

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%	
	Total	100%		100%	

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2014	Extension		Research	
	1862	1890	1862	1890
Plan	40.0	0.0	2.0	0.0
Actual Paid	83.0	0.0	0.4	0.0
Actual Volunteer	0.0	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
301408	0	13644	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
301408	0	13644	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
5570136	0	7355	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, which are 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

Limited resource families, 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

2014	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	46649	65051	142809	265961

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	11	8	19

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
2014	10632

Output #2

Output Measure

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

Year	Actual
2014	5

Output #3

Output Measure

- Number of graduate students with a significant professional orientation in the area of childhood obesity.

Year	Actual
2014	13

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

Year	Actual
2014	92

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. Changes in our social, physical and economic environment is making it easier for children and adults to consume more calories than they burn, leading to increased obesity rates. In 2012, approximately 23% of the Washington State 10th graders were overweight or obese and approximately 27% of Washington State adults are obese.

What has been done

During 2014, the Washington State University Extension program continued to expand the delivery on the individual level and increase focus on policy, systems and environmental approaches to address childhood obesity. Programs included SNAP Education, Expanded Foods and Nutrition Education Program, a new pilot program on family meals, and new programs for minority families focused on healthy eating.

Results

Participants exceeded the national averages for increased consumption of fruits, vegetables and milk and is in line with the dietary guidelines. 95% of the adults now select food choices that more closely align with dietary guideline recommendations. On average, fruit and vegetable intake increased by ½ cup/day. 64% of adults improved their physical activity. 91% adults showed improvement in food management resource practices such as planning meals, having enough food to last the month, comparing prices.

4. Associated Knowledge Areas

KA Code	Knowledge Area
134	Outdoor Recreation
701	Nutrient Composition of Food
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

Year	Actual
2014	85

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 compound the obesity issued.

What has been done

The applied research grant "A Family-Based Media Literacy Approach to Improving Youth and Family Nutrition" (marketed as the Food Mania Program) was implemented to focus on interventions that increase nutrition-related knowledge. SNAP-Ed 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.

Results

From the self-reporting checklist, 59% of the Food Sense adult participants reported an increase in the amount of vegetable servings/day and 47% reported their children ate breakfast more often. 45% reported an increase in # of days they participate in physical activity for 30 minutes. Demographic data was collected during a pilot reaching 52 youth and a parent or guardian. Due to the recently completed pilot, results were not available for reporting.

4. Associated Knowledge Areas

KA Code	Knowledge Area
134	Outdoor Recreation
701	Nutrient Composition of Food
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 Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	64

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The issue of childhood obesity is in the forefront of research efforts across disciplines. Attributes of the rural environment make it difficult for children to access, eat healthy foods, walk, or bike to destinations, and participate in physical activity and recreational sport programs. Furthermore, features of rural schools, particularly those in under-resourced communities, are such that students often face long bus commutes, minimal/no provision of health and physical education by certified teachers, and few resources to support health and/or enrich the academic environment.

What has been done

Eight communities participated in the Generating Rural Options for Weight Healthy Kids and Communities (GROW HKC) program. SNAP-Ed educators work with school personnel and

community organizations to increase the opportunities for youth to be more physically active.

Results

GROW HKC, focuses on six dimensions: community knowledge about the issue; community efforts; community knowledge of the efforts; local leadership; community climate; and local resources related to the issue. Questions representing each dimension were asked during the Community Conversation and the participants shared their perception of readiness and preparedness for change. Each then scored by two independent evaluators and combined to identify the overall stage of readiness. Each community report was presented to community stakeholders in late 2014. Further impacts will be measured in 2015.

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
2014	325

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, then buying fresh, locally produced foods

can also assure improvements in individual's diets while strengthening the local economy and helping to preserve farms.

What has been done

'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. WSU Extension partnered with Public Health, the Farmer's Markets and New Seasons Grocery to increase the amount of dollars spent for locally produced foods, with the goal of improving the access to healthy food while strengthening the local economy and helping to preserve local farms.

Results

In 2014, the program donated 13,000 pounds of produce. We formed a volunteer steering committee and have changed from training volunteers to providing direct training and workshops to the community. 44 % of the limited resource families indicated they consumed fresh fruits and vegetables 5-7 times a week, 39% 3-4 times a week and 16% 1 to 2 times a week. 83% of the booth visitors reported that the information they learned was helpful and 89% said they planned on using the given recipe.

4. Associated Knowledge Areas

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management
604	Marketing and Distribution Practices
701	Nutrient Composition of Food
704	Nutrition and Hunger in the Population

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

The Snap-Ed program was significantly affected by congressional budget cuts and breaks in funding. This negatively impacted our outputs, relationships with partners relying on our programs and our high quality essential employees who had to find alternative work. The reason WSU Extension has been able to increase our outreach and delivery in the Childhood Obesity program are is 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.

Key Items of Evaluation

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.

For the work with Childhood Obesity and overall health and wellness programs, the Socio-Ecological Model (SEM) provides the overall program and evaluation framework. Educators address individual's attitudes, beliefs, behaviors and choices in addition the environmental conditions in which our participants live.

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.