

V(A). Planned Program (Summary)

Program # 7

1. Name of the Planned Program

Childhood Obesity - youth active and media savvy

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				25%
724	Healthy Lifestyle				50%
806	Youth Development				25%
	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	0.0	2.6
Actual Paid Professional	0.0	0.0	0.0	2.4
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	0	94409
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	0	0	94409
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	77728

V(D). Planned Program (Activity)

1. Brief description of the Activity

Media literacy research and education
 Nutrition education
 Nutrition perception research
 Physical activity programs
 Field trips

2. Brief description of the target audience

African American children, ages 8 to 14 years, living in Davidson County, Tennessee.

3. How was eXtension used?

Rita Fleming, Assistant Professor of Health Education and co-PI, helped facilitate the camp implementation and curriculum training. Fleming also conducted a kitchen hygiene and safety tutorial, as well as supervised meal preparations within the kitchen.
 Dr. Tyrone Miller, Leadership Specialist, provided leadership training to camp facilitators and peer educators and oversaw the challenge course field trip activities designed to build the esteem and skills of campers. He also conducted debriefing sessions after the camp and oversaw team-building activities at the TSU Agricultural Research and Education Center's Challenge and Ropes Course.

V(E). Planned Program (Outputs)

1. Standard output measures

2012	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	45	39	65	57

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	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of focus groups held to determine perceived benefits, value and needs for relationships by probing habits, needs, preferences, values and lifestyles associated with food and media

Year	Actual
2012	0

Output #2

Output Measure

- Number of summer camp sessions held to collect data and educate youth in healthy eating and physical activities

Year	Actual
2012	2

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of target youth attending summer camp sessions
2	Number of youth with intentions to limit television viewing, internet surfing and video games to less than one hour per day each.
3	Number of target youth with intentions to increase fruit and vegetable intake.
4	Number of target youth with intention to increase level of daily physical activity
5	Number of youth with intention to limit fast food meals to fewer than four per month.
6	Number of target youth with increased self-efficacy and self-esteem
7	Number of target youth maintaining healthy behaviors 12 months post-intervention

Outcome #1

1. Outcome Measures

Number of target youth attending summer camp sessions

2. Associated Institution Types

- 1890 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	65

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

African-Americans have disproportionately higher rates of obesity and reportedly watch more television than other Americans. Although many social, cultural, and environmental factors influence childhood and adolescent risk for obesity, marketing may have an especially powerful impact on food and beverage consumption. Using a summer camp setting, YAMS was developed to combat the influences of media, insufficient nutrient intake and excess caloric consumption, and inactivity on childhood obesity through media literacy, nutrition education, and physical activity, respectively.

What has been done

Using an adaptive model, two 2 week long camps were held. 65 participants attended the camps. Camp participants were instructed using activities adopted from the Media Smart Youth© curriculum. High school students, ages 16-18 years served as role models. Participants prepared their lunches after receiving food safety preparation lessons. Campers were involved in 60-minutes of physical activity daily. Campers participated in cultural and self-esteem empowering activities in gender specific social circles daily. Field trips taken included a trip to a grocery store, a local radio station, and the TSU Challenge Course.

Results

Youth created and presented various forms of media and artistic expressions (i.e. posters, songs, raps, poems and videography) concerning deceitful food marketing, healthy habits, the YAMS camp, and positive self-images of their culture. Observations and self-reports from camp participants and their parents/guardians affirm that campers were motivated to implement and share healthier food alternatives at home. Barriers to implementation include the camper's initial hesitancy to embrace the menu, lack of enthusiasm for Media Smart lessons, and interpersonal conflict.

4. Associated Knowledge Areas

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

Outcome #2

1. Outcome Measures

Number of youth with intentions to limit television viewing, internet surfing and video games to less than one hour per day each.

2. Associated Institution Types

- 1890 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	3

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Media usage contributes to childhood obesity by reducing the amount of daily physical activity and by encouraging the consumption of high calorie foods via advertising and marketing of candy, cereal and fast food.

What has been done

Twenty media literacy lessons were given using Media Smart curriculum. Camp participants learned to: 1) analyze and recognize marketing techniques used to gain viewers' attention; 2) evaluate obvious and subtle messages for accuracy and consistency with what they learned is healthy; 3) express their thoughts by developing their own messages.

Results

Youth created and presented various forms of media and artistic expressions including posters, songs, raps, poems, and videos about advertising, healthy habits, YAMS, and positive self-esteem affirmations.

4. Associated Knowledge Areas

KA Code	Knowledge Area
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724	Healthy Lifestyle
806	Youth Development

Outcome #3

1. Outcome Measures

Number of target youth with intentions to increase fruit and vegetable intake.

2. Associated Institution Types

- 1890 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	43

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Overweight and obesity in youth are forms of malnutrition that are linked to low consumption of fruits and vegetables. Fruits and vegetables are high in nutrients, such as antioxidants, and low in calories. At least five servings are recommended daily for good health and to prevent cancer.

What has been done

Delivered twenty healthy cooking lessons that included food and kitchen safety information. Lessons and meals emphasized increasing consumption of fruit, vegetable, whole grains, and food sources of calcium and vitamin A. Nutrition lessons encouraged limiting added sugar, fats and salt and controlling portion sizes. Daily meals included three to five servings of fruit and vegetables. Youth prepared twenty healthy lunches, one daily. Delivered healthy breakfast and snacks daily.

Results

Youth, including camp facilitators and peer educators increased consumption of water, fruits and vegetables. Most youth reported not liking to eat fruits and vegetables at the start of camp but reported enjoying the salads at the end of the camp. Youth expressed intent to limit portion sizes of meals, soda, and high calorie snacks. Campers and parents reported preparing the recipes and meals served at home.

4. Associated Knowledge Areas

KA Code	Knowledge Area
703	Nutrition Education and Behavior

724 Healthy Lifestyle

Outcome #4

1. Outcome Measures

Number of target youth with intention to increase level of daily physical activity

2. Associated Institution Types

- 1890 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	39

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Lack of physical activity is linked to overweight and obesity.

What has been done

Participants learned the importance of physical activity in promoting health and participated in daily physical activities for a minimum of 60 minutes.

Results

The youth committed to increase their daily physical activity after the week of camp.

4. Associated Knowledge Areas

KA Code	Knowledge Area
724	Healthy Lifestyle
806	Youth Development

Outcome #5

1. Outcome Measures

Number of youth with intention to limit fast food meals to fewer than four per month.

2. Associated Institution Types

- 1890 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	5

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Eating fast food contributes to childhood obesity by increasing the amount and type of calories consumed. It is recommended that children limit their consumption of high fat/high calorie foods which are typically served at fast food restaurants.

What has been done

Participants read calories tables of fast food menus to learn about the amount of calories from fat and sugar in their favorite fast foods. Campers also learned about the importance of portion sizes and limiting soft drink intake.

Results

Youth indicated they understood the benefits of reducing fast-food consumption. Children reported reading the food labels while shopping with parents and food items in their parents have in the home.

4. Associated Knowledge Areas

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

Outcome #6

1. Outcome Measures

Number of target youth with increased self-efficacy and self-esteem

2. Associated Institution Types

- 1890 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Self-esteem is important to building self-efficacy needed to read food labels, prepare healthy meals, etc.

What has been done

Delivered twenty sessions that involved cultural and self-esteem empowering activities in gender-specific groups.

Results

Parents commented that their children were excited and telling them about the self-esteem building sessions. However, it is too early to tell if their understanding of the issue will translate in to action.

4. Associated Knowledge Areas

KA Code	Knowledge Area
806	Youth Development

Outcome #7

1. Outcome Measures

Number of target youth maintaining healthy behaviors 12 months post-intervention

2. Associated Institution Types

- 1890 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

All stakeholders care because of the health impact obesity has in our community.

What has been done

A 12 month post-intervention has not been captured.

Results

Results not yet available.

4. Associated Knowledge Areas

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

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Appropriations changes

Brief Explanation

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Overall, youth did not view the Media Smart lessons favorably. Media literacy component will be modified. Adaptation of Media Smart Youth© curriculum is not adequate for this population. Relevance to messages and images appears to hinder the transference of meaning and cognition of more persuasive techniques employed by marketing companies (outdated material, and lack/paucity of African American images). Plans to customize a media and health curriculum using cultural and self-empowering activities are in consideration, in lieu of Media Smart Youth©. Participant feedback revealed use of peer educators in delivering the camp requires revisiting. Addressing the social, cultural, and gender-specific needs of the target demographic in Bro Code and Sister Circle was reported to be the most well-received component of the camp.

Key Items of Evaluation