“Healthy Oklahoma” Impact Program
Food, Nutrition & Health Team

The “Healthy Oklahoma Impact Program reached 7,161 youth during the program’s Pilot Year and Year 1*.

Important improvements in food, nutrition and physical activity behavior were observed among youth who participated in this Extension impact program.

Statistically significant improvements in food and nutrition behaviors were observed in the Healthy Oklahoma program’s youth participants:

- 24 increase in milk intake
- 23% increase in fruit intake
- 21% increase in vegetable intake
- 10% increase in water intake
- 14% increase in eating breakfast
- 19% increase in eating fruit for a snack
- 20% increase in eating raw vegetables for a snack
- 27% increase in eating smaller portions of unhealthy foods
- 25% increase in choosing milk when eating out
- 26% increase in choosing fruit when eating out
- 22% increase in choosing a salad when eating out

Statistically significant improvements in using food labels and safe food handling practices also were observed behaviors of the impact program youth:

- 30% increase in reading food labels to learn serving sizes
- 29% increase in reading food labels to make healthy food choices
- 14% increase in washing hands before handling food
- 13% increase in washing hands before eating

A statistically significant improvement in physical activity was also observed among these youth with:

- 22% increase in time spent in physical activity

Impact: These outcomes represent improvements in food, nutrition and physical activity behaviors which can decrease the risk of overweight related chronic diseases including type 2 diabetes, heart disease, stroke, and certain types of cancer and food borne illness.

*Data analysis prepared by Dr. Janice Hermann, Extension Nutrition Education Specialist.


- State Specialists identified state issues/trends in their respective Family & Consumer Sciences base program area. Heart Disease, Diabetes and Overweight were the top three trends identified in Food, Nutrition & Health.
- County Extension Educators chose a base program area to conduct focused programming through Year 2011.
- 45 County Extension Educators selected Food, Nutrition and Health base program area as their focus or “impact” program and team.
- The Food, Nutrition & Health impact team selected “Preventing Overweight & Obesity” as their focus issue.

State Specialists reviewed 30+ curricula for potential use in addressing overweight/obesity prevention.

A program Logic Model developed by the team guides development, implementation and evaluation for “Healthy Oklahoma” programs.

A Steering Committee identified eight priority topics for program delivery to youth:

- USDA MyPyramid — Breakfast
- Healthy Snacks — Portions vs Servings
- Eating Out/Healthy Choices — Reading Food Labels
- Food Safety — Physical Activity

The Steering Committee selected 13 curricula to pilot; each curriculum was piloted in one to three sites, to determine appropriateness. Four curricula were selected for use—USDA’s Power of Choice, Healthy Kids Challenge, Jump Into Food and Fitness, and Kidnetic.

Team committees formed and began various tasks:
- Curriculum Development
- Evaluation
- Physical Activity Campaign
- Marketing and Visibility
- Advisory, Coalition Building & Resource Dev.
- In-service

“Healthy Oklahoma” & “Steps to a Healthy Oklahoma” (physical activity campaign) were chosen team program names and logos were developed:

Impact programs contain both:
- A Youth component—3rd through 8th grade was selected for the targeted audience
- An Adult component—Adults who influence environments in which youth make nutrition and physical activity decisions, ranging from parents teachers and coaches, to cafeteria employees.
A State Program Advisory Committee was nominated and engaged, providing input and feedback. Each county educator engages a grassroots Program Advisory Committee and has identified formal and informal partnerships for county impact programming.

Needs assessment has been conducted and used:
- Via an Educator Survey team members identified & ranked resources needed to conduct effective programs. A personalized educational kit (resources vary by county) to support physical activity and nutrition education was clearly their top priority for new resources. A “Family Newsletter” for program participants was the second priority.
- A School Survey of Administrators, Teachers & After-School Program Managers across Oklahoma provided feedback on preferences for program delivery. From 79 responses, we affirmed the team designed program delivery strategies on target for schools' needs!
- A Youth, Parent and 4-H Adult Volunteer Leader Survey of Family Newsletter “content preferences” collected input from 470 responses.

“Steps to a Healthy Oklahoma” physical activity campaign is an ongoing effort where team members develop lessons combining nutrition education and physical activity. Ten lessons have been developed with several more planned. Lessons are correlated to Oklahoma PASS (Priority Academic Student Skills) Objectives by Pat Thompson, 4-H Coordinator & Curriculum Specialist. Another aspect of this campaign is to establish or support walking programs in schools.

In March 2006, the Healthy Oklahoma team organized & sponsored a two-day conference “Promoting Healthy Weight in Oklahoma Children”. The conference provided training for 150 Extension Educators, county & state program partners and other interested professionals under the leadership of Dr. Barbara Brown, Extension Food Specialist.

Regional Community Forums were hosted--
Extension state & district specialists and nine educators on Healthy Oklahoma team assisted Oklahoma State Department of Health and OK Fit Kids to conduct eight regional forums reaching 200 citizens. Forums gathered input for Oklahoma's Obesity Prevention Plan to prepare for a Center for Disease Control grant. Forums sites:
- Anadarko – Caddo County
- Claremore – Rogers County
- Cordell – Washita County
- Guymon – Texas County & Beaver County
- Hugo – Choctaw County
- Idabel – McCurtain County
- Oklahoma City – Oklahoma County
- Poteau – LeFlore County

Every effort to secure program funding is not successful. A National Healthy Lifestyles 4-H Grant to fund development of a Family Newsletter was prepared. An American Heart Association Grant application was prepared for expanding a Heartbeat lesson. Both applications were denied.

Targeted Initiative Program (TIP) Grants are a joint effort of Oklahoma Cooperative Extension Service and the Oklahoma Ag. Experiment Station, both part of the U.S. Federal Land Grant System managed through Oklahoma State University’s Division of Agricultural Sciences and Natural Resources.

During a first-round TIP Grant:
- A team proposal was funded at $49,834.00 with leadership provided by Dr. Nancy Betts, Department Head of Nutritional Sciences, OSU College of Human Environmental Sciences.
- Individualized education resource kits were provided to team members, valued at $400 each. Kit resources are continually expanded.
- Research to determine why curricula is/is not effective through Curriculum Journaling for each lesson taught was conducted & findings written. Thirty-six counties completed 240 journaling documents.
- Team members hosted Focus Groups with 31 parents at 6 locations in Oklahoma to determine perceived family barriers to improved nutrition and physical activity behaviors. The focus groups are part of OSU Nutritional Sciences graduate student Ashleigh Serrano’s MS thesis project. At least two more focus groups are planned. Host sites were: Edmond, Tahlequah, Tulsa, Tishomingo, Stillwell and Atoka.

Second-round TIP Grant: Team members and Area Coordinators of Oklahoma Cooperative Extension Service’s Community Nutrition Education Program are creating and will publish a Family Newsletter for statewide use with a walk-through nutrition education exhibit—“Farm to Table”. The $30,000.00 grant is lead by Dr. Deana Hildebrand, Extension Maternal & Child Nutrition Specialist and Dr. Charles Cox, OCES Assistant Director/State 4-H Program Leader. Additional sponsors are needed to complete the special exhibit, which has had documented success by increasing youth healthy behaviors in several other states.

A website supports the program’s team members. Visit Healthy Oklahoma at [www.fcs.okstate.edu](http://www.fcs.okstate.edu) or [http://countyext.okstate.edu/inwdistrict/FCS/Impact%20Team/impactteam1stpage.htm](http://countyext.okstate.edu/inwdistrict/FCS/Impact%20Team/impactteam1stpage.htm)

Healthy Oklahoma

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