

**V(A). Planned Program (Summary)**

**Program # 5**

**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				40%
724	Healthy Lifestyle				40%
806	Youth Development				20%
	<b>Total</b>				100%

**V(C). Planned Program (Inputs)**

1. Actual amount of FTE/SYs expended this Program

Year: 2013	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	0.0	0.0	6.9
Actual Paid Professional	0.0	0.0	0.0	4.1
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	186253
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	0	0	186253
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	198961

**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, conducted a kitchen hygiene and safety tutorial.

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**

2013	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	61	60	98	86

**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
<b>Actual</b>	0	1	1

**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

<b>Year</b>	<b>Actual</b>
2013	0

**Output #2**

**Output Measure**

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

<b>Year</b>	<b>Actual</b>
2013	3

**Output #3**

**Output Measure**

- Research publications on modifying lifestyles for healthy youth.

<b>Year</b>	<b>Actual</b>
2013	1

**Output #4**

**Output Measure**

- Presentations relating to research on modifying lifestyles for healthy youth.

<b>Year</b>	<b>Actual</b>
2013	4

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

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

## **Outcome #1**

### **1. Outcome Measures**

Target youth attending summer camp sessions (Children Engage in Healthy Levels of Physical Activity).

### **2. Associated Institution Types**

- 1890 Research

### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	98

### **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**

Three, 2 week long camps were held with a total of 95 participants attending. Campers received journals to record thoughts regarding their awareness, attitudes and behaviors regarding the daily media, diet and physical activity lessons. Camp participants were instructed using activities adopted from the Media Smart Youth© and Nutrition Detective© curricula. Recipes, nutrition lessons, and cooking were planned, prepared, and taught by a Registered Dietitian. Participants prepared their lunches after receiving food safety preparation lessons beforehand. Each day, campers were involved in 60-minutes of physical activity. Campers participated in cultural and self-esteem empowering activities in gender specific social circles daily. Field trips taken include a trip to a grocery store, the local farmers market, Fisk University's campus radio station (WFSK), Wave Country Water Park, and the Challenge Course at the Agriculture Research and Education Center in Ashland City.

#### **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.

#### 4. Associated Knowledge Areas

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

#### Outcome #2

##### 1. Outcome Measures

Following intervention, youth with intentions to limit television viewing, internet surfing and video games to less than one hour per day each (Children Engage in Healthy Levels of Physical Activity).

##### 2. Associated Institution Types

- 1890 Research

##### 3a. Outcome Type:

Change in Action Outcome Measure

##### 3b. Quantitative Outcome

Year	Actual
2013	6

##### 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 primarily candy, cereal and fast food.

###### **What has been done**

Twenty-five 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) expressed their thoughts by developing their own messages.

###### **Results**

Campers created audio (radio clips) and video productions (commercials) using resources facilitated and provided by Mr. Joseph Richie and Sean Laflin within the TSU Communications Department. The youth also created and presented various forms of media and artistic expressions including posters, songs, raps, and poems about advertising, healthy habits, YAMS, and positive self-esteem affirmations.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
724	Healthy Lifestyle
806	Youth Development

#### Outcome #3

##### 1. Outcome Measures

Target youth with intentions to increase fruit and vegetable intake (Children Practicing Healthy Eating).

##### 2. Associated Institution Types

- 1890 Research

##### 3a. Outcome Type:

Change in Action Outcome Measure

##### 3b. Quantitative Outcome

Year	Actual
2013	57

##### 3c. Qualitative Outcome or Impact Statement

###### **Issue (Who cares and Why)**

Campers created audio (radio clips) and video productions using resources provided by the TSU Communications Department. Youth also created and presented various forms of media and artistic expressions including posters, songs, raps, and poems about advertising, healthy habits, YAMS, and positive self-esteem affirmations.

###### **What has been done**

Delivered twenty-five healthy cooking lessons using Nutrition Detective© that include 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, controlling portion sizes, reading a nutrition label, and eating whole (unprocessed) food. Daily meals included three to five servings of fruit and vegetables. Youth prepared thirty 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. 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, as well as making more informed decisions on what to consume based off the ingredient list on the nutrition

label.

#### 4. Associated Knowledge Areas

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

#### Outcome #4

##### 1. Outcome Measures

Target youth with intention to increase level of daily physical activity (Children Engage in Healthy Levels of Physical Activity)

##### 2. Associated Institution Types

- 1890 Research

##### 3a. Outcome Type:

Change in Action Outcome Measure

##### 3b. Quantitative Outcome

Year	Actual
2013	46

##### 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**

Youth with intention to limit fast food meals to fewer than four per month (Children Practicing Healthy Eating).

### **2. Associated Institution Types**

- 1890 Research

### **3a. Outcome Type:**

Change in Action Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	46

### **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. Participants watched documentaries and short news clips about how fast food meat products are manufactured. 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**

<b>KA Code</b>	<b>Knowledge Area</b>
703	Nutrition Education and Behavior
724	Healthy Lifestyle

**Outcome #6**

**1. Outcome Measures**

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
2013	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 thirty sessions that involved cultural and self-esteem empowering activities in gender-specific groups according to and influenced by, the principles of Kwanzaa (unity, self-determination, collective work and responsibility, cooperative economics, purpose, creativity, faith, legacy/heritage, beauty and/or personal hygiene, respect).

**Results**

It is too early to determine if their understanding of the issues will translate in to sustained action.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
806	Youth Development

## **Outcome #7**

### **1. Outcome Measures**

Target youth maintaining healthy behaviors 12 months post-intervention (Children Engage in Healthy Levels of Physical Activity).

### **2. Associated Institution Types**

- 1890 Research

### **3a. Outcome Type:**

Change in Condition Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	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**

### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
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**

The Media Smart Youth© curriculum was adapted by using the media lessons only. Youth viewed the media lessons favorably when coupled with a hands-on activity that requires creativity in a group setting. Participants enjoyed making various forms of media using the audio/visual studio at the Tennessee State University Communications Department. Participants retained the most information provided by the Nutrition Detective curriculum. Six months post intervention, some parents reported that their children still read food labels, and parents have adopted reading food labels to determine the foods they consume. Parents reported that their children are more open to eat vegetables.

Challenges were found in facilitating activities that were culturally relevant and applicable to the Kwanzaa theme in Bro Code.

Peer educators were reduced from eight to two based on the previous year's findings. It was discovered that peer educators need to be carefully selected as many were easily influenced by peer pressure and uncomfortable with taking authority with campers.

#### **Key Items of Evaluation**