

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
703	Nutrition Education and Behavior	75%			
704	Nutrition and Hunger in the Population	10%			
724	Healthy Lifestyle	15%			
	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	6.0	0.0	0.0	0.0
Actual Paid Professional	2.1	0.0	0.0	0.0
Actual Volunteer	812.0	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
82621	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
82621	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

For 2012, Wisconsin Cooperative Extension reports efforts of Family Living Programs campus and county faculty and staff, colleagues and partners providing timely research-based education and assistance for preventing childhood obesity through developing and implementing behavioral interventions that improve nutrition and increase physical activity, as well as building capacity among community partners to address issues related to nutrition and childhood obesity. Diverse participants make informed, science-based decisions regarding nutrition, childhood obesity, health and physical activity and the inter-relationships that exist.

Improving nutrition and physical activity: Extension educators combine healthy eating and physical activity in programs that improve nutrition, increase activity and help create environments to support healthy lifestyles. Get Moving! Walworth County reached 688 participants, 50% children. Families took part in up to 9 different activities during the summer. Rural Crawford County Healthy Living day camps reached 37 youth, and extension developed an interactive series for child care staff on healthy food choices and nutrition policy based on Rethinking Nutrition: Connecting Science and Practice in Early Childhood Settings.

Building community capacity to prevent childhood obesity: Extension educators work with community partners to assess, plan and conduct programs that improve the environment for healthy eating and physical activity, leading and serving in key roles in county coalitions. A unique 7-state project looks at rural communities' ability to provide environments that sustain healthy eating and promote physical activity for 4-year-old low-income children. Researchers and extension specialists from multiple disciplines are developing community readiness, needs assessment and online distance learning tools to document best practices to prevent childhood obesity. The two Wisconsin counties participating, Iron and Crawford, have some of the highest health risk factors in the state, such as high poverty, high food insecurity, small population, lack of transportation and inadequate opportunities for physical activity. In both counties, 12% of county preschoolers are overweight, as are 27% of adults. In 2012, county extension educators reported 24 community-level changes made to support healthy eating (two at the state level), including Farm to School changes in the Clinton and Parkview School districts. Iron County school district's snack policy changed to include only healthy foods, bike lanes were developed and more school community gardens started.

2. Brief description of the target audience

Cooperative Extension reached an estimated 86,337 adults and 291,493 youth through direct teaching methods. University of Wisconsin-Extension Cooperative Extension Family Living Programs and 4-H Youth Development campus and county faculty and staff provide research-based education directed at preventing childhood obesity for diverse children and youth, caregivers, parents and family members, public and private collaborating and community agencies and others in a variety of educational settings. Primary emphasis is placed on reaching under-represented audiences including low-income; Latino/a, African American, American Indian and Hmong families and youth.

Reaching under-served audiences: During 2012, UW-Extension Cooperative Extension Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed) was offered in 68 of Wisconsin's 72 counties with 852 community partners. SNAP-Ed continues to achieve significant outreach to growing minority populations with relevant educational programming including oral and written resources in Hmong and Spanish.

In 2012, 86,337 nutrition educational contacts were recorded with parents of children and 282,178 were recorded with youth. Demographics for the total low-income youth and adults reached by direct teaching methods in 2012, 81% were white, 8% were African American, 3% were Asian American, 3% were American Indian and 5% were of other identity. Of these, 13% identified as Latino/a, who may be of any race.

In 2012, 812 trained extension volunteer leaders provided direct instruction for 9,315 youth ages 8 to 19 in the following food science/nutrition, health and fitness projects: Food science and nutrition: 7,709 Health and fitness: 1,606

3. How was eXtension used?

Wisconsin Cooperative Extension campus and county faculty and staff participate in various communities of practice, engaging with colleagues around the country to improve the educational content of research-based programs and assistance delivered to residents across the state and region. Extension colleagues are connected by email ListServ, blogs and online newsletters, and shared resources such as teleconferences, webinars and eXtension Communities of Practice to efficiently and effectively address critical and emerging issues.

V(E). Planned Program (Outputs)

1. Standard output measures

2012	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	86337	0	291493	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	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- {No Data Entered}

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Develop and implement behavioral interventions that improve nutrition and increase physical activity.
2	Build capacity among community partners to address issues related to nutrition and childhood obesity.
3	Develop community strategies to address factors influencing excessive weight gain.

Outcome #1

1. Outcome Measures

Develop and implement behavioral interventions that improve nutrition and increase physical activity.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Wisconsin mirrors national trends showing increased child obesity. UW-Extension educators combine healthy eating and physical activity in programs that improve nutrition, increase activity and help create environments to support healthy lifestyles.

School, childcare, neighborhoods and families all affect people's food and activity choices; childhood obesity prevention efforts will more likely succeed if embedded in social activities.

What has been done

Walworth County UW-Extension planned and conducted family-based activities encouraging children's activity. Get Moving! Walworth County had 688 participants; 50% children. Families took part in up to 9 different activities during the summer, using Facebook to promote the program.

Extension developed an interactive series for child care staff on healthy food choices and nutrition policy based on Rethinking Nutrition: Connecting Science and Practice in Early Childhood Settings (<http://blogs.ces.uwex.edu/ece-nutrition/>)

Crawford County 4-H, Family Living and Nutrition Educators held Healthy Living day camps with physical activities and nutrition education for 37 youth.

Results

Extension educators reached 1241 families/caregivers to encourage healthy eating and physical activity. Participants said they learned about healthy eating (966); intended to eat more healthy foods (542); and said they had eaten more healthy foods (245).

Extension educators reached 1008 families/caregivers to encourage healthy activity levels in

children. In all, 597 said they understood the benefits of family physical activity; 747 intended to spend time on such activities; and 702 reported that they had done so.

- 67% said they would encourage their family to eat healthy.
- 67% said they would help their family be more active.
- 78% reported increased exercise time.

UW-Extension SNAP-Ed staff made:

- 51,612 educational contacts with adults and children to encourage eating whole grains, low-fat meats and beans.
 - After a lesson, 1491 children were offered samples of dried beans; 85% of the children tried the sample and 53% said they would eat beans again; 8% of the children ate beans the next week.
 - After a lesson, 84% of 607 adults asked if they were more likely to eat whole grain foods said yes.
- 32,653 educational contacts with adults and children on consuming recommended amounts of low-fat milk and dairy.
- 6277 educational contacts with adults and children on consuming foods with less fat.
- 14,792 educational contacts with adults and children encouraging physical activity and balancing it with food intake.
 - Following a lesson, 92% of 213 adults said they would try to be more active each day.
- 8938 educational contacts with adults on age-appropriate meals for family members, including infants.
 - 171 parents participated in lessons on feeding their young children. Before the lessons, 53% thought the parent decided how much a child should eat; afterwards, 82% knew the child should decide how much to eat.
- 97,297 educational contacts with adults and children on choosing healthful foods based on Dietary Guidelines.

4. Associated Knowledge Areas

KA Code	Knowledge Area
703	Nutrition Education and Behavior
704	Nutrition and Hunger in the Population
724	Healthy Lifestyle

Outcome #2

1. Outcome Measures

Build capacity among community partners to address issues related to nutrition and childhood obesity.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Nearly \$150 billion per year is spent on obesity-related medical conditions. The White House Task Force on Childhood Obesity Report to the President, *Solving the Problem of Childhood Obesity within a Generation*, lays out an action plan to prevent childhood obesity that: 1) empowers parents and caregivers; 2) provides healthy food in schools; 3) improves access to healthy, affordable foods; and 4) increases physical activity. A comprehensive, socio-ecological model with multi-level collaborations should be used.

What has been done

Wisconsin Extension educators work with community partners to assess, plan and conduct programs that improve the environment for healthy eating and physical activity. Extension educators lead and serve in key roles in county coalitions focused on childhood obesity.

Mobilizing Rural Communities to Prevent Childhood Obesity is a unique 7-state AFRI-funded project. It looks at rural communities' ability to provide environments that sustain healthy eating and promote physical activity for 4-year-old low-income children. Researchers and Extension specialists from multiple disciplines are developing community readiness, needs assessment and online distance learning tools to document best practices for Extension staff working to prevent childhood obesity. The goals are to create a socio-ecological model for community response to childhood obesity prevention; enhance effectiveness of community coalitions in assessing the environment; and develop effective multi-level strategies to prevent childhood obesity. The two participating counties, Iron and Crawford, have some of the highest health risk factors in the state, such as high poverty, high food insecurity, small population, lack of transportation and inadequate opportunities for physical activity. In both Crawford and Iron County, 12% of county preschoolers are overweight, as are 27% of adults.

Results

County educators reported 24 community-level changes made to support healthy eating (two at the state level), including Farm to School changes in the Clinton and Parkview School districts; Iron County school district's snack policy changed to include only healthy foods; bike lanes developed in Marinette; more school community gardens started.

Extension educators reported 22 community and environmental changes to support physical activity, one at the state level. Examples included working with the public health department to create, publish and distribute a community "Get Active" booklet (Waushara County); and the "Get Moving Program" (Walworth County) that encouraged low-cost local and county park and recreation opportunities. In Waupaca County, Extension educators worked with every school district in the county to create a "Walk to School" day in the fall and a "Bike to School" day every spring to encourage daily physical activity. New bike lanes were built on the main thoroughfare in

Marinette County.

UW-Extension SNAP-Ed made 3908 educational contacts with adults focused on accessing helpful, relevant community programs and resources.

4. Associated Knowledge Areas

KA Code	Knowledge Area
703	Nutrition Education and Behavior
704	Nutrition and Hunger in the Population
724	Healthy Lifestyle

Outcome #3

1. Outcome Measures

Develop community strategies to address factors influencing excessive weight gain.

Not Reporting on this Outcome Measure

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Competing Public priorities
- Populations changes (immigration, new cultural groupings, etc.)
- Other (Database development)

Brief Explanation

Appropriations changes: In response to growing concerns about childhood obesity, 4-H National Headquarters made healthy living a national priority. Wisconsin extension youth development specialist JulieAnn Stawicki, educators and staff in 10 counties received a National 4-H Council grant to mobilize youth to take action and promote healthy food choices in under-served communities. Programs engaged youth and adult volunteers in afterschool, summer camps and community garden programs that promoted healthier life choices in low-resourced and minority communities. Counties engaged school districts, community coalitions, non-profit agencies and colleagues in new partnerships, such as with American Indian tribes, Hmong community gardens and an urban, predominately African American high school. Programs addressed the importance of diet, exercise and safety on healthy youth development. In addition to nutrition and physical activity, more than 900 youth engaged in meaningful service to their communities, such as garden improvement and partnerships with local food pantries that will continue to serve local residents long after the end of the funding.

Public policy: Nearly \$150 billion per year is now being spent to treat obesity-related medical conditions. The White House Task Force on Childhood Obesity Report to the President, Solving the Problem of Childhood Obesity within a Generation, presents an action plan for the prevention of childhood obesity: (1) empower parents and caregivers; (2) provide healthy food in schools; (3) improve access to healthy, affordable foods; and (4) increase physical activity. The goal of the action plan, developed by an interagency task force, is to reduce childhood obesity to a rate of just 5 percent by 2030: http://www.letsmove.gov/tfco_fullreport_may2010.pdf

Natural disasters: Intense heat and severe drought lingered through 2012. UW-Extension Cooperative Extension responded quickly to immediate issues of the drought. Planning for, coordinating and leading a longer-term response effort that focuses on the human/family, production and financial aspects of this challenge is one of Cooperative Extension's primary purposes - to respond proactively now so that as drought impacts unfold, programs and resources are in place to continue responding appropriately. An extension point person has been designated to work with state specialists, county agriculture and family living educators and partners to coordinate the longer-term response needed. See the report added for 2012 Wisconsin Cooperative Extension Response to the Drought.

Database development: UW-Extension Cooperative Extension is in the midst of replacing the legacy planning and reporting database, which was closed in 2012. For the 2012 Childhood Obesity report:
The direct contacts for adults reported are relevant 2012 SNAP-Ed teaching contacts. The 2012 direct contacts for youth reported include 4-H enrollments in relevant projects reported on the ES-237 form for 2011-2012. Relevant SNAP-Ed 2012 teaching contacts for youth are added to 4-H youth food science/nutrition, health and fitness enrollments for the 2012 Childhood Obesity federal report.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

{No Data Entered}

Key Items of Evaluation

{No Data Entered}