

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

**Program # 5**

**1. Name of the Planned Program**

Childhood Obesity

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
302	Nutrient Utilization in Animals			17%	
304	Animal Genome			17%	
305	Animal Physiological Processes			17%	
701	Nutrient Composition of Food			17%	
703	Nutrition Education and Behavior			32%	
	<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
Actual	0.0	0.0	4.5	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	0	178814	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	0	178814	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**

Faculty in Nutritional Science, Biochemistry and Life Sciences Communication are assessing the causes and consequences of childhood obesity. Ongoing projects include work in nutritional aspects of diabetes, promotion of healthful eating campaigns, dietary markers of human health and nutrition, obesity prevention, and related studies.

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

Integrated activity for our Formula Grant programs targets a broad group of stakeholder audiences in agricultural, natural resources, and the public. Examples can be seen in our stakeholder section information provided elsewhere in this report.

**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>	0	0	0	0

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

**Patent Applications Submitted**

Year: 2010  
 Plan:  
 Actual: 0

**Patents listed**

N/A

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

**Number of Peer Reviewed Publications**

2010	Extension	Research	Total
<b>Actual</b>	0	5	5

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

**Output Target**

**Output #1**

**Output Measure**

- Output measures for this program include patents, graduate students trained, and publications.  
 Graduate Students Trained

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

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

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

O. No.	OUTCOME NAME
1	<p>Outcome measures for this work are both qualitative and quantitative. We will rely on feedback from stakeholder groups, advisory boards, and individual constituents, as well as from UW Extension teams on the relevance, importance and impact of our research program. The output measures listed earlier will also serve as outcome measures in that patents graduate degrees, and publications all include an element of critical review and assessment of uniqueness, originality, contribution to the science and knowledge base, or other performance criteria. Finally, we will use the Thomson ISI Essential Science Indicator for agricultural science as a measure of impact of our research program. Our target for this outcome measure is to be ranked in the top 5 institutions in the United States. We will continue to develop impact statements for individual projects which have shown exemplary and significant impact. Publications:</p>

**Outcome #1**

**1. Outcome Measures**

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**2. Associated Institution Types**

- 1862 Research

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2010	{No Data Entered}	5

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

**Issue (Who cares and Why)**

The Wisconsin Agricultural Experiment Station has a broad list of stakeholders who potentially benefit from the research and extension/outreach from the Wisconsin Formula Grant program.

This list of stakeholders includes:

- \*General agriculture
- \*Food processing and marketing industry
- \*Animal and dairy related agriculture
- \*Plant and cropping system interests including vegetables
- \*Green industry (turf, ornamentals, etc.)
- \*Biotechnology
- \*Bio-energy and bio-economy groups
- \*Sustainable and organic food producers
- \*Environmental groups and interests
- \*Consumer and non-traditional groups
- \*Governmental agencies and officials
- \*Scientific community

### **What has been done**

Each year through a competitive, investigator-driven, peer-reviewed process, the Wisconsin Agricultural Experiment Station funds approximately 160 research and integrated activity projects focused on national, regional, and local issues and priorities linked to stakeholder interests. In addition to serving stakeholder needs through these competitively funded projects (which address critical applied research as well as basic science questions), this program sets a priority on training our next generation of applied and science based professionals through its graduate student training mission.

### **Results**

In fiscal year 2010, the Wisconsin Agricultural Experiment Station funded projects resulted in 226 publications, 12 patents, and 137 graduate students trained. The Wisconsin Agricultural Experiment Station also tracks the Thompson ISI Essential Science indicator as a measure of impact. Our goal is to remain in the top five. Examples of representative impacts resulting from individually funded projects within our portfolio are described, to the extent possible, in the Summary of this Annual Report.

## **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
302	Nutrient Utilization in Animals
304	Animal Genome
305	Animal Physiological Processes
701	Nutrient Composition of Food
703	Nutrition Education and Behavior

## **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

### **Brief Explanation**

A variety of factors could affect the outcomes of this project including those listed above. However, the breadth of the program makes it unlikely that the outputs would be completely disrupted unless there was some major natural, economic, or public policy disruption. A major change in Federal policy or appropriation affecting the Formula Grant program could affect our ability to produce our outcomes. UW-Madison has implemented a policy change regarding tuition remission. Formula Grants have previously been exempt from tuition remission charges in the UW-System, but will no longer be exempt in the near future. Since these funds do not allow tuition remission, we continue to discuss alternatives to meeting our Formula Grant missions in order to continue training graduate students. We

continue to make graduate student training the priority of our program.

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

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

- Retrospective (post program)
- During (during program)

#### **Evaluation Results**

N/A

#### **Key Items of Evaluation**

N/A