

Play Every Day Facts:

Alaska families are serving fewer sugary drinks to young children



Sugary drinks are the leading source of added sugar in most people's daily diets. Consuming sugary drinks day after day can lead to serious health problems that can start in childhood and last a lifetime:

- unhealthy weight gain¹
- type 2 diabetes³
- cavities²
- heart disease.^{4,5}

Limit sugary drinks for better health

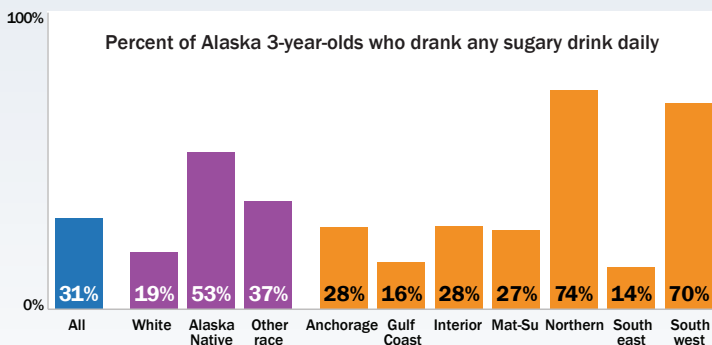
The [Dietary Guidelines for Americans](#)⁶ make these recommendations:

- **Avoid** any added sugars in foods and drinks served to children younger than 2
- **Limit** the amount of added sugar in foods and drinks to **less than 10%** of total daily calories for adults and older children.

Trends are improving, but young kids are still consuming too many sugary drinks

Between 2008 and 2018, the percentage of Alaska 3-year-olds who consumed a sugary drink daily fell significantly from 43% to 31%. Those health benefits, however, were not experienced equally across the state.⁷

About 1 out of 3 Alaska preschoolers consumes sugary drinks daily



Reporting on differences in sugary drink consumption helps prioritize health promotion efforts and is not meant to shame or blame any community members. Important factors may affect the differences in consumption among Alaska groups, such as access to clean drinking water and higher costs of healthy drinks in rural communities.

JUST **ONE** SUGARY DRINK CAN HAVE MORE SUGAR THAN KIDS SHOULD HAVE IN ONE DAY.



EVEN **ONE** IS TOO MUCH

Sweetened fruit drinks—sold as liquids or powdered mixes—are the most common sugary drinks served to young Alaska children.

Sharing free Play Every Day materials supports serving healthy drinks

Play Every Day campaign messages encourage families to cut back on sugary drinks. The Alaska Department of Health asked questions about Play Every Day as part of the 2020 Childhood Understanding Behaviors survey (CUBS) for Alaska mothers of 3-year-old children. The campaign was successful generating awareness, engagement with the messages, and reported change in drinks given to children because of the campaign. In the first 12 months of the evaluation, about **one in three (34%)** Alaska mothers had seen Play Every Day messages about sugary drinks.

Among all mothers who had seen the messages

1 in 5 (21%)

said they changed drinks they served their 3-year-olds because of the campaign.

The campaign prioritized reaching Alaska Native families because of shared goals with the Alaska Native Tribal Health Consortium (ANTHC) to reduce sugary drinks consumption.⁸ Due to partnerships with ANTHC and Alaska Native community members, the campaign was most successful among Alaska Native mothers. Among Alaska Native mothers who had seen the messages, 37% changed the drinks they served to their young children.⁹

How can we cut back on sugary drinks and prevent childhood obesity?



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Share free Play Every Day materials:

- Find Play Every Day materials at playeveryday.alaska.gov.
- Request print materials at playeveryday@alaska.gov.
- Follow, like and share messages on the Play Every Day [Facebook page](#), [Instagram](#), and [YouTube channel](#).
- Download, print and watch messages focused on [serving healthy drinks instead of sugary drinks](#).



Pediatricians, dentists and health care providers:

- Include screening and counseling for sugary drinks as part of routine medical and dental care.
- Talk to families using a brief guide created for Alaska health care providers, called [When Sugar Is Not So Sweet](#).
- Share free resources with families about healthy drinks: [Wellness Tips for Alaska's Young Children – Healthy Drinks](#).



Child care providers:

- Ensure access to clean drinking water, both inside and outside.
- Serve only healthy drinks, including water, plain cow's milk, or fortified and unsweetened soy milk.
- [Educate families about healthy drinks](#) and the link between sugary drinks and health problems.



Families:

- Drink and serve healthy alternatives to sugary drinks, including water, plain cow's milk, or fortified and unsweetened soy milk.
- Choose foods and drinks that have no or low added sugar. You'll know that's the case if the **"Includes Added Sugars"** line on the Nutrition Facts label says **0 grams**.



Nutrition Facts	
Serving Size:	1 cup (240 mL)
Amount Per Serving	90
Calories	% Daily Value
Total Fat 0g	0%
Saturated Fat 0g	
Trans Fat 0g	
Cholesterol <5mg	2%
Sodium 130mg	6%
Total Carbohydrate 13g	5%
Dietary Fiber 0g	0%
Total Sugars 12g	
Includes 0g Added Sugars	0%
Protein 9g	17%

Program Links:

Learn more about Physical Activity and Nutrition Program efforts in Alaska:

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

Scan the QR code to find sugary drink public education materials on the **Play Every Day** website or go to:



<https://health.alaska.gov/dph/PlayEveryDay/Pages/Sugary-Drink-Resources.aspx>



References

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- 6 U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans, 2020–2025. 9th Edition. December 2020. Available from: <https://www.dietaryguidelines.gov>
- 7 Alaska Department of Health. Childhood Understanding Behaviors (CUBS) 2008-2018. For more information see: <https://dhss.alaska.gov/dph/wcfh/pages/mchepi/cubs/default.aspx>
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