

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

**Program # 17**

**1. Name of the Planned Program**

Childhood Obesity - Human Nutrition and Health

**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	70%		0%	
724	Healthy Lifestyle	30%		0%	
	<b>Total</b>	100%		0%	

**V(C). Planned Program (Inputs)**

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Actual	29.0	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
333000	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
333000	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
3000000	0	0	0

**V(D). Planned Program (Activity)**

1. Brief description of the Activity

Development of new curricula

- Adaptation & supplementation of existing curricula

- Outreach to families, schools, child care providers, direct assistance, demonstrations, and educational opportunities relating to food, healthy eating, exercise, diet, etc.
- Development of surveys, evaluation tool
- Searching out and applying for appropriate grants
- Delivery through classes, One-on-One, News Releases/TV/Radio, Participation in Events, Displays
- Provide training and other staff development opportunities to county educators
- Create public awareness of programs and resources through promotional and educational materials to be distributed to teachers, agency professionals, and other community members.

Accomplished through programs such as:

Healthy Oklahoma Youth  
 Farm to You  
 Food and Fun for Everyone  
 Fresh Start - Nutrition and You  
 Community Nutrition Education Program

## 2. Brief description of the target audience

Youth, children; parents; teachers; adult volunteers; middle to low income families; race and ethnicity will also be recognized as an identifier of audiences; caretakers, agencies & service providers, schools, policy makers.

### 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>	{NO DATA}	{NO DATA}	{NO DATA}	{NO DATA}
<b>Actual</b>	169278	6050000	30000	550000

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

##### Patent Applications Submitted

Year: 2010

Plan:

Actual: 0

##### Patents listed

#### 3. Publications (Standard General Output Measure)

**Number of Peer Reviewed Publications**

<b>2010</b>	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Actual</b>	11	5	16

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

**Output Target**

**Output #1**

**Output Measure**

- Revised online curriculum

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2010	{No Data Entered}	5

**Output #2**

**Output Measure**

- Promotional materials and marketing campaign

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2010	{No Data Entered}	2

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

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

O. No.	OUTCOME NAME
1	Number of youth improving food, nutrition and physical activity behaviors through Healthy Oklahoma Youth Program
2	Number of children and youth exposed to learning leading to improved food, nutrition and physical activity behaviors through Farm to You Program
3	Number of low-income youth exposed to learning leading to improved food, nutrition and physical activity behaviors through Food and Fun for Everyone program.
4	Number of individuals graduating from the Fresh Start: Nutrition & You program which leads to improvements in food, nutrition and physical activity behaviors.

## **Outcome #1**

### **1. Outcome Measures**

Number of youth improving food, nutrition and physical activity behaviors through Healthy Oklahoma Youth Program

### **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	{No Data Entered}	15840

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

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

Over the past decade, the percentage of those overweight has steadily increased in Oklahoma. As many as one in five Oklahoma children are at-risk of overweight or overweight; and two-thirds of adults are overweight or obese. Among children and adolescents, overweight increases the risk of type 2 diabetes, high blood pressure, and cardiovascular disease. The health of Oklahoma youth can be improved by increasing knowledge, skills, attitudes and behaviors related to food and physical activity. Overweight, obesity and associated health problems have a significant economic impact. The estimated annual cost of overweight and obesity in the United States is \$117 billion. Just a 10% sustained weight loss has been estimated to reduce an overweight person's lifetime medical costs by \$2,200 to \$5,300.

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

Healthy Oklahoma Youth program is delivered primarily by OCES FCS educators in school settings. The curriculum was found to result in important improvements in food, nutrition and physical activity behaviors were observed among participating Oklahoman youth which can have a role in reducing overweight and risk of related chronic diseases.

#### **Results**

This program was provided to 15,840 children and youth. The statistically significant observed improvements in food, nutrition and physical activity behaviors include:

34% increase in eating whole grain breads and cereals.

27% increase in eating fruits and vegetables.

26% increase in drinking milk or eating cheese or yogurt

32% increase in eating low-fat meats

33% increase in eating foods from 2 or 3 MyPyramid food groups for breakfast.

- 30% increase in snacking only when hungry.
- 39% increase in using nutrition facts labels to make food and beverage choices.
- 34% increase each in eating small amounts of high fat foods and sugar-sweetened beverages.
- 22% increase in time spent in physical activity.

#### 4. Associated Knowledge Areas

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

#### Outcome #2

##### 1. Outcome Measures

Number of children and youth exposed to learning leading to improved food, nutrition and physical activity behaviors through Farm to You Program

##### 2. Associated Institution Types

- 1862 Extension

##### 3a. Outcome Type:

Change in Action Outcome Measure

##### 3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	{No Data Entered}	19600

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

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

Over the past decade, the percentage of those overweight has steadily increased in Oklahoma. As many as one in five Oklahoma children are at-risk of overweight or overweight; and two-thirds of adults are overweight or obese. Among children and adolescents, overweight increases the risk of type 2 diabetes, high blood pressure, and cardiovascular disease. The health of Oklahoma youth can be improved by increasing knowledge, skills, attitudes and behaviors related to food and physical activity. Overweight, obesity and associated health problems have a significant economic impact. The estimated annual cost of overweight and obesity in the United States is \$117 billion. Just a 10% sustained weight loss has been estimated to reduce an overweight person's lifetime medical costs by \$2,200 to \$5,300.

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

Farm to You is an exemplary demonstration of collaboration between state agencies and community partners with the common mission of delivering research-based information and programs to help Oklahoma youth address major health concerns that affect their quality of life. These concerns include increased rates of obesity, limited physical activity, low consumption of fruits and vegetables, high prevalence of tooth decay and a high rate of tobacco use among adolescents and teens. The educational initiative is designed to increase awareness of the relationships between agriculture, food and health.

The Farm to You program consists of a distinctive 40-foot-by-40-foot enclosed walkthrough exhibit that travels throughout the state to scheduled community sites. The exhibit is quickly assembled with the help of school and community volunteers. At each of nine stations, students spend about six minutes participating in activities demonstrating where food grows, how food is used by the body to grow and develop, and how health habits keep the body healthy. Students meet Farmer Pete at the Cheeseburger Farm where MyPyramid foods are grown. They follow that food to the market to investigate Nutrition Facts labels, and then go on to the Healthy Cool Café where they take responsibility for choosing a variety of healthy foods. The adventure continues through an oversized mouth where they practice flossing, then travel through the digestive system, muscles, bones and skin where they engage in activities to reinforce desired health behaviors.

### **Results**

During 2010 the exhibit was experienced by approximately 19,600 youth and supported by 133 community volunteers. In a case/controlled evaluation, the exhibit was found to enhance behavior change in students who were exposed to both classroom nutrition education lessons and the exhibit compared to those exposed solely to the classroom lessons. The statistically significant self-reported food, nutrition and physical activity behaviors included:

- ?Increased consumption of whole grain foods
- ?Increased consumption of fruits and vegetables
- ?Increased consumption of dairy foods
- ?Use of the nutrition facts label for choosing healthful foods
- ?Eating smaller amount of high fat foods
- ?Consuming smaller amounts of sugar-sweetened beverages

The project received national attention by being featured in *Weighing the Options: How Can We Encourage Healthy Weights among America's Youth*, a publication of the National Issues Forum Network, West Virginia Center for Civic Life. In 2010, it received the Dr. Rodney Huey Memorial Champion of Oklahoma Health Award.

## **4. Associated Knowledge Areas**

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

### **Outcome #3**

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

Number of low-income youth exposed to learning leading to improved food, nutrition and physical activity behaviors through Food and Fun for Everyone program.

#### **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	{No Data Entered}	27457

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

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

Over the past decade, the percentage of those overweight has steadily increased in Oklahoma. As many as one in five Oklahoma children are at-risk of overweight or overweight; and two-thirds of adults are overweight or obese. Among children and adolescents, overweight increases the risk of type 2 diabetes, high blood pressure, and cardiovascular disease. The health of Oklahoma youth can be improved by increasing knowledge, skills, attitudes and behaviors related to food and physical activity. Overweight, obesity and associated health problems have a significant economic impact. The estimated annual cost of overweight and obesity in the United States is \$117 billion. Just a 10% sustained weight loss has been estimated to reduce an overweight person's lifetime medical costs by \$2,200 to \$5,300.

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

Food and Fun for Everyone is a nutrition education curriculum for middle-elementary school age children. The curriculum focuses on eating a variety of food, increasing consumption of whole grains, fruit and vegetables and low-fat dairy, eating breakfast, food safety and being physically active. During 2010, the program served 27,457 low-income youth.

##### **Results**

In a formal evaluation the program was found to have positive, significant behavior changes for six of the eight food, nutrition and physical activity behaviors in third grade children, and positive, significant changes in seven of the eight food, nutrition and physical activity behaviors in fourth grade students. The program is delivered primarily by Community Nutrition Education Programs (CNEP) paraprofessionals in school settings.

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

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

#### **Outcome #4**

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

Number of individuals graduating from the Fresh Start: Nutrition & You program which leads to improvements in food, nutrition and physical activity behaviors.

##### **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	{No Data Entered}	2931

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

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

This program addresses critical issues of Oklahomans such as 1 in 5 children are at risk of being hungry. In September 2010, the number of Oklahomans receiving SNAP benefits (previously food stamps) increased for the 30th straight month reaching an all time high of 612,347 persons. Among the 354,800 people served by Oklahoma Food Banks 40% report having to choose between paying for food or paying their utilities or heating fuel, 31% report having to choose between paying for food or medicine or medical care, and 26% report having to choose between paying for food and paying their rent or mortgage.

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

Fresh Start: Nutrition & You is administered by the Community Nutrition Education Programs (CNEP), this is a voluntary program for low-income adults/families that are at or below 185% of the federal poverty guidelines, willing to participate in a long term educational experience designed to coach for behavior change in food consumption, food handling, and food budgeting practices. On average, graduates of the program participate in more than 11 lessons and enroll longer than 4 months. Program participants learn to feed their families in order to promote good health and plan and budget their food dollars so their family won't go hungry at the end of the month. In FY10 this program had a positive impact on the health and wellness of 5,529 low-income Oklahoma families.

###### **Results**

During the FY10 program year, the evaluation process was completed for 2,931 program participants who have graduated from the Fresh Start: Nutrition & You program. Based on

pre/post evaluations there were improvements in food, nutrition and physical activity behaviors.

Over 95 percent of program graduates demonstrated improvements in diet-related behaviors.

Over 26 percent of program graduates reported an increase in physical activity.

35 percent of program graduates less often ran out of food before the end of the month.

37 percent of program graduates reported that their children ate breakfast more often.

55 percent of program graduates more often followed the recommended practice of not thawing foods at room temperature. Furthermore,

36 percent always follow the recommended practice.

49% of CNEP participants are ethnic minorities.

In Oklahoma, CNEP reaches a more ethnically diverse population than the Supplemental Nutrition Assistance Program (SNAP) previously known as food stamps. In FY 10, the Community Nutrition Education Programs (CNEP) and the Oklahoma Cooperative Extension Service leveraged state monies from 5 funding sources to bring approximately \$4 million in federal nutrition education program funds to the state, resulting in an estimated health care savings of more than \$26 million from the prevention of nutrition-related chronic diseases and conditions among Oklahoma citizens.

#### 4. Associated Knowledge Areas

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

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

##### External factors which affected outcomes

- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Populations changes (immigration, new cultural groupings, etc.)

##### Brief Explanation

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

##### 1. Evaluation Studies Planned

**Evaluation Results**

{No Data Entered}

**Key Items of Evaluation**

{No Data Entered}