Aligning Alaska’s Play Every Day Campaign with the SPAN Grant

Division of Nutrition, Physical Activity and Obesity National Training
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GET OUT AND PLAY

60 MINUTES EVERY DAY

ALASKA NATIVE TRIBAL HEALTH CONSORTIUM

CHRONIC DISEASE PREVENTION & HEALTH PROMOTION

PLAY EVERY DAY
Overview

• Communicating Across Alaska
• Best Practices Applied for Obesity Prevention
• Play Every Day: 2012-2018
  • Formative Research
  • Campaign Materials
  • Evaluation
• Play Every Day: 2019 and Beyond
Size of Alaska Compared to Lower 48 States
Play Every Day Campaign: 2012-2018

- **Set a long-term goal:** Help children grow up at a healthy weight
- **Ran a social marketing campaign:**
  - Increase daily physical activity
  - Reduce sugary drink consumption
- **Focused on a target audience:**
  - Primary audience: Alaska parents of children ages 5-12
  - Used formative and evaluation research
Adopting Best Practices for Campaigns

• Share high-impact, culturally appropriate messages
• Reach urban, rural communities
• Use mass media
• Aim to meet minimum reach, frequency goals
Studying the Target Audience: Focus Groups with Alaska Parents

Conducted focus groups with Alaska parents of children ages 5-12
• Studied knowledge, attitudes, behaviors
• Tested messages and storyboards
• Visited urban and rural areas

Key Findings:
• Lack of knowledge about sugary drinks
• Serving sugary drinks as a typical practice
• Sugary drinks may be cheaper than healthier drink options

“I’m pretty sure everybody loves Tang. It’s like our drink. That’s our drink.”
Sharing Sugary Drinks Materials

Even One is Too Much

Sugary drinks can lead to cavities, weight gain and type 2 diabetes.

Even One powdered drink can have more sugar than you should have in one day.

The U.S. Dietary Guidelines for Americans recommends that you limit added sugar to a very small amount—a less than 10 percent of the calories you eat and drink every day. That means just ONE sugary drink can have more sugar than you should have in one day.

How to Find the Added Sugars

Check the back of the bottle. Read the ingredient list to see if sugar is added to your drink. The first ingredients are the ones that appear in the largest amounts. If a sweetener is listed in the first three ingredients, the drink is loaded with sugar.

Sugar Goes by Many Names
Sugar isn’t always called sugar. The following sweeteners add calories with little or no nutritional value:

- Agave nectar
- Barley malt
- Beach sugar
- Brown rice syrup
- Cane sugar
- Corn syrup
- Corn syrup solids
- Crystalline fructose
- Dextrose
- Evaporated cane juice
- Fructose
- Fruit juice concentrate
- Honey
- Maltose
- Molasses
- Maple syrup
- Maltodextrin
- Sorbitol

For a healthy future for your family, serve water or low-fat milk.
Sharing Physical Activity Materials

Get Out and Play 60 Minutes Every Day

For the best health, children should get at least 60 minutes of physical activity every day. Physical activity is anything that gets the heart pumping and improves strength and flexibility.

Regular physical activity:
- Helps children grow up at a healthy weight
- Builds healthy bones and muscles
- Reduces the risk of developing diseases that can last a lifetime, including type 2 diabetes, heart disease and certain cancers
- Promotes positive well-being and reduces feelings of depression and anxiety
- Can improve academic performance, including grades and focus in the classroom

Sign up for a free physical activity challenge

Each fall and spring, more than 150 elementary schools across Alaska sign up for the free Healthy Futures Challenge. Every month, children log their physical activity and win prizes for turning in completed logs.

Find out more online: www.healthyfuturesak.org

playeveryday.alaska.gov
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**
  - Sample of 750 Alaska parents statewide

- **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
Play Every Day: 2019 and Beyond

Studied a new audience: **Alaska parents of children ages 2-5**
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 drinks with added sugar are better than others.  
  o Vitamin drinks, sports drinks, fruit-flavored/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.  
  o 40% of focus group participants served it 1+ times a day.
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.

10-ounce Drink Bottle
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 storyboards, 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.”
Finding Play Every Day Online

www.playeveryday.alaska.gov
www.facebook.com/playeverydayak
www.youtube.com/playeverydayak
Finding Physical Activity Resources

Physical Activity Resources

Physical Activity Posters

TV PSAs

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