



IMPACT 2024

Through Extension programs across the nation, Family and Consumer Sciences Extension Educators provide a multitude of Educational opportunities to meet the needs of diverse audiences.

Childhood Obesity Prevention

Teaching healthy habits at an early age is crucial due to the lasting impact on long-term health outcomes. Research indicates that overweight or obese children are more likely to face health issues like diabetes and heart disease later in life. Data from the Centers for Disease Control and Prevention (CDC) reveals that approximately 19% of children aged 2-19 in the US are affected by childhood obesity, underscoring the need for early intervention. Moreover, fostering healthy behaviors during childhood positively influences cognitive development and academic performance. Particularly alarming is the disparity faced by low-income and minority children, who experience disproportionately higher rates of obesity. With childhood obesity rates on the rise, interventions such as exposure to farming, promoting physical activity, and increasing fruit and vegetable intake are vital for combating this epidemic and promoting lifelong wellness.

Policies, Systems and Environmental Changes (PSE) Create Sustainable Frameworks for Health

PSE's help establish long-term strategies, promote access to nutritious foods and safe spaces for physical activity, and foster supportive environments that encourage lifelong wellness, ensuring sustainable efforts in combating childhood obesity.

Arizona Smarter Lunchroom Movement reached 11,055 participants at 67 community partners, improving lunchrooms to promote healthy eating habits among youth.



Alabama's Body Quest initiative reached 6,056 3rd graders promoting nutrition education and environmental changes to encourage healthy behaviors among children.

Idaho Eat Smart involved 339 participants and aimed to increase fruit and vegetable purchases through school-based sampling.

"After we changed the way the fruits and vegetables were displayed, we started selling out of pears. Kids used to not take them at all but now they take all of them." Food Service Director.

Cooking Skills and Nutrition Education Improves Healthier Choices

North Dakota's Kids Cooking School and Kids Baking School reached 260 youth, offering hands-on culinary nutrition education, resulting in increased skills and fruit and vegetable intake among participants.

Oklahoma and New Mexico offered *Teen Cuisine* had 791 and 76 participants respectively. The programs included lessons about sugar intake and whole foods consumption. Participants reported making healthier choices. *"One student would often come to school late, not clean, and hungry. Through the Teen Cuisine program, he learned the value of eating a balanced meal and getting enough sleep. He said that with these simple changes he felt better."*

Alabama's Body Quest reached 2,585 parents of 3rd graders from 107 schools. Body Quest engaged parents with recipes, a texting campaign, social media, online advertisements, and billboards near schools. After BQ, 91% of parents reported that they used tips from texts routinely.

"The text messages are full of good ideas and the recipes help my son want to try new foods at home."
Adult Participant.

North Carolina's educational programs reached 7,000 participants. Agents provided education through childcare initiatives, camps, and school programs, reaching 23,913

people on social media and 515,000 through traditional news outlets promoting nutrition education for kids'.

"I wasn't sure what to expect but the class turned out to be just what my family needed. The girls enjoyed cooking so much they are now involved with more meal preparation. Thanks for the opportunity to eat healthy foods!"

Promotion of Fruit and Vegetable Intake

Oregon's Expanding Access to Fresh Fruits and Vegetables program reached 350 participants, successfully increasing student attendance and produce purchases.

North Dakota On the Move to Food Adventures program aimed to increase fruit and vegetable intake among children, with positive feedback from parents.

Idaho Eat Smart reached 339 participants in collaboration with 1 community partner, increasing fruit and vegetable purchases by low-income households through school-based sampling.

Oklahoma CATCH initiative reached 7,079 participants, demonstrating success in improving participants' consumption of fruits and vegetables.

Physical Activity Encourages Healthier Choices

Texas' Balancing Food and Play engaged 883 participants, with physical activity programs attracting over 13,000 participants and estimated lifetime economic benefits.

Utah Marathon Kids engaged 170 participants, promoting increased physical activity throughout the day, with positive impact reported by parents.



North Dakota On the Move programs targeted different age groups, showing improvements in health behaviors, including increased physical activity, among children and families.

National Extension Association of Family and Consumer Sciences (NEAFCS) provides professional development for Extension professionals who improve the quality of life for individuals, families, and communities and provide education in the areas of: Childhood Obesity Prevention; Community Health and Wellness; Diabetes Prevention and Management; Financial Management; Food and Nutrition; Food Safety; Healthy Homes and the Environment; Improving Children's Lives; and Protecting our Resources – Family Life. NEAFCS is an equal opportunity/affirmative action association. NEAFCS values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of race, color, gender, age, religion, national origin, disability, veteran status, or sexual orientation. Membership is not by invitation. (Strategic Plan 1993-97)

Children said "I liked that it reminded our family that we should work together and try to be healthy."

Idaho Five for Five: Five Minutes to Better Health engaged 366 participants to increase classroom physical activity, 87% of educators plan to implement this add-on curriculum with additional benefits of improved concentration and increased academic achievement. This program is simple to use, and the kids will enjoy the spurts of exercise.

Arizona at Health Zone Navajo County Winslow Library Youth Series enrolled 125 participants who engaged in physical activity, nutrition, and gardening workshops expanding the programs available for this group.

California's CalFresh - Harvesting Healthy Habits engaged 491 participants in gardening and nutrition education, promoting physical activity and healthy eating.

Oregon's Expanding Access to Fresh Fruits and Vegetables reached 350 participants. Farmers presented fruit and vegetable tasting tables during lunch and produce vouchers for the 2023 farmers market season. Student attendance and produce purchases increased, with voucher redemptions increasing over time.

"My kids are having so much fun looking at all the produce, trying to decide what to buy. I don't think I've ever seen them this excited about vegetables!"
Mom of two Dr. Martin Luther King Jr. School students.

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Raising kids, Eating right, Spending smart

