V(A). Planned Program (Summary)

Program # 8

1. Name of the Planned Program
Childhood Obesity

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

<table>
<thead>
<tr>
<th>KA Code</th>
<th>Knowledge Area</th>
<th>%1862 Extension</th>
<th>%1890 Extension</th>
<th>%1862 Research</th>
<th>%1890 Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>703</td>
<td>Nutrition Education and Behavior</td>
<td>65%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>724</td>
<td>Healthy Lifestyle</td>
<td>35%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

<table>
<thead>
<tr>
<th>Year: 2009</th>
<th>Extension</th>
<th>1862</th>
<th>1890</th>
<th>Research</th>
<th>1862</th>
<th>1890</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual</td>
<td>1.2</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>Smith-Lever 3b &amp; 3c</th>
<th>Hatch</th>
<th>Evans-Allen</th>
</tr>
</thead>
<tbody>
<tr>
<td>1890 Extension</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1890 Matching</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1890 All Other</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

V(D). Planned Program (Activity)

1. Brief description of the Activity

Conduct train the trainer workshops
Conduct workshops
Facilitate Meetings
Develop local and state partnerships
Provide training

2. Brief description of the target audience

Low income adults and children under the ages of 19
Low income youth, ages 5-12
Adults that are FSP eligible households
Underserved Seniors living in rural areas
Parents of 8-12 year old 4-H youth in rural areas

V(E). Planned Program (Outputs)
1. Standard output measures

<table>
<thead>
<tr>
<th></th>
<th>Direct Contacts Adults</th>
<th>Indirect Contacts Adults</th>
<th>Direct Contacts Youth</th>
<th>Indirect Contacts Youth</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Plan</strong></td>
<td>{NO DATA ENTERED}</td>
<td>{NO DATA ENTERED}</td>
<td>{NO DATA ENTERED}</td>
<td>{NO DATA ENTERED}</td>
</tr>
<tr>
<td><strong>Actual</strong></td>
<td>508</td>
<td>50</td>
<td>4735</td>
<td>21971</td>
</tr>
</tbody>
</table>

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

**Patent Applications Submitted**

<table>
<thead>
<tr>
<th>Year</th>
<th>Plan</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

3. Publications (Standard General Output Measure)

**Number of Peer Reviewed Publications**

<table>
<thead>
<tr>
<th>2009</th>
<th>Extension</th>
<th>Research</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Actual</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

V(F). State Defined Outputs

**Output Target**

**Output #1**

**Output Measure**

- EFNEP/SNAP: The NEP youth curriculum was used to teach 6-7 lessons to youth in workshops (after school, in school, summer camps, park programs). Develop and maintain local and state partnerships and collaborations.

<table>
<thead>
<tr>
<th>Year</th>
<th>Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>{No Data Entered}</td>
<td>4735</td>
</tr>
</tbody>
</table>

**Output #2**

**Output Measure**

- STEPS TO A NEW YOU: Provide 3 train the trainer sessions for 15 County Agents who in turn, can implement county Steps to a New You program. Provide 350 sets of training materials to County Extension Agents who will be presenting programs.

<table>
<thead>
<tr>
<th>Year</th>
<th>Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>{No Data Entered}</td>
<td>446</td>
</tr>
</tbody>
</table>

**Output #3**

**Output Measure**

- 4-HEALTH Provide parents with relevant information, effective parenting skills and strategies, and a strong social support network that encourages them and helps them to solve everyday problems relating to the health and well-being of their pre-teen children.

<table>
<thead>
<tr>
<th>Year</th>
<th>Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>{No Data Entered}</td>
<td>62</td>
</tr>
</tbody>
</table>
## V. State Defined Outcomes

<table>
<thead>
<tr>
<th>O. No.</th>
<th>OUTCOME NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>EFNEP/SNAP ED</td>
</tr>
<tr>
<td>2</td>
<td>STEPS TO A NEW YOU: Participants will learn about facts, attitudes, behavior change techniques and specific behaviors related to physical activity, nutrition, body image that will allow them to live healthier lifestyles and prevent or reduce obesity. Number of children: Eating a variety of foods improving practices in food preparation and food safety select low cost nutritious foods.</td>
</tr>
<tr>
<td>3</td>
<td>4-HEALTH PROGRAM</td>
</tr>
</tbody>
</table>
Outcome #1

1. **Outcome Measures**

   EFNEP/SNAP ED

2. **Associated Institution Types**

   ● 1862 Extension

3a. **Outcome Type:**

   Change in Action Outcome Measure

3b. **Quantitative Outcome**

<table>
<thead>
<tr>
<th>Year</th>
<th>Quantitative Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>{No Data Entered}</td>
<td>4735</td>
</tr>
</tbody>
</table>

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

   **Issue (Who cares and Why)**

   Both children and adults in Montana are increasingly obese and overweight; in 2007, 21.8% adults were obese and 39.2% overweight. The personal costs of obesity include higher risk for heart disease, hypertension, stroke, some types of cancer and diabetes. Research on diet quality and cost indicates that as incomes drop and food budgets shrink, the trend is to shift away from selecting healthier, nutrient-dense foods and instead opt for energy-dense, refined grains, added sugars and fats.

   **What has been done**

   SNAP ED program reached youth from 221 classrooms in Title I qualifying schools completed a six lesson nutrition education series. The EFNEP program reached youth ages 5-17 in Title I schools and out-of-school programs with lessons on healthier, low cost food choices and child obesity.

   **Results**

   SNAP ED: The results of surveys from youth programming indicate 78% of youth are selecting and adopting healthy food and lifestyle choices. Post-surveys from 3rd and 5th grade youth who completed the series of lessons indicate: 39% eat different kinds of fruits and vegetables daily, 49.5% eat at least one whole grain serving daily, 40% consume the recommended amount of low-fat dairy daily, and 62% are more physically active on a daily basis. EFNEP: A survey of youth participants indicates: 95% now eat a variety of foods, 93% increased their ability to select los-cost, nutritious foods, 96% improved practices in food preparation and safety, 92% show a higher understanding of the essentials of human nutrition.

4. **Associated Knowledge Areas**

<table>
<thead>
<tr>
<th>KA Code</th>
<th>Knowledge Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>703</td>
<td>Nutrition Education and Behavior</td>
</tr>
<tr>
<td>724</td>
<td>Healthy Lifestyle</td>
</tr>
</tbody>
</table>

Outcome #2

1. **Outcome Measures**

   STEPS TO A NEW YOU: Participants will learn about facts, attitudes, behavior change techniques and specific behaviors related to physical activity, nutrition, body image that will allow them to lee healthier lifestyles and prevent or reduce obesity. Number of children: Eating a variety of foods improving practices in food preparation and food safety select low cost nutritious foods.
2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

<table>
<thead>
<tr>
<th>Year</th>
<th>Quantitative Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>{No Data Entered}</td>
<td>446</td>
</tr>
</tbody>
</table>

3c. Qualitative Outcome or Impact Statement

**Issue (Who cares and Why)**

Obesity is a widespread, serious and complex nutrition-related health problem. The goal of this project is to slow and reverse the rising obesity rates and increase the fitness levels through changes in health-related attitudes and behaviors toward food, physical activity and body image. Employing a health-centered (rather than a weight-centered) approach to well-being, the project is based on the idea that people can best improve their health by developing positive lifestyle habits rather than by trying to achieve a specific body size, shape or weight.

**What has been done**

Steps to a New You combines a series of food/physical activity/body image classes with a physical activity program. Educational settings include adult education classes, worksite programs and church groups. It has also been conducted in schools as a way to meet the mandatory School Wellness policies and as professional development for teachers. The focus of the classes is on behaviors associated with the current research based approach to obesity prevention.

**Results**

A survey taken at the end of the program series indicated that the participants were taking steps to reduce individual health risks, increase physical activity, limit portion sizes and eat healthy snacks. Six weeks after the program was completed, a survey of participants indicated 70% were eating smaller portion sizes, 50% had increased their physical activity and were participating in some activity at least 2-3 days a week. All participants reported they had learned not to use body shape and size as an indicator of one’s worth.

4. Associated Knowledge Areas

<table>
<thead>
<tr>
<th>KA Code</th>
<th>Knowledge Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>703</td>
<td>Nutrition Education and Behavior</td>
</tr>
<tr>
<td>724</td>
<td>Healthy Lifestyle</td>
</tr>
</tbody>
</table>

Outcome #3

1. Outcome Measures

4-HEALTH PROGRAM

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure
2009 Montana State University Extension Annual Report of Accomplishments and Results - Childhood Obesity

3b. Quantitative Outcome

<table>
<thead>
<tr>
<th>Year</th>
<th>Quantitative Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>(No Data Entered)</td>
<td>62</td>
</tr>
</tbody>
</table>

3c. Qualitative Outcome or Impact Statement

**Issue (Who cares and Why)**
The increasing prevalence of childhood obesity is cause for alarm in the state. Because they have poorer nutrition, more sedentary lifestyles, and poorer body image, children today are worse off both physically and emotionally than children were 25 years ago. The goal of 4-Health is to deliver an obesity prevention curriculum that will change the behaviors of parents and children thereby significantly reducing the likelihood of children becoming overweight. Parents of 4-H youth will improve their abilities to encourage nutritious eating, adequate physical activity, and provide healthier home environments for their children.

**What has been done**
Eleven discussion-based focus groups with parents of children in 4-H and age 8-12 were conducted in order to learn ideas and information to ensure success and receive feedback about the program. The most commonly voiced concerns were: nutrition - feeling too busy to prepare healthy meals and snacks; physical activity - concern about low amounts of physical activity in the winter months; and body image - concern about others' influence on pre-teens' body image.

**Results**
The 4-Health curriculum reflects the concerns of parents who participated in the focus groups and is designed to meet the needs of rural Montana. Focus group information has been shared with County Agents as a way for them to become involved with the program.

4. Associated Knowledge Areas

<table>
<thead>
<tr>
<th>KA Code</th>
<th>Knowledge Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>703</td>
<td>Nutrition Education and Behavior</td>
</tr>
<tr>
<td>724</td>
<td>Healthy Lifestyle</td>
</tr>
</tbody>
</table>

V(H). Planned Program (External Factors)

**External factors which affected outcomes**
- Economy
- Competing Public priorities
- Competing Programmatic Challenges

**Brief Explanation**

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned
   - After Only (post program)
   - Before-After (before and after program)
   - Other (Focus Groups)

**Evaluation Results**

**Key Items of Evaluation**