



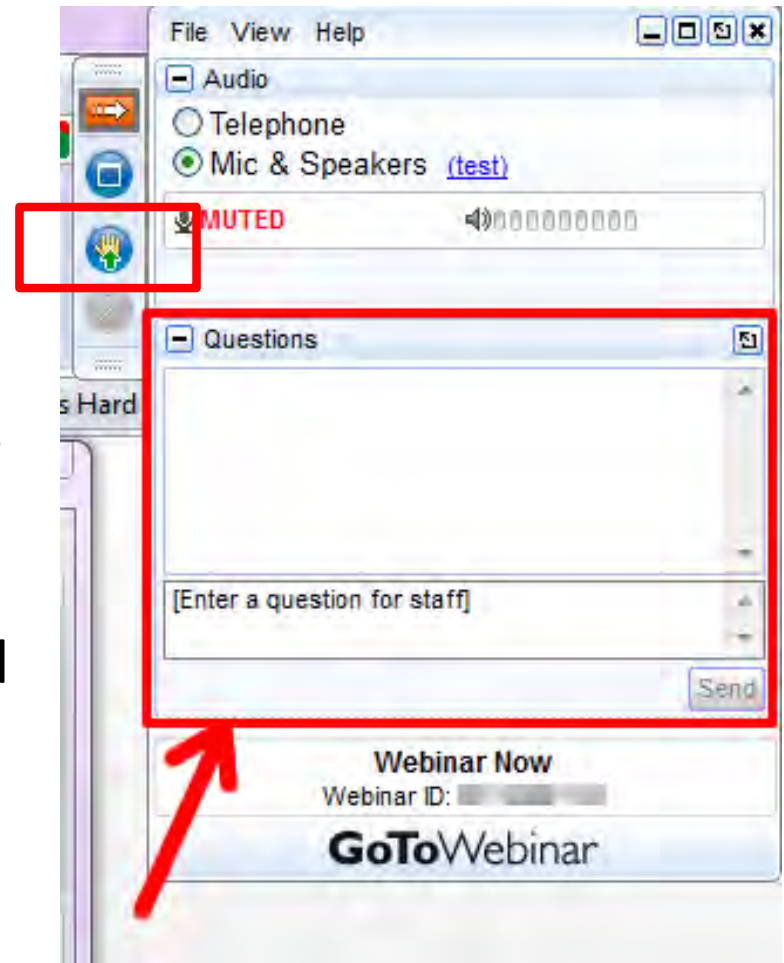
# CHRONIC DISEASE PREVENTION & HEALTH PROMOTION

## WEBINAR SERIES

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

# About this Webinar

- Audio will come through your computer. Another option is to call the number provided when you registered for today's session.
- To ask a question, “raise” your hand by clicking on the **Hand** button in the GoToWebinar control panel.
- To share your question, you will need a microphone on your computer or you will need to call the phone number provided. Another option is to type in your question on the control panel.



# Play Every Day pivots to focus on the pandemic plus sugary drinks

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Alaska Department of Health and Social Services  
Section of Chronic Disease Prevention and Health Promotion  
September 15, 2020



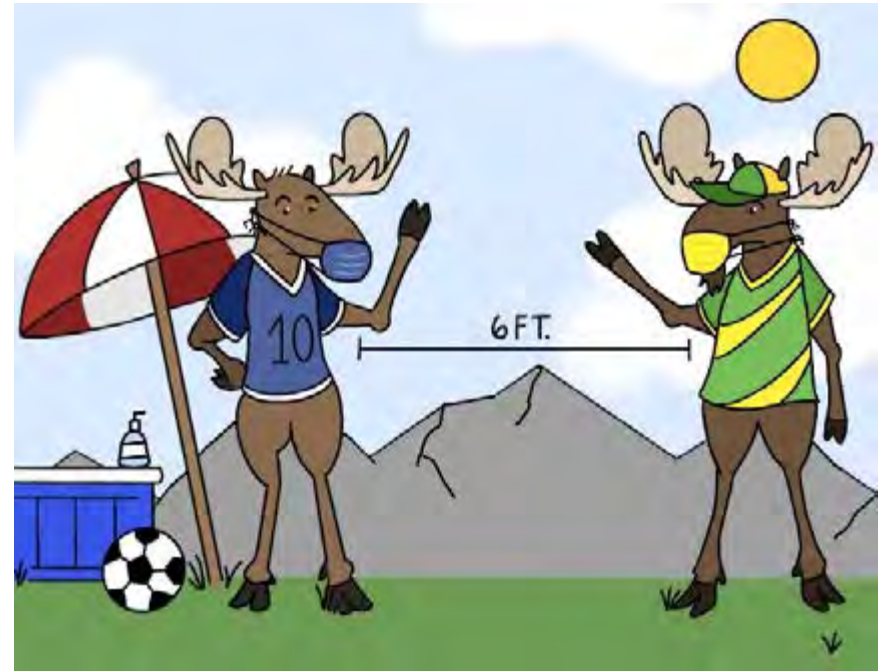
# Overview

- **Pivot to address the pandemic**
- **Use all available campaign channels to reach families**
- **Continue campaign to promote healthy drinks, not sugary drinks**
  - Learn from the target audience
  - Develop and share new materials
  - Partner with ANTHC
- **Begin campaign evaluation**



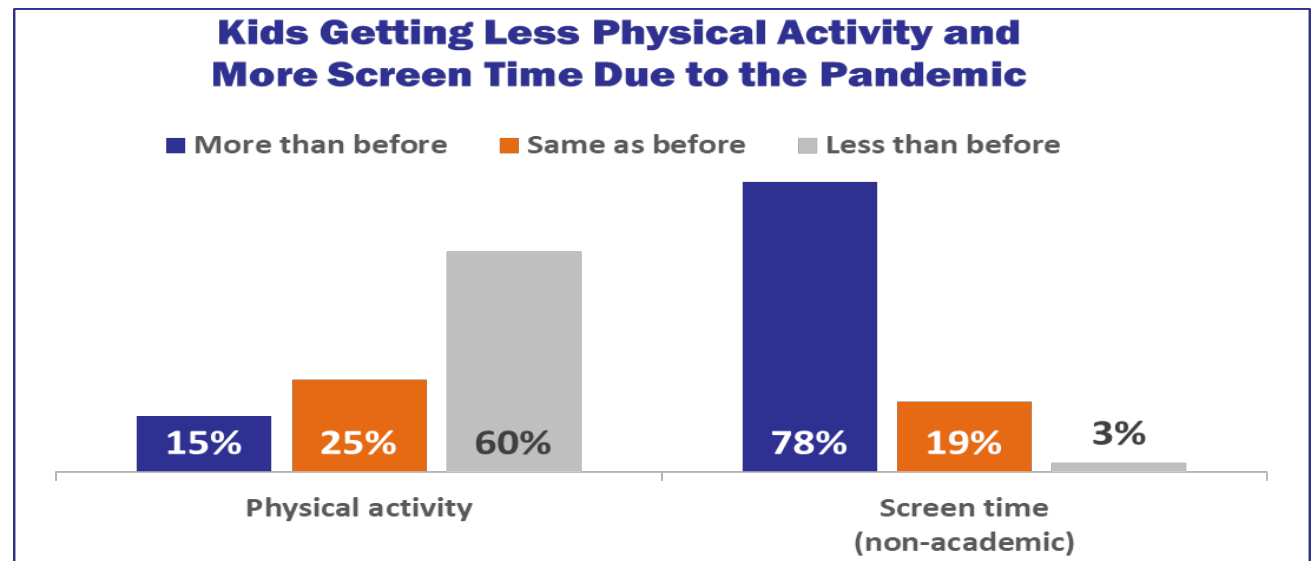
# Pandemic made physical activity challenging

- Child care centers and preschools limited class size, schools closed
  - Recess
  - In-person PE class
- Daily opportunities for activity stopped for thousands of kids
- Extracurricular activities were paused or canceled
- Guidance to keep 6+ feet of physical distance from others made some activities harder



# Activity goes down, screen time goes up

- The Alaska health department surveyed about 750 parents in April and May 2020:
  - 6 out of 10 said their kids were getting **less activity** during the pandemic.
  - Almost 8 out of 10 said their kids were getting **more non-academic screen time**.



# Play Every Day pivots to address pandemic

Between March and August, 2020, Play Every Day created and shared educational materials through multiple routes:

- **A 30-second PSA** for television about playing safely
- **Online messages** focused on safe play, benefits of staying active
- **Daily Facebook posts** for Play Every Day's 13,500 followers
- **15 blogs** published on the website – [playeveryday.alaska.gov](http://playeveryday.alaska.gov)
- **Regular emails** about blogs and materials sent through the [Play Every Day listserv](#), each received and opened 5,000–12,000 times.

Join us on  
Social Media



Watch  
Videos



Subscribe to  
Announcements





# Safe Play PSA



<https://www.youtube.com/watch?v=NnZqOUGaB3I>



# Online messages



**It improves  
everyone's mood  
and reduces stress.**



# While active outside near others





**wear a face covering**



**and give others  
some space.**



**Get out and play.  
Every day.**





# Facebook posts



**Play Every Day** ✓  
May 16 · 🌐

Wear a face covering while active outside when you could pass within 20 feet of others.



**Play Every Day** ✓

@playeverydayAK · Government Organization



**Play Every Day** ✓  
May 29 · 🌐

It's a challenging time right now, but you can still stay active. Go for a bike ride, hike or walk with people in your household. Remember to stay at least 6 feet away from others, even when outside.





# Facebook posts

 Play Every Day   
June 3 · 

Remember to keep washing those hands with warm water and soap for at least 20 seconds.



 Play Every Day   
June 4 · 

Staying active improves your mood and reduces stress.



 Play Every Day   
July 28 at 11:43 AM · 

It's a challenging time right now, but you can still get out and play. Remember to wear a face covering while active near others.



# Play Every Day blogs

May  
14

As Alaska reopens, precautions still apply but families can slightly expand their social bubbles to feel more connected with others

MAY 14, 2020 — Since March, Alaskans have been making many sacrifices to stay home and keep at least 6 feet away from non-household members. Limiting social contact has had an extremely positive impact on keeping our COVID-19 rates low, allowing hospitals and health care providers to care for those most in need. However, it has also been a lonely and difficult time for many people.

Parents are struggling to work as they also care for their children. Children are missing their friends and the routine of school. Single people or elderly adults may feel even more isolated.

**As Alaska reopens, you can slightly expand your social bubble.**



Create an agreement with another trusted household for more social support. Keep your bubble small and consistent. Outside your bubble, keep staying 6 feet away from others.





# Play Every Day blogs

June  
04

Should you attend that party or community event? State of Alaska shares recommendations for summer gatherings during the COVID-19 pandemic

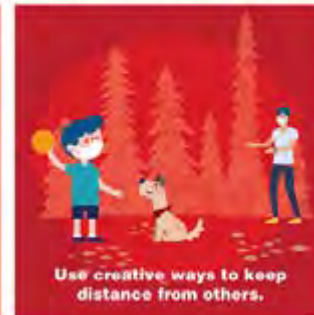
JUNE 4, 2020 — Your son's friend has a birthday party coming up and your son really wants to go.

You've been invited to a neighborhood potluck for the Fourth of July. That's 20 households up and down your street and everyone plans to share food and drinks.

You've seen an announcement for a fun run, a parade or a concert where hundreds may gather.

We've been hunkered down for months, and people are wanting to get together. Do you go ahead with that birthday party, neighborhood potluck, concert or fun run? And if you do, what can you do to reduce the chances of getting sick or spreading COVID-19 among the guests?

**OPEN DOES NOT MEAN OVER. GATHER IN WAYS THAT LOWER YOUR CHANCES OF SPREADING ILLNESS.**



August  
26

## PE teachers get creative to keep kids active this fall: Recreating gym space outdoors, moving in the mornings, and practicing skills with items found at home

AUGUST 26, 2020 — It was the first day back for Goose Bay Elementary School in Wasilla. Nancy Blake was excited. Kids were headed to her class, but they walked right past the gym. They didn't put on their special gym shoes, either.

Instead, they walked outside in waterproof shoes, which is an unusual back-to-school item this year given the new focus on outdoor activities. They headed to their colored marking on the soccer field — red, yellow, blue or green. If they looked closely, they'd notice the newly painted field looked like the indoor gym space, just larger and outdoors. That was Blake's plan when she bought a bunch of paint cans and went to work. This year, each child will get 16 feet by 12 feet of fresh air around them. That's the whole point.

Schools across Alaska are finding ways to keep providing physical education (PE) class during a pandemic that has forced many changes to learning. Teachers are building lesson plans around physical distance, smaller cohorts, face coverings, online learning programs and more. Elementary-age kids in Wasilla and the rest of the Mat-Su Borough School District have started in person, but with many modifications. Blake's modification is to hold PE class outside whenever possible, even in chilly temperatures down to 10 degrees below zero.



Nancy Blake took her PE class outside at Goose Bay Elementary School in Wasilla. The Mat-Su Borough School District started the year with in-person learning, including modifications for the pandemic. Blake painted the field with markings that give each child physical distance from others while being active.





# Play Every Day plans for upcoming year

- **Continue advancing toward our long-term goal:** Help kids grow up at a healthy weight
- **Run campaign year-round:**
  - Support daily physical activity during the pandemic
  - Reduce sugary drink consumption
- **Focus on a target audience:**
  - Alaska parents of children in preschool and elementary school
- **Use research to inform and evaluate our work**



# Follow the social marketing steps

- Inform our work by listening to Alaska parents
- Create and share our materials
- Evaluate our messages
  - Are they reaching Alaska parents of young children?
  - Are the messages improving knowledge?
  - Are the messages supporting positive changes?



# Learning from the target audience: Focus groups with Alaska parents

Conducted focus groups with parents of preschool-age children

- Asked about their understanding of sugary drinks
- Talked about how many of these beverages they drink, and how many they serve to their little kids
- Tested messages
- Completed groups in urban and rural areas
- Included parents who regularly serve sugary drinks to their children





# What we learned:

## Need to start with knowledge

Healthy Drinks, Healthy Kids guidelines say sugary drinks are not recommended for children ages 5 and younger.

- These guidelines came from four leading health organizations.
- Dietary Guidelines for Americans also recommend older children, adults limit daily added sugar.



Sweetened Powdered Drink

# First improve knowledge, then behaviors

## Parents shared the following during focus groups in the past two years:

- Some parents thought certain sweetened drinks were better than others.
  - Vitamin drinks, sports drinks, fruit drinks, chocolate milk
- They start serving sugary drinks early, when kids are ages 1 or 2:
  - Powdered or liquid fruit drinks
  - Chocolate milk
- They frequently serve 100% fruit juice.



# Behind the scenes: Changing how we worked during the pandemic



Filmed only outside



Filmed from a distance



Wore face coverings on set

# Magic PSA



<https://www.youtube.com/watch?v=6TAcz2Um3OY>



# Daddy Can I PSA



<https://www.youtube.com/watch?v=VqKfPcMr4go>

# Materials promote healthy drinks



**Drink Water**

No added colors.  
No added sugars.  
It's just **water**,  
and it's what kids need.

  ALASKA NATIVE TRIBAL HEALTH CONSORTIUM [playeveryday.alaska.gov](http://playeveryday.alaska.gov) 



**Drink Milk**

No added colors.  
No added sugars.  
No added flavors.  
It's just **milk**,  
and it's what kids need.

  ALASKA NATIVE TRIBAL HEALTH CONSORTIUM [playeveryday.alaska.gov](http://playeveryday.alaska.gov) 

# Websites for parents of preschool-age kids

## Healthy Drinks for Preschool-Age Children

**Little kids need healthy drinks like water and milk to build strong bones and bodies.**

What they often have instead are sugary drinks. Sugary drinks are the No. 1 source of added sugar in their diets.

**Just ONE sugary drink can have more sugar than your child should have in one day.**

**Serve healthy drinks to your children.**

- › **Birth to 1 year:** Choose breast milk or iron-fortified formula only.
- › **1–2 years old:** Serve water and pasteurized whole white milk.
- › **2–6 years old:** Serve water and pasteurized fat-free (skim or nonfat) or low-fat (1%) white milk.

**Sugary drinks can lead to**

CAVITIES

HEART DISEASE

TYPE 2 DIABETES

UNHEALTHY WEIGHT GAIN

<http://dhss.alaska.gov/dph/PlayEveryDay/Pages/Healthy-Drinks-for-Preschool-Age-Children.aspx>



# Websites for parents of preschool-age kids

## Physical Activity for Preschool-Age Children

Kids of all ages need daily physical activity to stay healthy and feel great. Children ages 3–5 benefit in special ways, including improved growth at a critical time when they're adding inches of height year after year.

### Daily physical activity:

- › Gives kids energy during the day
- › Helps them sleep during naps and at night
- › Teaches new skills and improves confidence
- › Builds strong bones and muscles
- › Helps kids grow up at a healthy weight

**It starts with you. Parents  
and adult caregivers are role  
models for children.**

**Play together  
with kids.**

<http://dhss.alaska.gov/dph/PlayEveryDay/Pages/Activity-for-Preschool-Age-Children.aspx>

# Finding Play Every Day online



[playeveryday.alaska.gov](http://playeveryday.alaska.gov)

[www.facebook.com/playeverydayak](http://www.facebook.com/playeverydayak)

[www.instagram.com/playeverydayak](http://www.instagram.com/playeverydayak)

[www.youtube.com/playeverydayak](http://www.youtube.com/playeverydayak)

# Finding physical activity resources

The screenshot shows the 'PLAY EVERY DAY' website for the State of Alaska. The header includes navigation links for 'myAlaska', 'My Government', 'Resident', 'Business in Alaska', 'Visiting Alaska', and 'State Employees'. The main title 'PLAY EVERY DAY' is prominently displayed in a red banner. Below the banner, there are several navigation buttons: 'Learn More About Play Every Day', 'Get Out and Play Physical Activity Ideas', 'Take the Challenge Healthy Futures', 'Get the Facts About Sugary Drinks', 'See What's New Play Every Day Blog', and 'Success in Schools Ideas That Work'. The main content area is titled 'Physical Activity Resources' and is divided into two sections: 'Physical Activity Posters' and 'TV PSAs'. The 'Physical Activity Posters' section features a grid of posters with various themes like 'GET OUT and PLAY EVERY DAY', 'JUMP IN', and '60 MINUTE challenge'. Each poster has download options for 8.5 x 11 JPEG, 8.5 x 11 PDF, and 11 x 17 PDF. The 'TV PSAs' section includes images and descriptions for 'Play Every Day - Social Distancing', 'Healthy Futures Challenge PSA', 'Sports Drink PSA', 'Get Out and Play 2018 (30 second)', 'Get Out and Play 2010 (60 second)', and 'Unalakleet Plays Every Day'.

<http://dhss.alaska.gov/dph/PlayEveryDay/Pages/Physical-Activity-Resources.aspx>



# Finding sugary drink and water resources

The screenshot shows the 'State of Alaska' website with a navigation bar including 'myAlaska', 'My Government', 'Resident', 'Business in Alaska', 'Visiting Alaska', and 'State Employees'. The main header features the 'PLAY EVERY DAY' logo and a search bar. Below the header is a breadcrumb trail: 'Health and Social Services > Public Health > Play Every Day > Sugary Drink Resources'. A row of six colored buttons provides navigation: 'Learn More About Play Every Day', 'Get Out and Play Physical Activity Ideas', 'Take the Challenge Healthy Futures', 'Get the Facts About Sugary Drinks', 'See What's New Play Every Day Blog', and 'Success in Schools Ideas that Work'. The 'Resources' section is divided into two columns: 'Sugary Drink Posters and Print Materials' and 'TV PSAs'. The poster section contains two rows of four posters each, with file formats (JPEG, PDF) and dimensions (8.5 x 11, 11 x 17) listed below each. The TV PSA section contains two columns of two videos each, with titles like 'Magic PSA', 'Doughnuts 2019 PSA', 'Fruit Drink PSA', 'Switch Up PSA', 'Tooth Decay PSA', and 'Sugar Adds Up PSA'.

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



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