

**V(A). Planned Program (Summary)**

**Program # 25**

**1. Name of the Planned Program**

Nutrition, Health and Physical Activity

**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	25%			
724	Healthy Lifestyle	50%			
806	Youth Development	25%			
	<b>Total</b>	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	15.7	0.0	0.0	0.0
Actual	13.0	0.0	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
476104	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
426250	0	0	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

Use direct and indirect methods to provide education and targeted messages on nutrition, physical activity, and self-care management. Some specific methods used will include group education, workshops, train-the-trainer strategies, newsletters, web-based education, and media efforts. In addition there will be

community level interventions through partnerships that will be developed. This will include working with local coalitions to develop awareness campaigns.

**2. Brief description of the target audience**

Adults, youth ages 3 through 18, low-income Missourians, pregnant women, adults 55 and older, volunteers, teachers and community members, school teachers and nurses, other adults interested in improving their quality of life.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Plan</b>	15000	25000	200000	10000
<b>Actual</b>	24944	38971	198727	28309

**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
<b>Plan</b>	1	0	
<b>Actual</b>	1	0	3

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- Number of program participants.

Year	Target	Actual
2010	200000	451246

**Output #2**

**Output Measure**

- Number of workshops, conferences, multi-session programs and fairs held.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2010	5000	10181

**Output #3**

**Output Measure**

- Number of media events.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2010	20	82

**Output #4**

**Output Measure**

- Number of partnerships formed.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2010	100	165

**Output #5**

**Output Measure**

- Number of community campaigns conducted.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2010	1	2

**Output #6**

**Output Measure**

- Number of website visits.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2010	500000	1730350

**Output #7**

**Output Measure**

- Number of volunteers trained.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
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<b>Output #8</b>	2010	100	468
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**Output Measure**

- Number of guide sheets distributed.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2010	175000	1998767

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Percent of participants reporting improved attitudes about healthy eating and physical activity.
2	Percent of participants who exhibit increased awareness/knowledge of physical activity recommendations for health.
3	Percent of participants who exhibit increased awareness/knowledge of healthy food choices.
4	Percent of participants who exhibit improved skill in selecting healthy foods.
5	Percent of participants reporting increased self efficacy about managing chronic conditions.
6	Percent of participants who report improved skills in preparation of healthy foods.
7	Percent that adopt one or more healthy food/nutrition practices.
8	Percent that begin or increase physical activity.
9	Percent that tries and accepts new foods.
10	Percent that increase participation in regular physical activity.
11	Percent that improve behavior changes based on MyPyramid and the Dietary Guidelines.

### **Outcome #1**

#### **1. Outcome Measures**

Percent of participants reporting improved attitudes about healthy eating and physical activity.

Not Reporting on this Outcome Measure

### **Outcome #2**

#### **1. Outcome Measures**

Percent of participants who exhibit increased awareness/knowledge of physical activity recommendations for health.

#### **2. Associated Institution Types**

- 1862 Extension

#### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

#### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	40	82

#### **3c. Qualitative Outcome or Impact Statement**

##### **Issue (Who cares and Why)**

Research indicates increased rates of obesity, type 2 diabetes, decreased physical activity, and low consumption of fruits, vegetables and whole grains among both adults and youth. This is a state and national concern due to the economic burden of obesity and the health consequences of chronic disease such as diabetes. Extension programs must provide adults and youth with the knowledge and skills needed to promote healthful eating and develop a lifelong interest in physical activity.

##### **What has been done**

MU Extension provides nutrition, health, and physical activity education for adults and youth. These programs provide basic food, nutrition and healthy lifestyle information that promote healthy food choices, physical activity and chronic disease prevention and management.

##### **Results**

Eighty-two percent (82%) of program participants report being more aware that they need to participate in 30 minutes of physical activity most days of the week to maintain their health.

#### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
703	Nutrition Education and Behavior
724	Healthy Lifestyle
806	Youth Development

**Outcome #3**

**1. Outcome Measures**

Percent of participants who exhibit increased awareness/knowledge of healthy food choices.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	40	93

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Research indicates increased rates of obesity, type 2 diabetes, decreased physical activity, and low consumption of fruits, vegetables and whole grains among both adults and youth. This is a state and national concern due to the economic burden of obesity and the health consequences of chronic disease such as diabetes. Extension programs must provide adults and youth with the knowledge and skills needed to promote healthful eating and develop a lifelong interest in physical activity.

**What has been done**

MU Extension provides nutrition, health, and physical activity education for adults and youth. These programs provide basic food, nutrition and healthy lifestyle information that promote healthy food choices, physical activity and chronic disease prevention and management.

**Results**

Ninety-three percent (93%) of program participants reported that they were more aware of the food they ate and how they could make healthier food choices.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
703	Nutrition Education and Behavior

724 Healthy Lifestyle  
 806 Youth Development

**Outcome #4**

**1. Outcome Measures**

Percent of participants who exhibit improved skill in selecting healthy foods.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2010	40	47

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Research indicates increased rates of obesity, type 2 diabetes, decreased physical activity, and low consumption of fruits, vegetables and whole grains among both adults and youth. This is a state and national concern due to the economic burden of obesity and the health consequences of chronic disease such as diabetes. Extension programs must provide adults and youth with the knowledge and skills needed to promote healthful eating and develop a lifelong interest in physical activity.

**What has been done**

MU Extension provides nutrition, health, and physical activity education for adults and youth. These programs provide basic food, nutrition and healthy lifestyle information that promote healthy food choices, physical activity and chronic disease prevention and management.

**Results**

Forty-seven percent (47%) of program participants demonstrated the ability to select healthier food and/or snack items following a nutrition education program.

**4. Associated Knowledge Areas**

**KA Code Knowledge Area**  
 703 Nutrition Education and Behavior  
 724 Healthy Lifestyle  
 806 Youth Development

## **Outcome #5**

### **1. Outcome Measures**

Percent of participants reporting increased self efficacy about managing chronic conditions.

### **2. Associated Institution Types**

- 1862 Extension

### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	0	46

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Research indicates increased rates of obesity, type 2 diabetes, decreased physical activity, and low consumption of fruits, vegetables and whole grains among both adults and youth. This is a state and national concern due to the economic burden of obesity and the health consequences of chronic disease such as diabetes. Extension programs must provide adults and youth with the knowledge and skills needed to promote healthful eating and develop a lifelong interest in physical activity.

#### **What has been done**

MU Extension provides nutrition, health, and physical activity education for adults and youth. These programs provide basic food, nutrition and healthy lifestyle information that promote healthy food choices, physical activity and chronic disease prevention and management.

#### **Results**

Forty-six percent (46%) of program participants reported that they felt more able to manage their personal health and chronic conditions at the end of the educational program.

### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
703	Nutrition Education and Behavior
724	Healthy Lifestyle
806	Youth Development

## **Outcome #6**

### **1. Outcome Measures**

Percent of participants who report improved skills in preparation of healthy foods.

### **2. Associated Institution Types**

- 1862 Extension

### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	40	19

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Research indicates increased rates of obesity, type 2 diabetes, decreased physical activity, and low consumption of fruits, vegetables and whole grains among both adults and youth. This is a state and national concern due to the economic burden of obesity and the health consequences of chronic disease such as diabetes. Extension programs must provide adults and youth with the knowledge and skills needed to promote healthful eating and develop a lifelong interest in physical activity.

#### **What has been done**

MU Extension provides nutrition, health, and physical activity education for adults and youth. These programs provide basic food, nutrition and healthy lifestyle information that promote healthy food choices, physical activity and chronic disease prevention and management.

#### **Results**

Nineteen percent (19%) of program participants felt they learned skills that would enable them to prepare healthy meals for themselves and their families.

### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
703	Nutrition Education and Behavior
724	Healthy Lifestyle
806	Youth Development

**Outcome #7**

**1. Outcome Measures**

Percent that adopt one or more healthy food/nutrition practices.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2010	0	86

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Research indicates increased rates of obesity, type 2 diabetes, decreased physical activity, and low consumption of fruits, vegetables and whole grains among both adults and youth. This is a state and national concern due to the economic burden of obesity and the health consequences of chronic disease such as diabetes. Extension programs must provide adults and youth with the knowledge and skills needed to promote healthful eating and develop a lifelong interest in physical activity.

**What has been done**

MU Extension provides nutrition, health, and physical activity education for adults and youth. These programs provide basic food, nutrition and healthy lifestyle information that promote healthy food choices, physical activity and chronic disease prevention and management.

**Results**

Eighty-six percent (86%) of program participants improved one or more healthy food and nutrition practices. This may include, but is not limited to, planning meals in advance, comparing prices, does not run out of food and using a shopping list.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
703	Nutrition Education and Behavior
724	Healthy Lifestyle
806	Youth Development

## **Outcome #8**

### **1. Outcome Measures**

Percent that begin or increase physical activity.

### **2. Associated Institution Types**

- 1862 Extension

### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	0	84

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Research indicates increased rates of obesity, type 2 diabetes, decreased physical activity, and low consumption of fruits, vegetables and whole grains among both adults and youth. This is a state and national concern due to the economic burden of obesity and the health consequences of chronic disease such as diabetes. Extension programs must provide adults and youth with the knowledge and skills needed to promote healthful eating and develop a lifelong interest in physical activity.

#### **What has been done**

MU Extension provides nutrition, health, and physical activity education for adults and youth. These programs provide basic food, nutrition and healthy lifestyle information that promote healthy food choices, physical activity and chronic disease prevention and management.

#### **Results**

Eighty-four percent (84%) of program participants began or increased the amount of physical activity they participated in most days of the week as a result of attending an educational program.

### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
703	Nutrition Education and Behavior
724	Healthy Lifestyle
806	Youth Development

## **Outcome #9**

### **1. Outcome Measures**

Percent that tries and accepts new foods.

### **2. Associated Institution Types**

- 1862 Extension

### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	0	75

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Research indicates increased rates of obesity, type 2 diabetes, decreased physical activity, and low consumption of fruits, vegetables and whole grains among both adults and youth. This is a state and national concern due to the economic burden of obesity and the health consequences of chronic disease such as diabetes. Extension programs must provide adults and youth with the knowledge and skills needed to promote healthful eating and develop a lifelong interest in physical activity.

#### **What has been done**

MU Extension provides nutrition, health, and physical activity education for adults and youth. These programs provide basic food, nutrition and healthy lifestyle information that promote healthy food choices, physical activity and chronic disease prevention and management.

#### **Results**

Seventy-five percent (75%) of program participants were more willing to try and accept new foods into their diet as a result of attending a nutrition education program. Research has shown that foods may need to be introduced into the diet as many as thirteen times prior to being accepted into the diet. Food tastings are an integral part of nutrition education, especially for youth nutrition education.

### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
703	Nutrition Education and Behavior
724	Healthy Lifestyle
806	Youth Development

**Outcome #10**

**1. Outcome Measures**

Percent that increase participation 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	0	61

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Research indicates increased rates of obesity, type 2 diabetes, decreased physical activity, and low consumption of fruits, vegetables and whole grains among both adults and youth. This is a state and national concern due to the economic burden of obesity and the health consequences of chronic disease such as diabetes. Extension programs must provide adults and youth with the knowledge and skills needed to promote healthful eating and develop a lifelong interest in physical activity.

**What has been done**

MU Extension provides nutrition, health, and physical activity education for adults and youth. These programs provide basic food, nutrition and healthy lifestyle information that promote healthy food choices, physical activity and chronic disease prevention and management.

**Results**

Sixty-one percent (61%) of program participants reported increasing their regular daily physical activity as a result of attending these programs.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
703	Nutrition Education and Behavior
724	Healthy Lifestyle
806	Youth Development

## **Outcome #11**

### **1. Outcome Measures**

Percent that improve behavior changes based on MyPyramid and the Dietary Guidelines.

### **2. Associated Institution Types**

- 1862 Extension

### **3a. Outcome Type:**

Change in Action Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	0	48

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Research indicates increased rates of obesity, type 2 diabetes, decreased physical activity, and low consumption of fruits, vegetables and whole grains among both adults and youth. This is a state and national concern due to the economic burden of obesity and the health consequences of chronic disease such as diabetes. Extension programs must provide adults and youth with the knowledge and skills needed to promote healthful eating and develop a lifelong interest in physical activity.

#### **What has been done**

MU Extension provides nutrition, health, and physical activity education for adults and youth. These programs provide basic food, nutrition and healthy lifestyle information that promote healthy food choices, physical activity and chronic disease prevention and management.

#### **Results**

Forty-eight percent (48%) of program participants reported making behavior changes that were based on MyPyramid and/or the Dietary Guidelines in an attempt to improve and/or maintain their health.

### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
703	Nutrition Education and Behavior
724	Healthy Lifestyle
806	Youth Development

## **V(H). Planned Program (External Factors)**

### **External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges
- Other (Participant self responsibility)

### **Brief Explanation**

MU Extension has not implemented 3- to 6-month follow-up evaluation with program participants to determine intermediate to long-term impacts. Our goal would be to implement a system that could track program participants and increase our impact reporting.

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

### **1. Evaluation Studies Planned**

- After Only (post program)
- Retrospective (post program)
- Before-After (before and after program)
- During (during program)
- Time series (multiple points before and after program)
- Case Study
- Comparisons between program participants (individuals, group, organizations) and non-participants
- Other (Anecdotal success stories)

### **Evaluation Results**

Overall program evaluation indicates that program participants are making positive behavior changes as a result of our education programs.

### **Key Items of Evaluation**

Eighty-four percent (84%) of program participants began or increased the amount of physical activity they participated in most days of the week as a result of attending an educational program.

Eighty-six percent (86%) of program participants improved one or more healthy food and nutrition practices. This may include, but is not limited to, planning meals in advance, comparing prices, does not run out of food and using a shopping list.