

WV Family Nutrition Program 1st Quarter Report (*October-December*) 2017

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The work represented in this report is the consolidated effort of WVU Extension and its partners.



SNAP Ed Evaluation Framework: Indicators and Outcomes

| Indicator | Measurement | Audience/ Curricula | Outcomes | | | | | | | | | | | | | | | | | |
|--|--|--|--|--|-------|------|--------|-----|-----|--------|-----|-----|--------|----|----|--------|----|----|---------|----|
| ST 1. Intentions and Goal Setting | ST 1h. Fruits ST 1g. Vegetables ST 1l. Water | 3 rd grade/Show Me Nutrition 3 rd -12 th grade/RYD Pledge cards | 11.8% of children with improvement in intent to eat fruit. 15.9% of children with improvement in intent to eat vegetables. (n=618) | | | | | | | | | | | | | | | | | |
| MT 1. Behavior Change | Frequency of fruit/vegetable consumption (Times/day) (No indicator) MT 1g. Drinking water MT 1h. Drinking few SSB MT 1i. Drinking milk | Pre-K/Show Me Nutrition 4 th & 5 th grade/Show Me Nutrition 6 th -12 th grade/Teen Cuisine 3 rd -12 th grade/RYD@School | 32.8% of students with increased milk consumption 32.1% of students with increased vegetable consumption 36.8% of students with increased fruits consumption 29.9% of students with increased water consumption 30.3% of students with decreased SSB consumption (n=1063 4 th and 5 th grade students) 30% of students improved frequency of vegetables (times/day) 20% of students improved frequency of fruit (times/day) 40% of students decreased drinking SSB 35% of students improved drinking milk (n=20 6 th -12 th grade/Teen Cuisine) | | | | | | | | | | | | | | | | | |
| | MT 1l. Fruits (cups/day) MT 1m. Vegetables (cups/day) | | Fruit: Mean consumed at Entry 0.6 Cups/Exit 0.7 Cups <table style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th></th> <th>Entry</th> <th>Exit</th> </tr> </thead> <tbody> <tr> <td>0 Cups</td> <td>48%</td> <td>42%</td> </tr> <tr> <td>1 Cups</td> <td>40%</td> <td>45%</td> </tr> <tr> <td>2 Cups</td> <td>9%</td> <td>5%</td> </tr> <tr> <td>3 Cups</td> <td>1%</td> <td>5%</td> </tr> <tr> <td>4+ Cups</td> <td>2%</td> <td>2%</td> </tr> </tbody> </table> | | Entry | Exit | 0 Cups | 48% | 42% | 1 Cups | 40% | 45% | 2 Cups | 9% | 5% | 3 Cups | 1% | 5% | 4+ Cups | 2% |
| | Entry | Exit | | | | | | | | | | | | | | | | | | |
| 0 Cups | 48% | 42% | | | | | | | | | | | | | | | | | | |
| 1 Cups | 40% | 45% | | | | | | | | | | | | | | | | | | |
| 2 Cups | 9% | 5% | | | | | | | | | | | | | | | | | | |
| 3 Cups | 1% | 5% | | | | | | | | | | | | | | | | | | |
| 4+ Cups | 2% | 2% | | | | | | | | | | | | | | | | | | |
| MT 2. Food Resource Management | MT 2g. Not run out of food before month's end MT 2h. Compare prices before buying foods MT 2j. Shop with a list MT 2b. Use Nutrition Facts on food label to make food choices | Adults/ESBA | Percent with Positive Change at Exit 29% | | | | | | | | | | | | | | | | | |

| | | | <p>Vegetables: Mean consumed at Entry 1.3Cups/Exit 1.4 Cups</p> <table border="1"> <thead> <tr> <th></th> <th>Entry</th> <th>Exit</th> </tr> </thead> <tbody> <tr> <td>0 Cups</td> <td>17%</td> <td>18%</td> </tr> <tr> <td>1 Cups</td> <td>58%</td> <td>54%</td> </tr> <tr> <td>2 Cups</td> <td>16%</td> <td>19%</td> </tr> <tr> <td>3 Cups</td> <td>3%</td> <td>8%</td> </tr> <tr> <td>4 Cups</td> <td>4%</td> <td>1%</td> </tr> <tr> <td>5+ Cups</td> <td>1%</td> <td>0%</td> </tr> </tbody> </table> <p>Percent with Positive Change at Exit 49%</p> <p>Not run out of food before month's end: 34% improved Compare prices before buying foods: 29% improved Shop with a list: 31% improved Use Nutrition Facts on food label to make food choices: 42% improved (n=87 adults)</p> | | Entry | Exit | 0 Cups | 17% | 18% | 1 Cups | 58% | 54% | 2 Cups | 16% | 19% | 3 Cups | 3% | 8% | 4 Cups | 4% | 1% | 5+ Cups | 1% | 0% |
|---------|-------|------|---|--|-------|------|--------|-----|-----|--------|-----|-----|--------|-----|-----|--------|----|----|--------|----|----|---------|----|----|
| | Entry | Exit | | | | | | | | | | | | | | | | | | | | | | |
| 0 Cups | 17% | 18% | | | | | | | | | | | | | | | | | | | | | | |
| 1 Cups | 58% | 54% | | | | | | | | | | | | | | | | | | | | | | |
| 2 Cups | 16% | 19% | | | | | | | | | | | | | | | | | | | | | | |
| 3 Cups | 3% | 8% | | | | | | | | | | | | | | | | | | | | | | |
| 4 Cups | 4% | 1% | | | | | | | | | | | | | | | | | | | | | | |
| 5+ Cups | 1% | 0% | | | | | | | | | | | | | | | | | | | | | | |

MT 3. Physical Activity and Reduced Sedentary Behaviors

| Program | Measurement | Audience/Curricula | Outcomes |
|-------------------|--|--|--|
| Walking Challenge | Mt3f: Walking steps during period assessed | 300 K-5 th grade students at Beverly Elementary | 36% of students (n=45) increased their steps based on a pre/post assessment of steps |

ST 5. Needs and Readiness

| Measurement | Program | Outcomes |
|--|---------------------------|--|
| ST5a. Number of SNAP-Ed staff who have documented readiness for changes in PSE | Smarter Lunchroom | <p>WV Family Nutrition Program and the WV Office of Child Nutrition co-sponsored a Smarter Lunchroom training on October 11th for county Child Nutrition Directors and WVU FNP educators and staff. Total number trained include 32 Child Nutrition Directors, 5 students, 1 teacher and 7 WV FNP educators. A Smarter Lunchroom webinar was hosted by WVU FNP to train additional staff.</p> <p>Braxton County Schools Smarter Lunchroom training was provided as continuing education for 25 school cooks. Cooks then completed the scorecards for their schools.</p> <p>10 staff members at Oakhurst Child Development Center received STARS training credit at training aimed at exploring smarter lunchroom print materials, conducting smarter lunchroom assessments, concepts and potential implementation strategies.</p> |
| | School Childcare Wellness | <p>The 2016 School Wellness Teen Leadership Conference was held in conjunction with WV Office of Child Nutrition in order to connect Local Wellness Councils and student-led wellness movements within their own schools. Teens were trained on how to create action plans to work on school wellness initiatives within their own school. A total of 58 students and 20 adults (parents/teachers) attended.</p> <p>A “Your Outdoor Classroom” workshop was provided to 24 childcare workers. The workshop provided training on techniques for using outdoor classrooms as an integral part of children's daily learning.</p> <p>A “Moving to Learn” workshop was provided for 33 childcare workers. The workshop provided training on techniques for providing indoor and outdoor movement activities that help children develop body control, gain knowledge about the world and enjoy an outlet for emotional expression.</p> |
| | School Gardens | <p>9 Shepherd University Health, Physical Education, Recreation and Sports Studies (HPERS) undergraduate students were trained to teach four lessons from the Learn, Grow, Eat, Go! Curriculum.</p> |

ST5b. Number of sites or organizations with an identified need for improving access or creating appeal for nutrition and physical activity supports

Smarter Lunchroom Scorecards were completed at 34 sites including:

- Boone County
 - Van Elementary
- Doddridge County
 - Doddridge Middle School
 - Doddridge Elementary School
- Hampshire County
 - Hampshire High School
- Hardy County
 - Moorefield Intermediate School
 - East Hardy Early Middle School
- Jefferson County
 - Blue Ridge Elementary
 - Marlowe Elementary
 - Mill Creek Intermediate
 - Mountain Ridge Intermediate
 - Page Jackson Elementary
 - Potomack Intermediate
 - Ranson Elementary
- Kanawha County
 - Oakhurst
 - Edgewood Elem
 - Dunbar Primary

- Lewis County
 - Peterson-Central Elementary
 - Jane Lew Elementary
 - Roanoke Elementary
- Marshall County
 - Cameron Elementary School
 - Moundsville Middle School
 - Cameron High School
 - Washington Lands Elementary School
 - Hilltop Elementary School
 - McNinch Primary School
 - Center McMechen Elementary
 - Central Elementary School
 - Glen Dale Elementary School
- Mason County
 - Beale Elementary
- Putnam County
 - Hometown Elementary
- Ritchie County
 - Ritchie Middle/High School
- Tucker County
 - Davis Thomas Elementary
 - Tucker Valley Elementary
 - Tucker High School
- Wayne County
 - Lavalette Elementary

School Health Index

School Health Index assessments were completed at 2 locations:

- Belmont School
- Wood County LSIC

MT 5. Nutrition Supports Adopted

| Measurement | Outcomes |
|---|---|
| <p>MT5a. Number and proportion of sites or organizations that make at least one change in writing or practice to expand access or improve appeal for healthy eating</p> | <p>24 PSE changes related to nutrition as described below:</p> <p>MT5b. Total # of policy changes: 9</p> <ul style="list-style-type: none"> • Policies for working parents: 1 • Rules for food served in meetings/classroom: 1 • Standards for healthier eating across the organization: 5 • School wellness or childcare wellness policy: 2 <p>MT5c. Total # of systems changes: 3</p> <ul style="list-style-type: none"> • Removing sugar sweetened beverages from kids menus: 1 • Improvements in free water access: 2 • Restrictions on use of food as rewards during celebrations: 1 <p>MT5d. Total # of environmental changes: 13</p> <ul style="list-style-type: none"> • Improvement in layout or display of food: 2 • Edible gardens: 8 <p>MT5e. Total # of promotional changes: 3</p> <ul style="list-style-type: none"> • Increased awareness of changes by target audience: 3 <p>MT5f. Reach</p> <ul style="list-style-type: none"> • Youth: 4,454 • Adult: 65 |

MT 6. Physical Activity and Reduced Sedentary Behavior Supports Adopted

| Measurement | Outcomes |
|--|--|
| MT 6a. Number of sites or organizations that make at least 1 change in writing or practice to expand access or improve appeal for increased activity or reduced sedentary behavior | <p>1 PSE changes related to physical activity as described below:</p> <p>MT6b. Total # of policy changes: 1</p> <ul style="list-style-type: none"> • Increase in school days/time spent in physical education: 1 |

Policy, Systems and Environmental Change: Qualitative Descriptions

School & Childcare Wellness

Schools

Hamlin pk-8, Lincoln County

- Converted yearbook class into a class devoted to healthy living.

Moundsville Middle, Marshall County

- Raised funds for the school wellness projects by selling transparent water bottles.
- Used smarter lunchroom tactics to increase plain milk consumption over chocolate milk consumption.
- Created a school wellness social media campaign, #trojanchoices5210.
- Allowed transparent school approved water bottles to be used by students in classrooms.

Bridge Street Middle, Ohio County

- Purchased and installed one filtered water bottle station.
- Provide fruit water at lunch and after school snack time every day.

Doddridge County Middle, Doddridge County

- Proposed to allow water bottles in classrooms.
- Healthy messaging posters used throughout school.

Child Care Centers

A Place to Grow

- Healthy celebration policy implemented stating that mostly healthy or non-food treats will be used. Teachers will provide a sign-up list of items that parents can contribute and water will be provided by the center.
- Began adding an “ask” or specific challenge to follow up on parent newsletters with info regarding nutrition and physical activity.

Imagination Station 1 and 2

- Healthy celebrations policy added to parent handbook.
- Designated a staff member to greet and converse with parents when they are in the center and physically hand out newsletters in person rather than putting them in cubbies where they are often left. Increased utilization of Facebook page for parents to get important health information.

Morris Memorial Child Development Center

- Implemented policy regarding food brought in from home. Parent handbook policy created for healthy celebrations.
- Encourage parents to put cell phones away during drop-off and pick-up to improve communication between home and school.

Bream Center for Childhood Development

- Implemented a “no cell phone” policy for parent handbook to improve communication during drop-off and pick-up times.
- Healthy celebration policy implemented stating that the center will provide a sign-up list with only healthy options for parents to contribute. Provided more arts and crafts for celebrations instead of food.

Aunt Sally’s Child Care Center

- Surveyed parents to determine if they are physically active with their children at home and provided ideas for physical activities they can do at home. Followed-up with a questionnaire afterwards. Implemented quarterly surveys to parents.
- Created a written policy for healthy celebrations for holidays.

Cross Lanes YMCA

- Implemented policy stating that the center is “cell phone-free” during drop off and pick up times to improve communication with parents.
- Implemented a healthy celebrations policy for the parent handbook and provided guidelines for celebrations with suggestions for healthy foods and non-food activities. Every future celebration will include a physical activity.

Kanawha Valley Enrichment Center

- Set up a table once per week to provide fresh fruit and vegetables with water for parents along with handouts and healthy recipe cards to take home.
- Implemented a parent handbook policy to celebrate holidays and parties with healthy food and non-food treats.

Fayette County Starting Points

- Utilized the Remind app to improve communication with parents. Made an “ask” when parent information is sent home.
- Adopted and implemented the healthy celebration policy from Key 2 a Healthy Start handbook.

Smarter Lunchrooms

Oakhurst Child Development Center choose to include the school age kids in creating and displaying posters in the lunchroom to promote healthy eating as a result of their Smarter Lunchroom Assessment. They also removed unhealthy items visible to the kids (2 liters of soda) and moved the trash can further away from the dining tables. These changes have already been made. Next steps include including the Pre-K in messaging and renaming menu items and posting a menu board to promote items served (which always qualifies as environmental print to encourage early literacy).



Food Pantry Projects

School wide food drives at 2 locations collected a total of 321 pounds of food for 2 local pantries; Mountain Mission and Crosslight of Hope. Newsletters were sent home with all students suggesting healthy food choices for families to send for the drive. A total of 1491 newsletters sent home in backpacks of children promoting healthy food choices for families at the following schools:

- East Lynn Elementary
- Dunlow Elementary
- Ceredo Elementary
- Kenova Elementary
- Wayne Elementary
- Lavalette Elementary
- Genoa Elementary
- East Lynn Elementary
- Dunlow Elementary
- Buffalo Elementary

School Gardens

Rock Branch is currently building a high tunnel. We will be collaborating with these efforts once the tunnel is ready.

Students at **Slanesville Elementary** received a school garden that was completed over the summer. In the fall, students were educated through the Learn, Grow, Eat, Go curriculum and were able to experience first-hand how a garden operates. Grade levels received their own garden beds. Students and staff selected vegetables of their choice to put in garden beds. Students monitored growth of produce in garden which when hand-in-hand with garden curriculum. Many students shared with me that they are excited to grow a variety of vegetables in their home gardens in the spring.



Popcorn and beans were harvested at **Big Otter Elementary**. Pumpkins were also harvested; however they were used in applying math principles and for decorations. Students measured pumpkins and counted the seeds inside the pumpkins.





Charleston Childcare has already adopted many of these supports and has a "rainbow garden" from which they harvested herbs, squash, and cherry tomatoes multiple times over the summer. The new information to report this quarter furthers their integration of the garden into classroom activities. The director and I worked together on a grant outline and budget to include indoor gardening and implement science and math activities utilizing the garden as a teaching tool. They were awarded \$2500 from the Governor's STEM Grant to implement this phase of the garden project.

Students at **Lavalette Elementary** harvested a pumpkin and a nice head of cabbage. Also planted kale and spinach

Marlowe Elementary in Berkeley County planted herbs in an indoor winter garden in their school cafeteria in December 2016. These herbs will be used as part of the Smarter Lunchroom and Gardening Education components of the SNAP-Ed activities. 1,449 elementary schoolchildren were taught about nutrition and healthy living using the LGEG gardening curriculum.



LT 14. Agricultural Sales and Incentives

| Measurement | Outcome |
|--|--|
| LT 14a. Total dollars spent by SNAP participants at farmers markets and direct marketing farmers during the period assessed. | Valley Park Farmers Market in Hurricane offered “double bucks” in the month of October. Only \$45 in SNAP sales. |

MT 12. Social Marketing

| Measurement | Outcome |
|--|---|
| MT 12c. Unaided recall of social marketing campaigns conducted by SNAP-Ed agencies | <p>To assess awareness of the Rethink Your Drink media campaign, a telephone survey using phone numbers of SNAP recipients provided by the WVDHHR was completed. A total of 230 calls/interviews were completed.</p> <p>Out of 230 completed calls:</p> <ul style="list-style-type: none"> • 51% of respondents recalled seeing TV ads about sugar sweetened beverages while 44% did not and 4% did not know. • 42% of respondents recalled seeing TV ads about milk, water and non-sugary drinks while 57% did not and 1% did not know • 84% of respondents reported not hearing radio ads about drinking more water and 16% did not or did not know • 88% of respondents reported not hearing radio ads about drinking sugar sweetened beverages while 9% reported they did. • “Rethink Your Drink” was the slogan most recalled by respondents (35%) when presented with several beverage campaign slogans. • 22% of respondents recalled seeing the ad with a man eating packets of sugar while 75% did not • 21% of respondents recalled seeing the ad with a man pouring fat out of a can before drinking while 78% did not. • 9% of respondents recalled hearing a radio ad that talked about drinking water and used the phrase “Rethink Your Drink” while 87% had not. |