

V(A). Planned Program (Summary)

Program # 5

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 |
|---------|---|-----------------|-----------------|----------------|----------------|
| 610 | Domestic Policy Analysis | | | 25% | |
| 802 | Human Development and Family Well-Being | | | 75% | |
| | Total | | | 100% | |

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

| Year: 2012 | Extension | | Research | |
|--------------------------|-----------|------|----------|------|
| | 1862 | 1890 | 1862 | 1890 |
| Plan | 0.0 | 0.0 | 0.1 | 0.0 |
| Actual Paid Professional | 0.0 | 0.0 | 2.0 | 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 |
| 0 | 0 | 40491 | 0 |
| 1862 Matching | 1890 Matching | 1862 Matching | 1890 Matching |
| 0 | 0 | 167906 | 0 |
| 1862 All Other | 1890 All Other | 1862 All Other | 1890 All Other |
| 0 | 0 | 219886 | 0 |

V(D). Planned Program (Activity)

1. Brief description of the Activity

We will survey rural Oregon communities and carry out statistical analyses using primary and secondary data sources to better understand the barriers and opportunities in rural places for low-income and high-income workers, the migration patterns that flow from their work and location decisions, the implications of these changes for rural community vitality, and the effectiveness of public policies in strengthening the viability of rural places.

- determine factors that drive the decisions of educated rural householders to move to an urban locality (fueling "brain drain") through surveys

- examine factors to explain why low human capital people are attracted to rural places or otherwise reluctant (or unable) to leave them (thru surveys)

We will develop an econometric model to study rural-urban migration and rural residential choice.

In summary:

- Conduct surveys
- Conduct data analyses
- Conduct mixed-methods longitudinal research (interviews,
- Conduct Research Experiments
- Develop models

- Develop Products, Curriculum, Resources.

- Provide Training.

- Assessments.

- Partnering.

2. Brief description of the target audience

The primary target audiences for this research/extension effort are (1) federal, state, and local government officials and their staff members; (2) those working in the media who cover federal, state and local economic and social trends and conditions; (3) state and local community leaders who are involved in local public affairs; (4) social scientists who want to understand economic and social transformation of rural people and places.

- extension educators.
- commercial producers.
- youth aged 13-18.
- elderly residents
- rural residents
- Latino populations
- economists.
- policy makers.

3. How was eXtension used?

eXtension was not used in this program

V(E). Planned Program (Outputs)

1. Standard output measures

| 2012 | Direct Contacts Adults | Indirect Contacts Adults | Direct Contacts Youth | Indirect Contacts Youth |
|--------|------------------------|--------------------------|-----------------------|-------------------------|
| Actual | 0 | 0 | 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 |
|--------|-----------|----------|-------|
| Actual | 0 | 5 | 0 |

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- OTHER SCHOLARLY ACHIEVEMENTS: panel, awards, presentations

| Year | Actual |
|------|--------|
| 2012 | 0 |

Output #2

Output Measure

- EFFECTS ON AND PROTECTION OF HUMAN HEALTH AND COMMUNITIES ...Rural health and communities models and data sets regarding a) determinants of rural residential choice b) processes that account for physical activity and the associated health outcomes among youth across ethnic and class boundaries in the context changing rural communities

| Year | Actual |
|------|--------|
| 2012 | 0 |

Output #3

Output Measure

- EFFECTS ON AND PROTECTION OF HUMAN HEALTH ...Obesity intervention strategies or measures * Identify strategies (message, pricing, foods) that will increase choosing healthful food choices among adolescents and young adults * Identify key parent-child relationships that contribute to childhood overweight and resiliency in various populations. * Identify opportunities for preventive interventions * Identify objective, physiological-based measures for tailoring interventions for specific groups and subgroups. * Develop new or improved intervention strategies targeted to childhood overweight in low income families.

| Year | Actual |
|-------------|---------------|
| 2012 | 0 |

Output #4

Output Measure

- Trained scholars and extension personnel

| Year | Actual |
|-------------|---------------|
| 2012 | 0 |

Output #5

Output Measure

- EFFECTS ON AND PROTECTION OF HUMAN HEALTH...Avenues developed for better access to healthy foods

| Year | Actual |
|-------------|---------------|
| 2012 | 0 |

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

| O. No. | OUTCOME NAME |
|--------|--|
| 1 | 1 - Improved understanding about rural populations a) health, social, and economic opportunities in rural communities b) rural human capital in and outmigration |
| 2 | 2 - Conceptual model will promote understanding of the processes that account for physical activity and the associated health outcomes among youth across ethnic and class boundaries in the context changing rural communities |
| 3 | A1 - Improved strategies in rural policies for - rural family and community welfare, local community vitality, poverty reduction - maximizing physical activity and physical and mental health of rural youth and adults |
| 4 | 3 - Improved outreach, education, and professional practice in serving the needs of rural low-income families to improve the well-being and functioning of these families, including programmatic interventions that reduce the physical inactivity and promotes well-being of lower-income and ethnic minority youth across rural America |
| 5 | A2 - Improved governmental decisions about rural areas |
| 6 | Change...Improved well-being of lower-income and ethnic minority youth across rural America |
| 7 | 4 - Understanding Human Health and Nutrition (nutritional behaviors) * Understand the relationship between farm subsidy program and increasing obesity rates in the United States * Identify new or improved obesity intervention strategies in the community setting * Identify objective, physiological-based measures that correspond to target behaviors (bio-behavioral markers) for use later as measures of intervention progress and success or means for tailoring effective interventions * Identify key parent-child relationships that reflect resiliency and the interaction of these relationships with targeted nutritional behaviors * Understand various inputs and interactions of family and child, SES, nutrition, physiology and behavior * Identify strategies (message, pricing, foods) that will increase choosing healthful food choices among adolescents and young adults |
| 8 | A3 - Improved nutrition * More schools offer/encourage healthful foods * More effective programs and student experiences related to healthful foods * Markers and strategies become the standards of methods and measurement of childhood overweight and resiliency. * Policies consider health and financial implications of the farm subsidy program. |
| 9 | A4 - Families, children, and youth have access to healthy foods |

Outcome #1

1. Outcome Measures

1 - Improved understanding about rural populations a) health, social, and economic opportunities in rural communities b) rural human capital in and outmigration

2. Associated Institution Types

- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

| Year | Actual |
|------|--------|
| 2012 | 2 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Rural populations face on-going challenges of health and well-being. This program tackled understanding the underlying challenges and interactions of public assistance and public policy that affect quality of life of families and individuals who live in poverty.

What has been done

Leslie Richards has been conducting a Community Based Participatory Research (CBPR) project, Producing for the Future, in two communities in Oregon. This project brings together low-income youth, volunteers from the community, to partner with faith communities to construct, plant, and manage organic gardens. Funding from NIH has provided stipends for the youth for two years, and supported the construction of the gardens. Richards and her team are currently analyzing qualitative and quantitative data collected from youth and adult participants, including measures of physical, mental, and social health; as well as dietary records and feedback on the foods they have prepared and consumed from the gardens.

Results

Once the gardens are producing, the youth take food for themselves and their families, and sell or donate the remaining produce to members of the community. The youth and adult volunteers work together with the research team to learn about garden construction and management, healthy eating, and how to prepare the foods they grow.

4. Associated Knowledge Areas

| KA Code | Knowledge Area |
|---------|---|
| 610 | Domestic Policy Analysis |
| 802 | Human Development and Family Well-Being |

Outcome #2

1. Outcome Measures

2 - Conceptual model will promote understanding of the processes that account for physical activity and the associated health outcomes among youth across ethnic and class boundaries in the context changing rural communities

2. Associated Institution Types

- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

| Year | Actual |
|-------------|---------------|
| 2012 | 1 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Our research suggests that changes in both diet composition and level/type of physical activity (PA) are important to reverse risk factors for chronic disease in individuals who are overweight or obese. Over 60% of adult Americans are currently overweight or obese (Body Mass Index [BMI]>25 kg/m²), we must identify ways to slow this trend, especially in our children and youth.

What has been done

Manore has begun a project that focuses on kids, families and communities. Most of the research focuses on dynamic energy balance and what dietary and PA adaptations are required to help people achieve their health and weight goals. She is very interested in what we can do to help children, young adults, and adults prevent health issues related to chronic disease, while achieving a healthy weight that they can maintain without dieting and stay physically active. We are also interested in the effect of parents modeling healthy lifestyle behaviors, especially healthy eating and PA, and how much of this is incorporated into the norms of the family.

Results

Manore has attempted to identify objective, physiological-based measures that correspond to target behaviors (bio-behavioral markers) for use later as measures of intervention progress and success or means for tailoring interventions in ways that will be most effective for specific groups and subgroups and identify key parent-child relationships that contribute to childhood overweight and resiliency in various populations. Manore and others in a multistate project have submitted a research article to Journal of Nutrition Education and Behavior titled, Field assessment for obesity prevention in children and parents: Anthropometrics, physical activity, and fitness. This article is now in revision. They also developed the approved new project titled: Parenting, energy dynamics, and lifestyle determinants of childhood obesity: New directions in prevention.

4. Associated Knowledge Areas

| KA Code | Knowledge Area |
|---------|---|
| 610 | Domestic Policy Analysis |
| 802 | Human Development and Family Well-Being |

Outcome #3

1. Outcome Measures

A1 - Improved strategies in rural policies for - rural family and community welfare, local community vitality, poverty reduction - maximizing physical activity and physical and mental health of rural youth and adults

2. Associated Institution Types

- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

| Year | Actual |
|------|--------|
| 2012 | 1 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Research suggests that changes in both diet composition and level/type of physical activity (PA) are important to reverse risk factors for chronic disease in individuals who are overweight or obese. Ongoing research also indicates the importance of teaching women to make changes in their own health behaviors that become part of their lifestyle, and then model these healthy behaviors in the home to improve the health of the family. Weight loss is very difficult for most women to achieve and it is even more difficult to keep the weight off once it is lost. Helping women address weight issues and chronic disease risk factors before they become obese and/or are diagnosed with a chronic disease will aid in improving the health of Oregon families and the US population.

What has been done

Manore and her team identified new or improved obesity intervention strategies in the community setting. In collaboration with the multistate group, Manore's team identified objective, physiological-based measures that corresponded to target behaviors (bio-behavioral markers) for use later as measures of intervention progress and success or means for tailoring effective interventions.

Results

Manore works nationally to get a better integration of the dynamic energy balance message into the training of future professionals, current professionals working with communities (e.g. Extension Faculty) and into government education programs for low-income families and schools. Additionally, the research findings will help children, young adults, and adults prevent health issues related to chronic disease, while achieving a healthy weight that they can maintain without dieting and stay physically active. Also of interest is the effect of parents modeling healthy lifestyle behaviors, especially healthy eating and PA, and how much of this is incorporated into the norms of the family.

4. Associated Knowledge Areas

| KA Code | Knowledge Area |
|---------|---|
| 610 | Domestic Policy Analysis |
| 802 | Human Development and Family Well-Being |

Outcome #4

1. Outcome Measures

3 - Improved outreach, education, and professional practice in serving the needs of rural low-income families to improve the well-being and functioning of these families, including programmatic interventions that reduce the physical inactivity and promotes well-being of lower-income and ethnic minority youth across rural America

2. Associated Institution Types

- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

| Year | Actual |
|------|--------|
| 2012 | 1 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Over 60% of adult Americans are currently overweight or obese. Changes in both diet composition and level/type of physical activity (PA) are important to reverse risk factors for chronic disease in such individuals. Helping women address weight issues and chronic disease risk factors before they become obese and/or are diagnosed with a chronic disease will aid in improving the health of Oregon families and the US population.

What has been done

We have attempted to identify objective, physiological-based measures that correspond to target behaviors (bio-behavioral markers) for use later as measures of intervention progress and

success or means for tailoring interventions in ways that will be most effective for specific groups and subgroups and identify key parent-child relationships that contribute to childhood overweight and resiliency in various populations.

Results

Manore is working nationally to get a better integration of the dynamic energy balance message into the training of future professionals, current professionals working with communities (e.g. Extension Faculty) and into government education programs for low-income families and schools. She is very interested in what we can do to help children, young adults, and adults prevent health issues related to chronic disease, while achieving a healthy weight that they can maintain without dieting and stay physically active.

4. Associated Knowledge Areas

| KA Code | Knowledge Area |
|----------------|---|
| 610 | Domestic Policy Analysis |
| 802 | Human Development and Family Well-Being |

Outcome #5

1. Outcome Measures

A2 - Improved governmental decisions about rural areas

Not Reporting on this Outcome Measure

Outcome #6

1. Outcome Measures

Change...Improved well-being of lower-income and ethnic minority youth across rural America

Not Reporting on this Outcome Measure

Outcome #7

1. Outcome Measures

4 - Understanding Human Health and Nutrition (nutritional behaviors) * Understand the relationship between farm subsidy program and increasing obesity rates in the United States * Identify new or improved obesity intervention strategies in the community setting * Identify objective, physiological-based measures that correspond to target behaviors (bio-behavioral markers) for use later as measures of intervention progress and success or means for tailoring effective interventions * Identify key parent-child relationships that reflect resiliency and the interaction of these relationships with targeted nutritional behaviors * Understand various inputs and interactions of family and child, SES, nutrition, physiology and behavior * Identify strategies (message, pricing, foods) that will increase choosing healthful food choices among adolescents and young adults

2. Associated Institution Types

- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

| Year | Actual |
|------|--------|
| 2012 | 1 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Obesity is a critical concern and drives research on diet intake, exercise and weight control. Healthy eating is a broader concept that encompasses the ability to determine and choose nutritious, low energy dense foods, and to influence the behaviors associated with promoting healthy food intakes within families of pre-adolescent children. The concept of achieving a balance of food intake on a daily basis, regular consumption of foods that meet both nutrient density and energy density is more difficult. Much of the public is challenged to understand as well as implement the concept of healthy eating, contributing to obesity and many related maladies.

What has been done

Mary Cluskey and her team evaluated transcripts from focus groups of parents of Asian, Hispanic and Non-Hispanic white pre-adolescent children to determine motivational support for encouraging healthy eating among their children. These points are being incorporated into nutrition education messages for these parents. The analysis also includes framing of message text and language to appropriately appeal to specific parental groups. The team also evaluated transcripts of Hispanic and non-Hispanic white parents to determine the difference in messages framed in English versus Spanish in serving to influence positive behaviors relative to encouraging healthy eating in their children.

Results

The team identified message content, framing and styles factors that will be used in educational programming to influence families to choose healthy foods. Summative evaluation is yet to be done.

4. Associated Knowledge Areas

| KA Code | Knowledge Area |
|---------|---|
| 802 | Human Development and Family Well-Being |

Outcome #8

1. Outcome Measures

A3 - Improved nutrition * More schools offer/encourage healthful foods * More effective programs and student experiences related to healthful foods * Markers and strategies become the standards of methods and measurement of childhood overweight and resiliency. * Policies consider health and financial implications of the farm subsidy program.

2. Associated Institution Types

- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

| Year | Actual |
|-------------|---------------|
| 2012 | 1 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Obesity is a critical concern and drives research on diet intake, exercise and weight control. Healthy eating is a broader concept that encompasses the ability to determine and choose nutritious, low energy dense foods, and to influence the behaviors associated with promoting healthy food intakes within families of pre-adolescent children. The concept of achieving a balance of food intake on a daily basis, regular consumption of foods that meet both nutrient density and energy density is more difficult. Much of the public is challenged to understand as well as implement the concept of healthy eating, contributing to obesity and many related maladies.

What has been done

Mary Cluskey and her team have conducted focus groups aimed to identify college students ranking of health fullness of various basic foods and the barriers to healthy eating on campus. They analyzed data regarding relationship between Healthy Eating Index Scores for active and non-active young adults.

Results

The team identified message content, framing and styles factors that can be used in educational programming. They developed creative briefs to be used in collaboration with marketing to undergraduate students and professionals in order to create messages. The project will test those messages in 2013.

4. Associated Knowledge Areas

| | |
|----------------|---|
| KA Code | Knowledge Area |
| 802 | Human Development and Family Well-Being |

Outcome #9

1. Outcome Measures

A4 - Families, children, and youth have access to healthy foods

2. Associated Institution Types

- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

| Year | Actual |
|-------------|---------------|
| 2012 | 24 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Rural populations face on-going challenges of health and well-being. This program tackled understanding the underlying challenges and interactions of public assistance and public policy that affect quality of life of ethnic and low-income families and individuals.

What has been done

A second project underway is Producing for the Future: YA-4H! which expands the youth garden-adult collaborator model to selected YA-4H! clubs in Oregon. This program targets high school 4-H groups in rural counties that serve large number of low-income youth. A grant from Pacific Source will fund the construction of five more youth gardens over three years, with data being collected from the youth participants similar to the Producing for the Future project.

Results

Using land that has been donated for a garden, participating youth built and planted the garden, harvested the produce for their families, and developed a microenterprise to sell the remainder to the community. This project provided access to healthy food, as well as developed human capital in rural areas (families and community entities).

4. Associated Knowledge Areas

| | |
|----------------|---|
| KA Code | Knowledge Area |
| 610 | Domestic Policy Analysis |
| 802 | Human Development and Family Well-Being |

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
- Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

V(I). Planned Program (Evaluation Studies)

Evaluation Results

formative evaluation is still ongoing

Key Items of Evaluation