

Promoting Healthy Behavior

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Promoting Healthy Behavior

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
703	Nutrition Education and Behavior		50%		
724	Healthy Lifestyle		50%		
Total			100%		

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2007	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	4.0	0.0	0.0
Actual	0.0	3.0	0.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	212389	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	223861	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	48015	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

Several health education activities focusing on nutrition and health were held in the form of workshops, seminars, and classes. These programs were held at schools, nutrition sites, assisted facilities, churches and community action centers.

A program targeting wellness, "A Healthy Weigh of Life," was implemented to teach youth and adults how to take control of their health by making healthy choices. The program consists of three components: Nutrition, Physical Activity, and Behavior Change. Each lesson was taught once a week for at least twelve weeks. Each session lasted approximately one (1) hour and provided an action plan for achieving and maintaining better health. Visual aids and food demonstrations were used to encourage participants to make healthy lifestyle changes. Exercise classes were offered twice a week to motivate adult participants to be more active while youth participated in daily physical education classes during school.

A New Leaf...Choices for Healthy Living allowed participants the opportunity to acquire knowledge of the importance of incorporating nutrition and physical activity into their lifestyle to have long-term impacts on families and ultimately on communities. This program targeted the reduction of risk factors such as high blood pressure, elevated blood glucose levels, and overweight/obesity associated with the chronic diseases, cardiovascular disease and diabetes. Twelve classes were taught in this area for one and one-half hours each week.

Programming specifically targeted toward increasing the number of African American males screened for prostate cancer was also conducted in the Black Belt counties.

In addition, the Macon County Senior Olympics provides senior citizens from Barbour, Bullock, Macon, Montgomery and Tallapoosa counties the opportunity to participate in a variety of physically challenging activities and games. Free health screenings are provided by nutrition and health professionals along with free health information and a healthy lunch is provided.

In West Alabama, programs were conducted on diabetes awareness, disease prevention and the health challenges facing young children in the school system. In recognition of Asthma Awareness, the entire month of May was allocated for the implementation of workshops, health fairs, and an Asthma Safari in collaboration with Sumter County Health Services. Several health education activities about nutrition and health were held in the form of workshops, seminars, and classes. These programs were held at schools, nutrition sites, assisted facilities, churches and community action centers.

2. Brief description of the target audience

Most of the targeted audiences were at risk youth and adults who were suffering from overweight, obesity, diabetes, hypertension and other chronic diseases. African American men ages 40 and older were targeted as well as minority women ages 18-64. Senior adults were also targeted.

V(E). Planned Program (Outputs)

1. Standard output measures

Target for the number of persons (contacts) reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
Plan	300	100	300	300
2007	1665	100	1340	75

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year Target

Plan: 0

2007: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	Research	Total
Plan			
2007	0	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

This ETP will follow Outcome Evaluation Methods by Green and Kreuter, 1991. This type of evaluation will provide data concerning short-term effects of the program, including increased awareness and knowledge, expressed intentions to make recommended changes, and responses to public service announcements. The measures can be self reported (interviews with the intended audience) evident changes in the number of people being screened for a cardiovascular (CVD) risk factor at a local health fair or a comparative study (comparing CVD knowledge of participating audience and of similar group that did not receive the intervention).

Year	Target	Actual
2007	25	25

Output #2

Output Measure

Team launched various prevention campaigns through health fairs, displays, workshops, seminars, mass media, and roadside billboards. Also food demonstrations, have participants keep food record; bi-weekly exercise class; weekly weigh-ins; support group/counseling.

Year	Target	Actual
2007	{No Data Entered}	3180

V(G). State Defined Outcomes

O No.	Outcome Name
1	The outcome is to decrease the risk of degenerative diseases, improve the quality of life, maintain reasonable weight by monitoring caloric consumption, control disease through diet, exercise, medication, and stress management.
2	Participants will acquire knowledge, skills and awareness regarding: Body Mass Index (BMI), setting nutrition goals, essentials of nutrition, importance of physical activity behavior modification, meal and menu planning, body weight, food intake, health and fitness.

Outcome #1

1. Outcome Measures

Not reporting on this Outcome for this Annual Report

2. Associated Institution Types

3a. Outcome Type:

3b. Quantitative Outcome

Year	Quantitative Target	Actual
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3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
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V(H). Planned Program (External Factors)

External factors which affected outcomes

Economy

Brief Explanation

The economy was a factor in the expected outcomes of health and wellness programs. Increasing cost of fresh fruits, vegetables, dairy products and eggs caused many of the participants that were economically challenged from being able to afford these items. The excessive price of gasoline has also caused many individuals to shift priorities, choosing instead to purchase gasoline to travel to and from work rather than purchase higher priced food items.

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

Before-After (before and after program)

Evaluation Results

As a result of health and wellness programs provided by TUCEP, 68 youth and over 400 adults were exposed to reliable nutrition and health information. While all participants experienced increased awareness of health issues, 41 adults and 57 youth experienced an increase in knowledge which was evaluated by pre/post tests and testimonials. Daily food logs, physical activity logs and testimonials also showed a change in action of participants.

Key Items of Evaluation

More comprehensive health-related programs are needed throughout the Black Belt counties, especially recreational facilities.

Many of the local grocery stores located throughout the Black Belt counties fail to carry adequate supplies of fresh fruits and vegetables at affordable prices.

Healthy food preparation continues to be a challenge due to lack of knowledge, skills, and access to healthy food choices.