

executive summary



Alaska's children should grow up in a healthy home, school and community environment where they can eat healthy and nutritious food and play every day to maintain a healthy weight throughout their lives. Kids need to build the skills and knowledge to make good choices. We can improve their access and ability to make those choices by fostering supportive environments at home, at school and in the community.

Vision

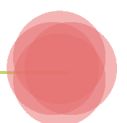
Healthy Alaska Kids

Mission

Reverse the upward trend of childhood overweight and obesity prevalence and its impact on the Alaska economy to improve the well-being of current and future Alaskans.

Six Indicators for Promoting Healthy Kids

- 1 : Increase Breastfeeding Initiation, Duration and Exclusivity
- 2 : Increase Fruit & Vegetable Consumption
- 3 : Increase Physical Activity
- 4 : Decrease Sugar-Sweetened Beverage Consumption
- 5 : Decrease Energy-Dense Food Consumption
- 6 : Decrease Non-Academic Screen Time



Priority Areas

- Priority 1 :** Promote comprehensive, high quality physical and health education (K-12) for Alaska students.
- Priority 2 :** Promote adoption and integration of evidence-based or consensus guidelines for prevention, screening, diagnosis, and treatment of overweight and obesity from pregnancy through adolescence by primary healthcare providers.
- Priority 3 :** Improve access to healthy choices and healthy environments for parents and children, to increase healthy eating, physical activity, and breastfeeding.
- Priority 4 :** Maintain a comprehensive public education and communications effort that uses a social marketing approach to promote physical activity and other health messages for children and their families.

Building an Alliance

No one can achieve this ambitious vision alone. The Alaska Alliance for Healthy Kids, convened in summer 2013, represents many organizations and individuals committed to improving children's health through environmental and systems change in Alaska communities.

