

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
703	Nutrition Education and Behavior	35%			
704	Nutrition and Hunger in the Population	15%			
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins	10%			
724	Healthy Lifestyle	10%			
802	Human Development and Family Well-Being	22%			
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	8%			
	Total	100%			

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2013	Extension		Research	
	1862	1890	1862	1890
Plan	6.5	0.0	0.0	0.0
Actual Paid Professional	13.3	0.0	0.0	0.0
Actual Volunteer	22.7	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
75277	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
557513	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
1266502	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

- Eat Well (Direct; Club, Conference, Program, Consultation, Scholarship, or Training)
- Eat Well (Indirect; Applied Research, Media, Internet, Publication, Resulting from Training)
- General Activities to address Childhood Obesity (Direct; Club, Conference, Program, Consultation, Scholarship, or Training)
 - General activities to address Childhood Obesity (Indirect; Applied Research, Media, Internet, Publication, Resulting from Training)
 - Nutrition Education (Direct; Club, Conference, Program, Consultation, Scholarship, or Training)
 - Nutrition Education (Indirect; Applied Research, Media, Internet, Publication, Resulting from Training)

2. Brief description of the target audience

- Eat Well Participants (Adult)
- Eat Well Participants (Youth)
- Extension Staff (Adult)
- General Public (Adult)
- General Public (Youth)
- Volunteers (Adult)
- 4-H Youth (Youth)
- Community Leaders (Adult)
- Eat Well Volunteers (Adult)
- EFNEP Participants (Adult)
- Master Gardener Volunteers (Adult)

3. How was eXtension used?

- Limited staff membership and participation in communities if practice
- Access for information related to Planned Programs
- Resources referred to customers and clients
- Participation in selected webinars sponsored by eXtension.
- Participation in selected professional development webinars sponsored by eXtension
- Identifying multi-state collaboration opportunities

V(E). Planned Program (Outputs)

1. Standard output measures

2013	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	7111	3390	6882	0

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

Patent Applications Submitted

Year: 2013
 Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2013	Extension	Research	Total
Actual	0	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Direct; Club, Conference, Program, Consultation, Scholarship, or Training

Year	Actual
2013	3632

Output #2

Output Measure

- Indirect; Applied Research, Media, Internet, Publication, Resulting from Training

Year	Actual
2013	58

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Adopt healthy dietary practices (consume nutrient-rich foods, follow current Dietary Guidelines for Americans or (Dietary Approaches to Stop Hypertension), etc)
2	Integrate regular physical activity into daily life
3	Engage positively in their community
4	Demonstrate application of leadership skills
5	Increase consumption of healthful, locally-grown and -produced food (farm to school program, food preservation, etc.)
6	Reduce consumption of highly processed foods (fast foods, convenience foods, etc.)
7	Demonstrate application of subject matter knowledge

Outcome #1

1. Outcome Measures

Adopt healthy dietary practices (consume nutrient-rich foods, follow current Dietary Guidelines for Americans or (Dietary Approaches to Stop Hypertension), etc)

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	2371

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Obesity in Maine: In Maine, almost two-thirds of adults and more than a quarter of school-aged youth are overweight or obese, a reality that has serious implications for health. In addition, USDA estimates that 200,000 Mainers don't have enough to eat. When food becomes scarce, food purchased becomes less nutritious. The contradiction between the high rate of obesity and food insecurity in Maine demonstrates that poor food choice and lack of nutrient-rich food have a significant impact on Maine's population.

What has been done

The Expanded Food and Nutrition Education Program (EFNEP) is a program of UMaine Extension funded through Smith-Lever 3(d) legislation. Trained staff provides limited-income youth and families with research-based, interactive education on a variety of topics in homes, small community groups, and schools. During FY13, our EFNEP Community Education Assistants provided sequential nutrition education to 377 adults and consecutive education to more than 5,000 youth aged 5-18. Pre- and post-program evaluation of youth outcomes began in October 2013.

Results

Results: Our evaluation data is designed to track adult behavior changes with the assumption that there is one or more youth effected by the behavior of each adult; for each adult enrolled it is required that there be at least 1 child aged 0-18 in the home environment. Of the 377 participating adults, 146 completed the program by meeting educational objectives in diet quality, physical activity, food resource management, and food safety and security. These graduates completed entry and exit behavior checklists and 24-hour food recalls measuring behavior change. Among the most impressive changes is that 69 percent now plan meals in advance and 62 percent more often use the Nutrition Facts on food labels to make healthy food choices. Participants report an increase in consumption of whole grains, fruits, vegetables, fiber, lean

proteins, and healthy oils, and reduced intake of solid fats, added sugars, sodium, and total calories.

EFNEP also saves program graduates money on their monthly food bills. The average savings per month per household was \$36, which equals a total household cost savings of \$432 per year, while improving the quality of food consumed. The total cost savings for all graduate households was \$4,960 per month, for a total annual food cost savings of \$59,520.

4. Associated Knowledge Areas

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

Outcome #2

1. Outcome Measures

Integrate regular physical activity into daily life

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	763

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
724	Healthy Lifestyle
802	Human Development and Family Well-Being
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #3

1. Outcome Measures

Engage positively in their community

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	67

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Washington County Summer Food Service Program: Food insecurity affects many families who reside in Washington County, Maine's poorest county. Over 60 percent of students are eligible for free or reduced school lunch; however, this important nutrition program is unavailable during the summer months. Local communities may help to fill the void through the USDA Summer Food Service Program (SFSP), but due to a lack of awareness and misconceptions about the program, prior to 2013 only 4 communities participated, serving less than 6 percent of eligible children.

What has been done

UMaine Extension's Nutrition Education Program facilitated meetings in Washington County to increase awareness of the SFSP and to dispel misconceptions that had been barriers to sponsorship. We worked directly and indirectly with school superintendents and cooks, community leaders, citizens, summer recreation directors, and the media to raise awareness of the problem and facilitate SFSP as a solution. We worked within communities to develop creative strategies for local implementation.

Results

Results: Preliminary figures indicate that during 2013 the SFSP provided an estimated \$193,836 to new sponsoring organizations to serve an estimated total of 66,362 nutritious meals to nearly 600 children per day in 9 communities. When added to sites that participated in previous years, \$226,249 of USDA funds was spent in Washington County to feed more than 800 children per day in 13 communities, tribal communities, and seasonal agricultural migrant communities. This represents 20 percent of the school-age population. Fun and engaging nutrition education was piloted at one of the larger sites. Sponsors reported satisfaction with the program and plan to continue participating in the future. Goals for 2014 are to expand the program to additional communities and to provide nutrition education at more sites.

4. Associated Knowledge Areas

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

Outcome #4

1. Outcome Measures

Demonstrate application of leadership skills

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	67

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
802	Human Development and Family Well-Being
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #5

1. Outcome Measures

Increase consumption of healthful, locally-grown and -produced food (farm to school program, food preservation, etc.)

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	751

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Maine Harvest for Hunger: The economy's long, slow rebound from the "Great Recession" and high unemployment give Maine the highest rate of food insecurity in New England. Forty-three percent of food-insecure people in Maine do not qualify for food stamps or any other government program. It is especially challenging to afford high quality, fresh, nutritious food.

What has been done

Nearly 500 home gardeners, UMaine Master Gardeners, and other volunteers in about 14 Maine counties collectively logged more than 5,000 hours through UMaine Extension's Harvest for Hunger Program that grows fresh fruits and vegetables for donation to needy people in Maine. The program's objectives are to mitigate hunger, improve nutrition and health, and help the recipients develop lifelong positive nutritional habits.

Results

Results: In 2013, our Harvest for Hunger Program donated more than 108 tons of vegetables and fruit to 152 food banks, shelters, and charitable organizations around the state. The value of the produce was over \$365,380, based on a market sales price averaging \$1.69 per pound. Many recipients also received cooking and gardening lessons offered along with the program helping to build self-reliance and health for the future.

4. Associated Knowledge Areas

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

Outcome #6

1. Outcome Measures

Reduce consumption of highly processed foods (fast foods, convenience foods, etc.)

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	893

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
703	Nutrition Education and Behavior
704	Nutrition and Hunger in the Population
724	Healthy Lifestyle
802	Human Development and Family Well-Being
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #7

1. Outcome Measures

Demonstrate application of subject matter knowledge

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	42

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
703	Nutrition Education and Behavior
724	Healthy Lifestyle
802	Human Development and Family Well-Being

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

V(I). Planned Program (Evaluation Studies)

Evaluation Results

- Retrospective (post program)
- Before - After (before and after program)
- During (during program)

- Case Study
- Comparisons between different groups of individuals or program participants experiencing different levels of program intensity

Key Items of Evaluation