

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

**Program # 17**

**1. Name of the Planned Program**

Childhood Obesity

Reporting on this Program

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

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

1. Actual amount of FTE/SYs expended this Program

Year: 2012	Extension		Research	
	1862	1890	1862	1890
Plan	3.0	0.0	0.0	0.0
Actual Paid Professional	0.2	0.0	0.0	0.0
Actual Volunteer	0.0	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
5944	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
5944	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

Activities will include almost all types of media and educational activities. Courses on nutrition

labeling, preparing healthy meals by reducing fat and calories, exercise, and many other topics will be provided for adults. Classes and other activities both in and out of school on diet and exercise will be provided for children/youth. These programs will complement programs offered by schools and other organizations.

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

The primary audience for this program includes almost one million obese Mississippians.

**3. How was eXtension used?**

The resources provided through eXtension were used to supplement and enhance our public learning experiences provided by MSU Extension agents and specialists. eXtension was also used as a resource in state-based planning processes. Overall, 212 MSU employees are eXtension users, with 15 new registrations during this reporting period. Further, MSU Extension has 64 employees that serve on one or more of the 72 Communities of Practice (COPs); MSU Extension employees are member of 33 COPs. Twelve MSU Extension employees serve as a leader for a COP, leading 9 COPs. The Childhood Obesity resources provided through eXtension were used to supplement and enhance our public learning experiences provided by MSU Extension agents and specialists.

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

**1. Standard output measures**

2012	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	1290	2626	0	0

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

**Patent Applications Submitted**

Year: 2012  
 Actual: 0

**Patents listed**

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

**Number of Peer Reviewed Publications**

2012	Extension	Research	Total
<b>Actual</b>	2	0	0

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

**Output Target**

**Output #1**

**Output Measure**

- Number of people attending workshops, short courses, etc.

<b>Year</b>	<b>Actual</b>
2012	653

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

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

O. No.	OUTCOME NAME
1	Number of people reporting a positive change in at least one behavior related to obesity (increase level of regular exercise, decrease in caloric intake, increase in percentage of fruits and vegetables in diet).
2	Number of people reporting lowered body mass index.

## **Outcome #1**

### **1. Outcome Measures**

Number of people reporting a positive change in at least one behavior related to obesity (increase level of regular exercise, decrease in caloric intake, increase in percentage of fruits and vegetables in diet).

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

- 1862 Extension

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

Change in Knowledge Outcome Measure

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

<b>Year</b>	<b>Actual</b>
2012	131

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

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

Parents are the gatekeepers of food choices as it pertains to very young children (ages 2 to 5 years). In low-income homes making healthier food choices may be a challenge due to financial restraints. Research indicates that parents from low-income households' food choices for their children tend to be low in fruits and vegetables and high in fats, sugar and sodium. This places children in these homes at risk of becoming overweight/obese which may lead to adult obesity and associated chronic disease.

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

Parents that had children participating in the Snack Pack Project were provided a survey to determine their preschooler (s) food intake as it pertains to MyPyramid/MyPlate -- pre and post program. A total of 550 surveys were distributed in 2010-2012. A total of 143 pre and post surveys (26%) were returned to be analyzed.

#### **Results**

Results indicated that 96% of preschoolers chose fruit as a snack (an increase of 4%) and 91% enjoyed vegetables more often (increase by 4.5%). Fruit and vegetable consumption was still not provided by parents daily. Only 25% of preschoolers consumed fruits daily, and 9% consumed vegetables daily. MS currently has one of the lowest fruit and vegetable consumption among children and adults in the U.S. Additionally, most parents provided whole milk versus low-fat (2% or lower) milk to their 3 to 5 year olds.

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

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

724 Healthy Lifestyle

## **Outcome #2**

### **1. Outcome Measures**

Number of people reporting lowered body mass index.

Not Reporting on this Outcome Measure

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

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

- Economy
- Competing Public priorities
- Populations changes (immigration, new cultural groupings, etc.)

#### **Brief Explanation**

### **V(I). Planned Program (Evaluation Studies)**

#### **Evaluation Results**

MSU Extension agents and specialists, as well as MAFES faculty, used a variety of recommended methods to gather needed information. Specific strategies will be initiated and utilized for collecting evaluation information to determine program outputs and outcomes (see impact statements for examples).

In FY 2012, MSU Extension agents and specialists were required to submit four quarterly reports (January, April, July, and September). This quarterly report collects information about the number of contacts, types of contacts, and number of programs conducted in each Priority Planning Area. In addition, two narrative Accomplishment Reports are required from each MSU Extension employee each year. Finally, a specific request for impact statements is also made. The evaluation results are a combination of this quantitative and qualitative data.

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