

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	45%		45%	
724	Healthy Lifestyle	35%		35%	
802	Human Development and Family Well-Being	10%		10%	
806	Youth Development	10%		10%	
	Total	100%		100%	

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2013	Extension		Research	
	1862	1890	1862	1890
Plan	4.0	0.0	1.5	0.0
Actual Paid Professional	3.0	0.0	1.4	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
6543	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
6543	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
203105	0	137898	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

School-based curricula, including "On the Move to Better Health", "Banking on Strong Bones", and "Go Wild for Fruits and Vegetables" will continue to be used with children. Community-based programs for adults and children, including "Moving More, Eating Smarter," will continue.

2. Brief description of the target audience

Children and adults will be the target groups for the programming. They will be reached with both direct and indirect methods.

3. How was eXtension used?

eXtension was not used in this program.

V(E). Planned Program (Outputs)

1. Standard output measures

2013	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	5570	490000	12300	35000

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	2	5	7

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	Number of children participating in the youth education curricula who will improve their diet quality and/or their physical activity level.
2	Number of adults participating in adult education curricula who will improve their knowledge of current nutrition and/or physical activity level.

Outcome #1

1. Outcome Measures

Number of children participating in the youth education curricula who will improve their diet quality and/or their physical activity level.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	1070

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Children in elementary classrooms and afterschool programs have been targeted with nutrition education programming. Multi-lesson curricula that integrate nutrition and fitness concepts for grades four to five have been used statewide.

What has been done

The overall goal of the "Eat Smart. Play Hard. Together." program is to improve knowledge and change behavior among children and their parents through a curriculum used in elementary schools. "Banking on Strong Bones" is a five-week, school-based educational intervention for fourth graders. The purpose is to increase knowledge and change behavior regarding calcium-rich foods and weight-bearing activities.

Results

From 2005-13, the "Banking on Strong Bones" five-lesson program has reached more than 9,000 children and their families. Students improved their knowledge scores and reported positive attitude and behavior changes toward consumption of dairy products. In the past year, about 1,070 fourth graders participated in "Banking on Strong Bones." On the pre-survey, 40% reported drinking three servings of milk (or dairy) the previous day, compared to 56% on the post-survey. On the pre-survey, 15% reported drinking soda pop every day, compared to 11% on the post-survey. About 91% reported planned to drink more milk.

4. Associated Knowledge Areas

KA Code	Knowledge Area
703	Nutrition Education and Behavior

724	Healthy Lifestyle
802	Human Development and Family Well-Being
806	Youth Development

Outcome #2

1. Outcome Measures

Number of adults participating in adult education curricula who will improve their knowledge of current nutrition and/or physical activity level.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	2124

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

According to the 2011 Youth Risk Behavior Survey, 11% of North Dakota's high school students were obese. Fruits and vegetables, as part of a healthy diet, are important for optimal child growth, weight management, and chronic disease prevention. Less than 20% of North Dakota's children (especially low-income children) eat the recommended levels of fruits and vegetables. Motivating children to try fruits and vegetables and then regularly eat fruits and vegetables is a challenge. Behavior change is more likely to occur if children and their families are engaged in role modeling and tracking of their behavior.

What has been done

"On the Move to Better Health" is a five-week school-based curriculum for fifth graders and their families, which aims to increase fruits, vegetables and calcium-rich foods in the diets of children, as well as increase physical activity.

Results

About 40% of families participating in "On the Move to Better Health" set a weekly goal, 42% of participating parents indicated that their family's fruit consumption had increased, 34% reported their family's vegetable consumption had increased, and 20% reported their family's whole-grain consumption had increased. According to post-surveys with more than 2,100 fifth graders in the five-week "On the Move to Better Health" program, about 53% reported increasing the amount of

fruits and vegetables they consumed, 58% reported drinking more milk, 62% reported drinking less soda pop, 64% drank more water, 59% chose healthier snacks, and 58% increased their amount of daily physical activity.

4. Associated Knowledge Areas

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

V(H). Planned Program (External Factors)

External factors which affected outcomes

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

Brief Explanation

The extremely low Federal capacity support for the obesity planned program meant that NDSU had to rely heavily on state appropriated and grant funding to support the program.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

A six-week pilot study using an online walking software program was implemented with Extension staff to determine the feasibility of a technology-based walking program. Staff (n=47) received regular emails with educational messages and websites to explore, and they could join teams. More than 96% reported walking for fitness at the end of the program, and 85% reported using a pedometer to measure their steps. About 85% reported an increase in the number of steps from pre- to post-program. All participants reported reading the emails, 48.5% reported exploring the website, and 21% participated in the Facebook page. Several participants reported losing weight and/or lowering their blood cholesterol.

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Key Items of Evaluation

To continue to thrive and reach new audiences, nutrition educators need to be on the cutting edge of technology use to complement their traditional educational programming, and reach younger audiences and those in rural, isolated areas.