

00;00;02;28 - 00;00;04;15

Hi. Good afternoon, everybody.

00;00;04;15 - 00;00;06;28

We are so pleased

you have joined us for the DNPAO

00;00;08;01 - 00;00;09;02

seminar series.

00;00;09;02 - 00;00;12;29

This seminar will focus on new data

on added sugar intake in the US

00;00;13;09 - 00;00;16;20

and the impact of community actions

to reduce added sugars.

00;00;16;28 - 00;00;19;19

So. So glad you could join us. Afterwards,

00;00;19;19 - 00;00;23;08

this webinar will eventually

be posted to the DNPAO website.

00;00;23;09 - 00;00;26;16

So if you've missed some of our past

webinars, you can go there

00;00;26;24 - 00;00;28;25

to find previous ones.

00;00;30;02 - 00;00;32;26

And I'm Janelle Gunn. I'm here  
to moderate our webinar today.

00;00;32;26 - 00;00;35;12

We have a really great panel today.

00;00;35;12 - 00;00;35;27

I think you'll hear

00;00;35;27 - 00;00;40;21

a lot of great information,  
get some good resources and things to use.

00;00;40;27 - 00;00;44;23

So just a few housekeeping items  
as we get started with the webinar.

00;00;45;04 - 00;00;46;27

So this is a Zoom webinar.

00;00;46;27 - 00;00;48;05

It's going to be recorded

00;00;48;05 - 00;00;50;13

and so if you're not comfortable with it

being recorded,

00;00;50;13 - 00;00;54;03

we ask that you disconnect at this time.

To have the best experience,

00;00;54;03 - 00;00;57;24

we encourage you to use your Zoom webinar  
app or website to view the slides

00;00;58;03 - 00;01;00;13

and to participate in today's meeting.

00;01;00;13 - 00;01;02;07

All participants are muted.

00;01;02;07 - 00;01;05;02

Following our three presentations,  
we will have a question

00;01;05;02 - 00;01;06;13

and answer session.

00;01;06;13 - 00;01;09;05

So the Q&A box is open,  
so feel free at any time

00;01;09;05 - 00;01;11;17

to go ahead and answer

any questions that you have.

00;01;12;11 - 00;01;15;07

We'll be loading them in  
and getting ready to respond.

00;01;15;20 - 00;01;19;09

Um, and then also at the end  
they'll be time as well.

00;01;20;00 - 00;01;21;24

So let's go ahead and get started. So

00;01;23;03 - 00;01;23;14

why is

00;01;23;14 - 00;01;26;10

CDC having a webinar on added sugar  
as well?

00;01;26;18 - 00;01;29;25

Our Division focuses on

00;01;30;07 - 00;01;33;20

nutrition, physical activity  
and obesity here at CDC.

00;01;33;20 - 00;01;37;16

And we really are helping Americans

eat healthy and be physically active

00;01;37;16 - 00;01;40;14

through their life span.

And through the nutrition component,

00;01;40;14 - 00;01;41;25

we really focused on

00;01;41;25 - 00;01;45;25

how can we help Americans eat consistent  
with the dietary guidelines for Americans.

00;01;46;16 - 00;01;50;01

And this is in the last iteration  
of the dietary guidelines,

00;01;50;01 - 00;01;50;18

is the first time

00;01;50;18 - 00;01;53;26

we saw a specific recommendation  
for added sugars for young children.

00;01;54;05 - 00;01;58;20

And in the last two editions, there  
has been one for the general population.

00;01;59;06 - 00;02;01;09

So the dietary guidelines has

00:02:02;15 - 00:02:05;13

the recommendation

to consume less than 10% of calories

00:02:05;22 - 00:02:07;20

per day, starting at the age of two.

00:02:07;20 - 00:02:08;29

And then for children under two,

00:02:08;29 - 00:02:12;23

they recommend to avoid foods

and beverages with added sugars.

00:02:16;15 - 00:02:19;29

Also of interest is that added sugars

or reducing added

00:02:19;29 - 00:02:24;13

sugars is a leading health indicator

for the Healthy People 2030 Initiative.

00:02:24;13 - 00:02:28;19

And if you're familiar with healthy

people, it sets national goals to help

00:02:29;25 - 00:02:32;02

help us sort of target our our efforts.

00;02;32;14 - 00;02;35;05

And a leading health indicator is one  
that's been prioritized

00;02;35;05 - 00;02;38;05

because of its potential  
large impact on health.

00;02;38;05 - 00;02;41;13

So this was elevated  
in this last iteration as an area

00;02;42;00 - 00;02;44;22

that could have a lot of impacts  
on health.

00;02;44;22 - 00;02;46;26

So we've been doing the work in this area.

00;02;46;26 - 00;02;50;28

Hopefully you've seen some of our recent  
articles that we have on added sugars,

00;02;50;28 - 00;02;52;03

so we put them in here.

00;02;52;03 - 00;02;55;18

Also the references

in case that you want to find them

00;02;55;18 - 00;02;58;18

and also want to share some other  
work we've been doing on

00;02;59;17 - 00;03;00;19

communications as well.

00;03;00;19 - 00;03;03;02

So you can see on the bottom here  
there's an infographic

00;03;03;08 - 00;03;06;03

I did just a couple of screenshots  
of the infographic.

00;03;06;03 - 00;03;08;04

It's not the whole infographic here.

00;03;08;04 - 00;03;10;21

There's a link in the chat box  
if you want to check it out.

00;03;11;06 - 00;03;14;27

But um, ways that we've been sort of  
focusing our efforts on added sugars,



00:03;15;02 - 00:03;17;19

the second image

I selected here I thought was a great one

00:03;17;19 - 00:03;20;20

because it really helps show

how added sugars might fit into

00:03;20;20 - 00:03;23;22

your broader nutrition work and it fits

into the nutrition standards work.

00:03;23;22 - 00:03;27;29

So we have efforts in the early care

and education setting and in food

00:03;27;29 - 00:03;32;01

service guidelines, and added sugars

can be a component of those efforts.

00:03;32;01 - 00:03;34;11

So be sure to check out the infographic.

00:03;35;03 - 00:03;38;15

We've also been doing some communications

like that.

00:03;38;16 - 00:03;39;25

We call it a micro campaign,

00;03;39;25 - 00;03;43;17

so a little bit of work  
on raising awareness on added sugars.

00;03;43;22 - 00;03;45;23

We revived the Rethink Your Drink

00;03;46;22 - 00;03;48;18

campaign to do this.

00;03;48;18 - 00;03;51;15

We've been doing some digital testing of

00;03;52;19 - 00;03;56;01

messaging related to  
to Rethink Your Drink, focusing on

00;03;56;17 - 00;04;00;09

some of the negative health consequences,  
but also choosing water

00;04;00;09 - 00;04;04;06

and other beverages and then we've been  
kind of testing these in real times.

00;04;04;06 - 00;04;07;18

We did some Google ad buys  
and other things to see the response.

00;04;08;03 - 00;04;11;12

Here are some examples of some of the  
the digital ads we've been using

00;04;11;12 - 00;04;15;05

and we've really been learning in time  
and updating based on what

00;04;15;05 - 00;04;16;10

we're hearing from

00;04;16;10 - 00;04;19;28

from people in terms of what's resonating,  
what kind of imagery is resonating.

00;04;20;12 - 00;04;24;15

And then we link these to our Rethink  
Your Drink web page.

00;04;24;15 - 00;04;27;00

So feel free to check that out as well.

00;04;27;00 - 00;04;29;28

That has some broader information  
on reducing added sugars.

00;04;30;22 - 00;04;35;06

So these ads can be found in our State

Community Health Media Center.

00;04;35;19 - 00;04;37;20

There is a web address there.

00;04;38;00 - 00;04;41;07

These ads, along with lots of other great ads, can be found there.

00;04;41;07 - 00;04;45;06

These are either free or low cost.

The ones that CDC produces are free.

00;04;45;28 - 00;04;49;04

They're audience tested and so have supporting materials

00;04;49;14 - 00;04;50;23

in English, in other languages.

00;04;50;23 - 00;04;54;19

We uploaded some great new photos that could be used for your work

00;04;54;19 - 00;04;58;11

beyond added sugars, but great new diverse imagery too there.

00;04;58;11 - 00;05;01;14

So if you're not already part  
of the State Community Health Media Center

00;05;02;04 - 00;05;04;25

log in and join  
and have some access to those things.

00;05;05;07 - 00;05;07;19

Also, you'll hear from Alaska later today.

00;05;07;19 - 00;05;09;28

And they have some of their materials  
in the media center.

00;05;09;28 - 00;05;14;09

So a great resource for you all. Also  
just want to note that DNPAO

00;05;14;19 - 00;05;19;15

has a set of multimedia tools,  
infographics, badges, audio, etc.

00;05;19;15 - 00;05;22;01

So there's a URL for that as well.

00;05;22;17 - 00;05;25;18

Let's get to the real purpose for today,  
and we have a really great panel.

00;05;25;18 - 00;05;27;19

I'm excited about our panel today

00;05;27;19 - 00;05;29;23

and the information

that they have to share with you.

00;05;29;23 - 00;05;30;13

So I'm going to do a

00;05;30;13 - 00;05;33;21

little introduction now

and then we're just going to keep moving

00;05;34;07 - 00;05;37;15

and not stop in between,

and then we'll finish with some Q&A.

00;05;37;25 - 00;05;39;24

So first, I'm pleased to have Dr.

00;05;39;24 - 00;05;41;12

Sohyun Park joining us.

00;05;41;12 - 00;05;43;18

She is my colleague at DNPAO.

00;05;43;18 - 00;05;46;00

She's been with DNPAO since 2009.

00;05;46;10 - 00;05;47;23

She's a lead epidemiologist

00;05;47;23 - 00;05;51;18

and she's contributed to a wealth  
of expertise and experience in the areas

00;05;51;18 - 00;05;55;21

of added sugar, sugar sweetened beverages,  
drinking water and obesity.

00;05;56;03 - 00;05;59;19

Dr. Park has authored more than 130 peer  
reviewed manuscripts,

00;05;59;19 - 00;06;03;13

four reports,  
two book chapters and 126 abstracts.

00;06;03;13 - 00;06;04;12

And she's an author.

00;06;04;12 - 00;06;07;27

I think on most of those articles  
I shared with you on the previous slide.

00;06;08;11 - 00;06;11;13

Next, super excited to be joined by Dr.

00;06;11;13 - 00;06;12;11

Fran Fleming.

00;06;12;11 - 00;06;14;02

She is the director of Marketing  
Initiatives

00;06;14;02 - 00;06;17;29

at the Rudd Center for Food Policy and  
Health at the University of Connecticut.

00;06;18;08 - 00;06;22;29

Her work focuses on analyzing the amount  
type and nutrition of foods

00;06;22;29 - 00;06;26;26

and beverages marketed to children,  
adolescents and parents of young children.

00;06;26;28 - 00;06;29;19

She also determines  
the effects of exposure of food marketing

00;06;29;29 - 00;06;32;20

and examines  
race, racial and ethnic differences

00;06;32;27 - 00;06;36;11



in race and exposure and the impact  
of targeted marketing practices.

00;06;37;06 - 00;06;40;19

And then lastly, we'll hear  
a great presentation from our colleague

00;06;40;19 - 00;06;44;11

Ann Potempa. She's the Chronic Disease  
Communications Team lead

00;06;44;17 - 00;06;46;16

in the Alaska Department of Public Health.

00;06;46;16 - 00;06;48;16

She has focused her career on health  
communication

00;06;49;02 - 00;06;51;11

and education for more than 20 years.

00;06;51;11 - 00;06;55;09

She started and continues to manage the state's  
ten year-old Play Every Day

00;06;55;15 - 00;06;58;18

social marketing campaign, which promotes  
increased opportunities for daily

00;06;58;18 - 00;07;01;23

physical activity

and decreased consumption of added sugars.

00;07;02;04 - 00;07;03;04

In addition, Ms..

00;07;03;04 - 00;07;06;16

Potempa provides public health,  
social marketing and health communication

00;07;06;26 - 00;07;10;21

consultation to agencies and partners  
nationally and internationally.

00;07;11;05 - 00;07;12;28

So you can see we have a great panel  
today.

00;07;12;28 - 00;07;16;15

Excited to get started with our panel.

00;07;16;15 - 00;07;20;26

And for that I would like to now  
turn it over to my colleague, Dr.

00;07;20;26 - 00;07;21;18

Sohyun Park.

00;07;22;27 - 00;07;24;21

Thank you, Janelle.

00;07;24;29 - 00;07;26;01

Good afternoon.

00;07;26;01 - 00;07;29;25

Thanks for giving me this opportunity  
to share our work on sugar

00;07;29;25 - 00;07;31;20

sweetened beverages.

00;07;31;20 - 00;07;34;09

Some examples of added sugars

00;07;34;09 - 00;07;38;11

include, but not limited to sucrose,  
dextrose, tables

00;07;38;11 - 00;07;42;12

sugars, syrups,  
honey and sugars from concentrate.

00;07;42;25 - 00;07;47;04

Adverse health consequences  
associated with eating and drinking

00;07;47;04 - 00;07;49;24

too much added sugars include obesity,

00;07;50;08 - 00;07;53;25

type two diabetes, cardiovascular disease  
and dental carries.

00;07;54;21 - 00;07;57;16

Sugar sweetened beverages,  
also known as SSB,

00;07;57;27 - 00;08;02;21

are liquids sweetened with various forms  
of added sugars that add calories

00;08;02;28 - 00;08;06;24

such as regular soda,  
fruit drinks, sweetened coffee

00;08;07;09 - 00;08;10;17

and tea drinks and sports and energy  
drinks.

00;08;11;08 - 00;08;13;18

SSBs are the leading sources

00;08;13;18 - 00;08;16;01

of added sugars in the American diet.

00;08;16;20 - 00;08;19;08

Today

I'm going to share three recent studies

00;08;19;08 - 00;08;22;27

that we published on added  
sugars and sugar sweetened beverages.

00;08;23;15 - 00;08;27;26

For the first study,  
we examined characteristics of US

00;08;27;26 - 00;08;32;29

children and adolescents  
who reported high intake of added sugars

00;08;33;10 - 00;08;37;05

and eating occasions  
and top sources of added sugars

00;08;37;05 - 00;08;41;03

that contributed to  
intakes among high consumers.

00;08;42;07 - 00;08;43;01

We used the

00;08;43;01 - 00;08;47;05

National Health and Nutrition  
Examination Survey data

00;08;47;07 - 00;08;51;07

from 2015 to 2018 among over

00;08;51;07 - 00;08;55;12

5200 youths aged 2 to 19 years.

00;08;56;11 - 00;09;01;03

In this study, we defined high consumers  
as consuming greater

00;09;01;03 - 00;09;06;04

than 15% of total daily calorie  
intake from added sugars.

00;09;06;18 - 00;09;11;00

So this is 1.5 times higher than 2020

00;09;11;00 - 00;09;16;01

to 2025 Dietary Guidelines  
for Americans recommendations,

00;09;16;08 - 00;09;20;16

which is less than 10% of total daily  
calorie intake.

00;09;21;17 - 00;09;23;19

Variables of interest were selected

00;09;23;20 - 00;09;27;18

sociodemographic characteristics  
of youth in household.

00;09;28;09 - 00;09;31;04

In result, we found that overall

00;09;31;17 - 00;09;34;06

34.4% of the youth

00;09;34;15 - 00;09;36;21

were classified as high consumers.

00;09;37;20 - 00;09;41;06

When we look at by characteristics, the prevalence of high

00;09;41;06 - 00;09;46;03

consumers was significantly higher  
among older children,

00;09;46;23 - 00;09;52;09

non-Hispanic black or white children,  
and children with head of household

00;09;52;09 - 00;09;57;08

education of high school or some college  
compared to their counterparts.

00;09;57;29 - 00;10;00;20

By eating occasions among high consumers,

00;10;01;16 - 00;10;06;20

41% of added sugars

were consumed during snack occasions

00;10;06;20 - 00;10;11;00

followed by dinner time 23%, lunch time,

00;10;11;00 - 00;10;14;24

20% and breakfast time, 17%.

00;10;16;01 - 00;10;17;29

And here are five

00;10;17;29 - 00;10;21;13

leading sources of added sugars,

which together

00;10;21;17 - 00;10;25;12

providing about 80% of added sugars

00;10;25;13 - 00;10;27;28

among high consumers on a given day.

00;10;29;08 - 00;10;33;10

43% of the contribution

came from sweetened beverages,



00;10;33;15 - 00;10;37;04

followed by 15% from sweet bakery

00;10;37;04 - 00;10;39;19

products, 9% from candy,

00;10;40;05 - 00;10;42;14

7% from other desserts,

00;10;42;20 - 00;10;45;12

and 5% from ready to eat cereals.

00;10;45;20 - 00;10;51;00

For the second studies, we examined

the characteristics of US adults

00;10;51;13 - 00;10;54;10

who reported high intakes of added sugars

00;10;54;29 - 00;10;58;24

and eating occasions

and top sources of added sugars

00;10;59;09 - 00;11;02;24

that contributed to intakes

among high consumers.

00;11;03;29 - 00;11;08;12

We used National Health and Nutrition

Examination Survey data

00;11;08;26 - 00;11;14;08

from 2015 to 2018 among over 9600 adults

00;11;14;21 - 00;11;16;28

aged 20 years and older.

00;11;18;04 - 00;11;20;02

Same as the children's study,

00;11;20;02 - 00;11;23;15

we defined high consumers

as consuming greater

00;11;23;15 - 00;11;28;12

than 15% of total daily

calorie intake from added sugars.

00;11;29;17 - 00;11;32;07

Variables of interest were selected

sociodemographic

00;11;32;07 - 00;11;35;22

characteristics

of adults in household.

00;11;36;17 - 00;11;40;29

In result, we found that overall about 30%

00;11;40;29 - 00;11;44;14

of adults

were classified as high consumers.

00;11;45;04 - 00;11;49;08

When we look at by characteristics,

the prevalence of high consumers

00;11;49;08 - 00;11;54;14

was significantly higher

among younger adults, non-Hispanic black.

00;11;54;23 - 00;11;59;10

Were white adults, adults

with lower education level

00;12;00;25 - 00;12;03;15

as well as adults who were not married

00;12;03;22 - 00;12;07;17

or adults with a lower incomes

compared to their counterparts.

00;12;08;24 - 00;12;10;28

By eating occasions among high

00;12;10;28 - 00;12;15;09

consumers of added

sugars, the contribution of

00;12;15;09 - 00;12;20;02

intake from added

sugar was highest during snack occasions

00;12;20;24 - 00;12;26;09

43%, and followed by dinner time

24%, and lunch

00;12;26;09 - 00;12;29;18

time, 19% and breakfast time,

00;12;29;18 - 00;12;32;03

which was 15% on a given day.

00;12;33;12 - 00;12;38;04

Here are the top five leading sources

of added sugars, which together

00;12;38;04 - 00;12;41;14

providing about 76% of added

00;12;41;18 - 00;12;44;17

sugars

among high consumers on a given day.

00;12;46;04 - 00;12;49;25

42% of the contribution

came from sweetened beverages,

00;12;50;08 - 00;12;52;27

followed by 12% from tea,

00;12;53;17 - 00;12;56;09

11% from sweet bakery products,

00;12;56;20 - 00;12;59;21

7% from jams, syrups, sugars

00;13;00;02 - 00;13;02;06

and 5% from candy.

00;13;03;05 - 00;13;06;14

For the third study, we estimated

00;13;06;20 - 00;13;11;10

dietary intake of added sugars

by 50 states and DC,

00;13;12;00 - 00;13;17;17

and also examined the factors associated

with added sugar intake among US

00;13;17;17 - 00;13;20;26

adults. To increase the sample size,

00;13;20;29 - 00;13;27;00

we combined 2010 and 2015  
National Health Interview Survey Cancer

00;13;27;00 - 00;13;30;23  
Control Supplement,  
which had dietary intake data

00;13;30;23 - 00;13;33;13  
among over 52,000 adults.

00;13;34;25 - 00;13;39;05  
Using nine questions on beverages  
and food with added sugars,

00;13;39;21 - 00;13;43;08  
dietary added  
sugar intakes were estimated.

00;13;44;13 - 00;13;47;05  
Exploratory measures were selected  
sociodemographic

00;13;47;05 - 00;13;51;11  
characteristics,  
census regions, and states.

00;13;52;08 - 00;13;54;18  
Overall, the estimated

00;13;54;18 - 00;13;57;27

mean dietary intake of added sugar

00;13;58;04 - 00;14;00;20

was 17 teaspoons per day

00;14;01;02 - 00;14;05;13

among US adults in 2010 and 2015.

00;14;06;22 - 00;14;08;02

Estimated added

00;14;08;02 - 00;14;11;22

sugar intake varied

by sociodemographic characteristics.

00;14;12;18 - 00;14;14;23

For example, mean added

00;14;14;23 - 00;14;17;19

as sugar intake was significantly higher

00;14;18;04 - 00;14;20;10

among younger adults, male

00;14;20;20 - 00;14;25;07

non-Hispanic black or Hispanic adults,

those who were not married,

00;14;26;01 - 00;14;29;24

adults with a lower education,  
or lower household income.

00;14;30;10 - 00;14;34;29

Adults living in the non-metropolitan,  
and adults two living in Northeast

00;14;35;03 - 00;14;39;06

Midwest, or South  
compared to their counterparts.

00;14;40;04 - 00;14;42;23

For the first time, we were able to report

00;14;43;01 - 00;14;46;25

added a sugar intake  
for all 50 states and D.C..

00;14;48;01 - 00;14;49;25

As shown in this map

00;14;49;25 - 00;14;51;29

estimated added the sugar intake

00;14;52;09 - 00;14;58;18

varied by state and ranged from 14.8  
teaspoons per day in Alaska



00;14;59;04 - 00;15;03;10

to 21.2 teaspoons per day in Kentucky.

00;15;04;26 - 00;15;08;18

That concludes my presentation  
and thank you for your time.

00;15;08;29 - 00;15;11;29

Now I will turn it over  
to Dr. Fran Fleming.

00;15;13;18 - 00;15;15;11

Thank you, Suzanne.

00;15;15;11 - 00;15;17;26

So, hi, my name is Dr.

00;15;18;04 - 00;15;22;07

Fran Fleming-Milici, and I am from the Rudd Center  
for Food Policy and Health.

00;15;22;21 - 00;15;26;15

I'm going to talk to you today  
about sugary drink

00;15;26;15 - 00;15;28;26

marketing to children  
and parents of young children.

00;15;29;19 - 00;15;32;03

So first, I'm going to talk about why

00;15;32;03 - 00;15;34;17

we study

sugary drink marketing to young children.

00;15;35;07 - 00;15;39;11

Research conducted at the Rudd Center

and by many other researchers

00;15;40;01 - 00;15;44;17

has concluded that marketing sugary drinks

to young children

00;15;44;17 - 00;15;49;10

influences their attitudes and preferences

for the drinks that are marketed.

00;15;50;04 - 00;15;54;00

And it also increases

is what we call pester power.

00;15;54;13 - 00;15;57;26

If anyone has spent any time with a child

00;15;58;06 - 00;16;03;03

and unhealthy food in the area,

they know what I'm talking about.

00;16;03;08 - 00;16;07;08

When a child sees marketing  
for an unhealthy product,

00;16;07;23 - 00;16;12;00

it's determined that this is something  
that really influences

00;16;12;17 - 00;16;16;14

pestering adults for purchasing of it  
or for wanting it.

00;16;17;04 - 00;16;19;09

And then finally, we know that

00;16;20;17 - 00;16;22;04

marketing also

00;16;22;04 - 00;16;26;03

influences consumption of sugary drinks  
that are available

00;16;26;08 - 00;16;29;04

and also has effects of longer term  
consumption.

00;16;29;13 - 00;16;31;23

So the following images on

the slides are examples.

00;16;31;23 - 00;16;33;22

So I just wanted to note that.

00;16;33;22 - 00;16;36;12

So how are children

exposed to sugary drink marketing?

00;16;36;29 - 00;16;42;28

So many of us think about

advertising on TV as a major contributor,

00;16;42;28 - 00;16;45;17

or we think about advertising,

we think of TV ads.

00;16;45;28 - 00;16;50;03

But that's just one way kids are exposed

to marketing of sugary drinks.

00;16;50;18 - 00;16;53;18

Now, a lot of us as adults

00;16;53;18 - 00;16;56;14

and also children are spending

a lot of time on other screens.

00;16;56;26 - 00;17;01;23

And unhealthy sugary drinks are marketed to children in that space.

00;17;02;09 - 00;17;06;22

They are also marketed to children in other ways, including store displays

00;17;07;01 - 00;17;11;16

on the front of package of products that you'll see in the supermarket,

00;17;12;08 - 00;17;15;23

outdoor, outside advertising, and then at events

00;17;15;23 - 00;17;19;05

that are for families such as, you know, parades or concerts.

00;17;19;18 - 00;17;22;13

When we've studied sugary drink marketing recently

00;17;22;21 - 00;17;24;24

and in a report that I'm about to talk about,

00;17;25;02 - 00;17;28;29

we focused on two categories of drinks

marketed

00;17;28;29 - 00;17;32;13

to young children, sweetened drinks,  
and they include flavored waters,

00;17;32;23 - 00;17;36;07

fruit drinks and drink  
mixes and unsweetened drinks.

00;17;36;07 - 00;17;41;02

And these are the 100% juice products  
and also the newer products

00;17;41;02 - 00;17;44;22

that are on the market  
that are a blend of juice and water.

00;17;45;05 - 00;17;49;10

So in this report, we looked at the sales,  
nutrition and marketing of these drinks

00;17;49;21 - 00;17;53;24

and we found that when it look,  
we look at sugary drinks sales,

00;17;54;00 - 00;17;59;04

really the vast majority of sales, 62%,  
are for sweetened children's drinks.

00;17;59;04 - 00;18;02;24

It's fruit drinks and flavored waters.

Less on unsweetened.

00;18;03;07 - 00;18;08;29

And then when we look at the nutrition,

we find that 65% contain added sugars

00;18;09;09 - 00;18;13;15

and many also contain what we call diet

sweeteners, which is something that

00;18;14;18 - 00;18;16;27

is a term

that's not the most popular term.

00;18;16;27 - 00;18;20;17

But certainly non-nutritive sweeteners

is something that is

00;18;20;29 - 00;18;24;00

we use as researchers,

but it's not something that comes to mind

00;18;24;19 - 00;18;28;23

when other people are thinking

about these these sweeteners.

00;18;29;11 - 00;18;32;26

And these include natural sweeteners  
such as stevia,

00;18;32;28 - 00;18;37;12

stevia leaf extract or monk fruit  
are also sucralose and other things

00;18;37;21 - 00;18;39;13

like that, low calorie sweeteners.

00;18;39;13 - 00;18;42;12

So a lot of children's  
drinks contain these

00;18;43;13 - 00;18;46;11

diet sweeteners and we were really  
surprised about that in our research.

00;18;46;27 - 00;18;51;11

We also found that most of the products  
contained images of fruit

00;18;51;11 - 00;18;56;15

on the packaging,  
but only 35% contained any juice at all.

00;18;56;27 - 00;18;59;02

And then the sweetened drinks



that we studied,

00;18;59;18 - 00;19;03;07

a third of them contained four  
or more teaspoons of added sugar.

00;19;03;19 - 00;19;07;09

And when we look at the exposure  
just on TV alone,

00;19;07;16 - 00;19;11;16

we found that children saw two times  
as many ads for the sweetened drinks

00;19;11;16 - 00;19;14;07

as they did for drinks  
without added sweeteners.

00;19;14;17 - 00;19;18;13

And for these sweetened drinks,  
they saw four times as many ads as adults saw.

00;19;18;22 - 00;19;22;17

So these  
these ads on TV are directed to children.

00;19;23;20 - 00;19;26;15

We recently we just studied

00;19;26;15 - 00;19;29;18

food and beverages on YouTube channels.

00;19;30;10 - 00;19;35;17

These are this is a space that is really popular for young children to be in now.

00;19;36;03 - 00;19;40;17

When we looked at these YouTube made for kids child influencer channels,

00;19;40;28 - 00;19;44;15

we found that four out of every ten videos that we examined

00;19;44;22 - 00;19;46;02

had branded food or drinks.

00;19;46;02 - 00;19;50;13

And this is mostly candy, salty snacks and also sugary drinks and ice cream.

00;19;50;25 - 00;19;53;20

And when you look at the numbers for these, it's pretty shocking.

00;19;54;19 - 00;19;58;26

The the this these two channels here, you can see the high numbers alone.

00;19;59;21 - 00;20;01;26

But, you know, taken together,

00;20;02;06 - 00;20;05;22

the amount of exposure

that children can get

00;20;05;22 - 00;20;09;23

by by viewing these child influencer

videos is really quite high.

00;20;10;05 - 00;20;14;11

And the children in these videos

are not only showing

00;20;14;11 - 00;20;17;17

these products in the background,

but they're also interacting with them

00;20;17;17 - 00;20;18;25

or consuming them.

00;20;18;25 - 00;20;21;07

And we know from other research

that that's something

00;20;21;07 - 00;20;25;04

that could really influence children

even more than just a static placement.

00;20;26;06 - 00;20;27;24

And more recently,

00;20;27;24 - 00;20;32;09

the past few years, we've focused  
on two categories of sugary drinks

00;20;32;09 - 00;20;35;19

that are marketed to parents  
as appropriate for young children.

00;20;36;02 - 00;20;40;07

I call these gateway sugary drinks  
because they're really the drinks

00;20;40;07 - 00;20;44;18

that young children would be most likely  
to consume first in their life lifetime.

00;20;45;17 - 00;20;48;28

Neither of these drinks are recommended  
by child health experts.

00;20;49;13 - 00;20;52;07

They're marketed to parents  
as healthy or necessary.

00;20;52;07 - 00;20;55;29

And we know that the marketing influences  
parents choices.

00;20;56;05 - 00;20;57;25

As Janelle pointed out,

00;20;57;25 - 00;21;02;00

children under the age of two  
on the new based on the new DGAs,

00;21;02;00 - 00;21;04;16

should not have any added sugar at all.

00;21;05;02 - 00;21;08;26

But as I'm about to show you, the products  
that are marketed to them

00;21;08;27 - 00;21;12;09

or marketed to parents as appropriate  
for them do have added sugar.

00;21;12;22 - 00;21;15;16

So fruit  
drinks are frequently marketed as healthy.

00;21;15;16 - 00;21;19;09

As I mentioned earlier, with pictures  
of fruit, or lots of different

00;21;19;09 - 00;21;24;17

claims on the front of package  
about things being natural or healthy

00;21;24;17 - 00;21;28;13

or having water  
as in the term on the front of

00;21;28;14 - 00;21;32;02

a package that really confuses  
and misleads parents.

00;21;32;15 - 00;21;35;13

And when we've talked to parents  
in focus groups,

00;21;35;27 - 00;21;39;18

we find that these techniques  
that companies use are really

00;21;40;24 - 00;21;41;24

influential.

00;21;41;24 - 00;21;45;23

So one parent said that when they see  
the pictures of fruit in the packaging,

00;21;45;23 - 00;21;49;03

you think that the product actually  
has this in it.

00;21;49;19 - 00;21;52;20

And then these products are also cross  
branded.

00;21;52;28 - 00;21;54;17

And what I mean by Cross branded

00;21;54;17 - 00;21;57;20

is that some of them have products  
that are 100% juice

00;21;58;08 - 00;22;03;09

or these diluted juice water blends,  
but also flavored waters and fruit drinks.

00;22;03;18 - 00;22;06;07

And they're all kind of packaged  
the same as you see here.

00;22;06;08 - 00;22;09;29

So one parent talked about looking  
at the packaging, coming home

00;22;09;29 - 00;22;14;14

from the supermarket and then realizing,  
oh, this really isn't 100%

00;22;14;14 - 00;22;17;18

juice that I purchased  
and I need to go back and return it.

00;22;18;15 - 00;22;21;25

So the marketing creates  
this these misperceptions.

00;22;22;13 - 00;22;23;27

We've done a number of studies.

00;22;23;27 - 00;22;27;27

Parents have a lot of trouble identifying  
the ingredients in these drinks

00;22;28;03 - 00;22;31;19

and distinguishing between the unsweetened  
and the sweetened options.

00;22;32;00 - 00;22;34;29

People parents have told us  
they look for real or natural

00;22;34;29 - 00;22;38;15

or vitamin C when they're  
purchasing drinks for their child.

00;22;38;23 - 00;22;42;26



But these types of claims  
are really common on sweetened drinks.

00;22;43;10 - 00;22;46;26

And while parents are concerned about diet  
sweeteners and do not want to give them

00;22;46;26 - 00;22;51;14

to their children, they don't recognize  
that children's drinks contain them.

00;22;52;02 - 00;22;55;29

So they misperceive,  
you know, fruit drinks as healthy.

00;22;56;05 - 00;22;59;09

And when when in the research  
that we've done, we found that when

00;22;59;28 - 00;23;03;02

parents perceive a drink to be health  
healthy

00;23;03;02 - 00;23;06;05

for their child, they're more likely  
to serve it to their child.

00;23;06;05 - 00;23;09;25

So this contributes to parents'

purchases and serving of a drink.

00;23;10;10 - 00;23;12;19

And toddler milks are another category

00;23;13;00 - 00;23;15;12

that are marketed to parents.

00;23;16;00 - 00;23;19;19

They contain really just powdered  
milk, added sugar

00;23;19;19 - 00;23;22;19

and vegetable oils  
and other vitamins and additives.

00;23;22;19 - 00;23;26;11

But they are marketed  
as the next step after infant formula.

00;23;26;21 - 00;23;30;17

And these drinks have more sodium  
and less protein than plain cow's milk.

00;23;30;25 - 00;23;31;27

And they're expensive.

00;23;31;27 - 00;23;33;22

They can cost four times as much.

00;23;33;22 - 00;23;36;16

And giving a child  
sweetened drinks at this age

00;23;36;22 - 00;23;40;15

may increase a child's preference  
for sweet and then also cause them

00;23;40;15 - 00;23;43;22

to dislike the unsweetened drinks  
that a parent tries to introduce.

00;23;44;10 - 00;23;47;07

But if you look at the claims  
on the packaging, you would never know

00;23;47;07 - 00;23;50;26

that these drinks have added sugar  
or are not appropriate

00;23;51;05 - 00;23;56;01

because they're filled with claims  
and it makes parents feel as if they need

00;23;56;01 - 00;23;58;23

to give these to their child  
for their child to be healthy.

00;23;59;18 - 00;24;03;06

The other issue is that they're  
put right next to trusted infant formula

00;24;03;14 - 00;24;05;01

and they look very similar.

00;24;05;01 - 00;24;07;27

So parents have talked  
about seeing them on the shelf

00;24;08;02 - 00;24;11;21

when their child, a toddler,  
is a picky eater, which is very common

00;24;12;07 - 00;24;15;05

for something like picky  
eating is a very common thing

00;24;15;05 - 00;24;20;09

for a type of toddler to experience  
or for parents to maybe get frustrated by.

00;24;20;10 - 00;24;26;02

But these products are marketed  
as, you know, the answer to the problem.

00;24;26;09 - 00;24;29;05

And if you look at the packaging,

they look very similar

00;24;29;05 - 00;24;30;08

to the infant formula.

00;24;30;08 - 00;24;32;19

Parents trust these products.

00;24;32;19 - 00;24;34;05

The infant formula products.

00;24;34;05 - 00;24;39;16

And so that trust can get put right on  
to the same brand of toddler milk.

00;24;40;05 - 00;24;43;28

So again, we found that  
marketing influences parents'

00;24;43;28 - 00;24;45;29

purchases of these products.

00;24;45;29 - 00;24;50;17

So the marketing claims mislead  
parents about the product's benefits.

00;24;51;09 - 00;24;55;06

And parents believe  
that the marketing claims are true.

00;24;55;07 - 00;24;58;13

But if you look a little bit further,  
they're not supported

00;24;58;13 - 00;25;00;10

by any type of science.

00;25;00;10 - 00;25;05;12

And parents who believe that the marketing  
claims were real and believed in them

00;25;05;16 - 00;25;08;27

were more likely to serve their toddler  
milks to their child.

00;25;09;12 - 00;25;12;25

And the other issue is that caregivers  
have provided these to infants.

00;25;13;02 - 00;25;16;03

Infant formula is specially formulated  
for infants

00;25;16;03 - 00;25;18;23

needs, and toddler  
milks should not be given to infants.

00;25;19;03 - 00;25;22;22

But we have done research  
and found out that that has happened.

00;25;23;17 - 00;25;27;15

So we've done a lot of research  
and there are a lot of efforts

00;25;27;15 - 00;25;30;02

around addressing sugary drink marketing  
that we've done.

00;25;30;02 - 00;25;33;08

We've created counter marketing videos  
to reduce parents

00;25;33;08 - 00;25;36;29

provision of toddler milks  
and fruit drinks to their young children.

00;25;37;08 - 00;25;39;20

And they're available  
in English and Spanish.

00;25;40;00 - 00;25;45;01

We also have filed an FDA citizen petition  
requesting that the labeling of toddler

00;25;45;01 - 00;25;48;14

milks change so that parents understand

what these drinks really are.

00;25;49;02 - 00;25;52;28

We also have done research to determine  
what might be best

00;25;52;28 - 00;25;56;00

to put on the front of package  
so that parents know

00;25;56;00 - 00;25;59;15

the ingredients that are in the drinks  
that they're selecting for their children.

00;26;00;04 - 00;26;04;09

And we submitted research and comments  
recently to the FTC,

00;26;04;17 - 00;26;08;02

and they've been investigating ways  
to protect kids

00;26;08;02 - 00;26;10;26

from stealth marketing on digital media.

00;26;11;13 - 00;26;15;29

And we continue to challenge  
industry, industry with our research.



00;26;16;09 - 00;26;19;20

And we examined racial and ethnic targeted  
marketing

00;26;20;08 - 00;26;23;26

to try and get policy  
changes and company changes.

00;26;24;09 - 00;26;25;10

Thank you.

00;26;25;18 - 00;26;30;01

I want to thank you,  
thank the team and our funders

00;26;30;13 - 00;26;34;18

for being able to fund the research  
and for all the effort

00;26;34;18 - 00;26;38;21

that gets put into the research  
that I just presented here.

00;26;39;03 - 00;26;41;04

And here are the references

00;26;41;04 - 00;26;45;07

and here are links  
to all of the resources that we have.

00;26;45;08 - 00;26;49;12

I believe that they will also be sent  
to people

00;26;49;12 - 00;26;52;02

who are participating  
in this webinar today.

00;26;52;12 - 00;26;53;29

Thanks very much for your time.

00;26;53;29 - 00;26;56;18

It's an honor  
to be here to present to you.

00;26;56;18 - 00;26;59;16

Next up, Ann is going to be talking to you.

00;27;00;21 - 00;27;01;29

Thank you so much.

00;27;01;29 - 00;27;04;18

My name is Ann Potempa  
and I am a public health

00;27;04;18 - 00;27;07;00

communications specialist in Alaska.

00;27;07;22 - 00;27;11;08

It was great to hear that presentation  
on sugary drink marketing.

00;27;11;08 - 00;27;13;26

And I'm going to be talking about  
how we use

00;27;13;26 - 00;27;17;19

in Alaska social marketing campaigns  
to promote the opposite,

00;27;17;19 - 00;27;21;06

to promote healthy drinks  
like water and unflavored white milk.

00;27;22;00 - 00;27;26;08

So Alaska is a recipient of the CDC's  
State Physical Activity

00;27;26;17 - 00;27;31;05

and Nutrition grant. In each state  
that receives this grant has its own

00;27;31;05 - 00;27;33;25

unique way of addressing  
the grant objectives.

00;27;34;28 - 00;27;37;18

I'm going to talk to you  
about how Alaska's Physical activity

00;27;37;18 - 00;27;41;13  
and nutrition program integrated  
a social marketing campaign called Play

00;27;41;13 - 00;27;44;23  
Every Day into its work  
to support the grant objective

00;27;44;23 - 00;27;48;07  
of improving nutrition  
for families of preschool age children.

00;27;48;28 - 00;27;52;11  
Play Every Day is an evidence  
based campaign with the goal of promoting

00;27;52;12 - 00;27;56;05  
health behaviors that help Alaska children  
grow up at a healthy weight.

00;27;56;19 - 00;27;58;23  
And that's a really important goal  
in our state

00;27;58;23 - 00;28;03;05  
where about one out of three children

is growing up with overweight or obesity.

00;28;03;25 - 00;28;08;06

We call Alaska's campaign Play Every Day  
because it started with the emphasis

00;28;08;06 - 00;28;12;23

of increasing opportunities for kids to  
get closer to the national recommendation

00;28;12;23 - 00;28;16;22

for daily physical activity, or,  
as we call it, play every day.

00;28;17;17 - 00;28;21;07

In more recent years, we've added  
messaging focused on reducing sugary

00;28;21;07 - 00;28;25;15

drink consumption among children  
and promoting water or white milk instead.

00;28;26;16 - 00;28;27;10

Today, I'm going to

00;28;27;10 - 00;28;31;05

discuss an evaluation that showed Alaska's  
mothers changed the drinks

00;28;31;05 - 00;28;34;19

they served their families  
because of our Play Every Day campaign.

00;28;35;10 - 00;28;38;25

I'm proud to say that I helped launch Play  
Every Day more than ten years ago

00;28;38;25 - 00;28;42;04

with our state's physical activity  
and nutrition program manager,

00;28;42;13 - 00;28;44;24

and it's been running continuously  
since that.

00;28;45;14 - 00;28;48;03

We've been able to accomplish that  
by using innovative

00;28;48;03 - 00;28;51;13

partnerships  
and by braiding multiple funding sources

00;28;51;13 - 00;28;55;05

that includes federal grants across  
various health programs.

00;28;56;03 - 00;28;59;20

Twice during the past decade,  
we've completed evaluations that show

00;28;59;20 - 00;29;04;06

the campaign is reaching our priority  
audience, improving knowledge about drinks

00;29;04;16 - 00;29;07;28

and positively changing behaviors  
that are related to nutrition.

00;29;08;25 - 00;29;12;12

Today, I'm going to focus on  
our most recent evaluation that showed

00;29;12;12 - 00;29;16;12

how the Play Every Day campaign  
reached a priority group of Alaska parents

00;29;17;00 - 00;29;20;11

to motivate serving fewer  
sugary drinks to their young children.

00;29;21;16 - 00;29;24;20

As a social marketing campaign,  
we follow key steps.

00;29;25;00 - 00;29;28;19

We use research to inform

and to evaluate our work.

00;29;29;06 - 00;29;33;18

We hold focus groups with parents  
in our priority audience, including those

00;29;33;18 - 00;29;37;03

who say they regularly serve sugary drinks  
to their young children.

00;29;37;25 - 00;29;41;19

We use those groups to better understand  
parents knowledge, attitudes

00;29;41;19 - 00;29;46;08

and behaviors, and we also use them  
to test messages before we finalize them.

00;29;46;26 - 00;29;49;01

Play Every Day shares motivating messages

00;29;49;01 - 00;29;50;21

in many ways.

00;29;50;21 - 00;29;54;12

This includes working with key partners,  
including child care and preschool

00;29;54;12 - 00;29;59;01



providers, health care providers  
and a nonprofit tribal organization

00;29;59;01 - 00;30;01;27  
providing health care services  
for Alaska Native families.

00;30;02;20 - 00;30;05;08  
It includes reaching parents  
wherever they are.

00;30;05;20 - 00;30;09;14  
That includes paid placement of messages  
through short public service

00;30;09;14 - 00;30;13;03  
announcements  
on TV, through websites and social media,

00;30;13;16 - 00;30;17;00  
and on print materials  
that are really easy for us in Alaska

00;30;17;00 - 00;30;20;04  
to mail and distribute  
to remote rural parts of our state.

00;30;21;01 - 00;30;24;21  
It also includes writing blogs

and sharing them through listservs

00;30;24;29 - 00;30;27;07

that can reach thousands of families  
each time.

00;30;27;27 - 00;30;31;04

It includes earned media,  
which means working with things

00;30;31;04 - 00;30;35;00

like newspapers, TV and radio stations  
to get articles published.

00;30;35;18 - 00;30;40;12

This slide shows a recently published article that featured our campaign evaluation.

00;30;41;11 - 00;30;43;12

A number of times during the past decade,

00;30;43;12 - 00;30;47;00

we've tested messages with our priority  
audience before we made them.

00;30;47;23 - 00;30;50;09

We want to make sure  
we're creating messages that speak

00;30;50;09 - 00;30;53;06

to the audience and spark motivation  
to change.

00;30;53;25 - 00;30;58;16

One message that resonated with Alaska  
parents was this one that uses social

00;30;58;16 - 00;30;59;09

math.

00;30;59;22 - 00;31;03;15

It uses a simple visual comparison  
to show that a small sweetened

00;31;03;15 - 00;31;07;29

fruit drink can have as much sugar  
as eight powdered mini donuts.

00;31;08;16 - 00;31;12;20

A little Alaska native girl  
in this PSA stacks those donuts

00;31;12;20 - 00;31;16;14

showing that the stack reaches  
higher than the top of the drink bottle.

00;31;17;03 - 00;31;21;19

I don't have time to show this right now,  
so I've included the link to this video

00;31;21;27 - 00;31;22;16

at the bottom.

00;31;22;16 - 00;31;25;28

You can also find our campaign's

YouTube channel at YouTube.

00;31;27;15 - 00;31;28;16

YouTube.com.

00;31;28;16 - 00;31;29;21

slash, Play Every Day AK

00;31;29;21 - 00;31;31;25

I'll have links on the last slide.

00;31;32;26 - 00;31;35;14

It's important

to evaluate social marketing campaigns

00;31;35;14 - 00;31;38;08

like Play Every Day

to ensure you're reaching your audience,

00;31;38;18 - 00;31;41;23

improving knowledge

and positively changing health behaviors.

00;31;42;12 - 00;31;46;22

Evaluations can be expensive, particularly  
if you plan to create

00;31;46;22 - 00;31;50;21

and field the special survey  
just for campaign evaluation alone.

00;31;51;14 - 00;31;55;24

We were successful by using a different  
lower cost approach this time.

00;31;56;16 - 00;32;00;08

We leveraged our ability  
to add campaign evaluation questions

00;32;00;21 - 00;32;03;28

to a trusted state survey  
that was already in place.

00;32;05;04 - 00;32;08;14

We are including questions  
on what's called the Alaska Childhood

00;32;08;14 - 00;32;11;28

Understanding Behavior Survey,  
which is abbreviated as CUBS.

00;32;12;17 - 00;32;15;06

It's run through our Alaska Division  
of Public Health.

00;32;15;20 - 00;32;18;11

It's a systematic survey  
with a strong history

00;32;18;11 - 00;32;21;02

in the state,  
and it's a great match for our campaign.

00;32;21;22 - 00;32;24;04

Our current materials are geared toward

00;32;24;04 - 00;32;26;13

Alaska parents with preschoolers at home.

00;32;27;04 - 00;32;31;08

This survey is filled out by Alaskan  
mothers of three year old children.

00;32;32;14 - 00;32;35;13

We know what  
parents time and attention is limited,

00;32;35;13 - 00;32;39;11

especially on surveys like this  
that have established sets of questions.

00:32:39;24 - 00:32:42;25

We were able to add about  
five questions to the end,

00:32:42;25 - 00:32:45;24

and while small in number,  
that these questions really hit

00:32:45;24 - 00:32:49;12

all the key areas we wanted to focus on  
for campaign evaluation.

00:32:49;29 - 00:32:52;10

Did our messages reach our audience?

00:32:52;10 - 00:32:55;05

Did they give parents  
new information about drinks

00:32:55;05 - 00:32:56;24

They served their kids?

00:32:56;24 - 00:33:00;03

Did parents talk about  
and share these messages with others?

00:33:00;16 - 00:33:03;29

And ultimately, did our messages change  
what drinks parents

00:33:03;29 - 00:33:06;06

served their young children?

00:33:06;06 - 00:33:09;01

We added our survey questions  
in early 2020,

00:33:09;01 - 00:33:11;09

and they will remain on the survey  
through this year.

00:33:12;00 - 00:33:15;08

The results on this slide  
are from our first year of analysis,

00:33:15;17 - 00:33:20;24

and at that point we analyzed  
responses from 476 Alaska mothers.

00:33:21;10 - 00:33:22;12

The analysis showed

00:33:22;12 - 00:33:26;01

that many families were seeing  
and hearing a Play Every Day campaign.

00:33:26;20 - 00:33:29;00

34% of Alaskan mothers



00;33;29;00 - 00;33;32;11

had seen the campaign  
about sugary drinks in the past 12 months.

00;33;33;05 - 00;33;36;03

Many parents who had seen  
it had positive responses.

00;33;36;21 - 00;33;39;25

Among those who saw the campaign, 39%.

00;33;39;25 - 00;33;42;12

said it gave them new information  
about drinks they serve.

00;33;42;29 - 00;33;46;11

43% said  
they talked about or shared these messages

00;33;46;11 - 00;33;50;04

with others.  
And 21% said they changed the drinks

00;33;50;04 - 00;33;54;04

they served their three year old children  
because of the campaign messages.

00;33;54;21 - 00;33;58;11

That's one out of five

Alaska parents seeing the campaign

00;33;58;11 - 00;34;01;02

and changing the drinks

they serve because of the messages.

00;34;01;12 - 00;34;05;14

And that's really the ultimate goal

of the campaign to positively change

00;34;05;14 - 00;34;08;26

nutrition behaviors

among Alaska families with young children.

00;34;09;14 - 00;34;12;06

It's been our goal to publish results

from our social marketing

00;34;12;06 - 00;34;15;06

campaign to improve nutrition

among Alaska's families.

00;34;15;06 - 00;34;16;26

And we did that this fall

00;34;16;26 - 00;34;18;04

through a special supplement

00:34;18;04 - 00:34;20;12

of the peer reviewed Health  
Promotion Practice journal.

00:34;21;03 - 00:34;25;02

Our findings in this journal are  
definitely written in a scientific style.

00:34;25;15 - 00:34;28;13

So I wanted to make sure  
that we were also sharing those findings

00:34;28;13 - 00:34;30;25

in more everyday words with the Alaskans  
we serve.

00:34;31;16 - 00:34;35;10

I rewrote those results in a blog that we  
published on our Play Every Day website.

00:34;35;22 - 00:34;38;10

We shared that statewide  
through an email listserv

00:34;38;10 - 00:34;42;02

that is free, and it was opened  
by more than 12,500 people.

00:34;42;15 - 00:34;45;16

We also recorded and shared our results  
through a podcast

00:34:45:20 - 00:34:48:04

and links

to all of those are on this slide.

00:34:49:00 - 00:34:52:05

It's also our priority

to share our Play Every Day materials

00:34:52:05 - 00:34:55:25

with other public health agencies

across the country at no cost to them.

00:34:56:14 - 00:34:59:06

Over the past

few years, we've submitted many videos

00:34:59:06 - 00:35:03:01

and related messages to the CDC, State

and Community Health Media Center.

00:35:03:22 - 00:35:07:21

That center is an online library

for all types of materials that relate to

00:35:07:21 - 00:35:12:04

physical activity, nutrition and chronic

disease prevention and management.

00;35;13;03 - 00;35;13;27

CDC best

00;35;13;27 - 00;35;18;14

practices for social marketing campaigns

like this one say they are most effective

00;35;18;14 - 00;35;21;21

at improving knowledge and behaviors

when they are sustained

00;35;22;04 - 00;35;25;12

and reach the priority audience

with enough frequency over time.

00;35;26;03 - 00;35;29;25

We've worked really hard to sustain

Play Every Day for more than a decade.

00;35;30;14 - 00;35;35;02

Alaska families now recognize the campaign

and say they make changes because of it.

00;35;35;24 - 00;35;39;09

This year, we will continue our ongoing

evaluation of our sugary

00;35;39;09 - 00;35;41;16

drink campaign about campaign.

00;35;41;16 - 00;35;44;10

We are also this week and next week

00;35;44;13 - 00;35;47;00

conducting focus groups  
with our priority audience.

00;35;47;11 - 00;35;51;27

We're testing possible new messages  
and focus groups to learn from our priority

00;35;51;27 - 00;35;57;08

audience of parents both in urban  
and rural communities across our state

00;35;57;24 - 00;36;01;28

in regions with high obesity prevalence.  
We're also making sure that we hear

00;36;01;28 - 00;36;05;14

from parents who say they regularly serve  
sugary drinks to their little kids.

00;36;06;06 - 00;36;09;25

And we'll be creating and sharing  
these new messages informed

00;36;09;25 - 00;36;11;27

by these focus groups this summer and fall.

00;36;13;07 - 00;36;13;21

Thank you for

00;36;13;21 - 00;36;17;20

inviting me today to talk about Alaska's  
Physical Activity Nutrition program,

00;36;17;20 - 00;36;20;04

our Play Every Day campaign  
and our evaluation.

00;36;21;07 - 00;36;23;15

This campaign really does  
show the great value

00;36;23;15 - 00;36;26;04

of integrating health communication  
and social marketing

00;36;26;04 - 00;36;29;26

into public health programs,  
and that that can lead to positive changes

00;36;29;26 - 00;36;33;17

in knowledge, attitudes and behaviors

and ultimately health outcomes.

00;36;34;00 - 00;36;37;29

My name and my phone number  
and my email address are on the slide.

00;36;38;06 - 00;36;42;26

We also have our campaign website,  
which is playeveryday dot alaska dot gov

00;36;43;11 - 00;36;45;26

and, the URLs for our Facebook

00;36;45;26 - 00;36;49;03

page, Instagram page and YouTube.

00;36;49;03 - 00;36;50;16

Janelle, I'm going to hand it back to you.

00;36;50;16 - 00;36;51;15

Thank you.

00;36;52;14 - 00;36;53;18

Great. Thank you.

00;36;53;18 - 00;36;57;15

I'd like to thank all of our panelists  
for a really great presentation today.



00:36:57;29 - 00:36:59;24

I also want to  
thank you all in the audience.

00:36:59;24 - 00:37:01;26

I've seen all kind of emotions pop up.

00:37:01;26 - 00:37:04;25

So appreciate your interacting with us.

00:37:05;06 - 00:37:07;24

You can still put your questions  
in the Q&A box.

00:37:07;24 - 00:37:10;19

And we're going to move to questions  
and answers now.

00:37:11;06 - 00:37:12;20

So thanks again to our panelists.

00:37:12;20 - 00:37:15;03

And let's kick off some questions.

00:37:17;02 - 00:37:18;19

Fran, the first one is for you.

00:37:18;19 - 00:37:22;12

Can you describe the new ways companies

are marketing sugary drinks to youth?

00:37:24:00 - 00:37:27:29

Well, one of the ways that we're most concerned about is on digital media.

00:37:27:29 - 00:37:30:06

As I discussed

00:37:30:08 - 00:37:32:10

earlier in the presentation.

00:37:32:20 - 00:37:35:25

The really challenging part about measuring

00:37:35:25 - 00:37:39:10

exposure is that data are not available.

00:37:39:11 - 00:37:43:01

So, for example, the way that we can measure exposure

00:37:43:10 - 00:37:45:23

to advertising on TV,

00:37:46:01 - 00:37:49:08

there's actually third party data that gives us numbers.

00:37:49:19 - 00:37:53:02

But on digital media,  
we all know that it's

00:37:54:04 - 00:37:56:26

responding to behavior.

00:37:56:26 - 00:37:59:20

When you look for a pair of shoes,  
the shoes pop up later

00:37:59:20 - 00:38:01:04

that you were looking for.

00:38:01:04 - 00:38:02:12

We've all experienced that.

00:38:02:12 - 00:38:06:23

Well, the marketing is happening to kids  
in the same way when they're shared

00:38:06:23 - 00:38:11:06

spaces on computers, you know, shared time  
and any type of behavior

00:38:11:06 - 00:38:15:04

might be encouraging or discouraging,  
we don't know.

00:38;15;12 - 00:38;18;00

So we can't get numbers on exposure.

00:38;18;07 - 00:38;23;05

What we do see is that food and beverage marketers really pioneered marketing

00:38;23;05 - 00:38;28;16

with some of the best campaigns on digital media, and it's a great concern.

00:38;28;18 - 00:38;32;13

So we are in the research community, is continuing,

00:38;32;14 - 00:38;37;10

trying to try to do more to understand it better, understand the effects of it.

00:38;37;21 - 00:38;40;10

And I'm hoping that

00:38;40;10 - 00:38;43;10

there'll be policies that might be able to restrict some of that.

00:38;44;18 - 00:38;44;29

Thanks.

00;38;44;29 - 00;38;45;27

Thanks for your answer.

00;38;45;27 - 00;38;47;24

Yes, my social media thinks I have

00;38;47;24 - 00;38;51;10

a young child based on the work  
we're doing, looking at things.

00;38;51;21 - 00;38;53;08

My kids are older now.

00;38;53;08 - 00;38;55;21

Sohyun, the next question is for you.

00;38;55;22 - 00;38;58;26

What state level  
data sources are available for added sugar

00;38;58;26 - 00;39;01;26

intake or sugar  
sweetened beverage intake data?

00;39;02;08 - 00;39;05;14

So right now  
we don't really have state level data.

00:39:05:17 - 00:39:11:09

The ones that we show, we were able  
to combine some of the national survey.

00:39:11:24 - 00:39:14:15

They were collected, but due to redesign

00:39:14:24 - 00:39:17:08

they will no longer collect  
every five years.

00:39:18:00 - 00:39:21:08

So the data by states are very limited.

00:39:21:28 - 00:39:26:17

But one way that we try to collect data is  
using BRFSS.

00:39:26:21 - 00:39:29:09

So we trying to collect the data,

00:39:30:06 - 00:39:33:15

among others in BRFSS in upcoming years.

00:39:33:15 - 00:39:35:09

So that's the only way.

00:39:35:09 - 00:39:37:18

But often we only have national data.

00;39;37;23 - 00;39;38;29

Thanks Sohyun.

00;39;38;29 - 00;39;42;22

And I would add,

we did have some state level data

00;39;42;22 - 00;39;44;12

for young children

00;39;44;12 - 00;39;47;22

in collaboration BRFSS from

the National Survey of Children's Health.

00;39;48;22 - 00;39;51;03

That was

one of the articles we shared earlier.

00;39;51;04 - 00;39;52;14

So thank you.

00;39;54;00 - 00;39;56;05

Ann, next question is for you.

00;39;56;05 - 00;39;59;02

How do public health agencies

go about funding successful

00:39:59:02 - 00:40:02:23

social marketing campaigns  
like the one that you shared with us and

00:40:03:24 - 00:40:06:14

what can be done to help sustain  
those year to year?

00:40:08:11 - 00:40:08:23

Thanks.

00:40:08:23 - 00:40:10:24

Those are great question.

00:40:10:27 - 00:40:13:05

Again,

I mentioned that Play Every Day has been able

00:40:13:05 - 00:40:17:12

to be sustained for ten years  
and that really has come from

00:40:17:20 - 00:40:21:08

some innovation inside our team  
to come up with ways

00:40:22:06 - 00:40:24:17

to to braid funding from multiple



00;40;24;17 - 00;40;27;19

funding sources together.

00;40;27;19 - 00;40;32;28

So what we've learned over the years  
is that one grant or one source of funding

00;40;32;28 - 00;40;36;02

typically doesn't  
have enough available dollars in it

00;40;36;16 - 00;40;40;04

or it can't be used for all parts  
of the social marketing process,

00;40;40;04 - 00;40;45;05

everything from focus groups  
to creation to placement, to evaluation.

00;40;45;13 - 00;40;49;24

But by working together across  
different programs and different grants,

00;40;50;06 - 00;40;54;01

we can braid that together and have it

00;40;54;04 - 00;40;57;04

go toward the functions of the process  
that we need it to.

00;40;57;13 - 00;41;02;15

And then as funding fluctuates over  
the years, we can adjust budgets that way.

00;41;02;15 - 00;41;06;17

And that's really been the way that we  
have been able to continue this campaign.

00;41;06;29 - 00;41;10;06

And we've borrowed from that strategy  
when we have launched new

00;41;10;11 - 00;41;14;06

social marketing campaigns  
for other health promotion issues as well.

00;41;14;27 - 00;41;15;18

Thank you.

00;41;16;27 - 00;41;17;29

Fran, if I can direct the

00;41;17;29 - 00;41;21;02

question to you, is milk  
considered a sugary drink?

00;41;22;11 - 00;41;26;16

While flavored

milk would be considered a sugary drink

00;41;26;16 - 00;41;30;09

because it has added  
sugars, the naturally occurring sugar

00;41;30;09 - 00;41;34;10

that is in milk does not put it  
into a category of sugary drinks.

00;41;34;20 - 00;41;37;23

Now, I must add that  
I am not a registered dietitian,

00;41;37;23 - 00;41;41;02

but that is my understanding  
of the drinks.

00;41;41;02 - 00;41;42;25

And we do,

00;41;42;25 - 00;41;47;19

even though the report I shared we looked  
at other types of children's drinks

00;41;48;21 - 00;41;52;14

and in that particular report  
we did not look at flavored milks.

00:41;52;23 - 00:41;55;28

But when we collect data  
or do other research,

00:41;55;29 - 00:42;00;02

we want to understand a child's  
sugary drink consumption,

00:42;00;07 - 00:42;04;01

we do measure their consumption  
of flavored milk or parents

00:42;04;01 - 00:42;05;17

serving of flavored milk to the child.

00:42;06;23 - 00:42;09;18

I want to acknowledge  
we've got a couple of questions in the Q&A

00:42;09;18 - 00:42;12;22

about the American Heart Association  
recommendation for added sugar

00:42;13;04 - 00:42;17;13

and it not being totally in sync  
with the Dietary Guidelines for Americans,

00:42;17;13 - 00:42;19;01

I just would point out that they

00;42;19;01 - 00;42;22;22

both recommend that we lower added  
sugar intake and that they both recommend

00;42;22;22 - 00;42;25;24

that their young children  
don't have any added sugars.

00;42;25;24 - 00;42;29;17

And as you probably know,  
the Dietary Guidelines for Americans

00;42;29;17 - 00;42;33;18

that the new committee is in session now

00;42;33;18 - 00;42;36;11

and will be having a new edition in 2025.

00;42;37;17 - 00;42;39;18

Sohyun, if I can direct this question to you,

00;42;39;29 - 00;42;43;23

why did the authors use the greater

00;42;43;23 - 00;42;47;22

than 15% of the DGA recommendation  
as a cut off for high consumers?

00;42;48;21 - 00;42;50;15

There's so for

00;42;50;15 - 00;42;52;04

was it based on two things?

00;42;52;04 - 00;42;56;18

So it was also based on the data  
distribution and as well as messaging.

00;42;57;14 - 00;43;00;11

So we also have another paper

00;43;00;11 - 00;43;03;12

actually published,  
but it wasn't presented today.

00;43;03;20 - 00;43;06;20

So we have  
we wanted to have consistent messaging of

00;43;06;20 - 00;43;09;28

what is we  
define as high consumers say was

00;43;11;09 - 00;43;13;21

1.5 times higher in that case

00;43;13;25 - 00;43;18;22

was one third of youth or adults  
were falling into the category.

00;43;20;01 - 00;43;23;06

And Ann, the next question is for you.

Was there any feedback

00;43;23;06 - 00;43;26;13

from families on social  
or marketing materials that surprised you?

00;43;26;27 - 00;43;29;18

Like type of messaging or what was more

00;43;29;18 - 00;43;31;23

or less effective  
that your team thought it would be?

00;43;32;23 - 00;43;33;01

Yeah.

00;43;33;01 - 00;43;35;01

One of my favorite parts

00;43;35;01 - 00;43;38;26

of working the social marketing process  
is these focus groups.

00;43;39;03 - 00;43;42;29

You get parents in the room  
for a couple hours and you hear

00:43:43:13 - 00:43:46:26

just really great stories  
of their real life experiences.

00:43:47:00 - 00:43:49:07

What makes sense to them, what doesn't?

00:43:49:07 - 00:43:52:18

I think some of the things and like I  
said, we're doing focus groups right now.

00:43:52:18 - 00:43:54:18

We just did one on two nights ago.

00:43:54:18 - 00:43:55:25

I'm going to do one tonight again.

00:43:55:25 - 00:44:00:29

And and we hear we hear that parents  
are starting to serve sugary drinks

00:44:00:29 - 00:44:05:03

at really young ages, sometimes  
one to sometimes younger than one.

00:44:05:29 - 00:44:08:01



The common drinks that we're seeing, as

00;44;09;01 - 00;44;10;10

you heard the term gateway

00;44;10;10 - 00;44;13;16

drinks before, but chocolate flavored  
milk is a big one.

00;44;14;02 - 00;44;16;11

Fruit drinks is the other leading one.

00;44;16;11 - 00;44;20;11

I think what we hear more and more  
and we're exploring new messaging on

00;44;20;11 - 00;44;24;11

this front is the the great confusion  
between what is a fruit drink

00;44;24;20 - 00;44;28;05

and what is a fruit juice  
and how to tell the difference

00;44;28;05 - 00;44;32;06

and how much of even a fruit  
juice should be consumed.

00;44;32;08 - 00;44;34;28

So these are some of the things  
that we're exploring.

00;44;34;28 - 00;44;37;25

And then, you know, in Frances' great talk.

00;44;37;25 - 00;44;42;03

All of these words on these front  
labels are so confusing to parents.

00;44;42;03 - 00;44;45;27

And so a number of our messages,  
when you go on our website,

00;44;45;27 - 00;44;49;10

we have a library of all of our messages  
we've made for physical activity

00;44;49;10 - 00;44;51;23

and for sugary drinks,  
you're welcome to look through them all.

00;44;51;23 - 00;44;55;00

But we've done a lot of work  
trying to get parents

00;44;55;00 - 00;44;58;06

to look beyond the front label  
where those buzzwords are

00;44;58;06 - 00;45;02;23

and to turn the bottle around and look for  
the includes added sugars line

00;45;03;05 - 00;45;06;26

and sort of the truth  
of what is really in these drinks.

00;45;08;04 - 00;45;08;21

Janelle, can I

00;45;08;21 - 00;45;11;21

just add to that, if you don't mind?

00;45;11;24 - 00;45;14;20

I kind of alluded to,  
but I didn't go into detail

00;45;15;00 - 00;45;17;23

Ann, I'm really not surprised at all  
by what you're

00;45;17;23 - 00;45;20;09

hearing from parents,  
because I've heard the same thing, too.

00;45;20;23 - 00;45;22;20

One thing that we just studied is

00;45;22;20 - 00;45;25;12

what would happen

if you put on the front of package.

00;45;25;23 - 00;45;30;13

If a product contained added sugars, diet

sweeteners and the percent juice

00;45;30;22 - 00;45;34;07

on these children's drink products,

the flavor, you know, the sweetened

00;45;34;07 - 00;45;37;24

and the unsweetened ones

just in a very simple box.

00;45;38;03 - 00;45;42;06

And we found that it really helped

parents understand

00;45;43;03 - 00;45;46;29

what was a sugary drink, what wasn't,

and it reduced their perceived

00;45;46;29 - 00;45;50;14

healthfulness of fruit drinks,

which I think is really important.

00:45:51;11 - 00:45:54;02

But, you know,  
this is something, again, we need to

00:45:54;02 - 00:45:57;21

we are going to be putting in a petition  
to the FDA for changes.

00:45:58;11 - 00:46:02;11

But company, you know,  
the industry is really resistant

00:46:02;11 - 00:46:06;04

to change  
because they know how these work.

00:46:06;04 - 00:46:11;13

They know that it confuses parents  
and so I expect that there'll be

00:46:11;13 - 00:46:15;03

a lot of pushback, just as there is  
with other things happening right now.

00:46:15;21 - 00:46:19;00

So it's really frustrating  
because in a way it's really transparency

00:46:19;00 - 00:46:19;22

of information.

00;46;19;22 - 00;46;22;02

It's not really telling people what to do.

00;46;22;08 - 00;46;24;19

It's giving people information  
for them to decide.

00;46;24;29 - 00;46;27;08

And I think that's something really  
everybody could get behind.

00;46;28;14 - 00;46;28;26

Thanks.

00;46;28;26 - 00;46;31;12

And I have another question for you, Fran.

00;46;32;01 - 00;46;36;03

It says the industry spends money  
on marketing sugar sweetened beverages and

00;46;36;03 - 00;46;39;28

targets and sort of targeting marketing,  
marketing to communities of color.

00;46;39;28 - 00;46;43;05

And could you say something on effective

and promising

00;46;43;11 - 00;46;46;08

strategies to counter that?

00;46;46;08 - 00;46;49;05

Yeah, I mean, the targeted marketing work

00;46;49;05 - 00;46;53;12

that we do

is it's really challenging to all

00;46;53;13 - 00;46;57;01

we need to have to be for companies

to be accountable.

00;46;57;07 - 00;47;01;28

What we what we have found is that we

look at the numbers in terms

00;47;01;28 - 00;47;06;25

of advertising placement on black targeted

channels, on Spanish language channels

00;47;06;25 - 00;47;11;06

and their reach and we see that

the least healthy foods are put

00;47;11;06 - 00;47;15;12

there are very little healthy foods are  
placed on these types of channels.

00;47;15;26 - 00;47;19;21

And then we look at the company  
statements, and the company statements

00;47;19;21 - 00;47;23;22

have a lot of statements  
about caring about the communities,

00;47;23;29 - 00;47;27;24

about other DEI initiatives,  
and they really run counter

00;47;27;24 - 00;47;31;03

to what we're seeing,  
where they actually put their money.

00;47;31;10 - 00;47;35;04

Because if you cared about the communities  
that you're serving in, that

00;47;35;24 - 00;47;38;24

you you're explaining  
or your best customers, you would

00;47;39;04 - 00;47;43;23

market better products instead of picking



the least healthy products that you have

00;47;44;02 - 00;47;48;17

and placing those on particular channels  
to reach particular audiences.

00;47;48;27 - 00;47;53;10

Shining a light on these practices  
is important for the research,

00;47;54;04 - 00;47;58;12

but we do ask for policies  
different types of policies,

00;47;59;05 - 00;48;00;26

for media companies

00;48;00;26 - 00;48;04;29

to create policies, for example,  
about the percentage of products

00;48;04;29 - 00;48;06;21

that should be healthy,  
that need to be healthy,

00;48;06;21 - 00;48;10;17

or that there's some sort of standard  
that's put in place.

00:48;11;06 - 00:48;15;23

But, you know, it's it's it's really hard  
to get companies to change.

00:48;15;23 - 00:48;20;22

And I, I think we know that  
that's frequently is part of the problem

00:48;20;22 - 00:48;22;04

is that we

00:48;22;04 - 00:48;24;20

you know companies don't want to change  
because what's working

00:48;25;04 - 00:48;28;15

is is bringing them dollars  
and they're not really in the business

00:48;28;15 - 00:48;29;05

of public health.

00:48;29;05 - 00:48;31;13

They're in the business of of profit.

00:48;32;04 - 00:48;36;26

So I think that we need to put policies  
in that create a level playing field.

00;48;36;26 - 00;48;40;27

Government policies are things  
that do that so that one company doesn't

00;48;41;03 - 00;48;45;09

lose market share to another if they try  
to, say, promote healthier products.

00;48;45;24 - 00;48;48;13

But if there was a government policy  
that went across everybody

00;48;48;21 - 00;48;51;23

and no one would have to,  
you know, stick their neck out

00;48;52;04 - 00;48;55;14

and lose profits. Thank you.

00;48;56;15 - 00;48;58;21

Sohyun, we have a couple of data questions.

00;48;58;21 - 00;49;03;07

So, one, is there any data source  
for artificially artificially sweetened

00;49;03;07 - 00;49;04;17

beverage consumption?

00;49;04;17 - 00;49;07;00

And I'll just asked the other one to  
and maybe you can add them together.

00;49;07;07 - 00;49;09;10

Were you able at all to look at

00;49;10;04 - 00;49;12;14

sugar intake amongst Asian adults.

00;49;14;01 - 00;49;17;15

For the artificial sweeteners?

00;49;17;15 - 00;49;18;04

Probably.

00;49;18;04 - 00;49;22;10

NHANES could be,  
but there isn't really data source.

00;49;22;10 - 00;49;27;13

So it's only, the national data, NHANES.

And the Asian population

00;49;28;04 - 00;49;30;29

they were included as other race groups.

00;49;31;16 - 00;49;35;21

Due to the small sample size, we cannot

really pull out only the population.

00;49;36;14 - 00;49;41;25

But in overall the other population  
that include Asian population,

00;49;42;00 - 00;49;45;26

their consumption is lower than others.

00;49;46;15 - 00;49;47;03

Thank you.

00;49;47;03 - 00;49;49;19

Well,

I see we're running to the end of time,

00;49;49;19 - 00;49;54;12

so I'd like to thank all our panelists  
today for a great DNPAO seminar series.

00;49;54;23 - 00;49;57;22

As I said earlier,  
this will be on our website.

00;49;57;22 - 00;50;00;12

So if you want to go back  
and watch it again or you know

00;50;00;13 - 00;50;02;22

you heard something,  
you want to think about some more,

00;50;02;22 - 00;50;03;20

you can check it out.

00;50;03;20 - 00;50;06;20

Our previous seminars are also hosted  
there.

00;50;07;07 - 00;50;10;18

Um, we'd like to wrap this  
just a few minutes early

00;50;10;18 - 00;50;13;15

because we're the Division of Nutrition,  
Physical Activity, and Obesity.

00;50;13;15 - 00;50;16;00

So I encourage you  
to take these last couple of minutes

00;50;16;00 - 00;50;18;02

to walk around your house,  
get a few steps in.

00;50;18;03 - 00;50;21;04

So thank you again to our panelists  
and thank you all for joining us today for

00;50;21;04 - 00;50;22;15

the seminar series. Thanks.