Play Every Day Goes to Preschool

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Section of Chronic Disease Prevention and Health Promotion

Alaska Health Summit
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Overview

• Physical activity and nutrition (PAN) standards, recommendations, and best practices

• Data on PAN behaviors in Alaska’s young kids

• PAN Unit activities and resources targeting young kids

• How you can help
FIVE ACTION STEPS WE CAN TAKE TO REDUCE CHRONIC DISEASE THROUGH IMPROVED PHYSICAL ACTIVITY & NUTRITION

1. Make physical activity safe and accessible for all

2. Make healthy food choices available everywhere

3. Make breastfeeding easier to start and sustain

4. Strengthen state level obesity prevention standards in early care and education centers (ECE)

5. Spread and scale pediatric weight management programs

Work with state Medicaid programs to ensure pediatric weight management interventions are easy to access for families with low income.
FIVE ACTION STEPS WE CAN TAKE TO REDUCE CHRONIC DISEASE THROUGH IMPROVED PHYSICAL ACTIVITY & NUTRITION

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New Report!

http://dhss.alaska.gov/dph/Chronic/Pages/Obesity/resources.aspx
Too many Alaska 3-year-olds are over a healthy weight. This is even more common in lower income and Alaska Native families.

- All: 35%
- Higher SES: 29%
- Low SES: 47%
- White: 26%
- Alaska Native: 59%

Source: Alaska Childhood Understanding Behaviors Survey (CUBS). Overweight/obesity: 85th percentile and higher of BMI for age and sex. Medicaid was used as a proxy measure of low socioeconomic status (SES).
Guidelines for Physical Activity

- Children ages 3-5 years should be physically active throughout the day.
- Reasonable target – 3 hours per day of activity of all intensities.
- Adult caregivers of preschool-age children should encourage active play.
Guidelines for Screen Time

- 0-18 months – avoid digital media
- 18-24 months – very limited
- 2-5 years – no more than 1 hour per day

Most Alaska 3-year-olds spend too much time in front of a screen.

1 hour or more: 76%

Source: AK CUBS, 2017. Sum may not equal 100% due to rounding.
Screen time = TV, Videos, Movies, or Playing Video Games
Healthy Drinks Consensus Statement, 2019

https://healthydrinkshealthykids.org
## Sugary Drinks

<table>
<thead>
<tr>
<th>Age Group</th>
<th>0-6 months</th>
<th>6-12 months</th>
<th>12-24 months</th>
<th>2-3 years</th>
<th>4-5 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommendation</td>
<td>Not recommended</td>
<td>Not recommended</td>
<td>Not recommended</td>
<td>Not recommended</td>
<td>Not recommended</td>
</tr>
</tbody>
</table>

Daily sugary drink intake of Alaska 3-year-olds is declining.

Source: AK CUBS.
*Trend statistically significant
Too many Alaska 3-year-olds drink sugary drinks every day.
This is even more common in lower income and Alaska Native families.

Less than 200% Federal Poverty Level (FPL), based on household size and income, was used as a proxy measure of low socioeconomic status (SES).
Sugary drinks include soda and/or sweetened or fruit drinks. They do not include diet drinks.

3-year-olds in the Northern and Southwest regions are more likely to drink a sugary drink every day.

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northern</td>
<td>79%</td>
</tr>
<tr>
<td>Southwest</td>
<td>75%</td>
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<tr>
<td>Mat-Su</td>
<td>29%</td>
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<tr>
<td>Anchorage</td>
<td>25%</td>
</tr>
<tr>
<td>Gulf Coast</td>
<td>24%</td>
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<tr>
<td>Southeast</td>
<td>22%</td>
</tr>
<tr>
<td>Interior</td>
<td>16%</td>
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</table>

Less than 200% Federal Poverty Level (FPL), based on household size and income, was used as a proxy measure of low socioeconomic status (SES). Sugary drinks include soda and/or sweetened or fruit drinks. They do not include diet drinks.

Breastfeeding Recommendations

- Exclusive breastfeeding for the first six months.
- Continue breastfeeding for one year or longer while gradually introducing solid foods into the infant’s diet.
Half of Alaska mothers are not meeting breastfeeding recommendations.

**Exclusive breastfeeding through 3 months**
- 62%

**Exclusive breastfeeding through 6 months**
- 42%

**Any breastfeeding at 6 months**
- 71%

**Any breastfeeding at 12 months**
- 51%

Percent of mothers

Source: National Immunization Survey, Centers for Disease Control and Prevention, Department of Health and Human Services, 2016
Physical Activity and Nutrition in the Early Care and Education (ECE) Setting
National Standards for ECEs

Developed by:

• American Academy of Pediatrics
• American Public Health Association
• National Resource Center for Health and Safety in Child Care and Education
Examples of Nutrition Standards

• Encourage and support breastfeeding and feeding of breast milk by making arrangements for mothers to feed their children on-site.
• Serve no fruit juice to children younger than 12 months of age.
• Make water available both inside and outside.
• Do not use food as a reward or punishment.
Examples of Physical Activity Standards

- Provide children with adequate space for both inside and outside play.
- Allow toddlers 60-90 minutes per 8-hour day for vigorous physical activity.
- Ensure that infants have supervised tummy time every day when they are awake.
- Do not utilize TV, video, or DVD viewing during meal or snack time.
Child Care Toolkit

- Physical activity
- Breastfeeding / infant feeding
- Child nutrition
- Beverages
- Traditional foods
- Family engagement
- Wellness policies
Physical Activity for Infants (Birth – 11 Months)

WHY?
Babies need physical activity for their rapidly developing bodies and brains! Moving helps infants develop important brain connections that result in motor skill development as well as brain power. "Tummy time," prepares younger infants for the time they will be able to slide on their bellies and crawl. By providing a stimulating, safe environment for infants to explore, you can help them learn motor and movement skills like reaching, crawling, and walking.

WELLNESS GUIDELINES*
- Provide daily for all children, birth to 6 years, 2 to 3 occasions of active play outdoors, weather permitting.
- Provide daily for all children, birth to 6 years, 2 or more structured or caregiver/teacher/adult-led activities or games that promote movement over the course of the day—indoor or outdoor.
- Ensure that infants have supervised tummy time every day when they are awake.
- Use infant equipment such as swings, stationary activity centers (e.g., exersaucers), infant seats (e.g., bouncers), molded seats, etc. only for short periods of time if at all.

AT HOME
- Play together! Use active play to guide your infant through the stages of motor skill development, such as rolling, sitting, crawling, and grasping for objects.
- Encourage your baby to explore in a safe environment with your caring supervision and involvement.
- Help foster a love of physical activity by being an active role model.

EXAMPLE POLICIES
We at (name of center) are committed to our children’s health. We recognize the importance of physical activity from birth for developing healthy bodies and brains. Therefore, we will:
- Provide infants with supervised "tummy time" 2 to 3 times per day.
- Provide infants with safe, non-restrictive environments to encourage movement and exploration.
- Provide daily opportunities for infants to move and develop motor skills within their developmental stage.
- Use swings, bouncy chairs and other confining equipment (except high chairs when eating and strollers) only for short periods of time if at all.
- Provide outdoor time daily.

RESOURCES
- Active Play! Dr. Diane Craft. http://activeplaybooks.com/

IN THE CLASSROOM
- Place younger infants in a prone (front) position ("tummy time") for short bouts (as tolerated) 2 to 3 times per day. Aim for a total of 30 minutes daily. The infant should always be supervised during tummy time. Caregivers should get down on the floor, face to face, so they can talk, sing, and explore together.
- Plan for "tummy time" on the written daily classroom schedule.
- Assist infants in reaching movement milestones like rolling, sitting, and crawling.
- Provide older infants with objects that encourage movement like balls, mobiles, or soft stable objects for pulling up.
- Provide soft, safe, open areas for infants to move – preferably away from play areas for older, more active children.
- Outdoor play for infants may include riding in a carriage or stroller; however, infants should be offered opportunities for gross motor play outdoors, as well.
Best Practices

Improvement Process

Assess

Plan

Take Action

Keep it Up!

Learn More

http://dhss.alaska.gov/dph/Chronic/Pages/default.aspx
Breastfeeding Welcomed Here for Child Care Recognition Program

BREASTFEEDING WELCOMED HERE
Find a child care provider that supports your decision to breastfeed your child.

Breastfeeding Welcomed Here sites follow national breastfeeding and infant feeding standards. They are committed to helping you give your child the best nutritional start you can – breast milk!

For a list of participating child care providers, please visit our directory at alaskabreastfeeding.org
Topics include:

- Healthy Drinks
- Stress-Free Meals
- Limit Screen Time
- Play Every Day
Partners

• Thread
• Child Care Program Office
• Farm to School/ECE
• EED Early Learning Program
• Child and Adult Care Food Program
• Women, Infants and Children Program
• RurAL CAP Head Start
• UAF Child Development
• JBER Child Care Food Program
Share Our Resources

• Share our ECE materials with local child care providers

• Give *Breastfeeding Welcomed Here* cards to your breastfeeding families

• Have the **Wellness Tips** parent handouts available

• Follow and share the Play Every Day blog

• Sign up for the AK Alliance for Healthy Kids-ECE listserv
Reaching Parents through Play Every Day

• Set campaign goals
• Apply best practices
• Create new campaign materials
  • Partner with ANTHC
  • Learn from the target audience
  • Develop new materials, plan for evaluation
• Share our work
GET OUT AND PLAY 60 MINUTES EVERY DAY

ALASKA NATIVE TRIBAL HEALTH CONSORTIUM

CHRONIC DISEASE PREVENTION & HEALTH PROMOTION
Running the Play Every Day Campaign

- Set a long-term goal: Help children grow up at a healthy weight
- Run a social marketing campaign:
  - Increase daily physical activity
  - Reduce sugary drink consumption
- Focus on a target audience:
  - Primary audience: Alaska parents of pre-school age children
- Use research to inform and evaluate our work
Applying Best Practices to the Campaign

• Share high-impact, culturally appropriate messages
• Reach urban, rural communities
• Use mass-reach media
• Aim to meet goals for reach and frequency
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**

- **Five follow-up surveys conducted after mass-reach messages were aired across Alaska**
  - December 2014
  - February 2015
  - April 2015
  - November 2015
  - December 2017
Sugary drink consumption decreased after mass-media messages aired.

Percent of Urban Parents Who Served Their Child a Sugary Drink at Least 1 Time/Week

<table>
<thead>
<tr>
<th>Date</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Jun-14</td>
<td>64%</td>
</tr>
<tr>
<td>Aug-14</td>
<td></td>
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<tr>
<td>Oct-14</td>
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<td>Dec-14</td>
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<td>Feb-15</td>
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<td>Apr-15</td>
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<td>Jun-15</td>
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<td>Aug-15</td>
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<td>Oct-15</td>
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<td>Feb-16</td>
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<td>Aug-17</td>
<td></td>
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<tr>
<td>Oct-17</td>
<td></td>
</tr>
<tr>
<td>Dec-17</td>
<td>51%</td>
</tr>
</tbody>
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* p<.05
Learning from the Target Audience: Focus Groups with Alaska Parents

Conducted focus groups with Alaska parents of preschool-age children

• Studied knowledge, attitudes, behaviors
• Tested messages
• Visited urban and rural areas
• Included parents who regularly serve sugary drinks to their children
Learning from Alaska Parents Across the State

Focus groups have included parents in communities large and small across Alaska.
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 sweetened drinks are better than others.
  o Vitamin drinks, sports drinks, fruit and powdered drinks, chocolate milk

• They start serving sugary drinks early (1- to 2-years-old).
  o Powdered or liquid fruit drinks
  o Chocolate milk

• They frequently serve 100% fruit juice.
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 had more sugar than their young children should have in one day.
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 new messages, 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.”
New Video PSA Focuses on Sugar Hiding in Small Drinks

https://www.youtube.com/watch?v=uV7JhGtcQwo
New Video PSA Focuses on Confusing Drink Labels

https://www.youtube.com/watch?v=VqKfPcMr4go
New Materials Promoting Healthy Drinks

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

**Drink Milk**
No added colors.
No added sugars.
No added flavors.
It's just **milk**, and it's what kids need.
Q: How do little kids get most of their added sugar each day?  
A: They drink it.

Just ONE sugary drink can have more sugar than your child should have in one day. Replace sugary drinks with healthier options.

Serve healthy drinks to your children.
Drinking water and milk helps kids build healthy bodies and strong bones. Choosing healthy drinks early on helps start good habits that last a lifetime.

- 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.

Serve water or milk instead of sugary drinks to decrease their chances of developing:
- Cavities
- Heart disease
- Type 2 diabetes
- Unhealthy weight gain
Fact Sheet about Drinks

One drink can hide a lot of added sugar.

<table>
<thead>
<tr>
<th>Drink Type</th>
<th>Additional Sugar</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 oz. soda</td>
<td>10 teaspoons</td>
</tr>
<tr>
<td>10 oz. fruit drink</td>
<td>8 teaspoons</td>
</tr>
<tr>
<td>8 oz. powdered drink</td>
<td>6 teaspoons</td>
</tr>
<tr>
<td>8 oz. chocolate milk</td>
<td>3 teaspoons</td>
</tr>
<tr>
<td>8 oz. white milk</td>
<td>no added sugar</td>
</tr>
<tr>
<td>8 oz. water</td>
<td>no added sugar</td>
</tr>
</tbody>
</table>

Water and white milk have NO added sugar.
Fact Sheet about Drinks

Three steps to help families serve healthy drinks:

• Read the label.

• Look for hidden sugar.

• Make healthy drinks an easier option.
Play Every Day Materials Now Available in CDC Health Media Center

Play Every Day materials available nationwide:

- Two 30-second Sugary Drinks PSAs
- Drink Water poster
- Drink Milk poster
- Sugary Drinks handout

https://nccd.cdc.gov/schmc/apps/overview.aspx
Finding Play Every Day Online

www.playeveryday.alaska.gov

www.facebook.com/playeverydayak

www.youtube.com/playeverydayak
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.

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 Physical Activity Resources

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
New Materials Promoting Daily Activity

GET OUT and

PLAY EVERY DAY

playeveryday.alaska.gov

GET OUT and

PLAY EVERY DAY

playeveryday.alaska.gov
Other Available Posters

A 20-ounce soda could have as much sugar as 16 chocolate mini doughnuts.

You wouldn't eat that much sugar, so why drink it?

Choose a healthier option. Drink water or low-fat milk.

Get the facts at playeveryday.alaska.gov.

DRINK WATER

playeveryday.alaska.gov
Other Available Posters

EVEN ONE IS TOO MUCH

JUST ONE POWDERED DRINK HAS MORE SUGAR THAN KIDS SHOULD HAVE IN ONE DAY.

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

DRINK WATER

EVEN ONE IS TOO MUCH

JUST ONE SODA HAS MORE SUGAR THAN KIDS SHOULD HAVE IN ONE DAY.

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

DRINK WATER
Other Available Posters

hike
skate
bike
climb
dance
ski

JUMP IN
Get Out and Play
60 Minutes Every Day

playeveryday.alaska.gov
Other Available Posters
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
Share Play Every Day’s Messages

• Support families in getting 60 minutes of daily physical activity and reducing the consumption of sugary drinks
• Model the healthy habit of drinking water or milk
• Hang posters, share rack cards and handouts
• Play the PSAs and videos
• Share our website, Facebook page, social media posts, and YouTube channel
• Sign up for our free listserv on the bottom of the Play Every Day main webpage
Alaska Department of Health and Social Services
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