

**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
134	Outdoor Recreation	5%		0%	
601	Economics of Agricultural Production and Farm Management	5%		0%	
604	Marketing and Distribution Practices	5%		0%	
607	Consumer Economics	0%		60%	
701	Nutrient Composition of Food	10%		40%	
703	Nutrition Education and Behavior	20%		0%	
704	Nutrition and Hunger in the Population	15%		0%	
724	Healthy Lifestyle	20%		0%	
806	Youth Development	20%		0%	
	<b>Total</b>	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	40.0	0.0	2.0	0.0
Actual Paid Professional	91.0	0.0	0.2	0.0
Actual Volunteer	8.0	0.0	0.0	0.0

2. Institution Name: Washington State University

Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
312421	0	17889	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
312421	0	17889	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
6268476	0	183569	0

**V(D). Planned Program (Activity)**

**1. Brief description of the Activity**

Educational programming will be delivered to limited resource families through our nutrition education programs funded by SNAP-Ed and EFNEP (Smith-Lever 3-D) programs. Additionally, youth development programs will expand emphasis on physical activity in a number of programs and project areas. Finally, technical assistance will be provided to farmers in the urban fringe to help them produce and effectively market produce to urban residents.

**2. Brief description of the target audience**

Families with limited resources, youth enrolled in 4-H programs, and agricultural producers (generally small producers) operating in the urban fringe.

**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
<b>Actual</b>	267533	970132	169848	679392

**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	18	6	24

#### V(F). State Defined Outputs

##### Output Target

##### Output #1

###### Output Measure

- Number of educational programs delivered focused on increasing local food supplies, improving dietary quality, and increasing physical activity.

Year	Actual
2013	27536

##### Output #2

###### Output Measure

- Number of peer reviewed (official) WSU Extension publications published per year.

Year	Actual
2013	18

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

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

O. No.	OUTCOME NAME
1	Percentage of evaluated participants who demonstrated increased knowledge and skills relative to key learning objectives.
2	Percentage of participants evaluated who applied acquired knowledge to improve their diet quality, level of physical activity, or production of locally-grown produce.
3	Percentage of participants reporting increased physical activity.
4	Number of communities cooperating with WSU program with farmers' markets and community gardens producing and/or selling locally grown fruits and vegetables.

## **Outcome #1**

### **1. Outcome Measures**

Percentage of evaluated participants who demonstrated increased knowledge and skills relative to key learning objectives.

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

- 1862 Extension
- 1862 Research

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

Change in Knowledge Outcome Measure

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

<b>Year</b>	<b>Actual</b>
2013	80

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

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

Eating a healthy diet in childhood and adolescence is vital for proper growth and development in all areas of health. Despite research showing the benefits of healthy eating, obesity and overweight status in children and adolescence has tripled in the past 30 years. In Washington State, 11.1 % of youth ages 10-17 are obese, and only 27.6% of youth this age participate in vigorous physical activity for 20 minutes on a daily basis (Levi, Segal, Laurent and Kohn, 2012). Fifteen percent of WA high school students reported drinking 2 or more non-diet sodas per day; among youth in 8-12th grades only 25% reported eating five or more fruits or vegetables per day and in grades 6-12 less than one-half of the youth reported 60 minutes of exercise 5 or more days a week (Washington State Healthy Youth Survey, 2008)

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

One new program designed and now in pilot phase is the Eat Together, Eat Better educational materials, which provide opportunities for nutrition, parent and youth educators to teach the importance of family meals. A large number of other educational offerings and training sessions were offered in a variety of venues to reach youth as well as parents with fun and interesting educational activities to promote healthy eating and physical exercise.

#### **Results**

This program reported increased knowledge and skills among 80% of program participants, as determined through self-reported surveys. This knowledge focused on healthy eating choices and increased consumption of fruits, vegetables, and low fat protein foods in alignment with dietary guidelines.

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

<b>KA Code</b>	<b>Knowledge Area</b>
134	Outdoor Recreation
701	Nutrient Composition of Food
703	Nutrition Education and Behavior
704	Nutrition and Hunger in the Population
724	Healthy Lifestyle
806	Youth Development

## **Outcome #2**

### **1. Outcome Measures**

Percentage of participants evaluated who applied acquired knowledge to improve their diet quality, level of physical activity, or production of locally-grown produce.

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

- 1862 Extension
- 1862 Research

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

Change in Action Outcome Measure

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

<b>Year</b>	<b>Actual</b>
2013	65

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

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

Childhood obesity is a growing public health problem, and nearly 1 out of 3 U.S. children is either overweight or obese. The obesity epidemic has been created by changes in the physical, social and economic environment. Each day, adults and especially children are consuming more calories than they burn off. Many barriers such as limited access to low-cost nutritious foods, poverty, lack of physical exercise, limited experience with preparing, selecting or eating nutritious foods all contribute to the obesity issue.

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

In FY13, expanded education outreach included environmental supports and policy actions to promote access and availability of healthy foods and physical activity in communities in which SNAP-eligible families live, learn, work and play. In collaboration with community partners, over 1,100 environmental support and policy actions were taken to positively affect food and physical activity environments of the target population.

#### **Results**

Program outcomes included improved dietary choices and physical exercise among 65% of program participants, which when incorporated into normal routines and lifestyles will improve health and address the growing problem with childhood obesity.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
134	Outdoor Recreation
701	Nutrient Composition of Food
703	Nutrition Education and Behavior
704	Nutrition and Hunger in the Population
724	Healthy Lifestyle
806	Youth Development

#### Outcome #3

##### 1. Outcome Measures

Percentage of participants reporting increased physical activity.

##### 2. Associated Institution Types

- 1862 Extension

##### 3a. Outcome Type:

Change in Condition Outcome Measure

##### 3b. Quantitative Outcome

Year	Actual
2013	26

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

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

Physical exercise in addition to proper diet, are essential to improve health and address the growing problem with childhood obesity.

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

Program outputs included a variety of classes and events designed to increase physical activity among young people and influence behavior. GROW HKC examines and models the rural obesogenic environment, then develop, and test an intervention to prevent childhood obesity. The GROW HKC HEAL MAPPS CBPR was conducted four WA counties in 2013. The Community Readiness Assessment Model was also utilized as a tool to gain an understanding of the community's resources and readiness for obesity prevention efforts.

### Results

Although this program is ongoing in implementation of educational interventions such as the Community Assessment Model and HEAL MAPPS program, 26% of program participants have increased physical exercise activities thus far.

#### 4. Associated Knowledge Areas

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

#### Outcome #4

##### 1. Outcome Measures

Number of communities cooperating with WSU program with farmers' markets and community gardens producing and/or selling locally grown fruits and vegetables.

##### 2. Associated Institution Types

- 1862 Extension
- 1862 Research

##### 3a. Outcome Type:

Change in Condition Outcome Measure

##### 3b. Quantitative Outcome

Year	Actual
2013	549

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

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

One of the main risk factors for obesity is a poor diet, which could be related to a low consumption of fruits and vegetables. One reason people may not eat many fruits and a vegetable is due to cost. For those who do not have the ability to garden, buying fresh, locally produced foods can also assure improvements in an individual's diet while strengthening the local economy and helping to preserve farms.

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

For community residents in the Puget Sound area that can grow their own vegetables, the "Growing Groceries" program continued to expand with the Volunteer Mentors Program. This year additional volunteers were trained to mentor community, youth detention and school garden development. Through partner grants, families with limited incomes can receive a bag of featured

produce valued at \$4-5 along with the featured recipe. Each week the display included a poster that displayed information about eating fruits and vegetables, nutritional and cost information about the featured produce of the day, along with activities to encourage youth to learn more about fruits and vegetables.

### **Results**

549 communities were engaged in this effort to reduce barriers to purchase of local produce, and motivate them on ways they can increase their daily consumption of fresh, local, seasonal produce available at farmers' markets.

## **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
601	Economics of Agricultural Production and Farm Management
604	Marketing and Distribution Practices
701	Nutrient Composition of Food
703	Nutrition Education and Behavior
704	Nutrition and Hunger in the Population
724	Healthy Lifestyle

## **V(H). Planned Program (External Factors)**

### **External factors which affected outcomes**

- Economy
- Appropriations changes
- Competing Programmatic Challenges
- Populations changes (immigration, new cultural groupings, etc.)

### **Brief Explanation**

The Washington Food \$ense program has been significantly affected by budget cuts and breaks in funding. In January 2013, the program received a 28% cut for the last two quarters of FY13; in October funding was stopped until mid-November. This negatively impacted our outputs, relationships with partners relying on our programs and our high quality essential employees who had to find alternative work.

Expansion of Childhood obesity educational programs were due to the acquisition of numerous competitive grants and contracts. Sustainability of these programs will be challenging especially in our rural communities.

## **V(I). Planned Program (Evaluation Studies)**

### **Evaluation Results**

The Childhood obesity prevention program measures the percentage of participants who demonstrated increased knowledge and skills relative to key learning objectives; percentage of participants who applied acquired knowledge to improve their diet quality, level of physical activity, or production of locally-grown produce; percentage of participants

reporting increased physical activity; and the number of communities cooperating with WSU program with farmers' markets and community gardens producing and/or selling locally grown fruits and vegetables.

Our evaluation methodologies were designed to assess the amount of acquired learning, degree of application of learning and the social, environmental and economic value of this application. We used post-program, retrospective and before and after assessments to document changes in knowledge. We used survey methods after an appropriate time lag to assess how much of the new knowledge was actually applied.

### **Key Items of Evaluation**

"Since I started the Extension nutrition education class I am eating bright fruits and vegetables. I never used to exercise; I am now exercising all the time. When I started the class I weighed 236, now I am at 220 and still losing weight. I am drinking water instead of soda. My kids are healthy and our house is happy." Adult participant, Spokane, WA.

"My oldest daughter who's a freshman in high school this year completed five years of the Food Sense program. Through the nutrition classes she learned about healthy (food) choices. She has lost at least 40 pounds (over 5 years). She now requests and chooses healthy food for her lunch and snack bags . . . the nutrition classes were the most important classes my daughter ever had. . ."  
Parent of a HS student, Grays Harbor, WA.

Through the vast offering of WSU Extension foods and nutrition programs, Washington school age youth gain life skills in selecting healthy foods and learn to increase physical activity. Behavior changes that youth and their families are implementing will improve their health now and into the future.