

V(A). Planned Program (Summary)**Program # 4****1. Name of the Planned Program**

Childhood Obesity

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	50%		50%	
724	Healthy Lifestyle	20%		20%	
802	Human Development and Family Well-Being	20%		20%	
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	10%		10%	
	Total	100%		100%	

V(C). Planned Program (Inputs)**1. Actual amount of professional FTE/SYs expended this Program**

Year: 2009	Extension		Research	
	1862	1890	1862	1890
Actual	6.3	0.0	0.5	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
61100	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
145854	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
530239	0	0	0

V(D). Planned Program (Activity)**1. Brief description of the Activity**

- 4-H Civil Rights Team
- 4-H Club Program
- Building the Capacity of Parenting Educators
- Cooking for a Crowd
- Diabetes: Eating Matters
- Dietary Guidelines for Americans
- eXtension &ndash Support for Food, Families and Fitness Community of Practice
- MyPyramid Food Guidance System Presentations
- Eat Well Newsletter
- EFNEP Food Resource Management

- EFNEP Nutrition Practices
- EFNEP Physical Activity
- General Activities - Healthy Lifestyles
- Healthy Lifestyle Activities for Youth
- Maine Family Nutrition Program
- Methods of Cooking For Health
- Prevention of youth overweight
- Wellness Sessions

2. Brief description of the target audience

- 4-H Community or Project Clubs Participants (Youth)
- 4-H Leaders (Adult)
- 4-H Members (Youth)
- Agency Staff or Professionals (Adult)
- Community Leaders (Adult)
- Community Members (Adult)
- Community Organization Members or Staff (Adult)
- General Public (Youth)
- Limited Income Public (Adult)
- Limited Income Public (Youth)
- Native Americans (Adult)
- Native Americans (Youth)
- Nutrition Associates (Adult)
- Parents (Adult)
- Students (Youth)
- Teachers (Adult)
- Volunteers (Adult)
- Youth (Youth)

V(E). Planned Program (Outputs)

1. Standard output measures

2009	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Plan	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}
Actual	3275	35209	27661	0

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

Patent Applications Submitted

Year: 2009

Plan:

Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2009	Extension	Research	Total
Plan			
Actual	0	0	0

V(F). State Defined Outputs

Output Target

Output #1**Output Measure**

- Direct - Conference or Symposium

Year	Target	Actual
2009	{No Data Entered}	1

Output #2**Output Measure**

- Direct - Consultation

Year	Target	Actual
2009	{No Data Entered}	44555

Output #3**Output Measure**

- Direct - Educational Programs or Projects

Year	Target	Actual
2009	{No Data Entered}	106

Output #4**Output Measure**

- Direct - Scholarship

Year	Target	Actual
2009	{No Data Entered}	1

Output #5**Output Measure**

- Direct - Train the Trainer or Volunteer Training

Year	Target	Actual
2009	{No Data Entered}	73

Output #6**Output Measure**

- Multiple-undefined delivery method

Year	Target	Actual
2009	{No Data Entered}	9

V(G). State Defined Outcomes**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Adopt the USDA dietary guidelines and the food guide pyramid
2	Create learning opportunities based on principles of positive human development
3	Develop skills that promote healthy relationships
4	Engage positively in their community
5	Increase capacity to establish goals or make decisions
6	Integrate regular physical activity into daily life
7	Keep accurate records
8	Make better decisions regarding healthy lifestyle
9	Manage family resources in alignment with goals
10	Provide learning opportunities for groups or organizations
11	Use relevant UMaine Extension web-based resources
12	Work productively in a team

Outcome #1**1. Outcome Measures**

Adopt the USDA dietary guidelines and the food guide pyramid

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2009	{No Data Entered}	10200

3c. Qualitative Outcome or Impact Statement**Issue (Who cares and Why)**

In Maine, more than 28 percent of children age 10-17 are overweight or obese and children in limited income families in Maine are twice as likely to be overweight or obese as their middle income peers. Maine is one of ten states with the highest rate of food insecure children under the age of 18. The contradiction between the high rate of obesity and food insecurity in Maine's low income families demonstrates that poor food choice and lack of nutrient rich food availability have a significant impact of Maine's children.

What has been done

UMaine Extension's Eat Well Nutrition Education Program provides limited income Maine citizens, including youth, with basic nutrition education based on USDA's MyPyramid Food Guidance System and recommendations from the Dietary Guidelines for Americans. The majority of programming for youth is accomplished in one of two ways:
 *Through school enrichment programs - working closely with the classroom teacher to integrate healthy eating and physical activity into the school curricula, or
 *During summer youth programming - working with other UMaine Extension staff as part of a comprehensive youth development program that includes preparing healthy foods and physical activity.

Results

This year 38 UMaine Extension nutrition associates provided healthy eating and physical activity programming to 13,925 youth throughout Maine. As a result:

*More than 10,600 now eat a variety of foods,

*More than 11,700 have increased their knowledge of the essentials of human nutrition, and

*More than 10,200 have increased their ability to select low-cost, nutritious foods.

Here is one example of a change in youth behavior brought about by a nutrition associate's lesson related to sugar content in soda: "Last year I brought in the sugar-in-soda demonstration (showing amount of sugar in actual) soda bottles and the kids were amazed! When I came back to start a new program with them this fall, one of the boys remembered how many teaspoons of sugar was in a bottle of Mountain Dew and said he doesn't drink it anymore because that much sugar is 'gross'."

4. Associated Knowledge Areas

KA Code	Knowledge Area
703	Nutrition Education and Behavior
724	Healthy Lifestyle
802	Human Development and Family Well-Being
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #2**1. Outcome Measures**

Create learning opportunities based on principles of positive human development

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2009	{No Data Entered}	1007

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
703	Nutrition Education and Behavior
724	Healthy Lifestyle
802	Human Development and Family Well-Being
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #3**1. Outcome Measures**

Develop skills that promote healthy relationships

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2009	{No Data Entered}	2718

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)**What has been done****Results****4. Associated Knowledge Areas**

KA Code	Knowledge Area
724	Healthy Lifestyle
802	Human Development and Family Well-Being

Outcome #4**1. Outcome Measures**

Engage positively in their community

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2009	{No Data Entered}	995

3c. Qualitative Outcome or Impact Statement**Issue (Who cares and Why)****What has been done****Results****4. Associated Knowledge Areas**

KA Code	Knowledge Area
724	Healthy Lifestyle
802	Human Development and Family Well-Being
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #5**1. Outcome Measures**

Increase capacity to establish goals or make decisions

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2009	{No Data Entered}	859

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
703	Nutrition Education and Behavior
724	Healthy Lifestyle
802	Human Development and Family Well-Being
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #6

1. Outcome Measures

Integrate regular physical activity into daily life

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2009	{No Data Entered}	952

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
724	Healthy Lifestyle
802	Human Development and Family Well-Being
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #7

1. Outcome Measures

Keep accurate records

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2009	{No Data Entered}	20

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

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

Outcome #8

1. Outcome Measures

Make better decisions regarding healthy lifestyle

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
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2009 {No Data Entered} 10876

3c. Qualitative Outcome or Impact Statement**Issue (Who cares and Why)**

Weight Control Behavior in Maine Middle School Students: In response to the childhood obesity epidemic and its predicted long-term economic and health implications, public health advocates have strived to increase youth awareness of the health risks associated with obesity. Moreover, the media emphasize the aesthetic desirability of being slender. In response to these messages, youth are trying to lose weight but are not necessarily approaching it in the most healthy manner.

What has been done

UMaine Extension recently conducted a study that explored weight control practices of middle school students.

Results

Our results indicate that the majority of middle school students are aware of the desirability of avoiding excessive weight gain; however, in trying to control weight, they may be unintentionally increasing their risk for obesity:

*82 percent of female students engaged in weight control behaviors that studies associate with a three-fold increased risk for obesity five years later.

*36 percent of male respondents engaged in weight control behaviors that increase their risk for obesity.

*74 percent of females with healthy weights engaged in weight control practices that increased their risk for obesity.

*26 percent of males with healthy weights engaged in these activities.

There is a clear need for interventions that discourage behaviors that increase risk for obesity and help youth make better dietary decisions. In response, we are introducing educators to National Institutes of Health endorsed curricula that have been shown to improve nutrition behavior, physical activity levels, and media literacy.

4. Associated Knowledge Areas

KA Code	Knowledge Area
703	Nutrition Education and Behavior
724	Healthy Lifestyle
802	Human Development and Family Well-Being
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #9**1. Outcome Measures**

Manage family resources in alignment with goals

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2009	{No Data Entered}	9487

3c. Qualitative Outcome or Impact Statement**Issue (Who cares and Why)**

What has been done**Results****4. Associated Knowledge Areas**

KA Code	Knowledge Area
802	Human Development and Family Well-Being

Outcome #10**1. Outcome Measures**

Provide learning opportunities for groups or organizations

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2009	{No Data Entered}	301

3c. Qualitative Outcome or Impact Statement**Issue (Who cares and Why)****What has been done****Results****4. Associated Knowledge Areas**

KA Code	Knowledge Area
703	Nutrition Education and Behavior
724	Healthy Lifestyle
802	Human Development and Family Well-Being
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #11**1. Outcome Measures**

Use relevant UMaine Extension web-based resources

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2009	{No Data Entered}	280814

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
703	Nutrition Education and Behavior
724	Healthy Lifestyle
802	Human Development and Family Well-Being
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #12

1. Outcome Measures

Work productively in a team

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2009	{No Data Entered}	1841

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
703	Nutrition Education and Behavior
724	Healthy Lifestyle
802	Human Development and Family Well-Being
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

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

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

1. Evaluation Studies Planned

- Before-After (before and after program)
- During (during program)
- Time series (multiple points before and after program)

Evaluation Results

Key Items of Evaluation