

V(A). Planned Program (Summary)

Program # 13

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
724	Healthy Lifestyle	100%	100%	100%	
	Total	100%	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
Actual	20.0	10.0	3.0	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
250000	500000	35000	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
250000	500000	35000	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

The childhood obesity program is designed to ensure that nutritious foods are affordable and available to consumers, especially children, and to provide guidance and education so that individuals and families are able to make informed, science-based decisions about how their food choices impact their health and well-being.

2. Brief description of the target audience

Children of all ages, youth, their adult family members, child-care providers, Head Start workers, food banks, food stamp and WIC recipients and community coalitions.

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Plan	{NO DATA}	{NO DATA}	{NO DATA}	{NO DATA}
Actual	75000	85000	15000	20000

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

2010	Extension	Research	Total
Actual	4	4	8

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Program participants increase knowledge that will promote a healthier diet

Year	Target	Actual
2010	{No Data Entered}	2500

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Program participants increase knowledge that will promote a healthier diet

Outcome #1

1. Outcome Measures

Program participants increase knowledge that will promote a healthier diet

2. Associated Institution Types

- 1862 Extension
- 1890 Extension
- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	{No Data Entered}	8000

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The Childhood Obesity Planned Program will provide science-based educational and experiential learning opportunities that focus on children, but actively engage an array of audiences--regardless of gender, income, age or race/ethnicity--because of the influence that these groups in society have on the health and well-being of themselves and their children.

What has been done

Programs developed and provided by NC Cooperative Extension in the area of healthy weight for children and adults is part of the larger initiative Eat Smart, Move More North Carolina. As a founding member of the movement, our programs are part of a larger effort to educate and change environments so that all North Carolinians have the opportunity to eat smart and move more.

Results

The Supplemental Nutrition Assistance Program-Education (SNAP-Ed) serves limited resource families across North Carolina to assist those eligible for food assistance to eat smart and move more. SNAP-Ed works to help participants make healthy choices within a limited budget and choose physically active lifestyles. NC State University's SNAP-Ed Program is Steps to Health, which works with preschoolers, kindergarteners, 2nd grade students, 3rd grade students, and high school students. Color Me Healthy is a program developed to reach limited resource children ages four and five. Color Me Healthy uses color, music, and exploration of the senses to teach children that healthy food and physical activity are fun. Agents train child care providers in the use of the program in their setting. Faithful Families Eating Smart and Moving More is a program that helps faith communities in North Carolina make and sustain changes that promote healthy eating

and physical activity. Eat Smart, Move More Weigh Less(ESMMWL) is a weight-management program for adults. This 15-week evidence-based program includes strategies proven to work to achieve and maintain a healthy weight and encourages small changes that can be sustained over time. The program includes a family component to influence the eating and physical activity of all family members. Cook Smart, Eat Smart is a program that teaches simple, basic cooking for teens and adults. Eating more meals at home is an important strategy for eating a healthy diet. Cook Smart, Eat Smart provides hands on education on how to plan, shop, fix and eat healthy family meals. In addition to the methods mentioned earlier, social media tools will be used by researchers as a means of helping to reinforce information about healthy eating and physical activity behaviors among adolescents.

4. Associated Knowledge Areas

KA Code	Knowledge Area
724	Healthy Lifestyle

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Appropriations changes
- Competing Public priorities

Brief Explanation

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

1. Evaluation Studies Planned

- 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

Evaluation Results

Key Items of Evaluation