**Healthy Alaskans 2030 (HA2030)– Implementation Report**

Date: 1/31/23

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HA2030 Health Objective #: Objective #15: Reduce the percentage of 3-year-olds who drink any sugary drinks on a given day

Strategies and Actions Implemented:

**Strategy 1: Conduct a public education campaign to promote nutrition (including components targeting parents of children 0-5)**

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| **What was accomplished*** Implemented the Play Every Day health communication campaign to increase knowledge/ counter misinformation about sugar hiding in common drinks and encourage drinking water or milk

<https://health.alaska.gov/dph/PlayEveryDay/Pages/Sugary-Drink-Resources.aspx>* Used Alaska’s Childhood Understanding Behaviors Survey (CUBS) of mom’s of 3-year-old’s to evaluate if messages are influencing behavior change
* Published an article with findings in Health Promotion Practice [Alaska’s Play Every Day Campaign Encourages Parents to Serve Healthy Drinks to Young Children](https://journals.sagepub.com/doi/full/10.1177/15248399221115763)
* Shared findings further via PED blog [Alaska mothers changed the drinks they served their families because of Play Every Day’s educational messages](http://health.alaska.gov/pub/home/dph/PlayEveryDay/blog/Lists/Posts/Post.aspx?ID=507) and discussed further on the approach at an ANTHC research brown bag, and in a recorded [HPP Podcast](https://podcasts.apple.com/gb/podcast/s2-ep-39-exploring-health-promotion-with-indigenous/id1547503833?i=1000586899882) with Dana Diehl (ANTHC), Julia Dilley (PDES evaluation contractor), Ann Potempa (Play Every Day).
 | **Description of how the team achieved the accomplishment; what went well, progress made**Long term partnership between Play Every Day and ANTHC (coordination on focus groups, message development, production and distribution of materials…)Multi-year evaluation planned. After first year…* One in 3 moms (34%) had seen the campaign materials

Out of the moms who saw the campaign…* Two out of five (39%) said it gave them new information
* One out of five (21%) said they changed the drinks they served their kids because of the campaign
* Even better results among Alaska Native moms.

**Calling out HA2030 specifically…**“Reducing sugary drink consumption in young children is one of the key objectives for our statewide [Healthy Alaskans 2030](https://www.healthyalaskans.org/) health improvement plan,” said Dana Diehl, Director of Wellness and Prevention for ANTHC. “Partnering with Play Every Day is a key strategy in that effort. These efforts support the vision of the Alaska Native Tribal Health Consortium that ‘Alaska Native people are the healthiest people in the world.’”  |
| **Challenges*** Misleading information from sugary drink industry. 100% Vitamin C! Organic!
* Price differences that can make unhealthy drinks a relatively good deal in some rural communities
* Access to clean, good tasting drinking water
* Providing context and respectful discussion when comparing groups. 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.
 | **Resources needed, questions that exist, etc*** Ongoing needs for access to clean drinking water statewide, continued efforts to make healthy choices the easiest choices (convenience, price, etc.)
* Play Every Day developing new materials and refreshing messages
* Continue with another year of CUBS data collection
* Continue work on Strategy 2: Working to improve nutrition policies and standards in Early Childhood Education settings (85 ECE’s have completed Go NAPSACC child nutrition self-assessments, 56 completed a follow up, average % of best practices met in increased from 57% to 70%)
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Next steps (assigned tasks, date for completion, etc):