

1. Name of the Planned Program

(NFS) Primary Prevention: Promote Healthier Food Choices and Lifestyles

2. Program knowledge areas

- 703 70% Nutrition Education and Behavior
- 724 30% Healthy Lifestyle

3. Program existence : Mature (More than five years)

4. Program duration : Long-Term (More than five years)

5. Brief summary about Planned Program

The health of our citizens is greatly influenced by their food choices and degree of physical activity. Rising rates of obesity and overweight among adults and children – resulting from poor nutrition and physical inactivity – increase their risk of chronic disease. Negative body image also contributes to poor nutrition and inactivity among many individuals. The UW Cooperative Extension Service faces challenges in addressing program priorities and actions that must address the changes occurring in the United States today. The orientation of food and nutrition research and nutrition education have the health priorities toward public health issues such as low birth weight, obesity, hypertension, osteoporosis, coronary heart disease, cancer, and nutritional inadequacies and abuses. High-quality educational programs have the potential to affect food behavior and to help promote health of Wyoming residents.

6. Situation and priorities

Wyoming residents are at risk as reflected by various health-related data: For example, over 20 percent of Wyoming adults report no leisure time physical activity, 47 percent of Wyoming high school students report not being enrolled in a physical education class, and 78 percent of both Wyoming adults and high school students do not eat recommended amounts of fruits and vegetables. Additionally, research in Wyoming, Montana, and Idaho documented body dissatisfaction as a significant predictor of self-consciousness keeping respondents from participating in physical activity.

7. Assumptions made for the Program

1.) Educators in Wyoming Cooperative Extension and the UW Department of Family and Consumer Sciences have the expertise to plan, implement, and evaluate community-based programs for audiences. 2.) Extension educators have established solid networks and support in many areas throughout Wyoming to assist community leaders in addressing nutrition issues concerning children, youth, and families. 3.) National support from the United States Department of Agriculture would provide sufficient financial resources to support planning and programming in communities. 4.) Funding will be secure throughout the course of the project. 5.) People will be motivated to gain awareness, knowledge and skills. Individuals will incorporate skills and change behaviors. 6.) Educators can serve as catalysts for change.

8. Ultimate goal(s) of this Program

The goal is to provide educational programs that increase the likelihood that people make healthy food choices consistent with the most recent Dietary Guidelines for Americans and MyPyramid.

9. Scope of Program

- In-State Extension
- Multistate Extension

Inputs for the Program

10. Expending formula funds or state-matching funds : Yes

11. Expending other than formula funds or state-matching funds : No

12. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2007	5.0	0.0	0.0	0.0
2008	5.0	0.0	0.0	0.0
2009	5.0	0.0	0.0	0.0
2010	5.0	0.0	0.0	0.0
2011	0.0	0.0	0.0	0.0

Outputs for the Program

13. Activity (What will be done?)

• Educational Programs • Educational Messages • Media Outreach • Health Fairs • Educator Training • Assessment/Data Collection

14. Type(s) of methods to be used to reach direct and indirect contacts

Extension	
Direct Methods	Indirect Methods
<ul style="list-style-type: none"> ● Education Class ● Workshop ● One-on-One Intervention ● Demonstrations ● Other 1 (Health Fairs) 	<ul style="list-style-type: none"> ● Public Service Announcement ● Newsletters ● Web sites

15. Description of targeted audience

The University of Wyoming is committed to reaching underrepresented groups and individuals and to implementing the objectives of equal opportunity regulations relative to the consideration and treatment of clientele for participation in programs regardless of their race, national origin, gender, age, religion, or disability. Targeted audience includes: general public, both adults and youth and policy makers.

16. Standard output measures

Target for the number of persons(contacts) to be reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2007	200	1000	200	1000
2008	200	1000	200	1000
2009	200	1000	200	1000
2010	200	1000	200	1000
2011	200	1000	200	1000

17. (Standard Research Target) Number of Patents

Expected Patents

2007 : 0 2008 : 0 2009 : 0 2010 : 0 2011 : 0

18. Output measures

Output Target

Number of participants in educational programs or activities. Target is number of participants.

2007: 300 2008: 500 2009: 500 2010: 500 2011: 500

Output Target

Number of educational activities or programs implemented. Target is number of educational activities.

2007: 25 2008: 35 2009: 35 2010: 50 2011: 50

Outcomes for the Program

19. Outcome measures

Outcome Text: Awareness created

Outcome Target

Individuals gain awareness, knowledge & skills related to: -improved attitude about healthy eating -increased knowledge of healthy food choices -improved skill in selection of healthy foods -improved body image. Target is number of individuals.

Outcome Type: Short

2007: 100 2008: 100 2009: 100 2010: 100 2011: 100

Outcome Target

Individuals incorporate skills and change behaviors related to: -increased participation in physical activity -improved eating behavior practices -improved food choices -adoption of recommended food-related practices for disease prevention. Target is number of individuals.

Outcome Type: Medium

2007: 100 2008: 100 2009: 100 2010: 100 2011: 100

Outcome Target

Individuals and families experience: -improved nutritional health -reduced medical costs -health improved through improved community opportunities -healthier weight -decreased risk factors for nutrition-health related problems. Target is number of individuals and/or families.

Outcome Type: Long

2007: 10 2008: 25 2009: 25 2010: 50 2011: 100

20. External factors which may affect outcomes

- Economy
- Appropriations changes
- Competing Public priorities
- Competing Programatic Challenges

Description

Many conditions and situations that exist in Wyoming are similar to those in other parts of the country, for example, the following: •Food choices made available and advertised to consumers by producers; •Access to timely and accurate information; •Coordination and cooperation of federal agencies and state partners; •Existence of local collaboration; •Level of funding at federal, state and local level; and •Willingness of private sector-funders, such as corporations, foundations, and community organizations, to collaborate with Wyoming Cooperative Extension Service.

21. Evaluation studies planned

- Retrospective (post program)
- Before-After (before and after program)

Description

1.) Collection of pre, post, and follow-up program data as part of the Steps to A New You applied research project. 2.) Collection of pre and post-program evaluation data as part of other programs.

22. Data Collection Methods

- Whole population
- Mail
- On-Site
- Unstructured
- Tests

Description

Pre and post and follow-up data will be collected using written surveys, pre and post -tests, and interview information to determine impact of programs.