

# Addressing the problem from many angles: Building a Community-wide Campaign



## **Recipe for a campaign: What is needed to change health behaviors**

- Sustained, not short-lived
- Large in scale
- Wide in reach
- Backed by research to better understand the audience
- Effective messages focused on changing behaviors
- Multiple means to deliver educational messages
- On-the-ground programs
- Community support

**Building awareness:  
Increasing knowledge about childhood obesity**



# Changing behaviors: Motivating Alaska families to move more

The screenshot shows the website for the '60 Minutes a Day' campaign. At the top, there is a navigation bar with links for 'my Alaska', 'My Government', 'Resident', 'Business in Alaska', 'Visiting Alaska', and 'State Employees'. Below this is the Alaska Department of Health and Social Services logo and the text 'Division of Public Health'. A search bar is located on the right side of the header. The main content area features a large red banner with the text 'Get out and Play. Every day.' and a silhouette of a person jumping. To the right of the banner is the text 'Raising healthy kids in Alaska!'. Below the banner is a navigation menu with links for 'Home', 'Learn the Facts', 'Take the Challenge', 'Why We Play', and 'Blog'. There are also social media icons for Facebook, Twitter, YouTube, and Pinterest. The main content area is divided into several sections: a blue box with 'Get out and play. 60 minutes every day.', a green box with 'Take the Healthy Futures Challenge!', and a red box with 'Know your child's BMI'. The central section features a circular image of a family in a park with mountains in the background, and text that reads 'Get out and play. 60 minutes every day. Be active with your family. Our kids need an hour of physical activity each day to be healthy.' Below this is a red box with the text '60 Minutes a Day' and a paragraph: 'Your child goes to school and tells you at the end of the day that he had gym class. Maybe he also played at recess. Or he has baseball practice that night.' Below this is another paragraph: 'Does all of this add up to enough daily physical activity for the best health possible?' and a final paragraph: 'Well, that depends on how much activity he got when you add up all the minutes in gym class, recess and sports practice.' To the right of the main content area is a sidebar with links for 'Be a hero to your kids!', 'Media', 'Resources', and 'About this Campaign'. At the bottom right, there is a section titled 'Play Every Day!!' with three icons: 'COLD WEATHER' (snowflake), 'INDOOR' (house), and 'WARM WEATHER' (sun).

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Division of Public Health

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Get out and Play. Every day. Raising healthy kids in Alaska!

Home | Learn the Facts | Take the Challenge | Why We Play | Blog |

Get out and play. 60 minutes every day.

Take the Healthy Futures Challenge!

Know your child's BMI

Get out and play. 60 minutes every day. Be active with your family. Our kids need an hour of physical activity each day to be healthy.

**60 Minutes a Day**

Your child goes to school and tells you at the end of the day that he had gym class. Maybe he also played at recess. Or he has baseball practice that night.

Does all of this add up to enough daily physical activity for the best health possible?

Well, that depends on how much activity he got when you add up all the minutes in gym class, recess and sports practice.

Be a hero to your kids!

Media

Resources

About this Campaign

Play Every Day!!

COLD WEATHER INDOOR WARM WEATHER

# Partnering for physical activity: Alaska athletes and parents

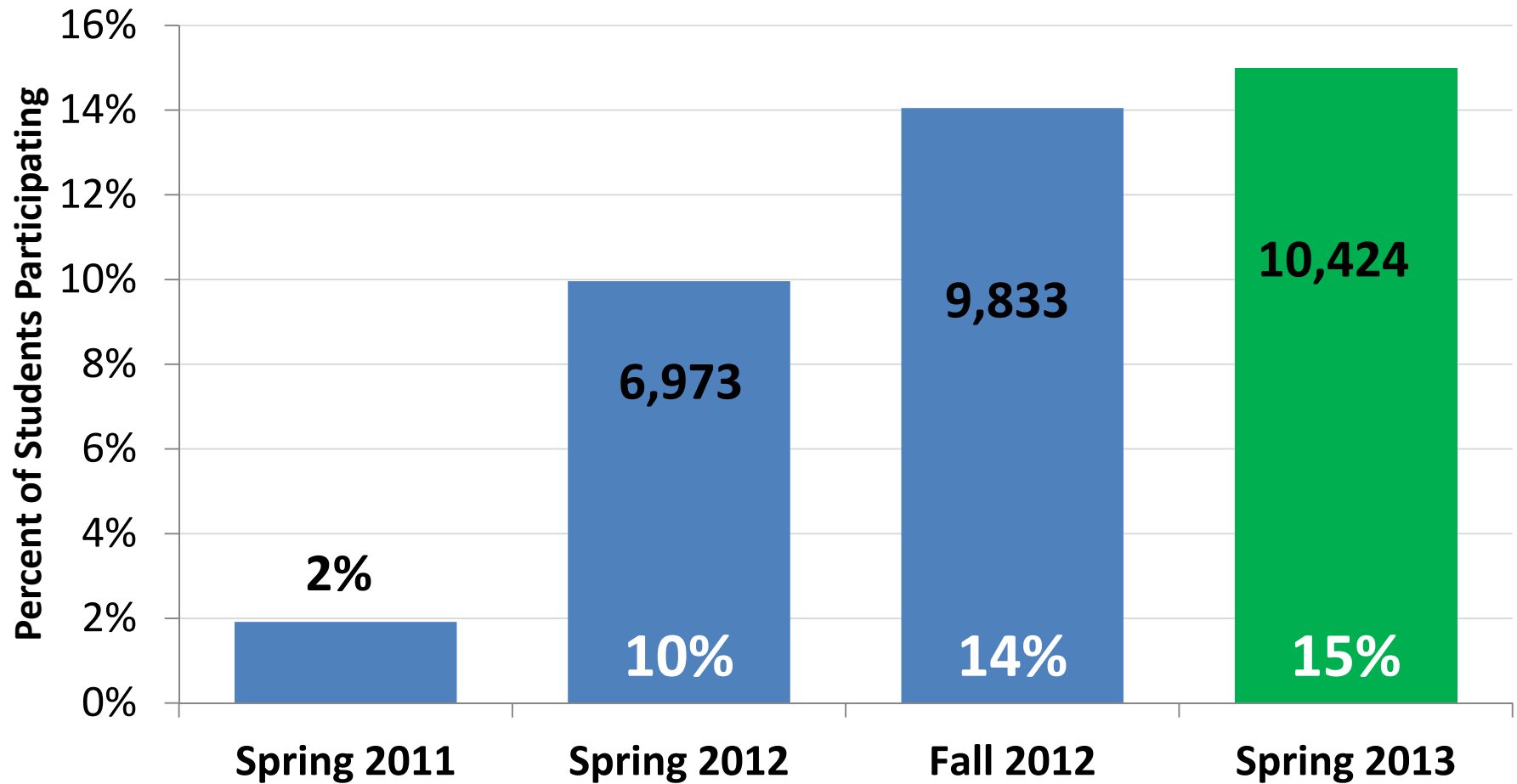


**Ma'o Tosi: Alaska father, athlete and advocate for children**

# Partnering for physical activity: Doesn't matter what you do: Get out and play



# Gaining momentum: Alaska children complete Healthy Futures Challenge



# Large in scale, wide in reach: Schools across Alaska take on the Challenge

