

“Implementing Best Nutrition Practices to High-Risk Populations”

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Extension**

University of Minnesota Extension

- State-wide organization
- 4th largest College - employees ~840
- \$66 million annual budget – people
- 85% of overall budget public sources
- 87% of budget – salaries & benefits
 - 45% state funding
 - 25% federal funding
 - 22% county funding

University of Minnesota Extension

- Knows Minnesota – urban/rural
- Makes University research and knowledge practical and useful to the people of Minnesota
- Makes a real difference in people's lives

U of MN Extension Knows Minnesota

- Extension staff work at the community level
- 18 regional offices and county Extension offices
- Inadequate resources impact family finances, health/nutrition, and family relationships

U of MN Extension makes Research/Knowledge - Practical/Useful

- Nutrition Education Programs
 - Use hands-on demonstration
 - Learner-driven, experiential
 - Participatory, community-based
 - Employ people from the community

Working Together to Make a Difference

- Reach >66,000 directly and more than 1.4 million indirectly
- Improve food safety and diet quality practices
- Increase physical activity and nutrition knowledge among youth

Extension Centers

- 4H/Youth Development
- Agriculture, Food and Environment
- Natural Resources and Environment
- Community Vitality
- Family Development

Center for Family Development

- Family Resource Management
- Family Relations
- Health and Nutrition
 - Nutrition Education Programs
 - Expanded Food and Nutrition Education Program (EFNEP)
 - Food Support Nutrition Education Program (FSNE)

Nutrition Education Programs

- Utilizes research-based curricula
- Provide series of 6-8 lessons
- Focus on improving food choices, increasing physical activity
- Short-term outreach sessions focus on increasing knowledge

Nutrition Education Programs

- Employ >110 Nutrition Education Assistants in 86 counties
- 13 Health and Nutrition Educators based in Regional Centers
- Numerous community-based staff
- Agreements with hundreds of partners in local and county agencies across the state

Program Participants

- Highest risk for obesity
- Limited income families are our target populations
- >66,000 enrolled in 2007-08
- 62% youth
- 57% female
- 32% people of color

Go Wild **WITH FRUITS** **AND VEGGIES**

**A nutrition and physical
activity education program for
elementary school youth**

Curriculum Design Team

Sara Van Offelen, DeeAnn Leines,
and Mary Schroeder

Artist and Graphic Design:
Andrew Brinkman

Special acknowledgement to the
Nutrition Education Assistants
in the Moorhead Region

Preventing overweight kids

- The research is clear that kids do not eat enough fruits and vegetables or engage in enough physical activity.
- Eating more fruits and vegetables and increasing physical activity are lifestyle changes that can prevent childhood overweight.

Intervention Design

- Utilize social marketing
- Build self-efficacy
- Foster environmental support

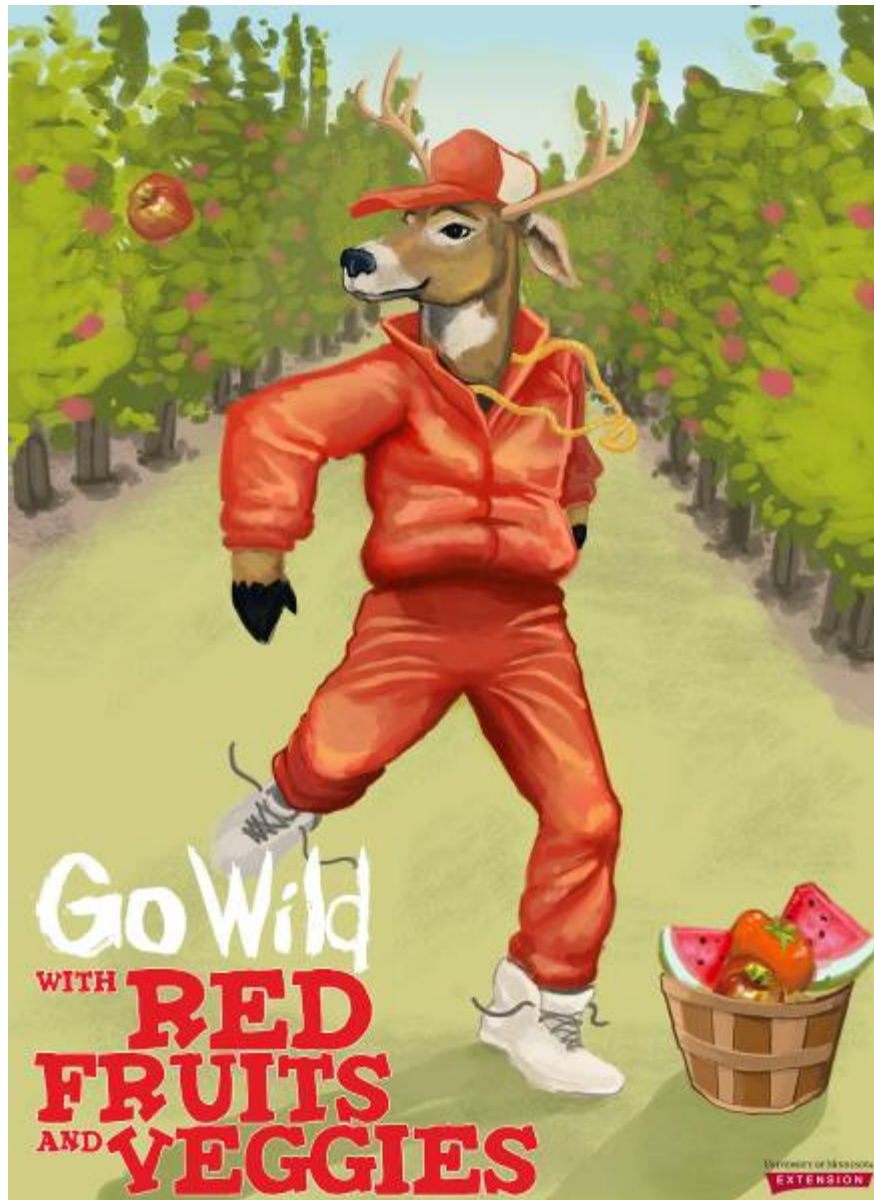
Outreach

- 2007/2008: Piloted in 24 schools, reached 3,530 students
- 2008/2009: Piloting in 23 schools, reaching 2,300 students

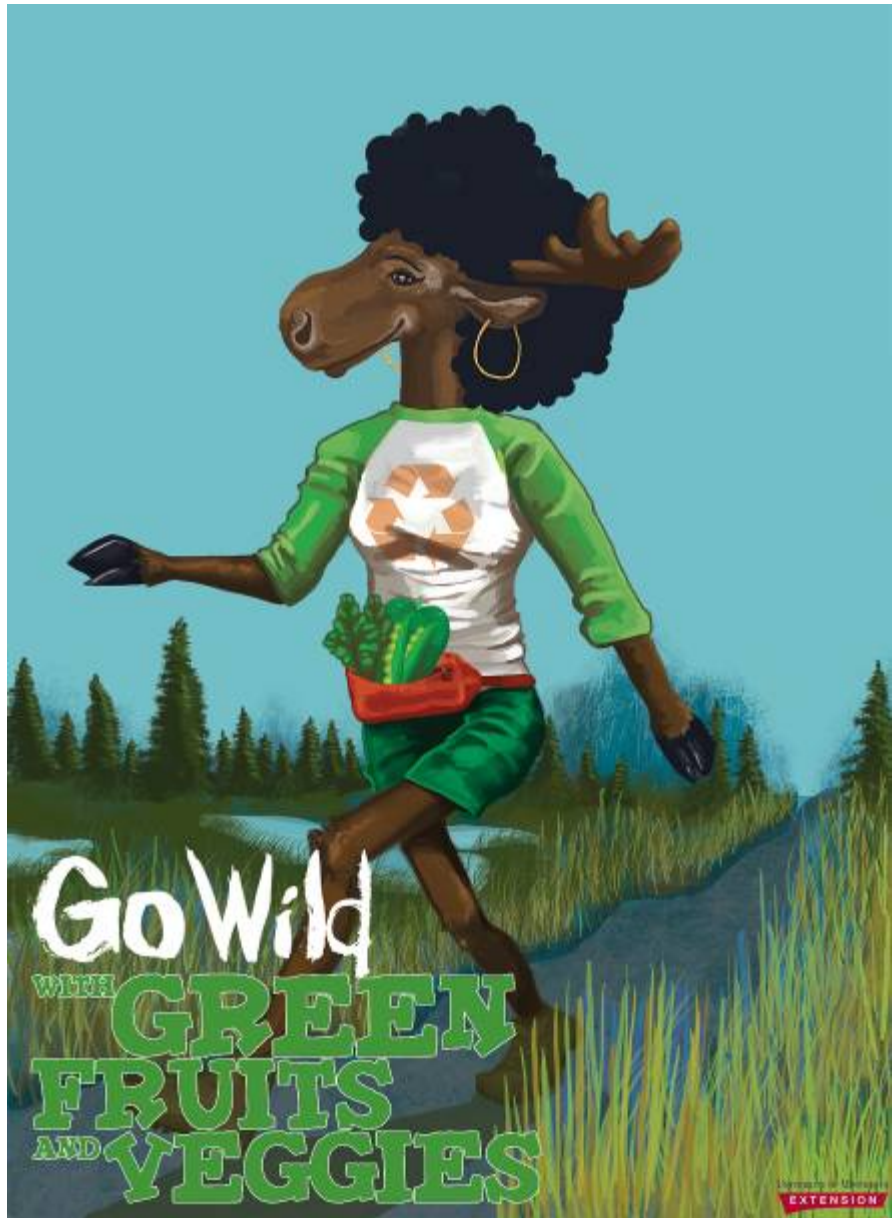
Meet the Go Wild Characters

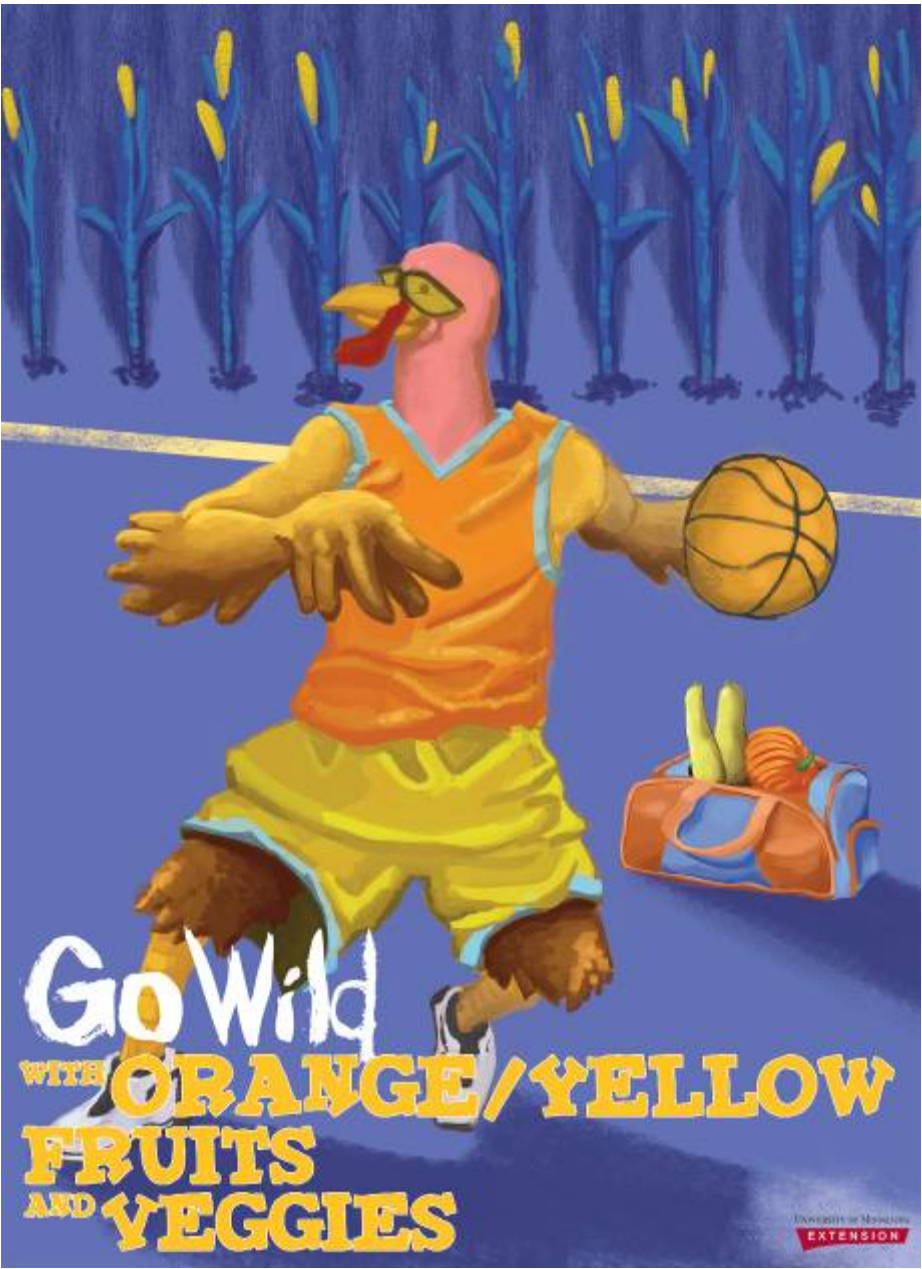


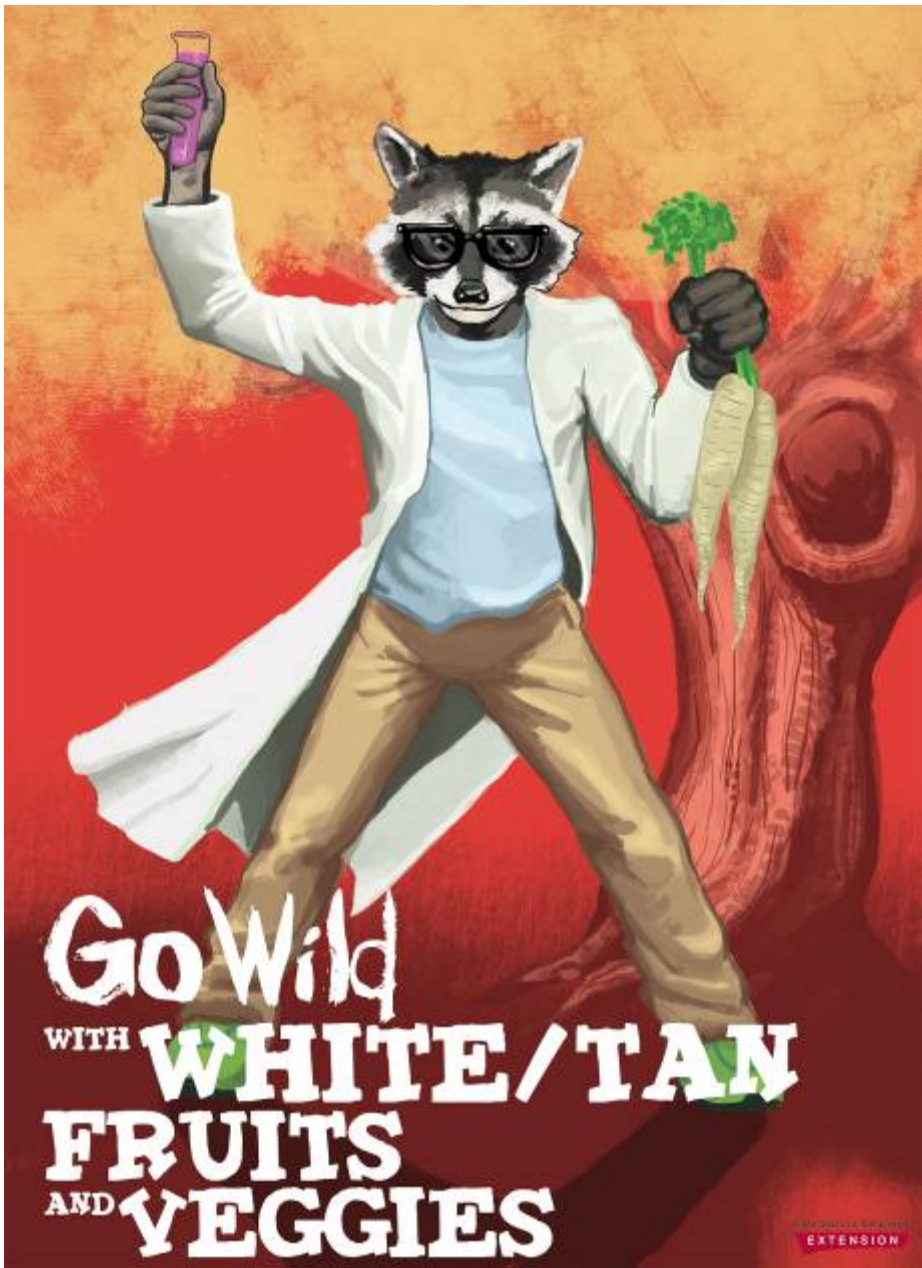




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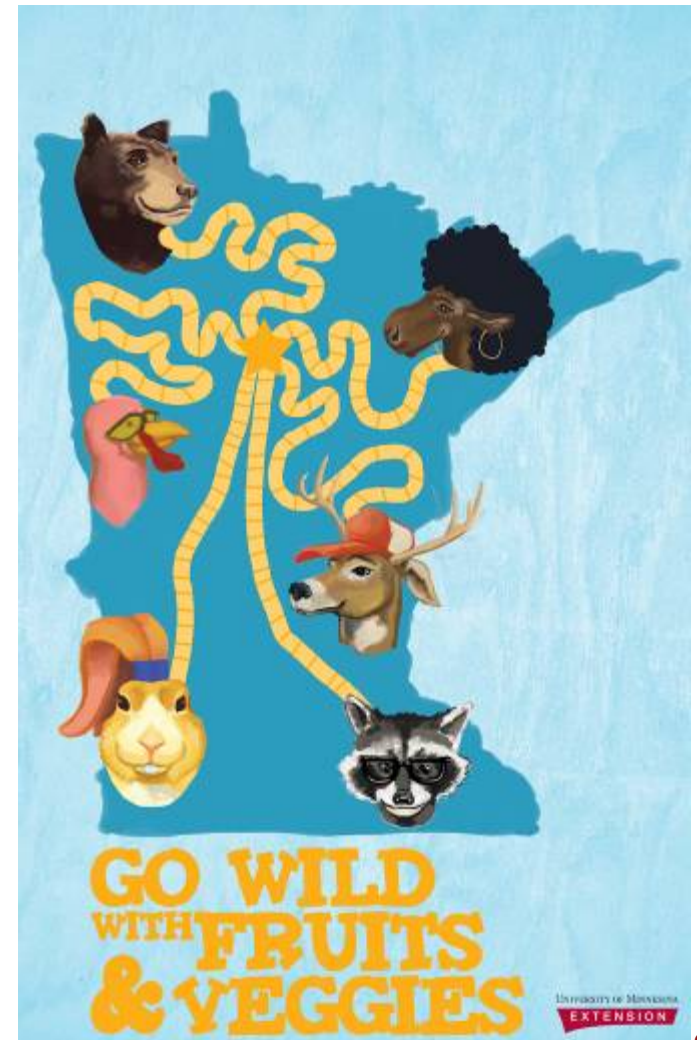


Lesson Components:

- Flipbook with adventure story and nutrition information on fruits and vegetables
- Nutrition concept activity
- Movement activity
- Taste testing 3 fruits and vegetables
- Review game

Classroom Physical Activity

**Walk to the
Headwaters!**



Moose Moves



Growing Greens Activity



Taste Testing



Parsnips, pears, jicama and more



Family Newsletters

GoWild

WITH FRUITS
& VEGETABLES

FAMILY NEWSLETTER

Dear Family,

Your child is participating in the Go Wild with Fruits & Vegetables program at school. A Nutrition Education Assistant from the University of Minnesota Extension will be visiting your child's classroom to teach the students about fruits and vegetables.

We know that your child's health is important to you.

We know that you want your child to eat healthy food to stay strong, have energy, and do well in school. The goal of this special program is encourage kids to:

- Try different fruits and veggies
- Be more physically active

The fruits and vegetables are divided into colors, and your child will learn about a different color group in every lesson. Every color group uses a cartoon animal to teach the children about all the reasons to eat delicious fruits and veggies. For example, one cartoon animal they will meet is Becky Blue Bear, who helps teach about blue and purple fruits and vegetables. At the same time, they will learn about real Minnesota animals (rabbits, bear, deer, moose, turkey, and raccoons)



You will get a Family Newsletter like this every time the Nutrition Education Assistant visits the class. It will tell you what your child is learning and ask for your help with nutrition homework. This means helping your child buy, make, and eat a food with fruits and vegetables.

You will need to sign a paper called the Go Wild Challenge Handout to show that your child has eaten a special fruit or vegetable at home. When your child brings the paper back to school, he or she has a chance to become a special helper for a day.

**HELP YOUR
CHILDREN TO EAT
ALL THE COLORS
EVERY DAY TO
STAY HEALTHY!**

Every newsletter will have a fruit or vegetable recipe that you and your child can make at home. You probably have many good recipes at home already. We want to give you a few more that your child will enjoy.

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Nutrition
Education Programs

Go Wild Family Challenge

It's Time for a
FIRST TASTE
of **FRUITS** and **VEGETABLES!**



Dear parent or family member,
Put this paper on your refrigerator using the Go Wild magnet that your child brought home. It will help your family to remember your child's challenge for this lesson.



What you need to do:

- Take your child to the grocery store and let him/her pick out a new fruit or vegetable to try. It can be fresh, frozen, dried, or canned. It can even be 100% juice. If it is fresh, make sure your child washes it when you get home. You can help your child peel, cut, or open the can or jar if you need to. Talk with your child about how it tasted. Is it a good food to try again?
- Write your child's name below.
- Sign your name.
- Make sure your child brings the bottom part of this paper back to school.

Returning this paper to school gives your child the chance to be a special classroom helper!

My child _____ participated in the RED Fruits and Vegetables Challenge.

Signed: _____
(adult's name)



School Cafeteria

- Marketing in the cafeteria
- Menus

Blue/Purple . . .

Go Wild Sample Lunch Menus

Hamburger *Shredded Purple (purple cabbage Salad) Carrot Sticks Ice Cream Cup Skim or 1% Milk	Becky Blue "Beary" Cakes Turkey Sausages Apple & Orange Quarters Skim or 1% Milk
Taco Salad with Black Olives/Other Fixings Purple Eyeballs (grapes) Skim or 1% Milk	Turkey Sandwich on Whole Wheat Broccoli Raisin Salad Fresh/Canned Fruit Skim or 1% Milk
Shrimp Pasta with Fresh Veggies/Snow Peas *Berry Salad Skim or 1% Milk	Chicken Pot Pie w/ Whole Wheat Biscuit Green Lettuce Salad Plums Canned or Dried Skim or 1% Milk

Salad Bar Favorites: Shredded Purple Cabbage, Purple Onions, Purple Cauliflower, Black Olives, Purple Grapes, Raisins, Prunes

Breakfast Menus

Yogurt Extreme & Granola (Blueberries, Blackberries) Whole Wheat Toast Skim or 1% Milk
Oatmeal with Raisins Orange Slices Skim or 1% Milk

Your Menu Ideas

Results

- 73% of students reported eating more fruits and vegetables
- 67% of students reported being more physically active
- 2009 – Evaluation with control groups, 24 hour diet recalls

Writing about Go Wild

- Students identified new fruits and vegetables that they tried and liked
- Students indicated family involvement
- Success stories

Making a Difference with Adults

2007 NEP Participation

18,139 adults

7,857 seniors



Nutrition Education for Adults

- Facilitation vs. lecturing
- Hands-on activities
- Tasting opportunities
- Cooking classes
- Appropriate materials



Loving Your Family, Feeding Their Future



Connecting with SNAP-Ed

Minnesota:

University of Minnesota Extension
Health & Nutrition Programs
612-625-8260

Other states:

<http://www.fns.usda.gov/snap/snap.htm>

