



# Activity Spotlight: Play Every Day Partnership



Through its Wellness Strategies for Health (WSH) Program\*, the Alaska Native Tribal Health Consortium's (ANTHC) Alaska Native Epidemiology Center (EpiCenter) supports healthy living and chronic disease prevention for Alaska Native peoples statewide. To promote physical activity among rural Alaska Native peoples, ANTHC partnered with the State of Alaska's Play Every Day

media campaign, which focuses on childhood obesity prevention.

Prior to the partnership, the majority of Alaska media messaging

encouraging physical activity featured Alaska's urban areas with urban participants and activities. Partnering with Play Every Day provided an opportunity to create public service announcements (PSAs) promoting physical

activity in Alaska's rural communities.

In 2016, the first PSAs were released—coinciding with the Summer Olympics.

Along with the PSA's rural focus, the broadcast media buys were targeted specifically to reach rural Alaska. After the release, the media campaign continued with printed and digital media to schools, clinics, and Tribal Health Organizations (THOs) throughout Alaska. In 2018, two more PSAs and accompanying media material were created and distributed statewide.

This campaign highlights physical activities throughout Alaska, giving ANTHC and the State of Alaska the ability to share physical activity stories inspired by and relevant to Alaska Native people and rural Alaska residents.

PSAs can be viewed at [youtube.com/ANTHCepicenter](https://youtube.com/ANTHCepicenter) or [youtube.com/playeverydayAK](https://youtube.com/playeverydayAK).



## - Background -

The EpiCenter's WSH Program, part of the Centers for Disease Control and Prevention (CDC) Good Health and Wellness in Indian Country (GHWIC), promotes community chosen and culturally-responsive policy, systems, and environmental improvements to support healthy living and chronic disease prevention among Alaska Native and American Indian peoples. By providing leadership, technical assistance, and training opportunities to THOs statewide, WSH supports ANTHC's vision that "Alaska Native people are the healthiest people in the world."

View more at [anthctoday.org/epicenter/wsh.html](https://anthctoday.org/epicenter/wsh.html).

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