

V(A). Planned Program (Summary)

Program # 7

1. Name of the Planned Program

Nutrition and 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	0%	10%	0%	10%
702	Requirements and Function of Nutrients and Other Food Components	0%	10%	0%	10%
703	Nutrition Education and Behavior	50%	30%	0%	40%
723	Hazards to Human Health and Safety	5%	30%	0%	10%
724	Healthy Lifestyle	45%	20%	0%	30%
	Total	100%	100%	0%	100%

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2014	Extension		Research	
	1862	1890	1862	1890
Plan	19.0	3.0	0.0	2.0
Actual Paid	23.0	5.0	0.0	4.0
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
672747	158630	0	618561
1862 Matching	1890 Matching	1862 Matching	1890 Matching
672747	133615	0	497097
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

Clemson University Cooperative Extension as well as 1890 Research and Extension focused on nutrition and wellness programs for youth directed towards the prevention of childhood obesity, increasing physical activity and the development of food preparation skills that fit current nutritional needs and lifestyles. Over 3,232 educational programs were conducted reaching approximately 31,342 people.

Agents reached youth and adults during in-school and after school programs, healthy lifestyles day camps, summer camps, community centers, senior action centers, Head Start, churches, and libraries. Some of the topics taught by agents included basic nutrition, how to make healthy food choices, reading food labels, the importance of eating a balanced breakfast and food safety in preparation and storage. Youth participated in hands-on activities using recipes using fresh fruits and vegetables, whole grains, planted gardens, and learned the importance of physical fitness. In addition, agents used various media, including social media outlets to publicize nutrition information.

Agents organized and taught Step Up to My Plate, Cooking Schools, Healthy Lifestyles Clubs, Kids in the Kitchen Club, 4-H Cooking Clubs, Health Fairs, 4-H Health Rocks and a 4-H Health Summit at Cafe Cultura. Lessons in nutrition and physical activity were taught to the children whose mothers are participating in the nutrition education program in Spanish Celebrating Health. Youth and adults participated in the Annual Family Fun Day and Café Cultura. In addition, youth participated in the 4-H Healthy Lifestyle Contest and 4-H Expanded Food and Nutrition Education Programs. Through a series of lessons, 4-H EFNEP participants learn basic nutrition, and the importance of daily physical activity.

2. Brief description of the target audience

The target audience includes agencies that serve all income levels, including limited resource families and youth and general youth and adult audiences.

3. How was eXtension used?

eXtension was not used in this program

V(E). Planned Program (Outputs)

1. Standard output measures

2014	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	29169	657864	9437	0

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

Patent Applications Submitted

Year: 2014
Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2014	Extension	Research	Total
Actual	4	3	7

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of children and youth reached in healthy eating programs.

Year	Actual
2014	9550

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of people gaining knowledge as a result of participating in educational workshops
2	Number of children and youth gaining knowledge in eating healthy foods.

Outcome #1

1. Outcome Measures

Number of people gaining knowledge as a result of participating in educational workshops

2. Associated Institution Types

- 1862 Extension
- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	25531

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

An estimated 25% of children in South Carolina are obese. An increasing number of the children are being treated for obesity related conditions such as Type 2 diabetes and hypertension. The cause is due to several factors, which include limited access to healthy foods, lack of knowledge of simple ways to create healthy dishes and not being introduced to different types of food at an early age.

What has been done

Clemson Extension programs reached youth and adults in schools, summer camps, community and senior centers, alternative school, Head Start, churches, and libraries. Agents assisted groups with the formation of community gardens, taught nutrition labeling and provided nutrition training to nutrition providers. Providers received one hour nutrition credit needed for DSS annual certification. Agents partnered with 1890 Extension to teach the Health Rocks! train the trainer session. Volunteers distributed 1000 sets of senior vouchers, \$25 each for use in the purchase of fresh vegetables at a farmers market. Youth participated in educational activities that demonstrated the use of recipes for fresh fruits and vegetables and whole grains. Youth planted gardens and learned the importance of physical fitness.

Results

As a result, 81% of youth have shown an increase in knowledge on living a healthier lifestyle with 61% stating they plan to implement the information taught in the program to their daily lives. Staff

noticed a change in the eating habits of the students. They were more willing to try to eat more fruits and vegetables, often referring to key phrases used during classes that helped reinforce learning.

4. Associated Knowledge Areas

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

Outcome #2

1. Outcome Measures

Number of children and youth gaining knowledge in eating healthy foods.

2. Associated Institution Types

- 1862 Extension
- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	3823

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The prevalence of being overweightness and obese has become one of the most critical health issues in both South Carolina and the United States. Overweightness and obesity cut across all ages, economic levels, and racial and ethnic groups. In South Carolina, over 60% of all adults are now either overweight or obese. Children learn eating behaviors from adults and peers. In the US, nearly one out of three children and teens ages 2 to 19 is overweight or obese. South Carolina ranks 2nd in the nation of obesity among those ages 10-17.

What has been done

Extension agents and EFNEP Nutrition Educators conducted educational programs reaching adults and youth to improve nutrition practices, food safety, and food resource management

practices such as planning meals, comparing prices, and using grocery lists. Volunteers were trained, who in turn, taught food preservation methods to youth. Agents and specialists also taught food preservation classes, including canning, pickling, freezing, making jams and jellies, and preserving locally grown food.

Results

More than 78% improved in one or more food safety practices; 96% improved in one or more nutrition practices; 34% of participants increased the amount of physical activity; 96% of participants improved their diet; 54% increased fruit consumption; 68% increased vegetable consumption; and 56% increased consumption of calcium-rich foods.

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

- Economy
- Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Expanded Food and Nutrition Education Programs (EFNEP) were conducted for 624 adults and 3,823 youth to improve nutrition practices, food safety, and food resource management practices such as planning meals, comparing prices, and using grocery lists. More than 78% improved in one or more food safety practices; 96% improved in one or more nutrition practices; 92% improved in one or more food resource management practices; 34% of participants increased the amount of physical activity; 96% of participants improved their diet; 54% increased fruit consumption; 68% increased vegetable consumption; and 56% increased consumption of calcium-rich foods. Evaluation data shows the 319 adults and youth donated 3,723 hours at a rate of \$20.25, which is equivalent to \$75,390 of program support.

Key Items of Evaluation

