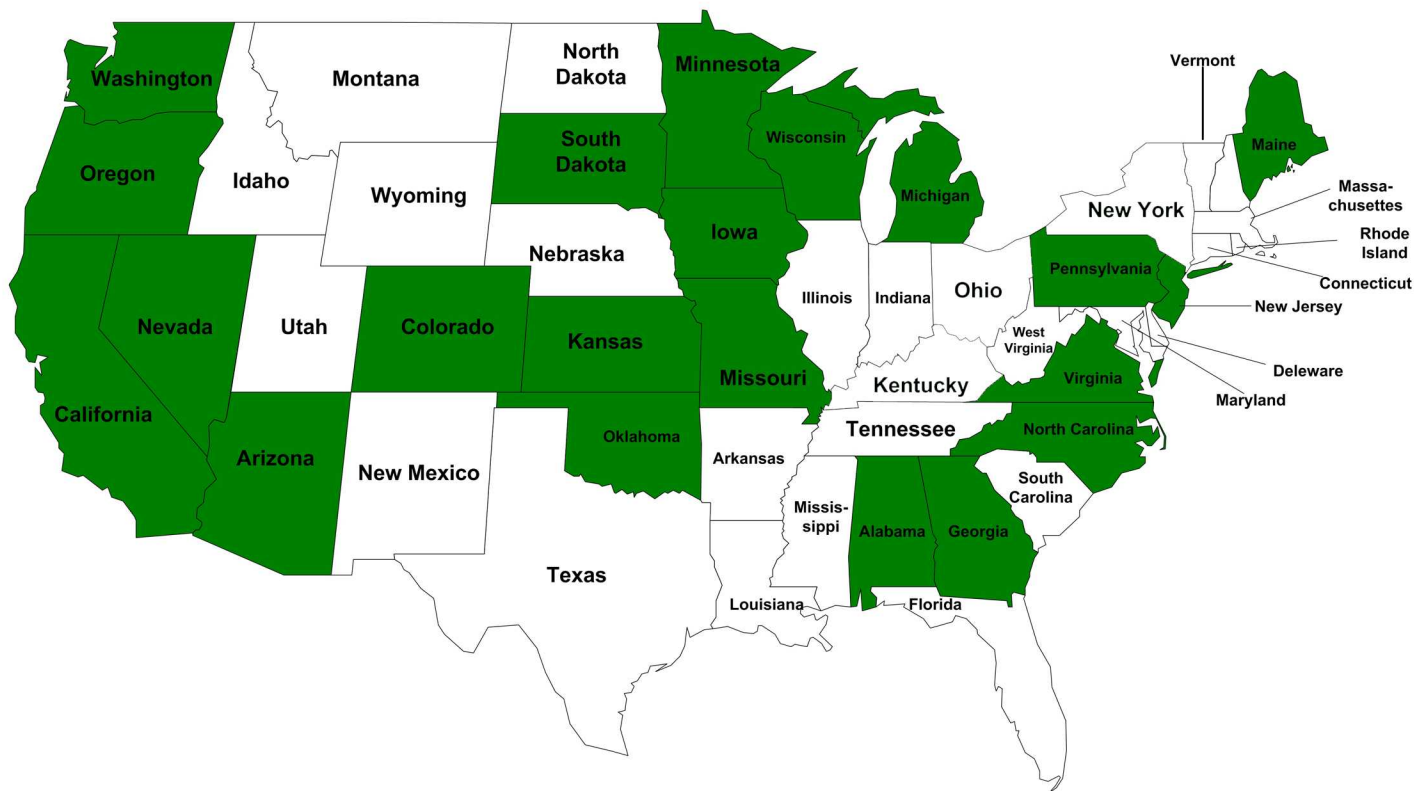


# Food Stamp NUTRITION

## EDUCATION NETWORKS

### Partners for Better Health



A publication of  
The Association of State Nutrition Network Administrators

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The national CSREES web address for the Food Stamp Nutrition Education Program is:  
<http://www.csrees-fsnep.org>

The Program Directory page of this site will provide you with detailed state and national program staff directories and list serve information.

The list serve for State Network Contacts is: [NEP-Networks-List@csrees-fsnep.org](mailto:NEP-Networks-List@csrees-fsnep.org)

Compiled by: Pennsylvania Education Network, Michigan Nutrition Network



## **Introduction**

The state summaries in this third national profile describe current nutrition education activities being conducted by the Food Stamp Nutrition Education Networks. Each network state presents important highlights from its work. This profile is produced and maintained by the Association of State Nutrition Network Administrators (ASNNA).

## **How did Food Stamp Nutrition Education Networks start?**

In 1995 and 1996, the Food and Nutrition Service (FNS) of the United States Department of Agriculture (USDA) approved Cooperative Agreements to establish Nutrition Education Networks (i.e., networks) in 22 states. The funding objective was to create self-sustaining statewide networks to implement nutrition education for food stamp eligible adults and children, building on existing efforts, developing public-private partnerships, and using social marketing. The networks would be the catalyst to integrate nutrition education messages across the food assistance programs and public-private programs. This networking process would:

- Maximize public and private resources,
- Identify specific client needs and relevant ways to address these needs, and
- Recruit and leverage community organizations to deliver appropriate messages.

As of 2004, 21 networks continue to be active and self-sustaining. Additional states are creating Food Stamp Nutrition Education Networks or studying the feasibility.

## **The importance of nutrition education**

"Researchers have found that poor dietary habits and physical inactivity are the second leading causes of death in 2000 (400,000 deaths; 16.6%)." Only deaths from tobacco were slightly higher (435,000 deaths; 18.1 percent of total U.S. deaths), (Mokdad, 2004). Research has confirmed that well-designed, behaviorally-driven interventions are effective at improving diets and nutrition-related behaviors (Contento, 1995). Nutrition education is a key strategy for behavior change that should lead to improved health.

People with limited education and income consistently suffer disparately higher rates of diet- and physical inactivity-related health problems, as well as serious chronic diseases. Minority populations are particularly vulnerable. While complex, reasons for these disparities include:

- Having less buying power for healthier foods,
- Having limited access to food assistance programs,
- Having little time for cooking and exercise,
- Living in communities where access to full-service, reasonably priced supermarkets or safe recreational areas is limited,
- Working in jobs where healthier foods and time for physical activity are less available, and
- Being influenced by commercial advertising and marketing practices that compete with healthful eating active living.

The goal of the Food Stamp Nutrition Education Program, which encompasses networks and other efforts, is to provide educational programs that increase, within a limited budget, the likelihood of food stamp recipients and food stamp eligible populations making healthy food choices consistent with the most recent dietary advice as reflected in the Dietary Guidelines for Americans and the Food Guide Pyramid. To

meet this goal, the networks use traditional nutrition education methods, and combine them with a unique emphasis on social marketing.

### **What is social marketing?**

Social marketing is a strategy and a process utilizing marketing principles and techniques to influence a target audience to voluntarily change behavior for the benefit of individual, groups, or society as a whole (Kotler, Roberto, and Lee, 2002). The social marketing process requires:

- Completing a thorough situational analysis,
- Selecting segmented target audiences,
- Finding out the wants and needs of the target audiences and intermediaries,
- Applying all elements of the marketing mix in an integrated manner,
- Designing, testing and implementing programs that meet audiences' needs, and
- Conducting ongoing evaluation to guide program improvements.

To be successful, social marketing takes into account not only individual factors but also many social, cultural, and environmental influences of behavior change. It is the recognition of this complexity and the use of multiple strategies from each level of influence over time that produces an environment that supports lasting behavior change. Driving changes in systems, the environment, or public policy can be just as successful in changing behavior as strategies that focus directly on change within individuals.

The use of social marketing within the nutrition education field has the potential to reach large numbers of Food Stamp eligible adults and children and to help overcome traditional nutrition education barriers. The networks have been innovators in social marketing within the Food Stamp Nutrition Education Program. The collaborative partnerships established by the networks have enhanced and amplified the effectiveness of their social marketing efforts to promote good nutrition.

### **Working towards the future**

USDA has long recognized the importance of nutrition education and the need to develop new strategies as food products, lifestyles and eating habits change. The Food Stamp Nutrition Education Networks have focused on the creation of innovative partnerships and the development of new strategies to reach food stamp eligible audiences with consistent, consumer-based nutrition education messages reinforced within multiple interactive channels. The networks have taken advantage of the layered structure of local, State, and Federal government, together with non-profit and business groups, to administer and deliver quality programs. Providing statewide leadership, fostering interagency collaborations, and supporting local service capacity have proven to be sustaining factors for many Food Stamp Nutrition Education Networks. It is the desire of networks and the Association of State Nutrition Network Administrators to share what networks have learned and achieved. We are eager to work with others engaged in similar efforts.



## "Take Action" Campaign

Timeline: October 1, 2001 - May 30, 2003  
Alabama Integrated Nutrition Education Program

### AINEP

Contact: Dr. Suzette M. Jelinek  
334.844.5355 Email: sjelinek@aces.edu

<b>Brochures printed and distributed:</b>	WIC	- 100,000
	ACENEP	- 150,000
	Sum	- 250,000

The total cost of the brochures was shared by WIC and ACENEP = \$9,800.  
Individual cost of each brochure is .04.

#### Billboards and timeframe:

Cost of billboards was 50,000, including artwork.

Contract Established was for nine months: July 1, 2002 - March 31, 2003.

City	People Daily	Cost Per Day	IC
Montgomery	30,000	40.00	.0013
Mobile	27,888	43.33	.0015
Birmingham	41,000	50.00	.0012
Huntsville	43,340	50.00	.0011
Dothan	10,999	29.00	.0026
<b>Total</b>	<b>155227</b>	<b>X365 = 55,927,855</b>	<b>Individuals reached.</b>

AINEP is comprised of multiple state and public partners all concerned with streamlined social marketing nutrition education messages.

**Audio PSAs:** Distributed April 1, 2002 to all county field offices for local radio.

Total cost of tapes was 104.00. Individual cost of 3x.30sec PSA was 1.73.

**Television PSAs:** April 1-August 31, 2002.

Cost for television production gratis from NBC13 in Birmingham.

Location	Total Cost	Market
Montgomery	20,000	228,000
Mobile	20,000	445,000
Birmingham	35,000	551,000
Huntsville	15,000	314,000
Dothan	10,000	101,500
<hr/>		
Sum	100,000	1,639,500
<b>1,639,500 X 502 spots = 823,029,000</b>		

Overall cost per individual reached =.017.

**1-800-480-MEAL**  
To date calls for information on getting fit: 781  
Cues to action: 512 PSAs  
150 Billboards  
81 Brochures  
38 Magnets  
Twenty-one PowerPoint or demonstrations to low income audiences  
1,312 individuals reached.





# Arizona Nutrition Network

## Mission/Vision

The Mission of the Arizona Nutrition Network is: “To shape food consumption in a positive way, promote health, and reduce disease among all people living in Arizona.” The Vision is “Eat Well - Be Well”. The Arizona Nutrition Network strives to be widely recognized as a model of collaboration and for its effectiveness in improving the nutritional status of Arizonans.

## Partners

There are three levels of partnership within the Arizona Nutrition Network:

- Matching Partners are the agencies who contribute matching funds to the Network to implement programs and activities and help to plan the direction of the Network.
- Supporting Partners include agencies that are unable to contribute matching funds to the Network (such as federally funded agencies like WIC and Head Start) and organizations that collaborate with Matching Partners in local areas.
- Community Partners receive Arizona Nutrition Network materials, news, or information.

Matching Partners include twelve rural county health departments participating in the Community Nutrition Program and thirty-four other agencies participating in the Local Incentive Award funding. The partners in the Local Incentive Award Program include three university programs, 15 schools or school districts, five county health departments, five Indian tribes, three after-school programs, one resource education center, and two non-profit community organizations.

## Top Projects

The Arizona Nutrition Network links comprehensive social marketing and community education efforts to change dietary behaviors among low-income individuals in Arizona. Utilizing social marketing principles, the Network conducts three message-specific campaigns each year. The messages include 5 a Day, 1% or less fat milk, and physical activity. Arizona Nutrition Network partners in FY03 completed more than 52 million indirect and 392,365 direct nutrition education contacts.

For the past two years, the Network has used Bobby B. Well as a larger-than-life animated spokesperson. Bobby B. Well was chosen because he can be a fun, playful and cool character that encourages the target audience to improve health habits. Creative materials for each of the three campaigns includes: 30-second television ads in English and Spanish, wallboards in Food Stamp Offices, billboards, a website, education materials, and a Community Tool Kit. A series of 26 half-hour television shows featuring healthy lifestyle messages was also developed.



The Arizona Nutrition Network website has been enhanced to provide extensive resources for clients and partners. See the site at: [www.eatwellbewell.org](http://www.eatwellbewell.org). The Network is also very active in promoting nutrition education at various community events and activities. The driving force behind the Network is the successful collaboration with local partners all over the state.

### **Funding**

Through increased partnership development and outreach, the Arizona Nutrition Network will receive over \$6.8 Million in matching funds for FY 2004. This is a significant increase over the previous years and allows the Network to expand and improve the scope of the program. The major source of matching funds for the Network is the Local Incentive Awards funding, which seeks out eligible state-funded agencies who contribute in-kind matching funds to the Network and in turn receive a 50% increase in their nutrition education funding through a cost reimbursement program of the Network.

### **Evaluation/Outcomes**

An in-depth survey of food stamp eligible clients is conducted at randomly selected sites of agencies providing services for low-income individuals such as Food Stamp offices, WIC clinics, and food banks throughout Arizona. A trained interviewer bilingual in English and Spanish conducts the in-person survey. The survey instrument includes core areas on dietary quality, food security, awareness of Network messages and demographics. Additional sections including food safety, food resource management and shopping behaviors, and physical activity are rotated throughout the year. The survey conducted in FY03 showed that of 420 respondents, 61% had seen one or more Network materials or messages. Of these respondents, 85.9% had seen Network materials in a WIC clinic, 74.5% saw the materials in a health clinic or doctor's office, and 56.8% had seen Network materials in a Food Stamp office. Among respondents that indicated they had seen the Network logo, 63.8% reported consuming five or more servings of fruits and vegetables each day. For respondents that had not seen the logo, this number was 52.3%. The difference between the groups is statistically significant (p-value <0.05).

### **State Contact Information**

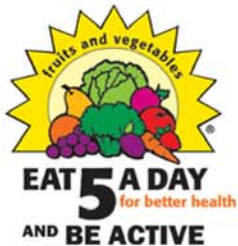
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Arizona Department of Health Services  
Office of Chronic Disease Prevention and  
Nutrition Services  
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Phoenix, AZ 85007  
Phone: (602) 542-1886  
FAX: (602) 542-2890  
[www.eatwellbewell.org](http://www.eatwellbewell.org)





## California Nutrition Network for Healthy, Active Families

State Summary for Year 08  
2003-2004



### Partners

The *California Nutrition Network*, a public/private partnership that uses large-scale social marketing approaches, is housed in the Department of Health Services. Leaders and participants include the departments of Social Services, Education, and Food and Agriculture, including multiple agriculture marketing orders; the University of California, Cooperative Extension; the American Cancer Society, American Heart Association, California Association of Food Banks, California Elected Women's Association for Education and Research, California Food Policy Advocates, California Grocers' Association, Central Valley Health Clinics, and Western Growers' Association. Seven different state Health Services programs participate, including the Physical Activity and Health Initiative, Preventive Health Care for the Aged, and Primary Care and Family Health Division. Over 300 government, non-profit and business organizations are partners at the state level.

### Mission/Vision/Goals

The *California Nutrition Network for Healthy, Active Families (Network)* aims to create innovative partnerships so that low-income Californians are enabled to adopt healthy eating and physical activity patterns as part of a healthy lifestyle. With the *California 5 a Day—for Better Health! Campaign (5 a Day Campaign)*, the *Network* works in the Cancer Prevention and Nutrition Section (CPNS) to increase Californians' consumption of fruits and vegetables to 5 or more daily servings, increase daily physical activity to at least 30 minutes for adults and 60 minutes for children, and achieve full participation in Federal food assistance programs.

### Target Audience

Californians eligible to participate in the Federal Food Stamp Program and—with a federal waiver—low-income households with incomes at or below 185% of the Federal Poverty Level, which is \$34,040 for a family of four.

### Top Projects

**1. Partnership and Resource Development:** The *Network* hosts the administrative infrastructure to document in-kind contributions and execute contracts with almost 200 entities throughout the state, including Local Incentive Awardees (LIAs), special projects, *California Project LEAN* regions, *5 a Day—Power Play!* regions, and Regional Collaboratives. *Network* and *5 a Day Campaign* projects and partners are provided with training, tools and resources in the areas of mass and targeted communications, public relations, community outreach, and social marketing. The *Network* and *5 a Day Campaign* hold three Joint Steering Committee meetings each year to guide collaborative efforts in six policy areas—adults, children and youth, food assistance, disparities, physical activity, and fruits and vegetables/*5 A Day*.

**2. Research and Evaluation:** The *Network* supports the only statewide surveys focusing exclusively on healthy eating, physical activity, and food security. The biennial surveys include the adult *California Dietary Practices Survey*, the *California Teen Eating, Exercise and Nutrition Survey*, and the *California Children's Healthy Eating and Exercise Practices Survey*. CPNS collaborates with researchers who conduct the Behavioral Risk Factor Surveillance Survey, the Women's Health Survey, and the California Health Interview Survey. The surveys help set state and local priorities and raise public awareness. Focus groups, pilot tests, in-depth evaluation, and economic studies also are conducted. A Geographic Information System developed originally by California Project LEAN and technical assistance to state and local projects are also provided. A project with the University of California, Davis that identifies and posts validated assessment tools for organizational, community and policy change is being used widely by researchers and practitioners.

**3. Media and Retail:** The *Network* and the *5 a Day Campaigns* conduct media and public relations activities, including the development of TV and radio ads and PSA's; purchase television and radio airtime; place outdoor ads, such as mobile billboards and bus wraps; conduct regional media tours with trained spokespeople; and hold public relations events with partners. The *5 a Day Retail Program* conducts comprehensive merchandising and promotional activities in hundreds of supermarkets, small chain stores and neighborhood markets statewide in an effort to increase the purchase of fruits and vegetables among low-income Californians. The merchandising components of the program include customized point-of-purchase materials; in-store recipe booklets and recipe cards; and a CD-ROM containing advertising copy, graphics, health tips, in-store audio and nutrition information. Food demonstrations, store tours, and retail-sponsored community events are conducted to support the merchandising efforts as needed. English and Spanish television and radio advertisements, outdoor advertisements, bus wraps, and transit ads also are incorporated into the retail repertoire to provide added programmatic value.



**4. Community Interventions/Development:** This is the largest segment of *Network* operations. The *Network* and the *5 a Day Campaigns* facilitate the efforts of a wide range of community-based organizations increasing access to tested social marketing interventions, fostering partnerships, stimulating community development initiatives, and encouraging new interventions. The LIAs, special projects, and other *Network*-funded projects have increased from a total of 48 in 1999 to nearly 200 in 2004. They include 44 low resource school districts, 30 local health departments, 15 public colleges/universities, 15 African American faith organizations, 12 food security organizations, 11 California Project LEAN regions, 11 *5 a Day—Power Play! Campaign* regions, 11 Regional Collaboratives, 7 county offices of education, 6 tribal organizations, 4 *Latino 5 a Day Regions*, 3 Healthy Cities and Communities, 3 park and recreation departments, 3 city government agencies, and 3 U.C. Cooperative Extension agencies. New initiatives for an *African-American 5 a Day Campaign*, a *5 a Day—Be Active!* Worksite program, a *Preschool 5 a Day Plus Active Play!* initiative, and an Asian initiative are under development, as is a pilot project to increase access to Food Stamps. Seven Cancer Research Projects also support the *Network* interventions.

**5. Policy, Environmental and Systems Change:** The *Network* asks all its funded projects to reach large numbers of households by working in the outer spheres of influence of the Social Ecological Model. This involves changing organizational policies and the physical environment to help low income families eat more fruits and vegetables, be more active, and participate in USDA nutrition assistance programs. Current state-level policy efforts focus on priorities recommended by six Policy Action Teams, while the Regional Collaboratives each work on at least one regional policy priority. Statewide, the *Network* works with sister state agencies on an Interdepartmental Food Assistance Committee (IFAC), with advocates on a Food Stamp and Nutrition Education Outreach Coalition (FANOut), and with other USDA-funded categorical programs to develop a State Nutrition Action Plan (SNAP) to increase fruit and vegetable consumption and complete Memorandums of Agreement for *5 A Day*. The *Network* is stepping up efforts to fight obesity in low-income communities.

**6. School-Aged Children:** With children making up about 70 percent of California's Food Stamp clientele, special efforts are conducted with the Primary Care and Family Health Division of the California Department of Health Services. These include a biennial conference on childhood obesity that attracts a national audience, a variety of special projects that enhance the nutrition components of Maternal, Child and Adolescent categorical programs, and local assistance projects to selected health departments and WIC agencies.

#### Funding

Funds for the *Network* and *5 A Day* are provided primarily by the in-kind contributions of State and local public agencies that qualify for matching Federal Financial Participation from United States Department of Agriculture Food Stamp Program. Additional support comes from the California Department of Food and Agriculture and the Preventive Health and Human Services Block Grant of the Centers for Disease Control and Prevention. In 2002-2003, the *Network* qualified for over \$60 million in FFP to support the activities described above. The Public Health Institute administers some *Network* funds.

#### Evaluation

Evaluation of *Network* and *5 a Day Campaign* activities is based on the Social-Ecological Model. The *Network* assesses programmatic changes at the policy, community, and institutional levels, as well as interpersonal and individual levels. This model is the basis for the USDA-commissioned White Paper on Evaluating Systems, Environmental and Policy Changes in Food Stamp Nutrition Education Programs and the Community Nutrition Logic Model adopted by USDA's CSREES. In addition to the biennial surveys of adults, teens, and children, many other evaluation activities are conducted, including semi-annual activity reports from all funded partners and collaboration with other Network states. Work to identify evidence-informed indicators for *Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX<sup>3</sup>)* is starting in Year 08. Major interventions such as *Power Play!*, *Latino 5 A Day*, *Body & Soul*, school gardens and farmers' market salad bars have been proven-effective. Preliminary data from the 2001 CDPS indicate that reported fruit and vegetable intake increased slightly in some *Network* audiences, and obesity rates dropped in 2002. It is unknown if these changes will be sustained.

For more information, please contact:

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For materials: 888-EAT-FIVE





The **Colorado Nutrition Network** is a statewide collaborative alliance with the mission to link together public and private organizations to promote and coordinate nutrition education for low-income Coloradans.

**Network Initiatives:**

**“The Food Friends Making New Foods Fun for Kids”** is a successfully tested program that combines social marketing and education strategies. The classroom portion is an annual 12-week intervention implemented within Head Starts and preschools. Children learn through having opportunities to try new foods at snack times, participating in nutrition related hand-on activities, and reading books with a try new foods theme.



It is recognized that preschool-aged children (3-5 years old) are the perfect age to learn about new foods. At this age, preschool children will increase the number of different foods eaten if given the chance to explore, taste, and eat new foods repeatedly in a positive setting.

**‘Family Fun with New Foods’** is the tagline for the parent component of Food Friends. **‘Enjoy New Foods Today for Good Health Tomorrow’** is used as a secondary message. The parent component seeks to encourage parents to offer new foods to their children outside of the preschool setting. Through our formative research, parents indicated that they would like educational handouts and nutritional information about new foods sent home via their child’s preschool or Head Start center. Materials supply them with quick and easy recipes that involve their children, tips for offering new foods, and reminders on the importance of offering new foods. Additionally, the parent component includes educational enhancers, such as magnets and shopping lists to remind parents to offer new foods to their families, especially young children.




Food Friends uses a “Tasting Party” as an evaluation of the children’s willingness to try new foods. Several familiar and novel foods are offered to the children. Teachers track whether a child “likes it”, “doesn’t like it”, or “didn’t try it”. In 2003, 855 children participated in the Tasting Party. Eighty-eight percent of the children tried all four of the novel foods while 95% tried two of the four novel foods.

Food Friends continues to expand its reach and have positive impacts in Colorado preschool and Head Start classrooms. In addition, the program will be expanding into family day care homes.

**“Nutrition Links”** is our local-based community nutrition education incentive award program. “Links” seeks to improve the collaborative base supporting nutrition education for low-income populations within a



community, while promoting nutrition-based behavior change among priority audiences chosen by the community. The current “Links” projects are:

- 
**Family Style Meals:** The overall goal of this project is to research and evaluate the effectiveness of family style meal service in family daycare homes, then improve nutrition and promote healthful eating among children in low-income family daycare homes.



- *Nutrition Education for People with Disabilities:* The objective of this project is to improve the overall nutrition of people with disabilities in Colorado. Individuals will be taught cooking and meal preparation skills, food safety, and general nutrition so that they can remain independent.
- *Boys and Girls Developing Healthy Habits:* The objective of this project is to provide nutrition education to youth in an after-school setting. The project will emphasize the Food Guide Pyramid, the 5-A-Day message, food safety, and healthful snack preparation.
- *Denver Health Preventing Obesity:* The project will target food stamp eligible women, infants, children and high school students within the City and County of Denver. Project staff will promote increased fruit and vegetable consumption and physical activity.
- *Denver Environmental Health Calcium Promotion and Hand Washing Promotion:* This project will improve dietary quality and food safety in low-income students and their families through the promotion of calcium-rich foods and appropriate hand washing. ECE and Kindergarten students in Denver Public Schools will be targeted.

**“School Links”** is the Network’s new youth-based initiative to reach school-aged children with nutrition education in the school environment. “School Links” was designed to complement other Network partner youth programs, including TEAM Nutrition, Integrated Nutrition Program, and Comprehensive School Health.



**Who the Network anticipates reaching in 2003-2004:**

- Food Friends - anticipates reaching 3,000 children, 3,000 parents, and 300 Head Start and preschool teachers. Each child will receive 12 lessons. Together Food Friends will make approximately **96,300** direct contacts.
- “Nutrition Links” projects – anticipate reaching 600 children and 400 adults. Together the projects will make approximately **8,000** direct contacts.

**Founding Network Partners:**

- Colorado Department of Education,
- Colorado Department of Human Services,
- Colorado Department of Public Health and Environment, including CACFP, CO-PAN, and WIC
- Colorado Head Start Association,
- Colorado State University Cooperative Extension, including EFNEP and Adult FSNE,
- Department of Food Science and Human Nutrition, Colorado State University,
- Second Harvest Food Banks - The Food Bank of the Rockies; and Care and Share, Inc.,
- University of Colorado/Colorado State University Consortium for Human Nutrition,
- Center for Human Nutrition, University of Colorado Health Science Center,
- Local Networks—Denver Metro and San Luis Valley
- Many local agencies, governmental or private, that work with low-income Coloradans.

**Network Contacts:**

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*The Colorado Nutrition Network is an outreach function of the University of Colorado/Colorado State University Consortium for Human Nutrition. Colorado State University programs are available to all without discrimination. Funding for the Colorado Nutrition Network is provided by the Food and Nutrition Service of the United States Department of Agriculture through the Colorado Department of Human Services, Food Stamp Program; The Colorado Trust; and Caring for Colorado Foundation.  
 February 2004*

# Georgia Coalition for Physical Activity and Nutrition Organization and Partners



The Georgia networking organization formed to provide nutrition education for low income families has evolved from the Georgia Coalition for Nutrition Education into Georgia Coalition for Physical Activity and Nutrition (G-PAN), now targeting all residents in the state. The original partners were the Office of Nutrition with the Georgia Division of Public Health; the Department of Family and Children Services; Family Connection; the Cooperative Extension Service of The University of Georgia; the Department of Nutrition at Georgia State University; and the Department of Anthropology and Geography at Georgia State. The Georgia Department of Education Food Service Division also participated in the original planning. This network has now expanded to over 100 member organizations of public, private and non-profit organizations and businesses throughout the state, including many large corporations.

## Mission/Vision/Goals

The G-PAN mission is to improve the health of Georgians by promoting healthy eating and increased physical activity. The G-PAN vision is to one day know a Georgia where parents receive great satisfaction from smart food choices and preparations, and where kids think that it is "cool" to eat healthful foods and to be physically active. The G-PAN goals are to: (1) cooperate in promoting physical activity programs, policies and initiatives within Georgia; (2) maximize the consistent dissemination of the G-PAN campaign messages through each member's promotion and incorporation of these messages within that member's own venues



and through cooperative statewide programs and materials; and (3) provide a statewide plan (related to appropriate goals from Healthy People 2010) regarding better nutrition, food security and physical activity behaviors.

#### Top Projects

G-PAN's top project is to cooperatively promote a statewide social marketing campaign, with its consistent, understandable, consumer-researched health messages, under the main campaign slogan, "Take Charge of Your Health." The three specific health messages are: (1) Take Five - to promote eating five servings of fruit and vegetables daily, (2) Take Down Fat - to promote better food choices and using less fat in food preparation, and (3) Take Action - to encourage 30 minutes of moderate physical activity daily. These messages have been spread with enthusiasm by G-PAN members through diverse mass media resources and individual promotions and/or interventions. They have reached all ages in the life span, through preschool resources up to a specially adapted kit to use with senior citizens.

#### Target Audiences

All ages are targeted. Because G-PAN operates with funds from multiple sources, the general public is targeted with an emphasis on food stamp eligible audiences.

#### Funding

G-PAN has a 501(c)(3) non-profit classification and applies for grants. G-PAN has received grants and donations from corporate members. Members pay dues on an annual basis.

#### Evaluation Measures

Individual members conduct evaluation and measure impact for their programming using Take Charge of Your Health messages. A statewide telephone survey is planned as a follow-up to baseline data collected in 1998.

Please feel free to contact us at 770-509-8078 (Lisa Stone, Chair)

Visit our Web Site at [www.G-PAN.org](http://www.G-PAN.org).

We would be glad to share our social marketing campaign messages with other states.



### **Core Objectives**

1. Convey consistent, research-based, nutrition messages to food-stamp-eligible individuals and families in Iowa.
2. Strengthen the abilities of community nutrition coalitions to increase healthful nutrition and physical activity practices among targeted low-income audiences.
3. Create a network of public and private partners that support nutrition education.

### **Community-level strategies**

The network collaborates with nutrition coalitions to conduct nutrition education programs at the community level. The network supports the coalitions with funding, training, nutrition media campaigns, and nutrition education materials. In 2003, 25 coalitions made over 320,000 direct nutrition education contacts (includes multiple contacts with individuals) and 5,000,000 indirect contacts (the majority from social marketing activities) in 33 counties.

Where were nutrition activities marketed? Community coalitions worked in elementary and junior high schools, school resource centers for high-risk families, after-school child-care programs, neighborhood community centers, community recreation centers, congregate meal sites, low-income senior housing, WIC agencies, community gardens, and grocery stores. Local public access television and videos were used to reach homebound seniors but the project is not able to continue in 2004.

### **State-level strategies**

An additional 127,000 direct nutrition education contacts and 1,600,000 indirect contacts were reported from the state-level interventions involving food security, nutrition for older adults, and social marketing.

### **Food security**

The network continues to participate in the Iowa Food Policy Council's Food Security Taskforce along with staff from Iowa's Food Stamp Program. A video and web site were developed in cooperation with Iowa State University Extension to provide communities with tools to assist them in assessing and addressing local food insecurity. [www.extension.iastate.edu/hunger](http://www.extension.iastate.edu/hunger)

### **Nutrition for older adults**

The Iowa Nutrition Network supports collaborative activities between the Iowa Departments of Public Health, Elder Affairs, and Human Services. The underpinning of the collaboration is the joint nutritionist position shared by Public Health and Elder Affairs. The position is supported with Food Stamp Nutrition Education funds. Communication among the departments has been greatly enhanced. Currently, there is an effort underway to develop one application form to participate in multiple programs targeted to low-income older adults. The inclusion of the Food Stamp Program was moved up on the priority list as a result of multi-program collaboration.



An enhanced Pick a **better snack**™ social marketing campaign was kicked off in February 2003. New campaign materials included print-ready graphics on a CD-ROM and the network's web site [www.idph.state.ia.us/pickabettersnack](http://www.idph.state.ia.us/pickabettersnack); English and Spanish radio public service announcements; Spanish



recipes; newspaper articles and advertisements; six videos and sample displays for grocery stores; Spanish **Pick a better snack™** & Act monthly BINGO cards; and a community resource kit that included supplemental lesson plans for elementary schools.

### Recognition

USDA recognized the campaign with the FNS LINC Award for Partnerships and Collaborations in February 2003. Three key partners were recognized for their collaborative work: Iowa Nutrition Network and the Iowa Department of Public Health, Team Nutrition and the Department of Education, and Iowa State University Extension.

### Evaluation

Two communities were selected for implementation of intense media efforts during February through April 2003 to determine which strategies would best reach the targeted low-income audience. These communities were selected because of their work with low-income schools and partnerships with grocery stores. Media buys were secured for billboards, bus signs, radio, and local shopper newspapers. Surveys (n=600) were conducted in food stamp offices in both cities to determine if the campaign was effective in reaching the target audience. Surveys (n=500) were also conducted with customers in the front of grocery stores in low-income neighborhoods. Surveys indicated that the most effective implementation channels were billboards, schools, television, grocery stores and WIC offices. Fifty-one percent of survey respondents in food stamp offices recalled hearing or seeing the campaign messages. Food stamp participants reported they were starting to eat more fruits and vegetables (25 percent) and were thinking about eating more fruits and vegetables (36 percent) because of **Pick a better snack™**. Community coalitions conducting interventions with elementary age students submitted surveys (n=1395 pre and 938 post) to the network for data entry and analysis. Results showed a statistically significant improvement in attitudes toward fruit and vegetable snacks among these children.

### **Collaboration with USDA's Fruit and Vegetable Pilot Program**

Iowa was in a unique position to provide resources to the 2003 USDA Fruit and Vegetable Pilot Program (FVPP) schools because of the partners involved with **Pick a better snack™** social marketing campaign: Iowa Nutrition Network, Department of Education, and Iowa State University Extension. The Nutrition Network sent information about becoming a FVPP school to coalition contractors in July 2003. The project coordinators were encouraged to contact schools in their communities to apply. As a result, five of the twenty-five schools were part of Food Stamp Nutrition Education coalitions.

The Department of Education (DOE) sponsored training over the Iowa Communications Fiber Optic Network for the integration of the campaign and its new classroom lessons that promote the exploration of seasonally available fruits and vegetables as snacks. A nutrition consultant with the Iowa Nutrition Network's Food Stamp Education conducted the training. The training was offered to the 25 FVPP schools in addition to Team Nutrition schools in January 2003. Schools were mailed a notebook with hard copies of **Pick a better snack™** materials and classroom lessons in addition to hard copies of resources compiled by the National Cancer Institute. DOE paid for printing and distribution of notebooks and materials. DOE also provided schools with posters, bookmarks, a six-foot vinyl banner and CD-ROMS to print their own signs, certificates, and resource materials.

Network and DOE staff disseminated \$20,000 of educational incentives provided by the National Cancer Institute to the FVPP schools. A conference was held in Indianapolis, Indiana in March 2003 to share FVPP success stories. Two presenters at the conference were from McKinstry Elementary, an intervention school of the Food Stamp Nutrition Education community coalition in Waterloo, Iowa.

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**Mission:** Develop and expand partnerships which (1) provide nutrition and physical activity education, and (2) improve access to nutrition resources and nutrition and physical activity programs to improve the health of low income Kansans.

**Partners:** KNN is a coalition of state-level public and private agencies and professionals working in nutrition education, food assistance programs, or other areas supportive of the KNN mission. KNN's partner agencies serve diverse populations, including the elderly, working poor, children and families. Partners include:

- The Campaign to End Childhood Hunger
- EFNEP
- Family Nutrition Program (FNP)
- Healthy Kids Challenge
- Heartland SHARE
- Kansas Association of Community Action Programs (KACAP)
- Kansas Beef Council
- Kansas Child Care Training Opportunities (KCCTO)
- Kansas Community Nutrition Services (KCNS)
- Kansas Department of Education Nutrition Services
- Kansas Department of Health and Environment, WIC and Office of Health Promotion
- Kansas Head Start Association
- Kansas Public Health Association
- Kansas Wheat Commission
- Midwest Dairy Council
- NCES

KNN partners meet every other month for an educational program and a time to interact with other partners. A Steering Committee meets periodically throughout the year to provide guidance to KNN in developing projects and securing outside funding. A monthly email newsletter is sent to partner agencies.

**Top projects:**

- KNN received private funding during FY 2003 to develop and implement a childhood overweight prevention project. Additional funding was received in FY 2004 to expand this project. *Berry Berry Good* is designed for children in child

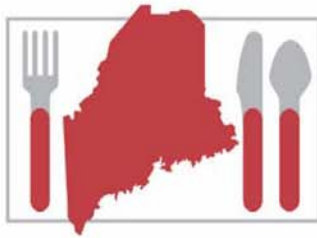




- care programs. The project links children's books with nutrition and physical activity, and child care providers are also given take-home cards to give to the parents which include easy recipes and ideas for simple active play. A highlight of the project is small nylon scarves used in active play in the classrooms and at home.
- KNN partnered with a Team Nutrition project in one school in one community to expand that project to include other organizations to highlight nutrition and physical activity. KNN partners provided many resources, including books, speakers and handouts. Community events were planned and implemented by WIC, Head Start, a program for disabled adults, the Senior Center, the local public broadcasting station, and others. KNN plans to expand this concept to other communities, with KNN partners providing the resources and local community groups planning and implementing the activities.
  - KNN "pulled together" nutrition and physical activity resources for use by the 17 regional Infant/Toddler Specialists. These Specialists provide training throughout the state to child care providers including Early Head Start, but many had little training themselves in nutrition. KNN used existing curricula, including *Feeding our Youngest, Breastfed Infants and You*, and *Nutrition: Good for You!* to assemble training materials for the Specialists.
  - KNN is partnering with the Cramer Reed Center for Successful Aging to conduct formative research to be used to help older Kansans access congregate meals, home-delivered meals, and food stamps. Research has shown that one of the most urgent and critical problems of those Kansans 60 years and older was that they did not know how to access essential information concerning local social services. Evidence suggests that the manner in which Kansas telephone directories are organized may be seriously impeding some older Kansans in their search for local services. Many programs are listed by their names, such as "Friendly Meals." If that particular name is not known, it is difficult to locate the service. Fortunately, research also suggests that this problem may be easily corrected at no additional expense to the programs, thus saving nutrition program advertising dollars while at the same time increasing accessibility to these programs.

**Funding:** KNN is funded through Food Stamp Nutrition Education. Additional funding is received through private grants and partner agencies that provide both financial and in-kind support for projects.

**Evaluation:** KNN has modified a chart from the Journal of Nutrition Education Supplement 1, 2001 on Depth of Involvement. "The number, type, depth, and strength of partnerships involved in the social marketing of nutrition education efforts can be important indicators of change. The greater the number and variety of community partnerships and the deeper the collaborations among these partners, the greater will be the exposure of target audiences to social marketing messages and affordable and nutritious food" (pp. S8-S9). "Depth of involvement" has increased for KNN partners, leading to better coordinated and improved nutrition and physical activity education and increased access to nutrition resources for low income Kansans.



# Maine Nutrition Network

## Organization/Partners

The Maine Nutrition Network (MNN) was established in 1996 by the Maine Department of Human Services, Bureau of Health, and the Edmund S. Muskie School of Public Service, University of Southern Maine. MNN nutrition education initiatives are part of Maine's Food Stamp Nutrition Education Plan. MNN receives funding from the United States Department of Agriculture (USDA), Food and Nutrition Service.

The MNN has over 200 partners and six committees - Child Nutrition, Healthy Aging, Agriculture, Food Security, Development and Steering Committee.

### Communication/Support for MNN Partners

- ◆ *Network Notes* Newsletter
- ◆ MNN Web Site: [www.maine-nutrition.org](http://www.maine-nutrition.org)
- ◆ MNN Listserv for partners

## Mission

The Maine Nutrition Network is a collaborative of public and private partners that coordinate and conduct nutrition activities to create an environment that supports health for Maine people.

## Goals

- I. The Maine Nutrition Network is a partnership with members working collaboratively to accomplish the Network mission.
- II. Create an environment in which Maine children make informed food choices that support optimal nutritional health.
- III. Create an environment in which Maine adults will make informed food choices that support optimal nutritional health.
- IV. The MNN is recognized as a cutting-edge organization and a leader in creating partnerships and innovative statewide nutrition programs to enhance visibility of public health nutrition in Maine.

## Major Projects/Activities

### 1. Healthy Weight Awareness Campaign

The Healthy Weight Awareness Campaign was initiated in October 2002 and is a social marketing campaign designed to provide Maine parents with information and simple steps to keep their children and families healthy and active. The target audience is families participating in the Food Stamp Program, with children in the household. Members of the target audience participated in focus groups that informed the development and messages of the campaign. Campaign messages have included cutting back on soda consumption, reducing television and screen time, increasing lifestyle physical activity, and promoting walking. Media includes a mix of radio, television, newspaper and direct mail.

Nutrition and Physical Activity Action Packets are being developed to support initiatives in a variety of settings including school, community, and worksite. The first two action packets are "Developing Policies to Support Healthy Eating at Group Events," and "Promoting Trail Development and Use of Safe Community Routes for Walking and Biking." See the packets at: <http://www.healthymainepartnerships.org/mcvhp2.html#pan>

### 2. Maine-ly Nutrition



This project is open to teachers in elementary and middle schools statewide that have  $\geq 50\%$  of students eligible for free or reduced price meals. Each teacher commits a minimum of 25 hours to plan and teach nutrition education lessons during the school year. MNN provides support for the teachers, including nutrition training; a copy of the nutrition curriculum materials; \$100 in funds per teacher for nutrition resources; and up to \$250.00 per school for an approved school wide/community nutrition event. A quarterly newsletter is sent to elementary (K-5) teachers and scholarship funds for the Maine Schoolsite Wellness Conference are available to participating schools. The University of Maine Cooperative Extension (UMCE) has been a partner in expanding and enhancing nutrition education in low income elementary and middle schools.



### 3. Changing the Scene: Improving the School Nutrition Environment

Changing the Scene training provides school teams with the knowledge, skills and resources to create and support a healthy nutrition and physical activity environment for Maine schools. Schools eligible for Maine-ly Nutrition can participate.

- ◆ Teams of school decision-makers attend free Changing the Scene Summit.
- ◆ Participating teams submit an action plan for improving their nutrition and physical activity environments.
- ◆ Regional follow-up meetings after the Summit.

### 4. Healthy Aging Initiatives

The Nutrition for Seniors project works with the Bureau of Elder and Adult Services to improve the nutritional health of Maine seniors. Trained consultants collaborate with the five local Area Agencies on Aging to target nutrition education and counseling to low-income seniors who receive home delivered meals or participate in congregate dining. The Nutrition for Seniors curriculum contains 43 low-literacy nutrition education handout masters and suggested lesson plans and participatory activities. The project also conducts nutritional risk surveillance of participating seniors.

### 5. MNN Mini-grant Program

The Mini-grant program provides funding opportunities to communities, schools, farms and other partner organizations and agencies for initiatives to support healthy food choices and active lifestyles.

The four mini-grant opportunities in 2004 are:

- 5 a Day the Maine Way
- Encouraging Healthy Food Choices and Active Lifestyles
- Healthy Aging
- Increasing Family Involvement in Maine-ly Nutrition School

### 6. Nutrition Education at the Library

Librarians coordinate children's reading groups and story times with a food and nutrition theme. MNN provides technical assistance and access to resources. Libraries can apply for up to \$400 in funds to supplement their summer nutrition education program.

### 7. Nutrition Education at the National Youth Sports Program (NYSP)

The National Youth Sports Program (NYSP) runs a summer program at the University of Maine, Orono. Approximately 225 children, 10-16 years of age, from low-income families, attend the six-week day camp, which includes daily classroom lessons in various subjects and many sports and physical education activities.

Three nutrition lessons are taught to approximately 120 of the students participating in the summer NYSP program. The focus of the classes is hands-on food preparation to improve skills in preparing food for nutritious snacks and meals.

### 8. Nutrition Education and Maine Agriculture

MNN partners with the Department of Agriculture and UMCE to promote local fruits and vegetables as healthy food choices through nutrition education initiatives to families and seniors.

### 9. Local Initiatives

MNN partners identify match to support their Nutrition Education activities.

- ◆ Parents Are Teachers Too (PATT) – University of Maine Cooperative Extension, Waldo County – includes nutrition education to parents.
- ◆ Waldo County Preschool and Family Services – nutrition education for preschoolers, parents, and teen parents.

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**Mission:**

The Michigan Nutrition Network fosters multidisciplinary, community-based, public-private collaboration to build on and strengthen alliances focused on nutrition and physical activity. The Network facilitates the development of effective, high quality nutrition and physical activity initiatives that reach Michigan consumers – with a special focus on reaching those with low income.

**Vision:**

- Diverse organizations working together toward common goals...
- Making effective, efficient use of resources...
- Effecting changes as a group that no one member could accomplish alone...
- Improved health for Michigan consumers...

**Standards of Excellence:**

- All efforts of the Michigan Nutrition Network are research-based and aim to achieve positive behavior change around nutrition and physical activity.
- The Network communicates science-based nutrition and physical activity messages utilizing state-of-the-art techniques such as social marketing and investing in community development.
- Network efforts are consistent with the Dietary Guidelines for Americans and aim to achieve the 2010 National Health Objectives.

**Partners:**

The Michigan Nutrition Network has collaborated with over 300 public and private partners representing nutrition, physical activity, public health, education, policy, retail, government, and consumers. These partners are the driving force behind the success of the Network.

**Target Audience:**

The Network targets Michigan residents eligible for the Food Stamp Program. Specific target audiences vary by project.

**Funding:**

Funding is provided by the United States Department of Agriculture's Food Stamp Program, Network partners, and grants.

**Evaluation Measures:**

Evaluation measures vary by project and may include:

- Local Behavior Risk Factor Surveillance System (BRFSS)
- Telephone Surveys
- Pre and post-intervention testing
- Process evaluation
- Output tracking
- Other locally pertinent means of data collection



## Top Projects 1998-2004:

(\* indicates social marketing efforts)

- Eat Healthy. Your Kids are Watching. Campaign \*
- Eat Healthy. Eat Breakfast. Campaign \*
- Building Healthy School Environments
- Take the Pledge
- Community Nutrition Outreach Program
- Operation Frontline Nutrition Class
- Nutrition and Physical Activity: Assessment of interventions in low-income elementary schools
- Partnership for Better Bones
- Pyramids Between the Pages
- Exemplary Physical Education Curriculum Dissemination
- Eat Good. Look Good. Feel Good.
- Wise Foods, Whole Lives
- Healthy Lifestyles for Preschool Children \*
- Michigan Model for Comprehensive School Health Education: Nutrition and Physical Activity
- Jump into Food and Fitness
- Safe Routes to School \*
- Project Fresh and Active Living for Seniors
- Healthy Food, Healthy Soul Campaign \*



## Obstacles / Roadblocks:

- Time constraints
- Coordinating and managing funding for State Match
- Limitations in the private sector with regard to low income focus
- Establishing alternative measures of behavior change that are both valid and reliable

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In Michigan, the Food Stamp Nutrition Education Program consists of the Michigan Nutrition Network and the Family Nutrition Program at Michigan State University Extension, Family and Consumer Sciences.



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# MINNESOTA FOOD AND NUTRITION NETWORK

## Summary 2004

### **Mission**

The mission of the Minnesota Food and Nutrition Network is to create and maintain a network of organizations working together to promote useful, consistent nutrition messages to help low-income Minnesotans enjoy healthful lifestyles.

### **Goals**

- Develop and sustain a cohesive, visible, inclusive, productive network among partners
- Develop effective long-term nutrition education programming
- Advocate with the private sector and with public policy makers for the consumer's ability to make healthy food choices

### **Partners**

The Minnesota Food and Nutrition Network (MFNN) is a collaborative effort among member organizations including representatives from state and local government agencies and nonprofit organizations. There are three levels of membership: contributing, active, and community. Membership is currently open to any organization involved with nutrition education targeted to low-income audiences in Minnesota.

MFNN was developed to create a sustainable nutrition support network that

- Emphasizes consistent messages based on the Dietary Guidelines for Americans and the Food Guide Pyramid
- Integrates community-based efforts
- Focuses on social marketing approaches

### **Top Projects**

#### Eat Smart. Play Hard.™ Nutrition Education and Promotion Campaign, USDA-FNS

In Minnesota, this campaign focuses on reaching low-income families and youth in metropolitan and rural communities with consistent messages about healthy eating and physical activity. Collaborative efforts in social marketing involved food shelves, public libraries, public school food service, health clinics, and Head Start programs sites.

#### Enhanced Grant Program

This program is open to MFNN members. It provides an opportunity for members to enhance their nutrition education programs that reach low-income audiences and to support social marketing approaches and Eat Smart. Play Hard.™ It is necessary for members to provide cost share to participate in this program.

#### Membership

Recruitment of new members and building relationships are constant and priority projects. Quarterly meetings are held to grow member relationships and to connect members with the University of Minnesota community.

### **Target Audiences**

Individuals and families in Minnesota eligible to participate in the Federal Food Stamp Program.



## Funding

MFNN is funded through USDA's Food Stamp Nutrition Education and state cost share. MFNN is a collaborative effort between the Minnesota Department of Human Services, the University of Minnesota through the College of Human Ecology and numerous local agencies and programs.

## Evaluation Measures

Evaluation of the social marketing efforts and the operations of MFNN has included process and outcome evaluations. These evaluations used surveys, key informant phone interviews, and intercept interviews.

## Obstacles / Roadblocks

- Securing state cost share to support expansion of social marketing campaign across the state.
- Time constraints of member organizations.

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## Member Organizations

Arrowhead Economic Opportunity Agency, Inc.  
Council of Regional Public Library System Administrators  
Hunger Solutions Minnesota  
Midwest Dairy Council  
Minnesota Beef Council  
Minnesota Department of Education:  
    Food and Nutrition Service  
Minnesota Department of Human Services:  
    Food Support Program  
    Minnesota Board on Aging  
    Office of Economic Opportunity  
Minnesota Head Start–State Collaboration Project  
Minnesota School Food Service Association  
Ramsey Action Programs, Inc./Head Start  
Second Harvest Heartland  
Volunteers of America:  
    Senior Nutrition Program

Carver Scott Educational Cooperative  
Hennepin County Community Health Department:  
    Health Promotion  
    WIC/Nutrition Program  
Minnesota Department of Agriculture  
Minnesota Department of Health:  
    Center for Health Promotion  
    Commodity Supplemental Food Program/WIC  
Minnesota Dietetic Association  
Minnesota Farm Bureau Federation  
Minnesota FoodShare  
Minnesota Public Health Association  
MN Family, Career and Community Leaders of America  
Reach-UP, Inc./Head Start, St. Cloud  
University of Minnesota:  
    Cancer Center  
    Department of Food Science and Nutrition  
    Extension Service/Health and Nutrition Programs

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UNIVERSITY OF MINNESOTA

# The Missouri Nutrition Network (MNN)

## **PARTNERS:**

American Diabetes Association	Missouri Department of Mental Health
American Heart Association	Missouri 5 a Day Advisory Planning Committee
Lincoln University Food, Nutrition and Health Program	Missouri Dietetic Association
Mid-land Dairy Council	Missouri Folic Acid State Council
Missouri Association for Community Action	Missouri Head Start Association
Missouri Association for Social Welfare	Missouri Pork Producers Association
Hunger Task Force	Missouri Public Health Association
Missouri Association of Local Public Health Agencies	Missouri School Food Service Association
Missouri Beef Industries Council, Incorporated	Nutrition and Wellness Council,
Missouri Department of Agriculture AgriMissouri	University of Missouri – Columbia
Missouri Department of Elementary and Secondary	St. Louis District Dairy Council
Education School Lunch and Breakfast Programs	The WIC Association of Missouri Incorporated
Missouri Department of Health and Senior Services	University of Missouri – Columbia
Missouri Department of Social Services	Nutrition Sciences Extension
Food Stamp and Food Distribution Programs	

## **MISSION/VISION/GOALS**

We believe all Missourians have a right to the benefits that a healthful diet provides. The public and private partners of the Missouri Nutrition Network link efforts of food and nutrition services. The Network researches, creates and evaluates methods so community partnerships can unite to promote good nutrition and build healthier families.

- Goals:**
- To increase the number of Missourians who select a nutritionally adequate diet by targeting nutrition education to high-risk populations.
  - To improve collaboration among public/private partners in order to increase delivery of effective nutrition education targeted to high-risk populations.

- Outcomes:**
1. Improve effectiveness of nutrition education provided to low-income populations.
  2. Expand community capacity to conduct nutrition interventions targeting the low-income population.
  3. Expand statewide organizational capacity to support network objectives.



## **TOP PROJECTS & TARGET AUDIENCES**

Network partners continue to serve over 2.2 million low-income clients annually. The *Eat for Health* campaign now reaches over 4.0 million Missourians as of 2003. The campaign's long-term objective is to increase the number of food stamp-eligible families who fix healthful meals and snacks by:

- Increasing intake of fruits and vegetables - "Eat 5 A Day" while promoting increased daily physical activity.
- Promoting use of low-fat methods for preparing meat - "Bake, Broil and Boil"
- Increasing intake of grains and beans - "Grab More Grains"
- Promoting food safety –"Keep Food Safe To Eat"



The School Nutrition Education Program: A combined effort with Team Nutrition providing training and resources for elementary school teachers and pre-school providers.

The Healthy Community Nutrition Education Initiative Funding was provided to nine local coalitions to coordinate, conduct, and evaluate community-based nutrition education initiatives targeted to food stamp eligible families with children. A key activity is to provide support to local communities to improve the community food access and school nutrition environments.

The Nutrition Training Institute: Successful training programs have been established to meet the needs of community-based professionals delivering nutrition education interventions by assuring ongoing professional development opportunities throughout the state.

## **BENEFITS**

Missouri's children and families with limited resources:

- Access to improved and better focused nutrition education,
- More consistent reinforcing messages from food and nutrition services providers, and
- Increased sources for reliable nutrition information.

Network Partners:

- Benefit from market analysis research that can be applied to improve services delivered to their clients,
- Access to innovative and coordinated nutrition education strategies and resources,
- Training for staff on new nutrition education strategies and how to evaluate current activities,
- Networking opportunities with key agencies within the community, and
- Opportunities to participate in progressive community-based effort.

The State of Missouri:

- Improved coordination of nutrition education efforts between state and community-based food and nutrition assistance programs,
- Leverage local and state support to receive matching federal support, and
- Strengthened efforts through public and private partnerships.

## **CHALLENGES**

Reach the target audience with relevant nutrition messages. Expand and strengthen our partnership base. Keep partners engaged in the process. Conduct meaningful, results-based evaluation to assure continued state and local support.

## **WEB SITE ADDRESS**

[www.dhss.state.mo.us/mnn/index.html](http://www.dhss.state.mo.us/mnn/index.html)

# NEVADA NUTRITION NETWORK

*Helping Nevadans Eat Smarter*

**Mission:** “To develop and communicate through innovative means, messages that result in healthful food choices and better health for all low income Nevadans.”

**Partners:**

- University of Nevada
- NV Division of Welfare
- NV State Department of Education
- NV State Department of Health
- Clark and Washoe County School Districts
- Dairy Council of Utah/Nevada

**Top Project:** The “Calcium, It’s Not Just Milk” Program, a collaborative effort of the Nevada Nutrition Network, is a component of NV’s FSNEP, FY-2000, 2001, 2002, 2003, and 2004.

Behavioral Objective

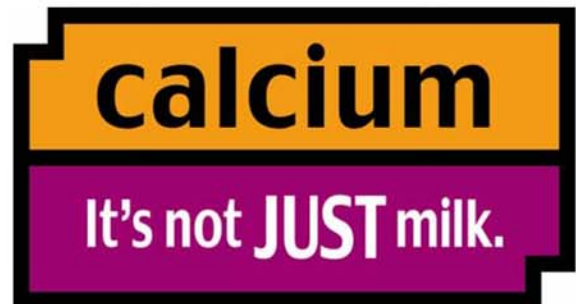
Increase consumption of lowfat, calcium-rich foods

Message

Calcium can be found in a variety of foods

Methods/Activities

- School and community-based awareness campaign (i.e., print and broadcast media, food sampling events)
- School-centered educational strategies (i.e., classroom curriculum, and educational displays)



**Target Population:** Specific to the “Calcium, It’s Not Just Milk” Program, the targeted audience is 11-14 year old adolescents (i.e., middle school students) that participate in or are eligible to participate in the Food Stamp Program.

**Funding for FY-2003:** Funding for fiscal year 2003 included public in-kind contributions from the University of Nevada, and Clark and Washoe County School Districts.

A portion of the beverage/foods for sampling events were donated by the Clark and Washoe County School Districts, Albertson’s Grocery Stores, Anderson Dairy, the Dairy Council of Utah/Nevada, General Mills, Hidden Valley Manufacturing Co., Model Dairy, Smith’s Grocery Stores, Sysco Foods, U. S. Food Service, and WINCO Foods. NOTE: No reimbursement was



requested for the cost-equivalent of donated beverages/foods. (Allowable costs do not include in-kind contributions from nonpublic agencies.)

**Evaluation Measures:** Evaluation measures were specific to the “Calcium, It’s Not Just Milk” Program and included the following:

- Pre/Post-tests to assess changes in knowledge, attitudes/beliefs, and food choices,
- Post-test assessment of participants’ perceptions of program components,
- Impact measures: Number and type of activities/events and estimated number of direct and indirect contacts.

Results for FY2003 demonstrated statistically significant improvements from pre- to post-test in students’ responses to six of ten knowledge questions. Testing revealed a trend toward more frequent selection of calcium-rich foods after the intervention, with an increase in eight of the nine calcium-rich foods. There were significant increases in reported selection of cheese, ice cream, frozen yogurt, pudding, and milk.

To date, the “Calcium, It’s Not Just Milk” Program has resulted in approximately 39,671 direct contacts (FY-2000 = 7,193, 2001 = 10,685, 2002 =12,365, and 2003 = 9,328).

**Obstacles/Roadblocks:** The “Calcium, It’s Not Just Milk” Program encountered challenges in the following areas:

- Obtaining local cost-share,
- Sustaining community involvement,
- Minimizing the potential impact of variations in teacher performance on outcome measures (e.g., changes in knowledge).

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*"Helping New Jersey Achieve Food Security"*

## **NJ FSNEP Support Network**

**Website Address:** <http://www.fsnep.rutgers.edu> or <http://www.njfsnep.org>

### **Mission**

- The Food Stamp Nutrition Education Support Network makes nutrition education accessible to limited resource populations in NJ. We foster collaborative efforts to promote healthy diets to improve human health. Healthy partnerships build healthy diets. We accomplish our mission through behaviorally-focused, outcome-based nutrition education.

### **Vision**

- To help people of all ages increase their life expectancy and improve their quality of life through nutrition education.
- To foster partnerships and collaborative interventions between the nutrition assistance programs and other related groups such as public health programs, healthcare providers, schools, faith-based groups and other community organizations to make healthy eating and lifestyle choices.

### **Goals**

- Pilot the "Calcium Select to Protect" social marketing campaign in the counties of Camden and Passaic during FY '04. The campaign is designed to promote to parents the benefits of their young children consuming 800 mg of calcium per day to aid in the prevention of childhood lead poisoning, as well as to reduce future risk for osteoporosis and high blood pressure. A secondary target for the campaign is adolescent females, aged 12-15, who will be at risk for osteoporosis when they age.
- A second goal of the network for FY '04 is to identify and establish statewide network projects through collaborations with other FNS Programs to develop a Statewide Nutrition Education Plan (SNAP).

### **Network Partners**

**1) State/Federal Partners:** EFNEP, USDA Bureau of Child Nutrition Programs, NJ Dept. of Health & Senior Services, NJ Dept. of Human Services Div. Of Family Development, NJ Dept. of Human Services Office of Education, NJ Dept. of Labor, NJ Head Start, TEFAP, WIC, NJ Department of Education, USDA

**2) Corporations/Organizations:** Campbell's Soup, Horizon Mercy Healthcare, Pathmark Stores, Wakefern Food Corporation

**3) Faith-Based/Non-Profits:** Center for Hispanic Policy, Community Food Bank of NJ, Concerned Black Nurses Assoc., Ending Hunger Inc., Healthy Mothers/Healthy Babies, NJ Conference of the AME Church, Farmers Against Hunger

**4) Trade/Voluntary Health Agencies:** American Cancer Society, American Dairy Council, Covering Kids Coalition, NJ "5 A Day", Newark Lead Coalition, NJ Dietetic Assoc., NJ Nutrition Council, NJ Action for Healthy Kids

### **Top Projects**

- **Calcium Select to Protect Social Marketing Campaign** (explained above)
- **Monmouth County 4H "Five A Day" Through Theatre & Role Play Curriculum** – The 5 A Day Players, an intergenerational theatre group, perform nutrition education skits and conduct interactive/creative arts activities.
- **TEFAP Commodity Food Pantries** – A network collaboration between TEFAP, FSNEP and EFNEP. Teaching pantries have been established across the state. County offices become licensed for commodity food distribution, nutrition educators teach program



participants to prepare recipes using foods from their pantries, and commodity foods are distributed at the end of class so that participants can repeat the recipes at home.

#### **New Projects Planned for 2004**

**1) New Jersey Office of Education Project Teach, TEC, NJ Youth Corps** – Nutrition education classes are being delivered as part of Life Skills or Health Education Curriculum for these programs which help at risk youth achieve their high school GED's. New curriculum is being developed to support this project.

**2) The Middlesex County FSNEP Program** –Middlesex County FSNEP was launched in Oct. '03. The Middlesex County Preschool Program component is presently serving most of the Abbott preschools in New Brunswick. The preschool curriculum consists of 4 boxes: Food Guide Pyramid Box, Dairy Box, Protein Box and the Grain Box. Each box contains behaviorally focused, researched and tested activities for three and four year olds. The curriculum also includes food demos, songs, stories and craft projects all geared toward child development and behavior change.

**3) Horizon Mercy Health Outreach to Teens (Hott Project)** – This pilot program will be conducted in Essex County (Newark) school based clinics for early screenings and well visits among adolescents 12-21 including outreach and education for parents. The Food Stamp Support Network will provide training for school nurses, nurse practitioners and health clinic employees on nutrition education curricula with a primary focus on "Jump Start Your Bones" osteoporosis prevention curriculum. Focus groups will also be conducted with teens at these clinics to support the second phase of the Calcium "Select to Protect" Social Marketing Campaign.

#### **Target Audiences**

Food Stamp program participants and food stamp eligible: Seniors, Adults, WIC Program Participants, and Pre-school, Elementary, Middle and High School Aged Youth.

#### **Funding**

NJ FSNEP is funded through the State of NJ Dept. of Human Services as part of the USDA's Food Stamp Program, and operated thru the Dept. of Nutritional Sciences at Rutgers University (Cook College) as part of Rutgers Cooperative Extension and the NJ Agricultural Experiment Station.

#### **Evaluation Measures**

The NJ FSNEP Support Network logs its progress by measuring indicators such as depth of relationships, number of network activities each member organization participates in, etc. Program impact for the FSNEP is documented via pre- and post- diet recalls and behavior checklists and analyzed via the Extension Reporting System (ERS); however, in rare instances another mechanism for program impact, e.g., a pre-established dietary assessment is used. FY '02 data indicated that during that year 15,366 youth and 3,307 adults were served by FSNEP. Of the 1,544 adults who attended 4 or more classes, 87% improved at least one nutrition practice, 76% improved at least one food resource management practice, and 58% improved at least one food safety practice. Other successful behavioral changes reported included: 31% fewer families ran out of food by month's end, 43% more planned meals in advance, 32% more compared prices when shopping, 41% more often thought about making healthier food choices for their children, 37% more prepared meals without added salt, 55% more used the Nutrition Facts on food packaging to make healthy choices, 40% more reported that their children ate breakfast more often.

#### **State Contact Information**

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**Mission**  
 Working together to help people in North Carolina have enough food and make healthful and enjoyable food and physical activity choices.

**Goals**

- Recruit members of diverse interest from across the state to support the network’s mission.
- Encourage and support community-based food and nutrition education programs.
- Develop and deliver consistent, positive, relevant food and nutrition messages for food stamp eligible people in North Carolina.
- Develop a self-sustaining network.
- Support and enhance the organizations whose missions are to ensure the availability of food to all people.

**Partners**

Public

- NC Cooperative Extension Service
  - 100 county extension centers and Cherokee Reservation
  - Food and Nutrition Specialists
  - Expanded Food and Nutrition Education Program
  - Department of Communication Services
- NC Department of Health and Human Services
  - Division of Social Services, Economic Independence (Food Stamps)
  - Division of Aging
    - 99 congregate nutrition sites and Senior Farmers Market
  - Division of Community Health
    - NC Heart Disease and Stroke Prevention Task Force
    - 5 a Day Coalition
    - NC Advisory Committee on Cancer Coordination and Control
  - Division of Women’s and Children’s Health
- State universities
  - NC A&T State University
  - NC State University
- NC Department of Agriculture and Consumer Services
- Food and Nutrition Services of USDA: Raleigh, Atlanta, Alexandria

 The logo for the "North Carolina Strive for 5 Challenge". It features a large black number "5" in the center. The background is divided into four colored quadrants: top-left is green with an apple, top-right is purple with a person walking, bottom-left is blue with a person on a bicycle, and bottom-right is yellow with a leaf. The text "NORTH CAROLINA STRIVE FOR" is at the top and "CHALLENGE" is at the bottom, both in black boxes.
 

Enjoying life longer is as easy as **5** servings of fruits and vegetables a day and getting active **5** times a week!



Private

- Poe Center for Health Education
- Farm Bureau
- Medical Marketing Management
- Lowes Foods
- Winn Dixie, Inc

Private Non-profit

- Food Bank of North Carolina
- Manna Food Bank
- NC Hunger Network
- NC Partnership for Children

February 2004



**FY 04 Nutrition Education Plan**

<b>Audience</b>	<b>Project</b>	<b>Lead agency</b>
Infants and mothers	Bits and Bites Cafe	Co Public Health
Preschool children	Bits and Bites Cafe Early Childhood Nutrition Partnership Out for Lunch – Read Me a Story	Co Public Health Co Smart Start NCSU Extension
School age children	Behealthy Forsyth County DINE for LIFE (Durham’s Innovative Nutrition Education for Lasting Improvement in Fitness and Eating Eat to Compete	Co Public Health Co Public Health  Co Extension
Adults and children	Nutrition Connection Out for Lunch Project Eat Right – Add to Life	Co Public Health NCSU Extension A&T Extension
Senior adults	More than a Meal Partners in Wellness	Division of Aging NCSU Extension
Train the trainer	Project Eat Right – Add to Life	A&T Extension
<b>Social Marketing</b>	<b>Partners</b>	
NC Strive for Five	Public Health: Physical Activity and Nutrition Unit, 5 a Day NC Cooperative Extension Service Poe Center for Health Education	NCSU Extension -- Network
Start with Your Heart Strike out Stroke	NC Heart Disease and Stroke Prevention Task Force Lowes Food Stores	NCSU Extension -- Network

**Funding:**      FY 98 \$4.5 m      FY 00 \$11.1 m      FY 02 \$14.1 m      FY 04 \$6.4m  
                          FY 99 \$6.7 m      FY 01 \$14 m      FY 03 \$12.8 m

**Evaluation measures:**

Project centered outcomes: Each project has evaluation instruments specific to the measurement of program objectives.

Quarterly reports: Each project provides a summary of each quarter’s accomplishments toward objectives, and summary of contacts by site, age, gender, ethnicity. Annual report.

Site visit or project up-date: once each year.

Monitoring: to begin in FY 03, conducted by food stamp office.

External evaluation of all projects: Completed in FY 01. Continuing technical assistance for program evaluation.

**Obstacles:**

Getting the Nutrition Education Plan through all the hoops!

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## Oklahoma Nutrition Network

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**Mission Statement:** Our mission is to improve the nutritional health status of limited-income Oklahomans who are eligible to receive Food Stamps.

**Goal:** Our goal is to promote good nutrition and increase participation in State nutrition education activities aimed at the target audience of food stamp program participants and applicants.

**Partners:** ONN partnered with the following agencies during FY 2003 to provide nutrition education: Oklahoma Department of Human Services, Oklahoma State University, Oklahoma University Health Sciences Center (OUHSC), Department of Nutritional Sciences, College of Allied Health, Regional Food Bank of Oklahoma, Oklahoma City Schools, Bradford Commons Head Start, Dairy Max, Inc., Beef Industry Council, Oklahoma Nutrition Alliance, Schools for Healthy Lifestyles, Native American Research Center for Health (NARCH) at OUHSC and five Indian tribes.

**Funding:** ONN is funded through the Food Stamp Nutrition Education Program. USDA Funding for FY 2003 was \$168,575 with in-kind match provided by OUHSC.

**Top projects:** ONN accomplishes its mission through social marketing, and involves students from OUHSC in nutrition education efforts.

- Produced and distributed 77,000 Nutrition Calendars in English and Spanish to Food Stamp participants in Oklahoma.
- Developed a nutrition education curriculum for 4<sup>th</sup> grade students. Nutrition education delivered in targeted schools with > 50% of students eligible for free or reduced price school lunches. Curriculum also to be used for NARCH project.
- Interactive web site at <http://www.oknutrition.net>
- Nutrition education during breakfast and lunch sessions in partnership with summer feeding program in Oklahoma City Public schools.
- Recipe development using commodity foods in partnership with Regional Food Bank of Oklahoma.
- Nutrition education to TANF recipients enrolled at local career tech.



# Oregon Nutrition Network

**Mission:** To deliver and promote simple, consistent messages about nutrition and physical activity to support Oregonians to lead healthier lives. A goal of the network is to coordinate with other nutrition efforts for better use of resources and common messages.

**Partners:**

- Oregon Food Bank
- State gleaners
- Senior and Disabled Services
- Oregon Department of Education: Child Nutrition Programs
- Hunger Relief Task Force
- Oregon Health Division: WIC, Center for Child and Family Health and Center for Disease Prevention and Epidemiology
- Oregon Dairy Council
- Housing and Community Services
- Children, Adult and Family Services

**Target Audiences:** Food Stamp eligibles/recipients with children

**Funding:** Funded through USDA's Food Stamp Nutrition Education Program

**Evaluation Measures:** to be determined

**Obstacles/Roadblocks:** limited state general fund dollars available for match

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## The Pennsylvania Nutrition Education Network (PA NEN)

### ***Project Description***

Our mission is to ensure that effective and appropriate nutrition education is targeted to low-income audiences across the state. The PA NEN facilitates communication among those individuals, organizations, and agencies concerned with community nutrition education. NEN supports and advocates for a strong effective state plan (NEP) to serve a diverse state audience.



**PA NUTRITION  
Education Network**

### ***Objectives for 2004***

- Optimize the effectiveness of nutrition education delivery systems for the food stamp eligible population through interagency cooperation and collaboration.
- Increase the frequency and variety of fruit and vegetables consumed by low-income audiences
- Grow and develop the PANA collaboration to create tools and an organizational structure to launch the Keystone Healthy Zone School Campaign to reduce the incidence of obesity among school-age children.
- Conduct outreach to expand and strengthen the PA NEN.
- Utilize the knowledge and experiences of the NEN Committees to advance the mission of the Network and advise NEP Management Entity on policies and procedures to improve the efficiency, effectiveness, and outreach of the PA NEP.

### ***Network Partners***

The PA-NEN is comprised of more than seventy-five individuals, organizations, and agencies that share the common goal of improved nutrition and health. A seventeen person Steering Committee directs the organization and program activities of the NEN in support of the PA NEP mission.

The Network plans and carries out one of the 21 NEP Projects of the PA Nutrition Education Plan.

### ***Network Organization Activities***

- Network by-laws were finalized and approved and working committees were expanded to include: NEP, Social Marketing, Conferencing, Outreach, Research, Nominating, and Special Events.
- The Steering Committee approved the Management Entity and Network Plan proposals for FY 2004, and developed a protocol for member input into future NEN proposals. The NEP committee continues to provide valuable input and advice on NEP operations and policies.
- The Social Marketing Committee, acting on member needs, planned a Social Marketing Seminar and Workshop that covered social marketing basics, branding, hands on workshop and evaluation.
- An NEN-sponsored Nutrition Education Research Roundtable provided a rich set of topics to be addressed by the NEN Research Committee. NEN Leadership proved to be a great asset in facilitating the move from the College of Agricultural Sciences to the College of Health and Human Development, October 1, 2003.
- NEN leadership proved to be a great asset in facilitating the Network and Management Entity's transition from the PSU College of Agricultural Sciences to the College of Health and Human Development, which became effective October 1, 2003.
- ME response to NEP project input resulted in enhancing the web-based evaluation tool, more streamlined and efficient on-line application and reporting procedures, and further development of the NEN/NEP web site. NEN and NEP committees were instrumental in resolving a number of financial and organizational challenges during the year.

### ***Social Marketing Activities***

- Over ten thousand radio messages promoting *increased use of fruits and vegetables* by low-income households receiving FMNP checks were broadcast July through October 2003 on 53 radio stations covering 41 of Pennsylvania's 67 counties. Messages emphasized the availability of quality fruits and vegetables in local supermarkets after farmers markets close for the season. Food demonstrations and direct distribution of materials at 16 educational "events" at qualifying market locations complemented the media messages.



- Obesity - Collaborative efforts with other health and nutrition education providers addressed childhood obesity, lack of healthy diets, minimal activity, and less than optimal fruit & vegetable consumption among children from kindergarten through junior high. Through PANA (Pennsylvania Advocates for Nutrition and Activity), formative research was conducted and tools and methods were developed to promote nutrition and activity. These efforts led to a PANA-sponsored Keystone Healthy Schools initiative for qualified schools. Materials, methods, and incentives were identified and/or developed to promote more nutritious meals and snacks and to encourage increased activity.

### ***Outreach Activities***

The Network sponsored three major outreach activities

- An **Annual Spring Conference** was held with over 140 participants. Addressing an audience of employees and volunteers from organizations that provide nutrition education and food resources to low income Pennsylvanians, the conference addressed the theme Strengthening the Food Resource Safety Net through a menu of fifteen seminars and four featured speakers.
- The **”Southwestern PA Food Systems Bus Tour”** involved over 50 participants and site hosts who observed various segments of the food value chain. Food supply, access, and consumer issues and their impact on low-income households were illustrated. Participants gained valuable insights and shared personal experiences about the food system. Many expressed a new-found appreciation for concerns of other food system players. Financial support for this event included both NEP and non-NEP funds.
- **Presentations** were made at Hunger Issues Forum sponsored by Pennsylvania Hunger Action Center and, a food security “Issues Challenge” breakout for older teens at the PA Summer Youth Institute sponsored by the Keystone Cooperative Development Center.
- A multimedia educational CD-ROM Nutrition Mission with accompanying web site, developed in FY 2002 was made available to NEP Projects. The companion web site includes resources for students, teachers, and parents.

**Evaluation** - Continued advances in evaluation methods resulted in more robust measures of impact. The web-based evaluation tool allows local projects to target evaluation to their specific audiences.

**Challenges** – For the greater part of the year, it was unclear whether the Management Entity and the Network would continue to be housed at Penn State University beyond the end of FY 2003. After many months of deliberation, it was decided that the Management Entity and network would have a new administrative home in the PSU College of Health and Human Development. Work on the FY 2004 state plan proceeded on schedule. The first of two Network Associates was hired in July 2003 to manage social marketing nutrition education activities conducted as a complement to the state FMNP. PA NEN/NEP seems well positioned for FY 2004.



### ***Scope of PA NEN / NEP 2003 and Outcomes***

With input and some direct involvement from NEN committees, PA NEP funded 21 projects across Pennsylvania. Nearly all counties received nutrition education through the NEP resulting in 6,490,324 total contacts. Direct contacts numbered 803,866 - mostly through one-time classes or events. Of 5,686,458 indirect contacts, 70% (3,986,203), were attributed to the PA NEN-sponsored social marketing campaign “Give Me Five”. Another 18% (1,015,663) of the indirect contacts were made through newsletters. Over half (35) of Pennsylvania’s 67 counties received federal funding through PA NEP in 2003.

Contact: Richard Poorbaugh, Pennsylvania Nutrition Education Network Coordinator, (814) 865-7438, [rwp2@psu.edu](mailto:rwp2@psu.edu)

For details on activities and accomplishments visit the PA Nutrition Education Network Website: [www.panen.org](http://www.panen.org)



## South Dakota Nutrition Network 2002 - 2004

### **Mission**

To improve the health status of individuals and families with limited resources and to foster their self-sufficiency by providing sound and consistent nutrition education and by promoting awareness of food security issues in South Dakota.

### **Goals**

- Disseminate consistent food and nutrition information of schools, families, and communities in low-income settings.
- Coordinate nutrition education to improve the nutritional status of South Dakotans with limited resources

### **Partners**

- \*Black Hills Regional Food Bank, Second Harvest Food Bank-Food Service Center of South Dakota and local food pantries
- \*Bread for the World
- \*SHARE South Dakota, and Fare for All
- \*Indian Health Services
- \*Tribal Head Start, Healthy Start, and WIC
- \*South Dakota Commodity Groups
- \*South Dakota Department of Agriculture
- \*South Dakota Department of Education, and local schools
- \*South Dakota Department of Health, local health departments, and WIC
- \*South Dakota Department of Social Services
- \*South Dakota Dietetic Association
- \*South Dakota School Food Service Association
- \*South Dakota State University, College of Family and Consumer Sciences, and College of Agriculture and Biological Sciences-Cooperative Extension Service
- \*University of South Dakota School of Medicine

### **Target Audience**

South Dakota youth, especially youth with limited financial resources

### **Project Description**

Funding from a USDA-TEAM Nutrition training grant and Food and Nutrition Service Food Stamp Nutrition Education Program (FSNEP) contract is supporting training and distribution of age appropriate nutrition curricula to teachers. The Nutrition Network's role is to: 1) target schools with high levels of free and reduced meals for nutrition education; 2) establish and strengthen linkages for providing consistent nutrition education to communities and families with limited resources; and 3) share resources developed by the Network.



The 2001-2003 TEAM Nutrition grant proposal included revision of the Arkansas based elementary school, age-appropriate curriculum, "Nifty Nutrition" that had been provided to teachers in FY 2000 to reflect South Dakota content standards and to add a focus on teaching for changed behavior. This curriculum, entitled *Eat Smart. Play Hard. in South Dakota* was made available to income qualifying schools on CD Rom. This allowed easy access to different lesson plans for use as an adjunct to established curricula used in the classroom. The curriculum was the basis of a train-the-trainer session for elementary teachers in June of 2003. The session included an introduction to basic nutrition, along with instruction on how to bring *Eat Smart. Play Hard. in South Dakota* into the classroom and yet teach to content standards. In addition, the teachers attending the session agreed to provide training sessions to fellow colleagues on implementing nutrition education into the classroom through the curriculum. The goal of the project was to increase the number of schools providing nutrition education, to emphasize the importance of healthy choices, and to begin seeing behavior change within students overall diets: while also providing teachers a curriculum that met South Dakota content standards as required by the Department of Education.

*Nutrition Expeditions*, a curriculum developed for middle school and high school students, was pilot tested in the spring semester of 2003. The curriculum is linked to South Dakota Family and Consumer Science content standards and includes behavioral components in all lessons. Data is currently being compiled from the pilot program and the curriculum will go statewide in August 2003.

The Network also developed a series of physical activity cards, modeled after "Meal Solution" cards that were developed by the network in 2001. The 5 card series is entitled, *Lets' Get Physical*" and includes messages on increasing physical activity in kids, families, schools, the community and the workplace. An educational message comprises one side and a related physical activity completes the other side. The series is provided to network partners for distribution to the targeted audience during educational sessions.

### **Evaluation measures**

An evaluation component was built into the curricula during development to measure behavioral changes in the targeted audiences. In addition, pre and post assessment tools will be used to measure for change in teachers' nutrition knowledge base resulting from training. An evaluation too for the physical activity card series is currently under review.

### **Overcoming Obstacles**

Increasing nutrition education in the classroom has been a challenge due to No Child Left Behind requirements in our schools.

### **Contact Information**

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# NUTRITION EDUCATION NETWORK OF WASHINGTON

## **Mission**

To promote consistent, positive and relevant messages to increase awareness of healthful and enjoyable eating and physical activity among low-income families.

## **Goal**

To promote good nutrition among low-income families.

## **Target Audience**

Families who are receiving or eligible for basic food (food stamps) in Washington State, with the first priority children in elementary school.

## **Partnerships**

The following organizations have supported the Network: WSU Food \$ense (reaching 30,000 school children in schools with more than 50% free and reduced price lunch), Continental Mills; Tree Top; Comprehensive Health Education Foundation (CHEF); Office of Superintendent of Public Instruction; Seattle Nutrition Action Consortium (S.N.A.C.); Washington State Dairy Council; Washington Food Coalition; Washington Department of Health; Women, Infants and Children Supplemental Food Program; Washington State Department of Social and Health Services; Washington State Department of Community Development; Washington State General Administration.

## **Message: *Eat Better; Eat Together***



To promote eating together as a family for low-cost, healthful, good-tasting meals and positive social interaction among family members. ***Eat Better; Eat Together*** is designed to improve the nutritional quality of diets by encouraging families to eat together.

## **2003 Promotion of *Eat Better; Eat Together***

**October has been designated as National *Eat Better; Eat Together* month.**

- \*National *Eat Better; Eat Together* month (October) was listed in Chase's calendar.
- \*The Governor declared October *Eat Better; Eat Together* month in Washington state.
- \*Public Service announcement on *Eat Better; Eat Together* month was made on local television.
- \**Eat Better; Eat Together* message adopted by WIC with banners and very easy-to-read flyers.
- \*A calendar was developed by Network members and Food \$ense staff on family meals. This calendar was developed for and promoted to people in public health departments and WIC.
- \**Eat Better; Eat Together* promoted at Western Washington State Fair in Puyallup.
- \**Eat Better; Eat Together* materials made available to promote the message. Washington State Dairy Council used the logo to develop refrigerator magnets and stickers. Washington State University developed a banner, posters, and placemats with the logo to foster the ideas.



### **New Message: In-development**

In order to meet the needs of partners for a snappy message that promotes both nutrition and physical activity and that resonates with low-income individuals of all ages, the Network has been working with a WSU Marketing Class to conduct focus groups across the states. The class has also lead nutrition educators in agencies that work with low-income families to determine the factors that foster adoption of the messages and factors that hinder adoption of common messages among agencies.

### **Professional Support**

**\*Take 5** an electronic newsletter produced monthly to up-date professionals on nutrition education and the activities of the Nutrition Education Network. *Take 5* is sent to about 350 professional mostly in Washington. Evaluation of the newsletter indicated that 84% of the recipients were very satisfied with *Take 5* and the majority thought that the Networks theme *Eat Better, Eat Together* was valuable and should be continued.

**\*Web site** [www.nutrition.wsu.edu] was redesigned. The *Eat Better; Eat Together Tool Kit* is available on the web. The site includes 11 reproducible flyers for families, ideas for promoting the theme in the community and ordering information for *Eat Better; Eat Together* materials. Current and back issues of the Network's newsletter *Take 5* are also available on the web site.

### **Funding**

State and local governments support this project by committing personnel time (salaries), services and cash as part of the match.

### **Evaluation**

The *Take 5* newsletter was evaluated by electronic survey in the spring. Over half of *Take 5* recipients responded and reported sharing the newsletter with an additional 800 to 1500 professionals. People who use the *Tool Kit* can give feedback on-line.

### **Obstacles/Roadblocks**

**Funding.** Time commitments of people who are already busy with projects in their own agency.

### **Contact information**

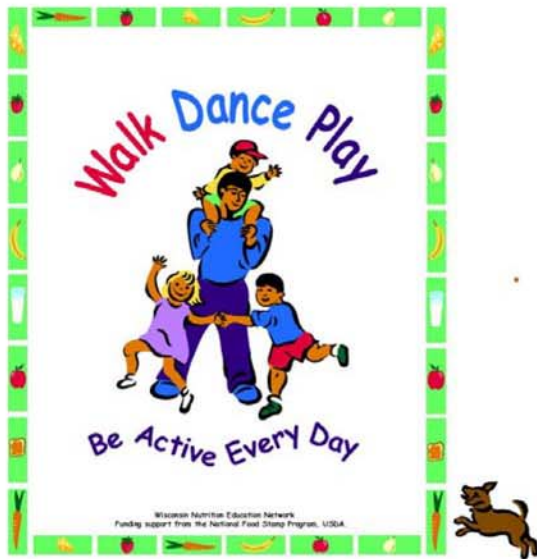
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Nutrition Education Network of Washington  
Web site: www.nutrition.wsu.edu

## *Wisconsin Nutrition Education Network*

**Mission:** The Wisconsin Nutrition Education Network facilitates collaborative planning of nutrition education programs at the state and local levels. We promote healthful and enjoyable eating so that Wisconsin's low-income individuals and families receive consistent, positive, relevant, accurate, and effective nutrition messages.

**Partners:** The Network steering committee consists of representatives from the Wisconsin Nutrition Education Program (WNEP), WIC Program, Food Stamp Program, Bureau of Aging and Long Term Care, Maternal and Child Health (MCH), Head Start Collaboration Project, Hunger Task Force of Milwaukee, Madison Area Technical College, Department of Public Instruction (DPI), and UW – Madison Department of Nutritional Sciences.



The ***WALK, DANCE, PLAY...Be Active Every Day!*** campaign was conducted in 47 counties and the Great Lakes Intertribal Council March through May, 2003. The campaign directly reached 18,968 adults through group lessons/activities and interactive displays. In addition, over 338,121 adults received indirect contacts via tip sheets, posters, menu backs, newsletters and the media—radio, television and newspapers.

**Goal:** To promote regular physical activity and healthy eating habits to food stamp eligible parents, grandparents and guardians of children.

**Materials:** Tip sheets, interactive displays, posters, newsletter articles/press releases, parent handouts/school lunch menu backs, and magnets.

### **Key Findings:**

- 1) 95% of program participants reported that they intended to make favorable behavior changes after direct participation in the campaign activities.
- 2) 71% of local agency representatives said the campaign initiated partnering relationships or strengthened/expanded a prior relationship; 29% stated that their partnering relationship stayed the same.
- 3) Collaborating agencies reinforced the campaign message via delivery channels tailored to the needs of their target audiences.
- 4) Local agencies/programs indicated that tip sheets, parent handouts, interactive displays and magnets were the most effective campaign materials.



**Campaign 2004** will continue with the **Walk, Dance, Play...Be Active Every Day!** slogan. The goal will be to encourage low income caregivers of children to be role models for children, participate in physical activity with children and encourage children to participate in physical activity every day. The nutrition message is to eat healthier every day by including more fruits and vegetables in their meals and snacks.

**Funding:**

- State salary and fringe match
- Partnering agency/organization match
- Cash contributions

**Evaluation Measures:**

- Output data – numbers reached by direct or indirect contact.
- Outcome data – numbers intending to make behavior changes utilizing standardized questions.
- Local agency/organization survey data – assessing effectiveness of overall campaign, materials, workshops and partnering component.

**Obstacles/Roadblocks**

- Generating sufficient match to support Network staff and Network activities.
- Time constraints of member agencies.
- Limitations in the private sector with regard to low-income focus.

**Network web site:** [www.nutrisci.wisc.edu/nutrinet](http://www.nutrisci.wisc.edu/nutrinet)

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