

V(A). Planned Program (Summary)

Program # 4

1. Name of the Planned Program

Healthy Communities: Youth, Adults and Families

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
724	Healthy Lifestyle	20%		10%	
801	Individual and Family Resource Management	10%		15%	
802	Human Development and Family Well-Being	15%		20%	
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	15%		15%	
806	Youth Development	40%		10%	
903	Communication, Education, and Information Delivery	0%		30%	
	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	150.0	0.0	19.0	0.0
Actual	160.0	0.0	25.0	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
1099710	0	320100	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
4369550	0	2959675	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
6741490	0	545625	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

- Develop/identify theory- and evidence-based educational programs to promote healthy communities: youth, adults, and families.
- Disseminate, implement, and evaluate effectiveness of programs to promote healthy communities: youth, adults, and families.
- Strengthen collaborative capacity within K-State Research and Extension and among communities/ organizations to promote healthy communities: youth, adults, and families.
- Provide experiential learning opportunities for children and youth to address key and emerging issues that affect their growth and development.
- Deliver and evaluate evidence-based community-development strategies for positive youth development in structured out-of-school settings (e.g., after-school programs, youth-serving organizations, clubs).
- Strengthen the support for a volunteer development system through training and education on the experiential learning model, 4-H essential elements, ISOTURE model, age appropriate learning experiences and emerging aspects of youth development.

Note: ISOTURE: an extension model with tools for volunteer administration (Identification, Selection, Orientation, Training, Utilization, Recognition and Evaluation)

2. Brief description of the target audience

- Families and individuals of all ages living in Kansas, including populations with limited resources; low literacy skills; varying ethnicities; disabilities, diseases, or impairments; and documented or identifiable health disparities
- Economic stakeholders, and policy and funding agencies
- Health care and education professionals
- K-State Research & Extension faculty and staff with responsibilities for healthy communities: youth, adults, and families

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Plan	20000	0	12500	0
Actual	20295	0	30140	0

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	0	0	
Actual	5	0	5

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of educational programs delivered to increase knowledge of healthy communities: youth, adults, and families

Year	Target	Actual
2010	1000	1205

Output #2

Output Measure

- Number of program participants

Year	Target	Actual
2010	30000	62839

Output #3

Output Measure

- Number of educational programs to increase knowledge of volunteer development, ISOTURE, experiential learning and youth development competencies

Year	Target	Actual
2010	30	1475

Output #4

Output Measure

- Number of communities that participate in community capacity building trainings and activities led through Extension.

Year	Target	Actual
2010	40	60

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Percentage of participants who participate in regular physical activity
2	Number of substantial community projects that reflect shared participation in addressing community goals
3	Number of volunteer hours of community members engaged in community improvement programs
4	Number of volunteers, faculty and staff who understand and demonstrate the use of youth development competencies, life skills development, and the essential elements of a positive learning environment.
5	Number of youths who improve connectedness with parents, peers and other adults; improve their sense of social place/integration; improve attachments to prosocial/conventional institutions; express confidence in one's personal efficacy; demonstrate good emotional self regulation, coping, and conflict management skills.
6	Increased number of participants who have established financial goals to guide financial decisions toward financial security

Outcome #1

1. Outcome Measures

Percentage of participants who participate in regular physical activity

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	10	20

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Walking and other easily accessible physical activities are known to improve cardio-respiratory health, mental health/alertness and social connectedness in communities. Physical activity at recommended levels promotes overall health and well-being.

What has been done

Walk Kansas, one of KSRE's largest, sustained programs, contributes to the health and well-being of adults and children in nearly every county in Kansas. The 8-week physical activity campaign and team-challenge encourages adults to establish a physical activity "habit" that can be sustained throughout a lifetime. Various studies show that Walk Kansas is effective beyond the 8-week duration of the program. Participants identified through random selection that were assessed 6 months after the program did not demonstrate a significant decrease in moderate or vigorous activity between the program completion and 6-month follow-up. (The Society of Behavioral Medicine, 2008; Estabrooks, Bradshaw, Dzewaltowski, Smith-Ray.)

Results

Almost 19,000 individuals participated in the eight-week Walk Kansas program during 2010. Ninety-eight percent of the participants met the goal of 150 minutes of physical activity per week. Though only about 19% of Kansans consume the recommended amount of fruits and vegetables each day, 80% of Walk Kansas participants reported increasing fruit and vegetable consumption. Participants also reported they had increased energy (65%), better attitude (49%), improved sleep (41%), and decreased weight (41%).

4. Associated Knowledge Areas

KA Code	Knowledge Area
724	Healthy Lifestyle

Outcome #2

1. Outcome Measures

Number of substantial community projects that reflect shared participation in addressing community goals

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	700	1058

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Rural communities are struggling with lagging economies, loss of population, and declining engagement of citizens. The Kansas PRIDE program is an effort of Extension to engage citizens in community engagement through organized volunteer improvement efforts. These efforts recognize and support efforts that strengthen community agency and capacity building.

What has been done

The Kansas PRIDE (not an acronym) program supports and recognizes community volunteer groups organized for community betterment. The program is supported by the Kansas Department of Commerce, K-State Research and Extension, and Kansas PRIDE Inc. Bringing organizations together in communities is a key element of the success of PRIDE volunteer efforts. PRIDE reported working with 441 partner organizations to complete community improvement projects statewide.

Results

Through the involvement and support of Extension, community groups are organized and focused on community improvement efforts. In 2010, 80 communities participated in PRIDE program efforts. Each community developed projects that included focus areas of environmental improvements, health, human needs, and cultural events.

4. Associated Knowledge Areas

KA Code	Knowledge Area
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #3

1. Outcome Measures

Number of volunteer hours of community members engaged in community improvement programs

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	70000	59745

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The philosophy of community development that Kansas PRIDE encourages is based on the fundamental valuing of volunteer citizen participation. PRIDE is a community development program, not an acronym.

What has been done

The implications of this community agency and capacity building are far reaching. It is immediately evident that PRIDE builds social networks, strengthens public voice, aids community collective decision-making, and provides a broader network of citizen access to community resources and power. Through this work, we observe that communication networks and levels of community trust and involvement are strengthened. These aspects of community dynamics prove themselves valuable for expediency of community action or reaction, expanded provision of community services, and a higher level of community readiness and resiliency to address community issues or crises events.

Results

At the most current Kansas appraisal of the dollar value of volunteerism by the Independent Sector, the 59,745 hours of volunteerism equates to an investment valued at just over \$1,122,608. In addition to the volunteer hours generated, PRIDE communities reported raising \$181,204 in public and private funds to re-invest in their local community improvement efforts.

4. Associated Knowledge Areas

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

803	Sociological and Technological Change Affecting Individuals, Families, and Communities
806	Youth Development

Outcome #4

1. Outcome Measures

Number of volunteers, faculty and staff who understand and demonstrate the use of youth development competencies, life skills development, and the essential elements of a positive learning environment.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	3000	3800

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

A 1998 national study by the Bayer Corporation focuses our attention to assuring young children discover that science is all around them and is fun! A positive attitude toward science and math prior to 4th grade results in higher elective enrollment in those subjects in middle and high school as well as better overall academic success.

What has been done

Making science relevant in the lives of young people is the single most important outcome we strive to achieve. Kansas is making use of the latest age appropriate non-formal STEM (science/technology/engineering/math) inquiry-based experiential learning curriculum. 4-H Science Ready has been introduced at four workshops to more than 80 extension educators and master 4-H volunteers across the state.

Results

Through partnerships with the National 4-H Council, McPherson and Shawnee counties have established Cargill 4-H Food Science Clubs for middle school students. Ninety-one percent of the pilot students reported having fun with learning and 54% are considering science-related education paths.

4. Associated Knowledge Areas

KA Code	Knowledge Area
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806 Youth Development

Outcome #5

1. Outcome Measures

Number of youths who improve connectedness with parents, peers and other adults; improve their sense of social place/integration; improve attachments to prosocial/conventional institutions; express confidence in one's personal efficacy; demonstrate good emotional self regulation, coping, and conflict management skills.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	550	708

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Youths who are fully engaged in meaningful community improvement/ development projects report stronger ties to their communities and greater commitment their community's well-being and progress. The Get It Do It! program equips youth and adult partnerships to promote health in a manner tailored to small towns and their unique cultures. Through mini-grants, training, coaching, and participatory evaluation, local Get It Do It! teams comprised of PRIDE groups, young people and local Extension agents promote physical activity and healthy eating while strengthening youth engagement in small towns.

What has been done

Youth-adult partnerships in five communities successfully designed and implemented unique health promotion projects that: a) improved the physical activity settings (e.g., parks, trails), b) provided healthy eating and activity education, c) strengthened community social capital, and d) established opportunities for youth engagement and community belonging. Twenty-three percent of the total targeted populations across the five communities were served through these projects which generated \$22,327.79 in local support (2745 volunteer hours and \$2,300 local cash).

Results

At the end of project year, key informants in each community stated in anonymous post Axio surveys with--

100% agreement:

*Youth were involved and engaged in the project

- *Adults recognized the involvement and engagement of youth volunteers
- *Adults provided opportunities to improve the health and well-being of others in their community

80% agreement:

- *Youth increased their leadership skills by participating in project
- *Youth were involved and engaged in the project to improve the health and well-being of others in their community
- *Adults provided meaningful opportunities for youth to be involved and engaged
- *Adults provided opportunities for mentoring between youth and adults

A success story:

"It is positive when all ages come together to accomplish a project that was successful. The exercise stations are a wonderful addition to our City park. The goal to increase participation in physical activity of community members of all ages was accomplished." (S. M. of Grinnell)

4. Associated Knowledge Areas

KA Code	Knowledge Area
806	Youth Development

Outcome #6

1. Outcome Measures

Increased number of participants who have established financial goals to guide financial decisions toward financial security

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	100	5178

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Many individuals and families are experiencing financial crisis because of inadequate savings, health care costs, too much debt, and poor planning for potential major life events. Saving--the ability to set aside some money routinely from a stream of income--is at the heart of household asset development. Extension targets programs for financially vulnerable populations. The overall goal is for people to acquire the knowledge, skills, and motivation to make behavior changes that will build financial security, which is the cornerstone of prosperous communities, nurturing

neighborhoods, and strong families.

What has been done

Kansas places outreach focus on three primary financial programs: Kansas Saves; Medicare insurance decisions for prescription drug coverage; and financial decisions at Income tax sites for moderate to low-income clientele. The KSRE Financial Management program partners with the Kansas Department on Aging. More than 40 agents have received various levels of SHICK-Senior Health Insurance Counselors for Kansas training. Several KSRE local extension offices partner with a variety of IRS sponsored income tax sites in rural and urban areas, such as VITA-Volunteer Income Tax Assistance, and AARP. These sites target moderate to low-income Seniors, individuals and families. Approximately 5000 people were assisted directly at free income tax assistance sites and more than 10,000 were reached indirectly via KSRE media articles encouraging people to seek out free tax assistance sites in their locale.

Results

In early 2010, thirteen (13) agents who are fully Certified SHICK Counselors reported counseling 3105 Medicare beneficiaries in re-evaluating their Medicare Prescription Drug coverage. The new coverage choices resulted in \$1.3 million saved for Kansas beneficiaries overall, or a savings of \$343 per person who switched to a different Part D plan.

4. Associated Knowledge Areas

KA Code	Knowledge Area
801	Individual and Family Resource Management

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Appropriations changes
- Public Policy changes
- Competing Public priorities
- Competing Programmatic Challenges

Brief Explanation

{No Data Entered}

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

1. Evaluation Studies Planned

- Before-After (before and after program)
- During (during program)
- Time series (multiple points before and after program)

Evaluation Results

Key Items of Evaluation

Program Focus Teams (PFTs) are working with staff from the Office of Educational Innovation and Evaluation (OEIE). Self-assessment questions have been shared for PFTs to review their Action Plans. OEIE staff have been contracted to strengthen teams' understanding of the evaluation process and to help teams develop evaluation tools. We believe our beginning investment in evaluation will strengthen ability in PFTs, and across our K-State Research and Extension system.