

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	75%			
704	Nutrition and Hunger in the Population	10%			
724	Healthy Lifestyle	15%			
	Total	100%			

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2014	Extension		Research	
	1862	1890	1862	1890
Plan	2.0	0.0	0.0	0.0
Actual Paid	2.9	0.0	0.0	0.0
Actual Volunteer	881.0	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
125519	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
125519	0	0	0
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

This planned program is expanded to address Childhood Obesity and Nutrition, anticipating the 2015 combined research and extension joint report. University of Wisconsin-Extension and UW-Madison College of Agricultural and Life Sciences research and integrated projects range from assessing the causes and consequences of childhood obesity and nutritional aspects of diabetes to healthy eating campaigns and management of pancreatitis and other health risks. Effective research-based interventions that are practical to implement and sustain to prevent obesity among preschoolers are building community capacity to help parents and others help young children develop healthy behaviors. By developing and implementing behavioral interventions that improve nutrition, 44% of low-income students now get breakfast at school and a healthy start to their day. By increasing the capacity of community partners to address issues related to nutrition and childhood obesity, 2 Wisconsin counties in a multistate project made physical activity fun and feasible for 4-year-olds and their families.

Helping low-income students get a healthy start: Wisconsin children miss breakfast daily due to lack of time, appetite or household income. While school breakfasts can ensure that children get a healthy start to their day, a decade ago Wisconsin ranked last nationally in the number of schools offering both breakfast and lunch (47.2%) as well as last in low-income student participation (24.8%). Since 2004, University of Wisconsin-Extension Family Living Programs and the Department of Public Instruction (DPI) joined forces to increase awareness of nutritional and academic benefits of eating a healthy breakfast; share evidence-based outreach materials statewide; and award Nutrition Enhancement Breakfast Grants to 49 school districts encouraging 33 schools to start breakfast programs and to 63 others for improvements or equipment.

Rural low-income children are at elevated risk of childhood obesity and high health costs due to lack of healthy food choices and reduced access to affordable physical activity. Two Wisconsin county extension offices are part of a unique 7-state project supporting and developing long-term plans for coalitions increasing physical activity as a way to prevent obesity among rural low-income children.

2. Brief description of the target audience

Preventing obesity in children is important to society due to the high health care costs due to diabetes, high blood pressure, asthma and sleep apnea. Schools, health care providers and families are all working together to address this crucial issue. The audience includes state, regional, tribal and national colleagues, trained 4-H volunteer leaders, health professionals and other educational partners, diverse children and youth, caregivers, parents and family members, school boards, school food service directors, teachers, low-income women with infants and young children, local and tribal governments, planners and policy makers, state and federal agency personnel, public and private collaborating and community agencies and others in a variety of educational settings. Primary emphasis is placed on expanding access to marginalized and vulnerable populations including low-income; Latino/a, African American, American Indian and Hmong children, youth and their families.

3. How was eXtension used?

University of Wisconsin-Extension campus and county faculty and staff participate in various communities of practice, engaging with colleagues around the country to improve the educational content of research-based programs and assistance delivered to residents across the state and region. Extension colleagues are connected by email ListServ, blogs and online newsletters, and shared resources such as teleconferences, webinars and eXtension Communities of Practice to efficiently and effectively address critical and emerging issues.

V(E). Planned Program (Outputs)

1. Standard output measures

2014	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	86337	0	81444	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	0	0	0

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	Develop and implement behavioral interventions that improve nutrition and increase physical activity.
2	Build capacity among community partners to address issues related to nutrition and childhood obesity.

Outcome #1

1. Outcome Measures

Develop and implement behavioral interventions that improve nutrition and increase physical activity.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Studies show that both children and adults who eat breakfast are better able to maintain a healthy weight and have a healthier body mass index. Children who eat breakfast consistently demonstrate an increased ability to learn as well as improved behavior and performance in the classroom. Despite these benefits, many Wisconsin children miss breakfast daily due to lack of time, appetite or limited household income. One way to ensure that children have a healthy start to their day is through participation in school breakfast. In the 2003-04 school year, Wisconsin ranked last nationally in the number of schools offering breakfast, with only 47.2% offering both school breakfast and lunch. That year Wisconsin also ranked last on measures of student participation, only 24.8% of low-income students participated in school breakfast programs.

What has been done

University of Wisconsin-Extension Family Living Programs and the Wisconsin Department of Public Instruction (DPI) joined forces in 2004 to increase awareness of the research-supported nutritional and academic benefits of eating a healthy breakfast, as well as develop and share evidence-based school breakfast outreach materials to increase implementation and participation in school breakfast statewide. UW-Extension and DPI also collaborated on awarding small Nutrition Enhancement Breakfast Grants to encourage more schools to start new or to improve existing School Breakfast Programs. Nearly 200 people attended the 2014 extension-hosted conference Healthy Food for All, connecting food service directors enhancing food security and health for children through school breakfast programs with the broader health and wellness community - networking with diverse stakeholders, linking work to other opportunities, and addressing food insecurity issues.

Results

Extension partnerships with other state agencies increase awareness of the benefits of breakfast and the number of schools that offer school breakfast in Wisconsin:

o Data from the 2012-13 school year indicate that 74% of Wisconsin schools that serve school lunch now offer the school breakfast program, compared to 47% a decade ago. Participation is up as well, 44% of Wisconsin's low-income students participate in the program now compared to 25% a decade ago.

o In the 2010-11 school year, the state achieved double-digit growth in the number of low-income students participating in the program (11%) and was in the top two performing states for showing the greatest percent change in the number of schools participating in the school breakfast program.

o In the 2009-10 school year, Wisconsin was in the top six states in the nation to show greatest percent change in the number of schools with a school breakfast program.

o Nutrition Enhancement Breakfast Grants awarded to 49 school districts were distributed to 33 schools for breakfast program startup and 63 schools for breakfast program improvements or equipment.

4. Associated Knowledge Areas

KA Code	Knowledge Area
703	Nutrition Education and Behavior
704	Nutrition and Hunger in the Population
724	Healthy Lifestyle

Outcome #2

1. Outcome Measures

Build capacity among community partners to address issues related to nutrition and childhood obesity.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

More than one-third of adults and 17% of youth in the United States are obese resulting in increased health concerns including diabetes and hypertension. In Wisconsin, the adult obesity rate is 29.8%, ranking 22/51 amongst states and the childhood obesity rate is 14%, 21/41 states reporting. Preventing obesity in children is important to society due to the high health costs treating diabetes, high blood pressure, asthma and sleep apnea. Rural low-income children are at elevated risk due to lack of healthy food choices and reduced access to affordable physical activity.

What has been done

Two Wisconsin County Extension offices are part of a 7-state AFRI project that supports coalitions in developing plans and conducting activities to prevent obesity in rural, low-income children. The purpose of the project is to examine the effectiveness of community coalitions in creating healthier environments for rural, low-income children. Both counties have received informational and financial resources to support the work of the coalitions. One county received the support of a Community Coach to assist them in planning and implementation. Ongoing data collection instruments have measured coalition effectiveness (annually), parent perceptions of the supports and barriers to healthy activity and eating (Year 1 and 5), community resources (1 and 5) and Ripple Effect Mapping in the final year to determine improvements in the socio-ecological environments.

Results

In addition to developing long term plans and work plans for coalition activity, both counties are focusing on increasing opportunities for physical activity as a way to prevent childhood obesity. Crawford County conducted a Family Fun Challenge to encourage families to visit free local parks in the summer. Fifteen families visited 8 parks, receiving prizes. Crawford County also launched a partnership with all seven school districts that are at least 50% low income and have 4 year old programs to encourage physical activity through securing playground equipment for families to use.

Iron County is also focusing on increasing physical activity and worked closely with Head Start to encourage family bike riding and snowshoeing through family workshops and providing equipment. In 2016, the final evaluation of the project will be conducted. One of the key learning experiences for the project is the infusion of the notion of Collective Impact into the work and the results. Both county's coalitions are increasing their understanding of how to collectively measure impact through the conditions of Collective Impact: backbone organizations, mutually reinforcing activities, shared measures, and continuous communication.

4. Associated Knowledge Areas

KA Code	Knowledge Area
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

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

Brief Explanation

Database development: University of Wisconsin-Extension is in the process of replacing the legacy planning and reporting database, which was closed in 2012. For this report, the 2014 direct contacts for adults reported are the 4-year average of past performance of relevant statewide teams in 2008-2011. Program participation is in alignment with previous years.

The 2014 trained volunteers participating and direct contacts for youth reported are from the 2013-14 ES-237 form.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Helping low-income students get a healthy start: Since 2004, University of Wisconsin Extension Family Living Programs and the Department of Public Instruction (DPI) joined forces to increase awareness of nutritional and academic benefits of eating a healthy breakfast. The latest data indicate that 74% of Wisconsin schools that serve school lunch now offer the school breakfast program, compared to 47% a decade ago. Participation is up as well: 44% of Wisconsin's low income students participate in the program now compared to 25% a decade ago.

Key Items of Evaluation