

V(A). Planned Program (Summary)

Program # 4

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
701	Nutrient Composition of Food		30%		30%
703	Nutrition Education and Behavior		0%		20%
724	Healthy Lifestyle		20%		20%
802	Human Development and Family Well-Being		30%		30%
806	Youth Development		20%		0%
	Total		100%		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	6.0	0.0	1.0
Actual Paid Professional	0.0	6.0	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
0	317628	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	259902	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

WVSU Extension began a partnership with Kanawha County in December 2008 to create a plan that would bring policy and environmental approaches to positively impact the high rates of childhood obesity in the local area. The partnership was made available through a grant from the Robert Wood Johnson Foundation. Healthy Kids, Healthy Communities (HKHC) is a national program of the Robert Wood Johnson Foundation (RWJF), designed to help dozens of communities across the country reshape their environments to support healthy living and prevent childhood obesity.

Based on a rigorous selection process that drew more than 500 proposals from across the country, Kanawha County was one of 41 selected sites for the HKHC initiative. The project, called KEYS 4 HealthyKids: Unlocking the Doors to a Better Tomorrow is focused on improving opportunities for physical activity and access to affordable, healthy foods for children and families in Kanawha County.

KEYS is an acronym that represents the four keys necessary for "Unlocking" the barriers/doors that children and families face with adhering to a nutritious healthful diet and engaging in regular activity (K-Knowledge, E-Eating Healthy, Y-Youth Being Active, S-Safety and Empowerment). Steering committee members worked on projects at three specific champion sites incorporating all of the keys at their sites.

Additionally, WVSUES Youth Development has targeted youth active lifestyles and childhood obesity prevention as a primary goal of their operations. A variety of programs including Fast Track and 4-H GROWTH focus on the proper identification of healthy foods, proper preparation, and serving in unique and tasty ways.

2. Brief description of the target audience

Target audience for the programs are the City of Charleston where there is a higher minority population (17% vs 3% for the state), food deserts, higher crime rates, extreme poverty, and higher rates of childhood obesity.

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	167	427	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	1	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of youth will participate in various workshops.

Year	Actual
2012	63

Output #2

Output Measure

- News articles will be generated around childhood obesity and specific to these efforts.

Year	Actual
2012	3

Output #3

Output Measure

- Number of adults will participate in educational sessions.

Year	Actual
2012	167

Output #4

Output Measure

- New shopping venues will be available in food deserts.

Year	Actual
2012	2

Output #5

Output Measure

- Safe new green spaces will be created to encourage community active lifestyle activities.
Not reporting on this Output for this Annual Report

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Youth and Families will increase knowledge and awareness of nutrition
2	Youth and Families will increase knowledge of physical fitness activities
3	Youth, Families and Communities will increase social competency through community sustainable gardening
4	Youth Families and communities will increase demand for healthy food options in their communities
5	Youth will make positive health choices including selection of healthy foods and increasing active lifestyle activities
6	Families will make positive health choices including selection of healthy foods and increasing active lifestyle activities

Outcome #1

1. Outcome Measures

Youth and Families will increase knowledge and awareness of nutrition

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The epidemic of childhood obesity continues to worsen as years progress. According to the 2009 data from the Youth Risk Behavior Survey (YRBS), 14.4% of high school youth are overweight and 14.2% are obese. Local data from a pediatrician reveals that 47% of 3-5 year olds living in Charleston, WV are obese. The Robert Wood Johnson Foundation (RWJF) offered a grant opportunity called Healthy Kids, Healthy Communities. Nearly 600 locations applied for funding, and Charleston, WV was one of 47 chosen. By changing policy and the environment, the hope to elicit a more sustained impact. Through receipt of this funding, the Keys4 Healthykids was born. Within this project, WV State University Extension Service provided expertise in child nutrition, health education and evaluation and assessment. WV State University Extension Service dedicated staff to assess and evaluate the Initiative and provide leadership for related: revitalizing and building community gardens, developing green spaces and pocket parks, joint use policy, and nutrition policy changes in childcare institutions. KEYS is a four-year project with a primary goal of reducing the rates of childhood obesity by 2015.

What has been done

On behalf of WVSUES; the FCS Extension Specialist for Nutrition and Health; served as the team leader for the Eating Healthy taskforce. Through this project, the FCS Specialist led an effort and implementation of the EBT and WIC voucher acceptance at 2 Farmer's Markets. Coordination and implementation of 2 new garden sites at a local year-round elementary school and a nearby neighborhood center were developed through her leadership. In this capacity, she also provided technical assistance with the KEYS outreach communities. The specialist continued seeking additional grant funding, for financial support with the community gardens and the community gardens committee; and assisted with press releases that were sent out in the first week of April 2012, in response to the most recent county health rankings for nearly all 50

states. The only area Kanawha County improved in was clinical care. Access to treatment and treatment itself has improved. Additionally, she submitted five new dashboard reports for Healthy Kids, Healthy Communities evaluation system. As of December 31, 2011, the extension specialist had completed 47, met six benchmarks, generated two media events, and elicited four environmental changes. Worked with steering committee to develop the updated Neighborhood Action Funds Requests for Proposal; provided technical assistance to two locations wishing to apply for NAF funding in terms of partner creation and project ideas.

Results

WV State University Extension Service provided expertise in child nutrition, health education and evaluation and assessment. WV State University Extension Service will dedicate staff to assess and evaluate the Initiative and provide leadership for related: revitalizing and building community gardens, developing green spaces and pocket parks, joint use policy, and nutrition policy changes in childcare institutions. KEYS is a four-year project with a primary goal of reducing the rates of childhood obesity by 2015. Going into the 2012 fiscal year, the FCS Extension Specialist was instrumental in serving as the coordinator for all community gardening efforts within the KEYS project. During her tenure, impacts have included: Number of youth who participated in various workshops -to the basic gardening workshop (3), the grocery tour (5), photovoice (8), garden workshops at EEFRFC (22), and garden workshops at Piedmont (38). Finally, the number of adults who participated in educational sessions; JMG-EEFRFC (4), NAPSACC (5)KCS - Head Start teachers (138), family nights at EEFRFC, forums (25).

4. Associated Knowledge Areas

KA Code	Knowledge Area
701	Nutrient Composition of Food
724	Healthy Lifestyle
802	Human Development and Family Well-Being

Outcome #2

1. Outcome Measures

Youth and Families will increase knowledge of physical fitness activities

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	215

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The ramifications of the sedentary lifestyles lived by so many of America's youth, renders the prime candidates for increased health issues. Futuristically, physical inactivity threatens to reverse the decades-long progress that has been made in reducing death and suffering from cardiovascular diseases. Inactivity among youth may increase the future risk for many chronic diseases, including heart disease, stroke, colon cancer, and diabetes. In addition to the toll taken by human suffering, surges in the prevalence of these diseases could lead to crippling rises in our national health care expenditures. According to 2007 National Survey of Children's Health (NSCH) data, 18.9% of children ages 10 through 17 in West Virginia were obese, slightly higher than the national average of 16.4%. The same survey showed that state children were more likely to participate in physical activity on every day of the week (33.2%) than their national counterparts (29.9%). They were also more likely, however, to spend more than one hour on weekdays watching TV or playing video games (57.7% vs.50.1%).

What has been done

The FCS Extension Specialist conducted more than 5 presentations centered around; childhood obesity, making healthier food selections and increasing physical activity. During the workshops participants received substantial knowledge about reducing the amount of sugar consumption in their daily lives. In addition, the youth was also promoted to drink more water and get outside to play and stay active, opposed to spending increased amounts of time watching television or electronic gaming. The youth learned new and exciting forms of play; which were developed to target those parts of the body that are commonly associated with retaining consistent amounts of weight. Through an expansion of the partnership; the FCS Specialist collaborated with community experts to assist with teaching the kids more effective methods for staying active and reducing their choices of mostly selecting an indoor activity in their leisure time. Also, in other workshop parent/grandparent raising children were inclusive of receiving promotional information on how to encourage their child to become more active.

Results

Over the past year the FCS program area has experience a major transitioning in staff member. In May 2012 the Nutrition and Health Specialist and Registered Dietitian departed from the extension staff. Prior to her leaving, she made major strides in her work with the KEYS4 Healthykids programs. She continued conducting programs and providing community based opportunities for the project, until the day her tenure was completed. With the physical activity component, another program team resumed her work and provided further services and activities to finish the year in her absence.

4. Associated Knowledge Areas

KA Code	Knowledge Area
703	Nutrition Education and Behavior
802	Human Development and Family Well-Being
806	Youth Development

Outcome #3

1. Outcome Measures

Youth, Families and Communities will increase social competency through community sustainable gardening

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	215

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The epidemic of childhood obesity continues to worsen as years progress. According to the 2009 data from the Youth Risk Behavior Survey (YRBS), 14.4% of high school youth are overweight and 14.2% are obese. Local data from a pediatrician reveals that 47% of 3-5 year olds living in Charleston, WV are obese. The Robert Wood Johnson Foundation (RWJF) offered a grant opportunity called Healthy Kids, Healthy Communities. Nearly 600 locations applied for funding, and Charleston, WV was one of 47 chosen. Obesity is a multi-factorial problem, which makes it very difficult to address and reverse the trend. However, the purpose of RWJF's funding is to implement environmental and policy changes to increase access to healthy, affordable foods and opportunities for physical activity for high-risk youth. By changing policy and the environment, the hope to elicit a more sustained impact. The K4HK Initiative will focus on revamping neighborhoods for kids and families that offer improved physical activity and play opportunities along with access to affordable, healthy foods and beverages. To give kids the best chance to lead the healthiest lifestyle possible, both active living and healthy eating must be available for high-risk families. The planned initiative is a collaborative program that will be effective, tenable, and replicable

What has been done

In this capacity, the specialist worked on budgets and proposals for Family and Youth Development Services projects - PAAC's church project at a local church and WVDRR Office of Health Promotion grant. Awarded funds were used to support eight Neighborhood Action Funds to community projects. Six of these include a community garden. Furthermore, the specialist provided support to the City Comprehensive Plan training, administrative functions, and to purchase water coolers and fruit/vegetable baskets for convenience store makeover initiatives. She also participated in review of all of the assessment tools that lead in support of the project. In

addition, she created an outline for her as to the steps to complete for other communities to attempt to improve access to healthy affordable foods through environmental and policy changes. The FCS Extension Specialist coordinated presentations and Basic Gardening Class at a faith based institution, in the capital city. Sixteen attendees learned the basics of gardening and container gardening from local gardening representatives.

Results

Going into the 2012 fiscal year, the FCS Extension Specialist was instrumental in serving as the coordinator for all community gardening efforts within the KEYS project. During her tenure, impacts have included: Number of youth who participated in various workshops -to the basic gardening workshop (3), the grocery tour (5), photovoice (8), garden workshops at EEFRC (22), and garden workshops at Piedmont (38). Also in the marketing aspect of program delivery; 3 news articles generated around childhood obesity and specific to these effort. Finally, the number of adults who participated in educational sessions; JMG EEFRC (4), NAPSACC (5)KCS - Head Start teachers (138), family nights at EEFRC, forums (25). Indirectly, thousands have been reached through radio, television, billboards.

4. Associated Knowledge Areas

KA Code	Knowledge Area
724	Healthy Lifestyle
802	Human Development and Family Well-Being

Outcome #4

1. Outcome Measures

Youth Families and communities will increase demand for healthy food options in their communities

Not Reporting on this Outcome Measure

Outcome #5

1. Outcome Measures

Youth will make positive health choices including selection of healthy foods and increasing active lifestyle activities

Not Reporting on this Outcome Measure

Outcome #6

1. Outcome Measures

Families will make positive health choices including selection of healthy foods and increasing active lifestyle activities

Not Reporting on this Outcome Measure

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Appropriations changes
- Other (Loss of technical support)

Brief Explanation

As with most institutions in this current climate; the most impactful external factor affecting the FCS Program Area is funding. As a system, we rely on the extramural funds to help support the basic operational needs. In this unit, there is a great demand for additional staff members to provide services to a larger clientele. This past year, has been very challenging due to the implementation of layoffs and reduction of staff that provide service in the FCS Program. This is the sole reason the final 3 outcomes were not able to be reported on this past year. We will continue to seek funding support by eternal mean; through establishing further partnerships, and re-staff the department to include a workforce that is more technically equipped to continue serving the health and wellness needs for the citizens of WV.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

{No Data Entered}

Key Items of Evaluation

{No Data Entered}