

## Food Stamp Families Team Up for Fun and Healthier Lifestyles



## Funding Guidelines

- Existing curriculum can be modified to meet program needs
- Participants must be Food Stamp eligible families and/or children in the USDA Free & Reduced Meal Program



## Community Based Program



**Nutrition and fitness** program for 6-8 year old children and their adult buddies

## Program Development

- Literature Review
- Needs Assessment
- Review of Existing Curricula
- Program Design
- Program Evaluation



## Program Funding

- USDA Food Stamp Nutrition Education Program
  - ❖ Department of Nutrition, University of California Davis
  - ❖ Department of Social Services, State of California
- County of San Luis Obispo (2007)



## Needs Assessment

### Key Informant Interviews:

- Educators, School Nurses, CBO, Nutrition Professionals, Healthy Start, Housing Authority

### Focus Group Interviews:

- Children 6-8 years old
- Parents of children 6-8 years old
  - Provided incentives for children and parents to participate in interviews



## Needs Assessment Major Findings

**Designing an effective program:**

- Adult and child involved together
- Cooperation with local agencies



## Program Development

- 6 week program in cooperation with CBOs
- Once a week/1½-2 hours each week
- Child and Adult buddies must attend together
- English/Spanish presentation & handouts
- Incentives for participation

**RESULT.....**  
**Eat Smart. Play Hard™ San Luis Obispo County!**

## Curricula Review

**Eat Smart. Play Hard™**

- USDA, Food & Nutrition Service
- Social Marketing Campaign
- 9-12 year old children
- Free Educational Incentives
  - Posters and Music
  - Written Materials
  - Stickers & Clip Art
  - Power Panther Costume




## Program Development


**Educational Components**


1. Nutrition Knowledge Centers
2. Healthy Snacks
  - Fruits & Vegetables
3. Fun Physical Activity



## Curricula Review (con't)

**Pick a Better snack™**

- Iowa Nutrition Network 
- Social Marketing Campaign
- Target Audience
  - Low Income Children ages 2-12 yrs
  - Parents & Caregivers
- Low-cost Educational Incentives
  - Posters
  - Stickers
  - Book Marks
  - Recipes
  - Activities
  - Media Releases




## Nutrition Knowledge Centers

**Centers:**

- One each week
- Hands-on

**Objective:**

- Highlight sugar and fat in popular snacks and beverages





## Fun Physical Activity Weekly Themes

**Themes:**

- Home-made Toys
- Fluff Balls
- Balloons
- Bean Bags
- Body Movement
- Dance



## Program Incentives

**Children attend:**

- Weekly: Power Panther stickers
- 4 weeks—certificate & frisbee
- 6 weeks—certificate & gift card

**Adults attend:**

- 4 weeks—certificate & kitchen utensil
- 6 weeks—certificate & kitchen utensil



## Fun Physical Activity




Spatula  
Badminton

Artist at  
Work





Catch Me if  
You Can



Bowling for  
Balloons

I Dare You!





Watch Out!



Rockin'  
Ribbons

## Program Incentives Prize Path




## Fun Physical Activity!




## Weekly Written Materials English & Spanish

**Knowledge Centers**



**Recipes**



**Activities**





## Program Evaluation

### Consists of:

1. Knowledge Gain
2. Behavior Change
  - Nutrition
  - Physical Activity
3. Program Satisfaction



## Program Results Knowledge and Satisfaction

### Knowledge Gain:

- **12%** point increase
  - Average pre-test score = **77%**
  - Average post-test score = **89%**

### Program Satisfaction:

- **96.6%** of participants rated the program as *Excellent* or *Very Good*



## Program Participation

### Total Participation:

**Year 2004-2007: 158**

- Boys & Girls Club
- Home School
- Migrant Head Start
- 4H
- Elementary Schools
- Childcare Providers



## Follow-Up Evaluations

- **1 Month Results** (n=108)
  - **93%** made snack changes
  - **95%** made activity changes
- **3 Month Results** (n=76)
  - **95%** made snack changes
  - **95%** made activity changes



## Program Results Positive Behavior Change

### Behavior Change

**96%** made at least one healthy behavior change

- **21%** increased water consumption for snack
- **27%** decreased soda consumption
- **25%** decreased fruit drinks consumption
- **25%** decreased sports drinks consumption
- **21%** increase fruit consumption
- **27%** increased vegetable consumption
- **56%** more physically active



## Contact Information

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# Eat Smart. Play Hard.™

## San Luis Obispo County!



### What is **Eat Smart. Play Hard.** *San Luis Obispo County!*?

- A program designed to tackle the problem of childhood obesity in a new way.
- A curriculum in which a child-adult pair learn about nutrition and fitness while having fun together.
- A hands-on program designed to engage first and second graders through making snacks and participating in fun games and activities.

### How does **Eat Smart. Play Hard.** *San Luis Obispo County!* work?

- **Empowerment:** Each child-adult pair works together to set and achieve nutritional and fitness goals. Along the way, they gain a sense of their personal capabilities to improve their own health.
- **Health and Well-Being:** Children and adults begin to make long-lasting lifestyle changes as they learn that nutritious snacks can also be delicious and that becoming and staying fit can be fun.



### Why is **Eat Smart. Play Hard.** *San Luis Obispo County!* important?

- According to recent information:
  - **27%** of California children were overweight and **40%** were considered unfit.<sup>1</sup>
  - **57%** of California adults were overweight.<sup>2</sup>
- Overweight and obesity can lead to a number of illnesses, including diabetes and heart disease, in adults and children alike.
- Two common contributors to overweight and obesity are:
  - Poor diet
  - Not enough physical activity
- Improving diet and increasing physical activity can lead to better health and fitness while decreasing the risk of disease.

**Eat Smart. Play Hard.** *San Luis Obispo County!* combats the problem of childhood obesity with a fun and effective “buddy system” of learning for children and adults eager to learn about the fun and satisfying ways to improve their nutrition and increase their physical activity.

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See reverse  
side for the  
latest program  
results!

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<sup>1</sup>California Center for Public Health Advocacy. 2002. Legislative District Policy Brief No.1: Overweight & Unfit Children in California Assembly Districts. Available online at: [http://www.publichealthadvocacy.org/policy\\_briefs/study\\_documents/Policy\\_Brief1.pdf](http://www.publichealthadvocacy.org/policy_briefs/study_documents/Policy_Brief1.pdf).

<sup>2</sup>California Obesity Prevention Initiative. Available online at: <http://www.dhs.ca.gov/ps/cdic/copi/html/problem.htm>.

## Eat Smart. Play Hard.™ *San Luis Obispo County!* Results

Over the last four years the **Eat Smart. Play Hard.** *San Luis Obispo County!* program has been offered to San Luis Obispo County families.

Data collected over the three-year period indicated 97% child and adult participants rated the program *Excellent* or *Very Good* and 80% reported *Learning a lot*.



Also, **96% of participants made at least one positive behavior change** regarding healthy snacking or being physically active. Reported healthy behavior changes included:



- 27% drinking **less soda** for snacks
- 25% drinking **fewer fruit drinks** for snacks
- 25% drinking **fewer sports drinks** for snacks
- 21% drinking **more water** for snacks
- 21% eating **more fruit** for snacks
- 27% eating **more vegetables** for snacks
- 56% being **more physically active**

Follow-up interviews indicated that **participants continued to use the program in their daily lives**. Use of the program included:

- Making **healthy fruit and vegetable snack recipes** demonstrated during the program
- Engaging in the **physical activities** demonstrated during the program
- **Walking** more
- **Sharing the information** with family members

