

V(A). Planned Program (Summary)

Program # 5

1. Name of the Planned Program

FAMILY, YOUTH, AND COMMUNITY

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
802	Human Development and Family Well-Being	80%		77%	
806	Youth Development	20%		23%	
	Total	100%		100%	

V(C). Planned Program (Inputs)

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	22.0	0.0	5.0	0.0
Actual	20.0	0.0	5.0	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
56389	0	18769	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
88764	0	63337	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

Issue

Physical inactivity and poor dietary habits have been associated with increased risk of weight gain, diabetes, heart disease and metabolic syndrome. The Arizona Department of Health reports that obesity and overweight affect 60 percent of Arizona's population. Nationwide, 18 million people have full-blown diabetes and another 41 million already have pre-diabetes. Almost 65 percent of adults are either overweight or obese and 20 to 30 percent of children are overweight or at risk for becoming overweight. In light of the links to adverse health outcomes and the continued increase in the prevalence of overweight and obesity in the United States, promoting daily physical activity has emerged as an important strategy for obesity and disease prevention efforts. Walking is a local, inexpensive and convenient way to develop fitness and healthy habits.

What has been done

The "Walk Across Arizona" grassroots initiative started in 2001 as a pilot project in an Arizona retirement community. It has since expanded statewide with 14 of the 15 Arizona counties participating at some point. In 2009, the walking program was reorganized and changed to an 8-week walking program designed for teams of 10 people each, administered through Arizona Cooperative Extension and the UA's Community Health Advancement Partnership. Teams of friends, neighbors, co-workers and families include people of all ages, from children to senior citizens. Participants in Walk Across Arizona during 2010 ranged in age from 10 to 92 years, including two 89-year-old twins who also serve on the task force. Each county has a link on the Walk Across Arizona site, where team captains can access forms and record weekly miles, and county coordinators can manage the program and update local activities. Nutrition, energy levels, social interaction and other factors are also tracked. Weekly newsletters provide encouragement to increase physical activity, vegetable and fruit consumption with tips and nutritious recipes.

Impact

During 2001, the first year of the Walk Across Arizona campaign, 34 teams with 329 registered participants walked 48,872 miles. By 2010, the number of teams had expanded to 113, with up to 10 individuals per team (973 registered participants in Maricopa, Pima, Pinal and Navajo counties), who walked a total of 223,153 miles. Statewide since its inception, 1,088 teams with 9,529 participants (some repeated) from 14 of Arizona's 15 counties have reported walking over 2 million miles.

Data analyzed from exit surveys of the 2010 participants identified the top three benefits of participation: 1) Increased the exercise they were already doing (52 percent), 2) Increased their energy (38 percent), and 3) Helped them to feel less stressed (36 percent). In Pima County, participants reported walking more miles during the second half of the campaign, from 4.59 (n=420) at entry to 5.00 at wrap-up (n =428). Daily vegetable consumption increased from 1.3 cups at entry to 1.5 cups at wrap-up (n=513) and daily fruit consumption increased from 1.10 cups at entry to 1.14 cups at wrap-up.

There was an 82 percent increase in the number of participants, from pre- to post-testing, who agreed with the statement, "I currently participate in physical activity regularly (5 or more days a week), but have only done so for 1 to 6 months." The goal is for them to be involved in physical activity for 5 days per week and longer than 7 months; the increase shows they are moving in the right direction for behavioral change.

The response rate for Pima County with 570 participants on wrap-up forms was 92 percent, the highest response rate since the program started in 2001.

Issue

Leaders of rural communities continue to seek solutions to complex problems such as rural urban interface, the management and use of natural resources, economic development, regional planning, and communicating information on key public policy issues. Now more than ever, it is apparent that rural and agricultural leaders must be more knowledgeable and better trained to meet the growing demands and challenges facing Arizona.

What has been done

The Center for Rural Leadership (Project CENTRL) was developed by The University of Arizona Cooperative Extension under a seed grant from the W. K. Kellogg Foundation. Its mission is "To assist highly motivated leaders improve and expand their leadership skills to become more effective and responsive in meeting the needs of rural people in public affairs." Toward this end, Project CENTRL is an intensive two-year educational program focused on developing the leadership and problem-solving skills needed for handling complex contemporary issues. The CENTRL experience includes six highly interactive seminars in Arizona, an international study tour in Sonora, Mexico, and a final national seminar in Washington D. C. An assigned internship project, which is designed to apply the leadership skills learned in Project CENTRL, is also an integral part to the CENTRL experience. The program creates a statewide network with over 500 graduates in communities throughout rural Arizona.

Impact

A comprehensive follow-up study to measure the effectiveness of the two year leadership program over the past 25 years served as an internship project for a recent graduate of CENTRL Class XIX. An alumni survey instrument was developed and distributed to 446 graduates of Class 1-18 with a 43.7 percent response rate that included representation from all previous classes.

- Survey results indicated 98 percent of graduates rated their Project CENTRL experience as "Excellent" (77 percent) or "Above Average" (21 percent). More importantly, over 80 percent of graduates indicated their understanding of rural issues "Increased greatly" after completing the two-year program.

- A strong indicator of achieving CENTRL's vision of inspiring a life-long journey of leadership is the number of graduates who are serving in elected and appointed offices. Two graduates were recently re-elected to the Arizona House of Representatives and one into the Arizona Senate. A rancher and graduate of Class I who moved to South Dakota was recently re-elected to that state's House of Representatives and also chairs their Appropriations Committee.

- A request in the 2010 Fall Edition of CENTRL Connections Newsletter to identify CENTRL Alumni serving in elected offices revealed a total of 34 currently serving as state legislators, county supervisors, mayors, city council members, school board members, constables or commissioners in communities throughout rural Arizona.

- In addition to these elected positions, a growing number of graduates are volunteering their time in a variety of other leadership roles. More than 200 alumni attended a CENTRL Regional Connection or "CRC" in 2010, greatly strengthening the Project CENTRL network in rural Arizona. The distinguished list of over 500 alumni and the evidence contained in the published 25-year follow-up study are strong indicators of Project CENTRL's growing level of civic engagement and lifelong legacy of leadership for rural Arizona.

2. Brief description of the target audience

Parents, educators, youth, community groups

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Plan	6500	100000	70000	45000
Actual	6000	9900	69000	45000

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

Patent Applications Submitted

Year: 2010
 Plan: 0
 Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2010	Extension	Research	Total
Plan	15	44	
Actual	15	44	59

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of individuals participating in educational programs

Year	Target	Actual
2010	70000	65000

Output #2

Output Measure

- Number of educational events, training workshops and clinics

Year	Target	Actual
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2010

215

110

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Adoption of essential life skills by Arizona's youth that leads to a responsible, productive, and healthy life-style
2	Adoption of life building skills including self-discipline, responsibility and leadership

Outcome #1

1. Outcome Measures

Adoption of essential life skills by Arizona's youth that leads to a responsible, productive, and healthy life-style

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	7000	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

All who are interested in the well-being of Arizona's youth care about this issue.

What has been done

Military 4-H programs were implemented on all military bases in Arizona plus 5 bases in Japan and Korea.

Results

The positive aspects of a modern day 4-H program were enjoyed by all youth who participated in the programs.

4. Associated Knowledge Areas

KA Code	Knowledge Area
802	Human Development and Family Well-Being
806	Youth Development

Outcome #2

1. Outcome Measures

Adoption of life building skills including self-discipline, responsibility and leadership

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	14000	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Utilization of Vista and Americorp personnel

What has been done

29 Vista and Americorp individuals were employed/dedicated to county extension offices.

Results

Utilization of these individuals greatly increased capacity and outreach of the system.

4. Associated Knowledge Areas

KA Code	Knowledge Area
802	Human Development and Family Well-Being
806	Youth Development

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations

Brief Explanation

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

1. Evaluation Studies Planned

- After Only (post program)

Evaluation Results

Vista program was evaluated by Vista Headquarters in Phoenix, AZ and found to achieve all desired goals.

Key Items of Evaluation