

Play Every Day Facts: Sugary Drinks Education Campaign



What do we know about childhood obesity in Alaska?

In 2015-2016, about 1 in 3 Alaska children was overweight or obese.¹



How is childhood obesity addressed as part of Healthy Alaskans 2020?

Childhood obesity is a key indicator for Healthy Alaskans 2020. As part of this health improvement initiative, Alaska health professionals worked together to identify key strategies.² One strategy was to implement a comprehensive social marketing campaign to promote nutrition and physical activity.

What is Play Every Day?

To address concerns about childhood obesity, the state health department began a social marketing campaign in 2012 called "Play Every Day." The campaign has two key behavior change goals:

- **Increase the percentage of Alaska children who meet the national recommendation for physical activity** and get out and play at least 60 minutes every day.
- **Reduce the percentage of Alaska families who serve their children sugary drinks.** These drinks account for about half of all added sugars in the average U.S. diet.³



Sugary Drinks Education Campaign

In 2014, Play Every Day started a sugary drink prevention campaign that included television public service announcements (PSAs). These PSAs were created and broadcast to reach parents of children ages 5 to 12.



Play Every Day PSA, 2014

How was the campaign evaluated?

Surveys were done before the campaign and after sugary drink PSAs aired to see if knowledge, attitudes, intentions and behaviors about sugary drinks had changed. These telephone surveys asked Alaska parents if they had seen the PSAs and how they responded to the PSAs. Five surveys were completed. More than 2,700 Alaska parents participated.

Survey 1	Survey 2	Survey 3	Survey 4	Survey 5
June 2014	December 2014	February 2015	April 2015	November 2015
All Alaska	Urban Alaska	Urban Alaska	Urban Alaska	Urban Alaska

What did we learn from the surveys?

Parents were aware of the Play Every Day campaign and wanted more PSAs.

- Most parents (53%) who participated in the surveys reported being aware of the Play Every Day campaign.
- Most parents (79%) who had seen the Play Every Day PSAs wanted to see more PSAs.

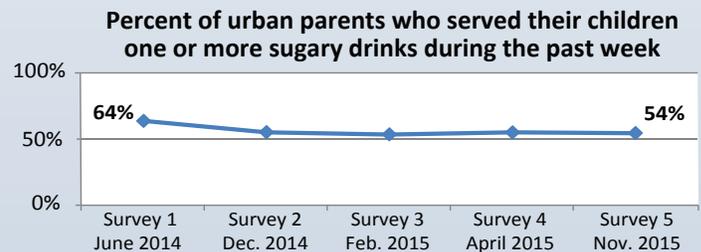
Parents wanted to positively change their behavior as a result of the Play Every Day campaign.

Most participants who had seen the sugary drink PSAs said the PSAs made them want to:

- drink healthier beverages (54%).
- buy fewer sugary drinks for their families (55%).
- serve fewer sugary drinks to their child (64%).

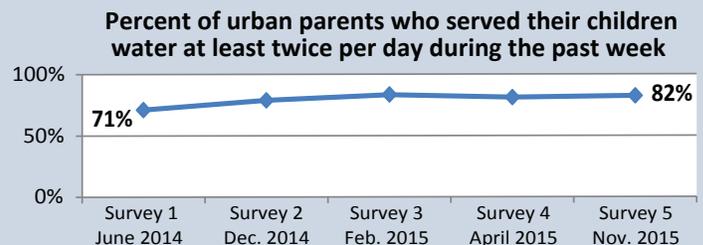
Fewer urban Alaska parents served sugary drinks to their children.

Only urban respondents were asked about serving sugary drinks and water during all five surveys. The percentage who gave their children one or more sugary drinks during the past week significantly declined from 64% in June 2014 to 54% in November 2015.



More urban Alaska parents served water to their children.

The percentage of urban respondents who gave their children water at least twice a day significantly increased from 71% in June 2014 to 82% in November 2015.



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



Play Every Day Facts: Sugary Drinks Education Campaign

Healthcare providers:



- Measure patients' Body Mass Index (BMI) percentile for age at every well-child visit.^{4,5}
- Counsel all children and their families on healthy eating, physical activity, limiting TV and screen time, and limiting sugary drinks.⁵

Dental Providers:⁶



- Ask about sugary drinks.
- Advise patients to limit sugary drinks.
- Assess readiness for making a change.
- Assist with a plan to cut back on sugary drinks.
- Arrange for follow-up and support.

Child care providers and families:



- Make it a rule not to have sugary drinks in your house or facility.⁷
- Breastfeed your infant and support breastfeeding mothers at your facility.⁸
- Serve children unsweetened tap water, bottled water, or sparkling water.⁷
- Serve children 12- to 24-months-old unsweetened whole milk, or serve reduced-fat (2%) milk to those who are at risk for high cholesterol or obesity.⁹
- Serve children 2 years and older unsweetened fat-free (skim), low-fat (1%), or soy milk fortified with calcium, vitamin A and vitamin D.³
- Limit 100% fruit juice. Serve no more than 4 ounces to children ages 1 to 3, and no more than 4 to 6 ounces to children ages 4 to 6. Serve no fruit juice to children younger than 12 months old.¹⁰

School staff:



- Work with other staff in your district to develop and implement a School or Local Wellness Policy.¹¹

Individuals:



- Be a role model. Choose to eat healthy foods, be physically active every day, and drink water or milk instead of sugary drinks.
- Help the children in your life play 60 minutes every day.¹²

Resources:



Learn more about Obesity Prevention and Control Program efforts in Alaska:

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

Go to the **Play Every Day** website for Sugary Drink public education materials:
playeveryday.alaska.gov

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