Major Program/Subject Title:  
“Healthy Oklahoma”

DASNR Initiative Team:  
18 HUMAN NUTRITION, FOOD SAFETY, & HUMAN HEALTH AND WELL-BEING/

Knowledge Areas

• 703 Nutrition Education and Behavior
• 724 Healthy Lifestyles

Focus/Brief Description:  
Obesity Prevention: Over the past decade, the percentage of overweight youth has steadily increased in Oklahoma. As many as one in five Oklahoma children are significantly overweight or obese. Among children and adolescents, obesity increases the risk of diabetes, hypertension, hypercholesterolemia, cardiovascular disease, gall bladder disease and arthritis. Obesity is now present in 31% of the adult population and overweight in 34%. Approximately 1% of the adult and youth population is moving into the obese category every year. The health of Oklahomans can be improved by increasing knowledge, skills, attitudes and behaviors related to food, physical activity, and body image.

In ___________ County, (May supplement with a few sentences of data specific to County)

Economic Impact: Overweight, obesity and associated health problems have a significant economic impact. It has been estimated that the annual cost of overweight and obesity in the United States is $117 billion. Just a 10% sustained weight loss has been estimated to reduce an overweight person’s lifetime medical costs by $2,200 to $5,300.

Goal:
Oklahoma citizens will have decreased risk factors associated with obesity and overweight.

Target Audience:

• Youth, grades 3 through 8
• Adults, Parents or guardians of targeted youth, teachers, coaches & adult volunteers working with youth, decision-makers effecting youth environments and opportunities for healthy choices, such as but not limited to school cafeteria employees, school administrators, Healthy and Safe Schools Committees and board members.

Output Indicators:

• Training of team
• Development of new curricula
• Adaptation & supplementation of existing curricula
• Development of marketing materials
• Development of surveys, evaluation tool
• Programming by team
• Searching out and applying for appropriate grants
• Improved food, nutrition and physical activity behaviors including: increased take of dairy foods, fruits and vegetables, increased water intake, increased consumption of breakfast,
Output Indicators, continued:

- making healthy snack choices,
- making healthy choices when eating out,
- increased use of Nutrition Facts labels,
- increased hand washing, and
- increased time participating in physical activity.

Outcome Indicators:

20% of participants will demonstrate improved food, nutrition and physical activity behaviors such as:

- increased intake of low fat dairy foods, fruits, vegetables and whole grains
- increased water intake,
- increased consumption of breakfast,
- increased selection of healthy snack choices,
- increased selection of healthy choices when eating out,
- increased use of nutrition facts labels,
- increased hand washing, and
- increased time participating in physical activity.

Marketing and Reporting Plans:

- Marketing methods appropriate to the specific programming effort will be utilized including but not limited to personal contacts; direct mail, posters; marqueses, newsletters, news articles, television and radio outlets, internet news resources; announcements with liaisons of related professional organizations, partnerships & coalitions; school and community events. Initiative team state advisors will also assist with marketing efforts through their respective networks and referrals. Potential sources for targeted audience include but are not limited to public & home schooled youth, after school programs, summer camps, day camps, PE classes, YWCA/YMCA, school athletes, 4-H Youth & Cloverbuds, tribal youth, Little League participants; teachers and staff of after school programs, churches, municipal parks & recreation programs and others.

- Special efforts will be made to market & deliver programs to diverse and limited resource youth and their families in ________ County.

In this area, fill in county-specific details about the diversity of potential audiences in your county, and how and where your efforts will be made to reach out to these audiences to include them in program needs assessment, development, delivery & evaluation. Use more space, as needed.

- Reporting will be accomplished through the PARS system, communication with ___________ County and impact program State Advisory Committee, and other local, county and state government officials. Results will be communicated through individual and group meetings, conferences, and written and oral reports. Reports of activities will also be communicated to stakeholders as appropriate in newsletters, news articles and coalition &/or partnership meetings. **Localize this response as needed.**