

The focus group will be held [INSERT LOCATION, DATE & TIME] and participants will be provided with light refreshments and payment of \$75 each.

We have a few questions to ask you in order to make sure you are a good fit for the population we are looking for in this focus group.

1. What stores do you generally go to when you shop for food? [Open-ended]
2. Do you have children living in the home between the ages of 5 – 12?
 - a. Yes (required)
 - b. No
3. Are you the parent or guardian of these children?
 - a. Yes (required)
 - b. No
4. How often do you serve your children sugary drinks such as soda pop, powdered drinks like Kool-Aid or Tang, energy drinks or fruit drinks that are not 100% fruit juice?
 - a. Never
 - b. Rarely
 - c. A few times a week
 - d. About once a day (priority)
 - e. More than once a day (priority)
5. What is your current age?
 - a. 18 or younger
 - b. 19 – 25 (priority)
 - c. 26 – 35 (priority)
 - d. 36 – 49 (priority)
 - e. 50 or older (secondary priority)
6. [If needed] What is your gender?
 - a. Male
 - b. Female
7. How many people live in your home?
8. What is your family’s annual household income from all sources?
 - a. Less than \$35,000
 - b. More than \$35,000 and less than \$45,000
 - c. More than \$45,000 and less than \$55,000
 - d. More than \$55,000 and less than \$65,000
 - e. More than \$65,000
9. What is the highest grade or year of school you completed?

(Read if necessary, probe if answer was d (“Grade 12”) or respondent did not select other answer: Interviewer probe: If respondent says “12th Grade”: When you say that you completed the 12th grade, does that mean you graduated with a diploma from your high school or a correspondence school or home-school, or did you receive a GED?)

- a. Never attended school or only attended kindergarten
 - b. Grades 1 through 8 (elementary)
 - c. Grades 9 through 11 (some high school)
 - d. Grade 12 or GED (high school graduate)
 - e. College 1 year to 3 years (some college or technical school)
 - f. College 4 years or more (College graduate)
 - g. GED (High School equivalency diploma)
 - h. Home-schooled with diploma or correspondence school diploma
10. What race do you consider yourself?

Appendix B: Focus Group Guide

INTRODUCTION

Explanation of focus group and ground rules:

- *(Introduce self)*. Thank you for taking the time to come tonight. I work for a communications firm called The Rede Group and we're partnering with Information Insights another local firm (introduce notetaker). We are working with Alaska's Public Health Division to learn more about parents' attitudes and beliefs around. Beverages for your children.
- Please make yourself comfortable during our discussion. Restrooms are *(point out location)*. Feel free to help yourself to more food and beverages (if applicable). We'll be here for two hours. To show our appreciation to you for participating in this focus group, you will each receive \$75 at the end of the session.
- We have a person observing by video in another room and these microphones/cameras are here to record this conversation so we don't forget the great information you share, but I want to assure you that your responses will be kept confidential and your names will not be used.
- I'd like to go over the ground rules quickly. You all bring different ideas and everyone's input is valuable. Please speak your mind whether you agree or disagree with the conversation. Please respect others when they are speaking. In order to respect your time and make sure we can all go home on time, I may have to move us on to different topics, or give someone else time to talk.

Some of the information we discuss may feel personal. If you're uncomfortable sharing it in the group, please feel free to make a note on the paper in front of you and hand it to me at the end.

You may have questions as we talk. I'll answer them in some cases, and in others we'll hold them until the end.

Any questions I can answer before we start?

OK, I've been talking long enough! Let's get to know each other a little more. Please tell us your first name, how long you've lived in Alaska and how many children you have.

When you think about the health of your children, what comes to mind for you?

What types of information do you pay attention to with respect to nutrition and what is healthy to eat and drink?

Where do you get that information?

Who in your household is usually responsible for getting the groceries?

Thinking about your kids who are 5-12 years old, what are the biggest influences on the beverages they drink – parents? Their friends? Advertising? what beverages are most immediately available?

(Move to the first slide – then go through the slides of photos of sugary beverages. Stop on the full group photo and leave that up.)

So, what do you call these types of drinks?

Probe: Soda, pop, soda pop, soft drinks, any other terms?

Paper and pencil survey about their kids' sugary drink consumption and which beverages they keep in the house. Instructions...

We're going to talk more about all these kinds of beverages.

What do you think is a good term to refer to all these drinks?

Probe: How about sugary drinks, is that a good term?

Probe: What do you like about that term? What do you not like about that term?

(Show list of beverage categories - soda pop, fruit drinks that are not 100% fruit juice, iced teas with sugar, flavored water with sugar, sports drinks, energy drinks, powdered drink mixes)

Do you see some of these types of beverages as better for you than others, from a health stand point?

What would be your biggest concern if your child was drinking too many sugary drinks?

What are any other concerns for a child who is drinking too many sugary drinks?

Probe: Is gaining too much weight a concern?

Probe: What about getting cavities or other dental health issues?

Probe: Some parents say the drinks make their kids hyperactive, or a kid can have a hard time getting to sleep?

Probe: Other parents say that they are worried about their kid having a sugary drink habit, or even use the term addiction?

Looking at all these sugary drinks, which ones do you drink the most? [Go around the table and have each person answer]

Now, looking at all these sugary drinks, which ones do your 5-12 years old kids drink the most? [Go around the table and have each person answer]

And, when do your kids most often have these beverages – breakfast, lunch, dinner, snack, late at night? [Go around the table and have each person answer]

How often do you have sugary drinks available in your house?

When you have sugary drinks in the house, do your kids need to ask you before they can have one?

What are some of the reasons you choose to serve sugary drinks to your kids

Probe: Does it give you a good feeling, serving your child something that they might be enjoying?

Probe: Does your family have any traditions or culture around serving any certain sugary drinks?

Probe: Do you use sugary drinks as a reward for your child's good behavior?

Do you think you serve more, less, or about the same amount of sugary drinks or pop to your children, compared to other parents in your circle of friends?

Probe: Why do some of those parents give their kids fewer sugary drinks?

Do you have different family rules about drinking sugary drinks outside the home, like at restaurants, parties, or some other special event?

Are there times or places where you would say, this is not a good time or place for my child to have a sugary drink?

Who has tried to make an effort to reduce their kid's consumption of sugary drinks?

Why did you think reducing sugary drinks was important?

What did you do to reduce their consumption of sugary drinks?

How did that work?

What about other folks...who would like to reduce their child's consumption of soda and other sugary drinks? Why?

Who said no – they don't want to reduce their kid's consumption of sugary drinks?

Why?

Anyone now, if you were trying to cut down on your child's consumption of sugary drinks, what would you do?

If you were thinking only about your child's health, how often would you allow them to have a sugary drink?

Now we are going to talk about some other drink options for kids.

First let's talk about water. Would water be a good alternative for your child instead of a sugary drink?

What are the reasons you don't serve your children water more often?

Probe: Is the quality of the tap water in your home an issue for this? Taste?

Probe: Do some folks use bottled water? Is cost an issue?

How would your child react to being served water more often instead of sugary drinks?

How about milk?

Would milk be a good alternative for your child instead of a sugary drink?

What are the reasons you don't serve your children milk more often?

Probe: Is it easy for you to buy milk?

Probe: How does the price of milk compare to the costs of soda or other sugary drinks?

How would your child react to being served milk more often instead of sugary drinks?

Now we're going to talk about a few messages that could be used to encourage families to reduce their kids' consumption of sugary drinks.

(Reminder, here, I want to hear about how you feel about these messages and ads, not how you think others would feel.)

CHANGE SLIDE

M1. Drinking sugary drinks could cause my child to be overweight.

Does this message motivate you to reduce your child's consumption of sugary drinks?

What do you like about this message?

What do you not like about this message?

CHANGE SLIDE

M2. Drinking sugary drinks can cause my child to be overweight, which can lead to diabetes.

Does this message motivate you to reduce your child's consumption of sugary drinks?

What do you like about this message?

What do you not like about this message?

CHANGE SLIDE

M3. Drinking sugary drinks is bad for my child's teeth and causes cavities.

Does this message motivate you to reduce your child's consumption of sugary drinks?

What do you like about this message?

What do you not like about this message?

CHANGE SLIDE

M4. Replacing sugary drinks with water and low-fat milk will make a big difference in my kids' health

Does this message motivate you to reduce your child's consumption of sugary drinks?

What do you like about this message?

What do you not like about this message?

CHANGE SLIDE

M5. The easiest way to make sure my kids don't drink too much sugar is not to keep sugary drinks in the house.

What do you like about this message?

What do you not like about this message?

Probe: Do you think it is true – that your child would drink fewer sugary drinks if they were not kept in the house?

Probe: For those of you who have kept sugary drinks in the house, would you ever consider not keeping sugary drinks in the house?

CHANGE SLIDE

M6. Don't let sugary drinks become a habit for your child.

Does this message motivate you to reduce your child's consumption of sugary drinks?

What do you like about this message?

What do you not like about this message?

If you were designing an advertisement to reach parents like yourself about kids' sugary drink consumption, who would be a good spokesperson or messenger?

Probe: What about other parents?

Probe: What about a pediatrician or another type of doctor?

Probe: What about athletes?

Probe: What about an expert in nutrition?

Testing of print PSAs

CHANGE SLIDE

Ask the following question after each of the next 4 slides.

Is it believable?

Did the photo provide you with new information?

How does the photo make you feel?

ASK THESE AFTER LOOKING AT THE SLIDE WITH FOOD, DRINK and SUGAR

From looking at this group of photos, do you feel like you can recognize the main message?

If so, what is the message?

Is the connection between the drink and food item (sugar cubes, if featured in the photo) clear?

Do these photos make you more concerned about the beverages or foods your child consumes?

If so, will you be less likely to serve these sugary drinks to your kids?

After reviewing all photos, do you think you are best able to understand the main message from a) the photo of the sugary drink next to the food item b) the photo of the sugary drink next to the sugar cubes or c) the photo of the sugary drink next to both the food item and the sugar cubes.

Testing of video PSAs

Just a comment here, some of these ads were made for communities that are different from urban, and rural, Alaska – like this ad created for the city of Philadelphia. We want you to look past that difference and just focus on the tone and message of the ad. All of these messages could be filmed here in Alaska to reflect the communities we live in.

CHANGE SLIDE – ASK THE FOLLOWING AFTER EACH OF THE NEXT THREE VIDEO SLIDES

Questions for each video:

How did the video make you feel?

How did the adult in the video feel?

What is the main point of the video?

Did the video surprise you?

Would this video make you more likely to look at the content of the drinks you serve your child?

Would this video make you less likely to serve your child sugary beverages?

After all videos have been discussed:

From which video do you think you are best able to understand the main message?

Which video do you feel is the most powerful? Why?

Which is the least powerful? Why?

OK, we're almost done.

After this discussion, who is thinking more now about reducing their kids' consumption of sugary beverages? Why?

Probe: Thinking about all the ads, all the messages, everything we've talked about today, what made you think - I should reduce my kid's consumption of sugary beverages?

Who is not thinking more about reducing their kids' consumption of sugary beverages? Why?

Is there any information that could get you to think more about reducing your kids' consumption of sugary beverages? Why?

CHANGE SLIDE

That brings us to the end of our time together. (Jess/Matt) is going to give you the \$75.00 for helping us here tonight. While she/he does that I want to thank you. Here is a stack of my business cards. If you have any questions about this group or our discussion tonight please do not hesitate to call me.

Appendix C: Paper Survey

1. Please look at the picture of beverages on the screen at the front of the room.

These types of beverages also are listed below. These beverages are all NON-Diet. Please check the box if have the type of beverage in your house right now. It doesn't have to be the exact brands that you see in the photograph.

Have in the
house now Servings – Age of child: _____

- _____ Soda Pop (Coke, Pepsi, 7up, etc.)
- _____ Juice Drink (not 100% juice) (Ocean Spray Cran•Grape, Sunny D, etc.)
- _____ Tea Drink (Arizona Tea, Snapple Tea, etc.)
- _____ Coffee Drink (Starbucks Iced coffee, Frappacino, etc.)
- _____ Powdered Mix Drink (Tang, Kool-Aid, etc.)
- _____ Sports Drink (Gatorade, Powerade, etc.)
- _____ Energy Drink (Red Bull, Rock Star, Monster, etc.)
- _____ Flavored Water (Vitamin Water, etc.)

2. Now, next to each beverage choice above, write down approximately how many servings of each you give to your child in a typical week? If you have more than one child between the ages of 5 and 12, just pick one and answer the question for that child. For this question, a serving is an 8-ounce glass.
3. Think back to the meals you provided for your children yesterday. Again, if you have more than one child use the same child you used to answer the questions above.
 - What beverage did your child have with breakfast?
 - What beverage did your child have with lunch?
 - Does your child typically eat hot lunch at school or do you pack him or her a lunch?
 - If you pack your child a lunch, what beverage do you usually pack in the lunch?
 - What beverage did your child have for dinner yesterday?
4. What beverage does your child typically drink during snacks?

Appendix D: Compiled Paper Survey Results

Appendix 3: Responses to Survey Questions

Age of Child

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	1	2.5	2.9	2.9
	5	7	17.5	20.0	22.9
	6	7	17.5	20.0	42.9
	7	2	5.0	5.7	48.6
	8	2	5.0	5.7	54.3
	9	2	5.0	5.7	60.0
	10	2	5.0	5.7	65.7
	11	7	17.5	20.0	85.7
	12	1	2.5	2.9	88.6
	13	1	2.5	2.9	91.4
	15	1	2.5	2.9	94.3
	16	1	2.5	2.9	97.1
	19	1	2.5	2.9	100.0
	Total	35	87.5	100.0	
Missing	System	5	12.5		
Total		40	100.0		

Have SODA in house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	19	47.5	50.0	50.0
	1 Yes	19	47.5	50.0	100.0
	Total	38	95.0	100.0	
Missing	System	2	5.0		
Total		40	100.0		

Have JUICE DRINKS in house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	23	57.5	60.5	60.5
	1 Yes	15	37.5	39.5	100.0
	Total	38	95.0	100.0	
Missing	System	2	5.0		
Total		40	100.0		

Have TEA DRINKS in house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	33	82.5	86.8	86.8
	1 Yes	5	12.5	13.2	100.0
	Total	38	95.0	100.0	
Missing	System	2	5.0		
Total		40	100.0		

Have COFFEE DRINKS in house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	34	85.0	89.5	89.5
	1 Yes	4	10.0	10.5	100.0
	Total	38	95.0	100.0	
Missing	System	2	5.0		
Total		40	100.0		

Have POWDERED DRINKS in house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	9	22.5	23.7	23.7
	1 Yes	29	72.5	76.3	100.0
	Total	38	95.0	100.0	
Missing	System	2	5.0		
Total		40	100.0		

Have SPORTS DRINKS in house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	28	70.0	73.7	73.7
	1 Yes	10	25.0	26.3	100.0
	Total	38	95.0	100.0	
Missing	System	2	5.0		
Total		40	100.0		

Have ENERGY DRINKS in house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	34	85.0	89.5	89.5
	1 Yes	4	10.0	10.5	100.0
	Total	38	95.0	100.0	
Missing	System	2	5.0		
Total		40	100.0		

Have FLAVORED WATER in house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	32	80.0	84.2	84.2
	1 Yes	6	15.0	15.8	100.0
	Total	38	95.0	100.0	
Missing	System	2	5.0		
Total		40	100.0		

SODA servings per week

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	.00	20	50.0	52.6	52.6	
	1.00	3	7.5	7.9	60.5	
	2.00	2	5.0	5.3	65.8	
	3.00	2	5.0	5.3	71.1	
	4.00	1	2.5	2.6	73.7	
	5.00	4	10.0	10.5	84.2	
	7.00	1	2.5	2.6	86.8	
	8.50	1	2.5	2.6	89.5	
	10.00	2	5.0	5.3	94.7	
	12.75	1	2.5	2.6	97.4	
	42.00	1	2.5	2.6	100.0	
	Total		38	95.0	100.0	
	Missing	System	2	5.0		
Total		40	100.0			

JUICE DRINKS servings per week

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	23	57.5	60.5	60.5
	1.00	1	2.5	2.6	63.2
	1.50	1	2.5	2.6	65.8
	2.00	3	7.5	7.9	73.7
	3.00	3	7.5	7.9	81.6
	6.00	2	5.0	5.3	86.8
	7.00	1	2.5	2.6	89.5
	8.50	1	2.5	2.6	92.1
	10.50	1	2.5	2.6	94.7
	14.00	1	2.5	2.6	97.4
	25.00	1	2.5	2.6	100.0
	Total	38	95.0	100.0	
Missing	System	2	5.0		
Total		40	100.0		

TEA DRINKS servings per week

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	33	82.5	86.8	86.8
	1.00	1	2.5	2.6	89.5
	2.00	2	5.0	5.3	94.7
	10.00	1	2.5	2.6	97.4
	17.50	1	2.5	2.6	100.0
	Total	38	95.0	100.0	
Missing	System	2	5.0		
Total		40	100.0		

COFFEE DRINKS servings per week

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	35	87.5	92.1	92.1
	1.00	2	5.0	5.3	97.4
	2.00	1	2.5	2.6	100.0
	Total	38	95.0	100.0	
Missing	System	2	5.0		
Total		40	100.0		

POWDERED DRINKS servings per week

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	10	25.0	26.3	26.3
	1.00	3	7.5	7.9	34.2
	1.50	1	2.5	2.6	36.8
	2.00	2	5.0	5.3	42.1
	3.00	1	2.5	2.6	44.7
	4.00	2	5.0	5.3	50.0
	5.00	2	5.0	5.3	55.3
	6.00	1	2.5	2.6	57.9
	7.00	2	5.0	5.3	63.2
	10.00	3	7.5	7.9	71.1
	14.00	2	5.0	5.3	76.3
	15.00	1	2.5	2.6	78.9
	21.00	1	2.5	2.6	81.6
	24.00	1	2.5	2.6	84.2
	30.00	2	5.0	5.3	89.5
	40.00	2	5.0	5.3	94.7
	49.00	1	2.5	2.6	97.4
	56.00	1	2.5	2.6	100.0
	Total	38	95.0	100.0	
Missing	System	2	5.0		
Total		40	100.0		

SPORTS DRINKS servings per week

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	29	72.5	76.3	76.3
	.50	1	2.5	2.6	78.9
	1.00	1	2.5	2.6	81.6
	2.00	2	5.0	5.3	86.8
	4.00	1	2.5	2.6	89.5
	5.00	1	2.5	2.6	92.1
	6.00	2	5.0	5.3	97.4
	8.00	1	2.5	2.6	100.0
	Total	38	95.0	100.0	
Missing	System	2	5.0		
Total		40	100.0		

ENERGY DRINKS servings per week

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	35	87.5	92.1	92.1
	1.00	1	2.5	2.6	94.7
	3.00	1	2.5	2.6	97.4
	8.00	1	2.5	2.6	100.0
	Total	38	95.0	100.0	
Missing	System	2	5.0		
Total		40	100.0		

FLAVORED WATER servings per week

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	31	77.5	81.6	81.6
	1.00	1	2.5	2.6	84.2
	2.00	1	2.5	2.6	86.8
	3.00	1	2.5	2.6	89.5
	4.00	2	5.0	5.3	94.7
	6.00	1	2.5	2.6	97.4
	20.00	1	2.5	2.6	100.0
	Total	38	95.0	100.0	
Missing	System	2	5.0		
Total		40	100.0		

Child had for BREAKFAST

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2.5	2.5	2.5
Capri Sun	1	2.5	2.5	5.0
Celestial Seasoning Tea with Stevia	1	2.5	2.5	7.5
coffee	1	2.5	2.5	10.0
Hot chocolate	1	2.5	2.5	12.5
Juice	2	5.0	5.0	17.5
Juice (orange)	1	2.5	2.5	20.0
Juice (100%)	1	2.5	2.5	22.5
Juice (Apple 100%)	1	2.5	2.5	25.0
Juice; Water; sugar Water	1	2.5	2.5	27.5
Kool-Aid	2	5.0	5.0	32.5
Milk	12	30.0	30.0	62.5
Milk (chocolate)	1	2.5	2.5	65.0
Milk (chocolate); Water	1	2.5	2.5	67.5
Milk or Vit Water	1	2.5	2.5	70.0
Milk; Juice	1	2.5	2.5	72.5
Tang	4	10.0	10.0	82.5
Water	5	12.5	12.5	95.0
Water; coffee; herbal tea	1	2.5	2.5	97.5
Water; Milk	1	2.5	2.5	100.0
Total	40	100.0	100.0	

Child had for LUNCH

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2.5	2.5	2.5
Capri Sun	1	2.5	2.5	5.0
Crystal Light	1	2.5	2.5	7.5
Juice - 1/3 water mixed with dilute	1	2.5	2.5	10.0
Juice	5	12.5	12.5	22.5
Juice (apple)	1	2.5	2.5	25.0
Juice; Tang	1	2.5	2.5	27.5
Juice;Water	1	2.5	2.5	30.0
Kool-Aid	2	5.0	5.0	35.0
Lemonade	2	5.0	5.0	40.0
Milk	3	7.5	7.5	47.5
Milk (chocolate); Water	1	2.5	2.5	50.0
Milk or Water	1	2.5	2.5	52.5
Milk; Tang	1	2.5	2.5	55.0
Milk; Water; Capri Sun	1	2.5	2.5	57.5
Soda	2	5.0	5.0	62.5
Tang	1	2.5	2.5	65.0
Tang and Pop	1	2.5	2.5	67.5
Tea	1	2.5	2.5	70.0
Unknown- probably water	1	2.5	2.5	72.5
Water	9	22.5	22.5	95.0
Water and Crystal Light	1	2.5	2.5	97.5
Water; Juice	1	2.5	2.5	100.0
Total	40	100.0	100.0	

Child eats hot lunch at school

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11	27.5	27.5	27.5
not in school yet	1	2.5	2.5	30.0
50-50	1	2.5	2.5	32.5
About 1/2 packed the other 1/2 cold	1	2.5	2.5	35.0
About half and half	1	2.5	2.5	37.5
Both	2	5.0	5.0	42.5
Milk	2	5.0	5.0	47.5
Preschool now but in Kindergarten will eat school hot lunch	1	2.5	2.5	50.0
Water	1	2.5	2.5	52.5
Yes	19	47.5	47.5	100.0
Total	40	100.0	100.0	

What beverage do you pack with lunch

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15	37.5	37.5	37.5
n/a	5	12.5	12.5	50.0
Capri Sun	3	7.5	7.5	57.5
Capri Sun or Kool-Aid	1	2.5	2.5	60.0
Crystal Light	1	2.5	2.5	62.5
Crystal Light or ice tea with stevia	1	2.5	2.5	65.0
Juice	2	5.0	5.0	70.0
Juice (box 100%)	1	2.5	2.5	72.5
Juice (box)	1	2.5	2.5	75.0
Juice 1 box 100% juice (3x a week)	1	2.5	2.5	77.5
Milk - school milk	1	2.5	2.5	80.0
Milk	1	2.5	2.5	82.5
Tang	1	2.5	2.5	85.0
Water	1	2.5	2.5	87.5
Water bottle	1	2.5	2.5	90.0
Water or carton of mik	1	2.5	2.5	92.5
Yes- Capri Sun	2	5.0	5.0	97.5
Yes	1	2.5	2.5	100.0
Total	40	100.0	100.0	

Child drank at DINNER

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	12.5	12.5	12.5
Crystal Light	2	5.0	5.0	17.5
Diet 7-up (on special occasions)	1	2.5	2.5	20.0
Diet coke	1	2.5	2.5	22.5
Juice	2	5.0	5.0	27.5
Juice (apple)	2	5.0	5.0	32.5
Juice; Tang	2	5.0	5.0	37.5
Kool-Aid	1	2.5	2.5	40.0
Lemonade	2	5.0	5.0	45.0
Milk	2	5.0	5.0	50.0
Soda - Coke	1	2.5	2.5	52.5
Soda - Lemonade & .5 can of soda	1	2.5	2.5	55.0
Soda - Mt Dew	1	2.5	2.5	57.5
Soda - Pepsi	1	2.5	2.5	60.0
Soda	5	12.5	12.5	72.5
Soda pop; Water	1	2.5	2.5	75.0
Tang	2	5.0	5.0	80.0
Water	8	20.0	20.0	100.0
Total	40	100.0	100.0	

Child drank for SNACK

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	15.0	15.0	15.0
Capri Sun	1	2.5	2.5	17.5
Crystal Light	2	5.0	5.0	22.5
Juice - cran pom; Milk; Lemonade (made at home with natural sugar)	1	2.5	2.5	25.0
Juice	3	7.5	7.5	32.5
Juice (Apple 100%)	1	2.5	2.5	35.0
Juice (apple); trying to get more water in him	1	2.5	2.5	37.5
Juice; Sobe; Tang	1	2.5	2.5	40.0
Juice; Tang; Lemonade or Kool-Aid	1	2.5	2.5	42.5
Juice; Water	1	2.5	2.5	45.0
Kool-Aid	1	2.5	2.5	47.5
Milk or Crystal Light	1	2.5	2.5	50.0
Milk; Water or Juice	1	2.5	2.5	52.5
Powdered juice and Soda	1	2.5	2.5	55.0
powdered juice; Water; 2% Milk	1	2.5	2.5	57.5
Powerade; Mt Dew; Sprite; Fanta; Water; Crystal Light; Milk	1	2.5	2.5	60.0
Soda pop	1	2.5	2.5	62.5
Tang	1	2.5	2.5	65.0
Vit Water or Soda	1	2.5	2.5	67.5
Water	9	22.5	22.5	90.0
Water or crystal light/tea	1	2.5	2.5	92.5
Water or Milk	1	2.5	2.5	95.0
Water or sugar free drink mix	1	2.5	2.5	97.5
Water; snapple; Vit Water	1	2.5	2.5	100.0
Total	40	100.0	100.0	

RESPONSES TO SELECTED SURVEY QUESTIONS BY CITY

City by Have SODA in house

			Have SODA in house		Total
			1 Yes	2 No	
CITY 1	Anchorage	Count	5	4	9
		% within CITY	55.6%	44.4%	100.0%
CITY 2	Fairbanks	Count	3	4	7
		% within CITY	42.9%	57.1%	100.0%
CITY 3	Nome	Count	4	4	8
		% within CITY	50.0%	50.0%	100.0%
CITY 4	Barrow	Count	3	5	8
		% within CITY	37.5%	62.5%	100.0%
CITY 5	Bethel	Count	4	2	6
		% within CITY	66.7%	33.3%	100.0%
Total		Count	19	19	38
		% within CITY	50.0%	50.0%	100.0%

City by Have JUICE DRINKS in house Crosstabulation

			Have JUICE DRINKS in house		Total
			1 Yes	2 No	
CITY 1	Anchorage	Count	5	4	9
		% within CITY	55.6%	44.4%	100.0%
CITY 2	Fairbanks	Count	2	5	7
		% within CITY	28.6%	71.4%	100.0%
CITY 3	Nome	Count	2	6	8
		% within CITY	25.0%	75.0%	100.0%
CITY 4	Barrow	Count	5	3	8
		% within CITY	62.5%	37.5%	100.0%
CITY 5	Bethel	Count	1	5	6
		% within CITY	16.7%	83.3%	100.0%
Total		Count	15	23	38
		% within CITY	39.5%	60.5%	100.0%

City by Have TEA DRINKS in house

			Have TEA DRINKS in house		Total
			1 Yes	2 No	
CITY	1 Anchorage	Count	2	7	9
		% within CITY	22.2%	77.8%	100.0%
	2 Fairbanks	Count		7	7
		% within CITY		100.0%	100.0%
	3 Nome	Count		8	8
		% within CITY		100.0%	100.0%
	4 Barrow	Count	2	6	8
		% within CITY	25.0%	75.0%	100.0%
	5 Bethel	Count	1	5	6
		% within CITY	16.7%	83.3%	100.0%
Total		Count	5	33	38
		% within CITY	13.2%	86.8%	100.0%

City by Have COFFEE DRINKS in house

			Have COFFEE DRINKS in house		Total
			1 Yes	2 No	
CITY	1 Anchorage	Count		9	9
		% within CITY		100.0%	100.0%
	2 Fairbanks	Count	1	6	7
		% within CITY	14.3%	85.7%	100.0%
	3 Nome	Count		8	8
		% within CITY		100.0%	100.0%
	4 Barrow	Count	2	6	8
		% within CITY	25.0%	75.0%	100.0%
	5 Bethel	Count	1	5	6
		% within CITY	16.7%	83.3%	100.0%
Total		Count	4	34	38
		% within CITY	10.5%	89.5%	100.0%

City by Have POWDERED DRINKS in house

			Have POWDERED DRINKS in house		Total
			1 Yes	2 No	
CITY	1 Anchorage	Count	8	1	9
		% within CITY	88.9%	11.1%	100.0%
	2 Fairbanks	Count	3	4	7
		% within CITY	42.9%	57.1%	100.0%
	3 Nome	Count	4	4	8
		% within CITY	50.0%	50.0%	100.0%
	4 Barrow	Count	8		8
		% within CITY	100.0%		100.0%
	5 Bethel	Count	6		6
		% within CITY	100.0%		100.0%
Total		Count	29	9	38
		% within CITY	76.3%	23.7%	100.0%

City by Have SPORTS DRINKS in house

			Have SPORTS DRINKS in house		Total
			1 Yes	2 No	
CITY	1 Anchorage	Count	2	7	9
		% within CITY	22.2%	77.8%	100.0%
	2 Fairbanks	Count	2	5	7
		% within CITY	28.6%	71.4%	100.0%
	3 Nome	Count	2	6	8
		% within CITY	25.0%	75.0%	100.0%
	4 Barrow	Count	2	6	8
		% within CITY	25.0%	75.0%	100.0%
	5 Bethel	Count	2	4	6
		% within CITY	33.3%	66.7%	100.0%
Total		Count	10	28	38
		% within CITY	26.3%	73.7%	100.0%

City by Have ENERGY DRINKS in house

			Have ENERGY DRINKS in house		Total
			1 Yes	2 No	
CITY 1	Anchorage	Count	1	8	9
		% within CITY	11.1%	88.9%	100.0%
2	Fairbanks	Count	1	6	7
		% within CITY	14.3%	85.7%	100.0%
3	Nome	Count		8	8
		% within CITY		100.0%	100.0%
4	Barrow	Count	1	7	8
		% within CITY	12.5%	87.5%	100.0%
5	Bethel	Count	1	5	6
		% within CITY	16.7%	83.3%	100.0%
Total		Count	4	34	38
		% within CITY	10.5%	89.5%	100.0%

City by Have FLAVORED WATER in house Crosstabulation

			Have FLAVORED WATER in house		Total
			1 Yes	2 No	
CITY 1	Anchorage	Count	3	6	9
		% within CITY	33.3%	66.7%	100.0%
2	Fairbanks	Count		7	7
		% within CITY		100.0%	100.0%
3	Nome	Count		8	8
		% within CITY		100.0%	100.0%
4	Barrow	Count	2	6	8
		% within CITY	25.0%	75.0%	100.0%
5	Bethel	Count	1	5	6
		% within CITY	16.7%	83.3%	100.0%
Total		Count	6	32	38
		% within CITY	15.8%	84.2%	100.0%

City by SODA servings per week

			SODA servings per week			Total
			0	1-6 per week	7 or more per week	
CITY 1	Anchorage	Count	5	1	3	9
		% within CITY	55.6%	11.1%	33.3%	100.0%
CITY 2	Fairbanks	Count	4	2	1	7
		% within CITY	57.1%	28.6%	14.3%	100.0%
CITY 3	Nome	Count	4	3	1	8
		% within CITY	50.0%	37.5%	12.5%	100.0%
CITY 4	Barrow	Count	5	3		8
		% within CITY	62.5%	37.5%		100.0%
CITY 5	Bethel	Count	2	3	1	6
		% within CITY	33.3%	50.0%	16.7%	100.0%
Total		Count	20	12	6	38
		% within CITY	52.6%	31.6%	15.8%	100.0%

City by JUICE DRINKS servings per week

			JUICE DRINKS servings per week			Total
			0	1-6 per week	7 or more per week	
CITY 1	Anchorage	Count	5	3	1	9
		% within CITY	55.6%	33.3%	11.1%	100.0%
CITY 2	Fairbanks	Count	5		2	7
		% within CITY	71.4%		28.6%	100.0%
CITY 3	Nome	Count	6		2	8
		% within CITY	75.0%		25.0%	100.0%
CITY 4	Barrow	Count	3	5		8
		% within CITY	37.5%	62.5%		100.0%
CITY 5	Bethel	Count	4	2		6
		% within CITY	66.7%	33.3%		100.0%
Total		Count	23	10	5	38
		% within CITY	60.5%	26.3%	13.2%	100.0%

City by TEA DRINKS servings per week

			TEA DRINKS servings per week			Total
			0	1-6 per week	7 or more per week	
CITY	1 Anchorage	Count	7		2	9
		% within CITY	77.8%		22.2%	100.0%
	2 Fairbanks	Count	7			7
		% within CITY	100.0%			100.0%
	3 Nome	Count	8			8
		% within CITY	100.0%			100.0%
	4 Barrow	Count	6	2		8
		% within CITY	75.0%	25.0%		100.0%
	5 Bethel	Count	5	1		6
		% within CITY	83.3%	16.7%		100.0%
Total		Count	33	3	2	38
		% within CITY	86.8%	7.9%	5.3%	100.0%

City by COFFEE DRINKS servings per week

			COFFEE DRINKS servings per week		Total
			0	1-6 per week	
CITY	1 Anchorage	Count	9		9
		% within CITY	100.0%		100.0%
	2 Fairbanks	Count	7		7
		% within CITY	100.0%		100.0%
	3 Nome	Count	8		8
		% within CITY	100.0%		100.0%
	4 Barrow	Count	6	2	8
		% within CITY	75.0%	25.0%	100.0%
	5 Bethel	Count	5	1	6
		% within CITY	83.3%	16.7%	100.0%
Total		Count	35	3	38
		% within CITY	92.1%	7.9%	100.0%

City by POWDERED DRINKS servings per week

			POWDERED DRINKS servings per week			Total
			0	1-6 per week	7 or more per week	
CITY	1 Anchorage	Count	1	4	4	9
		% within CITY	11.1%	44.4%	44.4%	100.0%
	2 Fairbanks	Count	4	1	2	7
		% within CITY	57.1%	14.3%	28.6%	100.0%
	3 Nome	Count	4	1	3	8
		% within CITY	50.0%	12.5%	37.5%	100.0%
	4 Barrow	Count		5	3	8
		% within CITY		62.5%	37.5%	100.0%
	5 Bethel	Count	1	1	4	6
		% within CITY	16.7%	16.7%	66.7%	100.0%
Total		Count	10	12	16	38
		% within CITY	26.3%	31.6%	42.1%	100.0%

City by SPORTS DRINKS servings per week

			SPORTS DRINKS servings per week			Total
			0	1-6 per week	7 or more per week	
CITY	1 Anchorage	Count	8	1		9
		% within CITY	88.9%	11.1%		100.0%
	2 Fairbanks	Count	5	2		7
		% within CITY	71.4%	28.6%		100.0%
	3 Nome	Count	6	2		8
		% within CITY	75.0%	25.0%		100.0%
	4 Barrow	Count	6	2		8
		% within CITY	75.0%	25.0%		100.0%
	5 Bethel	Count	4	1	1	6
		% within CITY	66.7%	16.7%	16.7%	100.0%
Total		Count	29	8	1	38
		% within CITY	76.3%	21.1%	2.6%	100.0%

City by ENERGY DRINKS servings per week

			ENERGY DRINKS servings per week			Total
			0	1-6 per week	7 or more per week	
CITY 1	Anchorage	Count	9			9
		% within CITY	100.0%			100.0%
2	Fairbanks	Count	6	1		7
		% within CITY	85.7%	14.3%		100.0%
3	Nome	Count	8			8
		% within CITY	100.0%			100.0%
4	Barrow	Count	7	1		8
		% within CITY	87.5%	12.5%		100.0%
5	Bethel	Count	5		1	6
		% within CITY	83.3%		16.7%	100.0%
Total		Count	35	2	1	38
		% within CITY	92.1%	5.3%	2.6%	100.0%

City by FLAVORED WATER servings per week

			FLAVORED WATER servings per week			Total
			0	1-6 per week	7 or more per week	
CITY 1	Anchorage	Count	6	2	1	9
		% within CITY	66.7%	22.2%	11.1%	100.0%
2	Fairbanks	Count	7			7
		% within CITY	100.0%			100.0%
3	Nome	Count	8			8
		% within CITY	100.0%			100.0%
4	Barrow	Count	6	2		8
		% within CITY	75.0%	25.0%		100.0%
5	Bethel	Count	4	2		6
		% within CITY	66.7%	33.3%		100.0%
Total		Count	31	6	1	38
		% within CITY	81.6%	15.8%	2.6%	100.0%