4th Quarter Report

JULY - SEPTEMBER 2018

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WVU Extension–Public Health Specialist
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The work represented in this report is the consolidated effort of WVU Extension Family Nutrition Program and its partners.
ST 1. Intentions and Goal Setting

ST1h. Intent to eat fruit
- 18% of children with improvement

ST1g. Intent to eat vegetables
- 24% of children with improvement

Self-reported student data using Stages of Change Scale (Cullen & Bartholomew, et al. 1998). (n=17 3rd grade)

MT1. Behavior Change

- 33% of students increased vegetable consumption (times/day)
- 35% of students increased fruit consumption (times/day)
- 31% of students are drinking fewer SSB (MT1h)
- 20% of students increased milk consumption (MT1i)
- 27% of students increased water consumption (MT1g)

Self-reported student data using adapted SPAN survey. (n=49 4th and 5th grade students)
TEEN CUISINE (6TH – 12TH)

Teen Cuisine is a hands-on cooking program that teaches students in grades 6-12 important life skills for eating smart, which will stay with them as they grow into adults. Lessons cover how to choose healthy foods and prevent food borne illness. Each lesson involves interactive cooking activities, so students learn by doing.

Left: Students at Crum Middle learn smart eating skills with Health Educator. Right: Mountain View's HISTA students engaging with a healthy cooking activity.

- 58% of students increased vegetable consumption (times/day)
- 44% of students increased fruit consumption (times/day)
- 38% of students increased milk consumption (MT1i)
- 48% of students drinking fewer SSB (MT1h)

Self-reported student data using the EFNEP Nutrition Education Survey (n=66)
EATING SMART, BEING ACTIVE

Eating Smart, Being Active (ESBA) is a nutrition education, healthy lifestyles curriculum for low income adults with young children. It consists of 9 core lessons, 60-90 minutes long, based on the latest research in health and nutrition from the Dietary Guidelines and MyPlate.

MT 1. Behavior Change

MT 1l. Fruits
- 0.30 (cups/day) (Entry)
- 1.10 (cups/day) (Exit)
- Positive Change at Exit: 50%

MT 1m. Vegetables
- 1.30 (cups/day) (Entry)
- 0.80 (cups/day) (Exit)
- Positive Change at Exit: 36%

*Self-reported data using the EFNEP Food Tracker: 5 Step Multiple Pass 24 Hour Dietary Recall and EFNEP Food and Physical Activity Questionnaire (n=115 adults)*

MT 2. Food Resource Management

- 25% compared prices more before buying foods (MT 2h)
- 25% shopped with a list more often (MT2j)

*Self-reported data using EFNEP Food and Physical Activity Questionnaire (n=115 adults)*
The importance of adult physical activity is being incorporated into rural West Virginia communities. Walking challenges and incentives were integrated into a number of businesses and offices in Brooke County by giving employees walking breaks during the work day. Access to exercise and recreational facilities were also a focus in McDowell County. McDowell organized a 5K that served as a fundraiser for McDowell’s 4-H Soccer Program.

Nancy Bremar in Calhoun County also partnered with local nurse practitioners at the West Fork Senior Center to speak on the importance and health benefits of walking.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Measurement</th>
<th>Site</th>
<th># of Participants</th>
<th>Pre/Post Step Counts</th>
</tr>
</thead>
<tbody>
<tr>
<td>MT 3. Physical Activity and Sedentary Behavior</td>
<td>MT 3. Physical Activity and Sedentary Behavior</td>
<td>West Fork Senior Center</td>
<td>4</td>
<td>100% (n=4)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Brooke County</td>
<td>156</td>
<td>61.5% (n=96)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>McDowell County 5K</td>
<td>30</td>
<td>0% (n=0)</td>
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</tbody>
</table>

**Total # of system changes (MT 6c): 6**
- Improvements in access to safe walking paths, or safe routes to work/school: 1
- Incorporating physical activity into the school day or during classroom based instruction: 4
- New or improved access to structured physical activity programs: 1

**MT 5f. Reach (MT 5f): 1668**
SCHOOL AND COMMUNITY GARDENS

Barbour County
Kasson Elementary/Middle students participated in Learn, Grow, Eat, Go lessons and harvested award winning produce for their county fair.

Brooke County
Wellsburg Primary students have formed a Kids Garden Club for the Wellsburg Community Garden. The Kids Garden Club used part of the garden to grow produce that they then sold at the farmers market.

Greenbrier County
Smoot Elementary students grew carrots, sugar snap peas, and lettuce. The produce was then used in classroom tastings as well as in the cafeteria.

McDowell County
Sandy River Middle School grew tomatoes, onions, green onions, garlic, basil, carrots, beets, chard, cilantro, oregano, zucchini, and squash in their greenhouse. Produce was taken to the farmers market, a farm to table dinner, and a senior market.

Mineral County
Pathways/Lighthouse Recovery, and BUMFS Pathways House received assistance and materials to start small garden plots to grow food for residents and visitors. They also receive instruction on how foods can be prepared. They planted beets, herbs, tomatoes, peppers, onions, strawberries and green beans last quarter. The produce harvested is now being used in the residential homes on site as well as for drop in meals.
SCHOOL AND COMMUNITY GARDENS

Morgan County
Elementary students at Camp MoCo planted radishes, kale, spinach, tomatoes, beet, squash, cherry tomatoes, and strawberries as well as participated in tastings at the school. Children at Little Learner’s Village (Head Start) grew carrots and spinach. They participated in tastings at the school and were able to bring home what they grew.

Randolph County
Beverly Elementary expanded their garden with the help of FNP and the Beverly Heritage Center. Youth Build volunteers built four more raised beds for the garden. They also partnered with the Beverly Heritage Center to grow pumpkins for decorating and eating.

Valley Head Community started a garden program thanks to facilitation of a partnership between a landowner and the library. Tracey Valach wrote and was awarded a $2,500 Try This Grant for the community to continue programming including a pop-up market, healthy food boxes, and a healthy community event.

<table>
<thead>
<tr>
<th>MT 5. Nutrition Supports Adopted</th>
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<tbody>
<tr>
<td><strong>Total # of environmental changes (MT 5d): 10</strong></td>
</tr>
<tr>
<td>• Edible gardens (q): 10</td>
</tr>
<tr>
<td>• Collecting excess wholesome foods to donate to charitable organizations (o): 2</td>
</tr>
<tr>
<td>• Prioritizing farm to table/increase in fresh or local produce (l): 2</td>
</tr>
<tr>
<td><strong>Reach (MT 5f)</strong></td>
</tr>
<tr>
<td>• Youth: 863</td>
</tr>
<tr>
<td>• Adults: 742</td>
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GROW THIS! WV GARDEN CHALLENGE

The Grow This! WV Garden Challenge continued for the second year, providing seeds for a specific crop every quarter. The Grow This! Facebook page shares information about planting and harvesting the chosen crops. People may participate individually, as a family, or as a group. Basil, beets, cantaloupe and popcorn are the crops for 2018. Live “Grow This!” demonstrations are also being offered throughout the state as a part of the campaign.

Top left: Students at George Ward Elementary show off their Grow This! project. Bottom left: Gina Wood assists student from Charleston Family Resource Center in planting basil. Top right: Grow This! set up in Berkeley County.

MT 12. Social Marketing

MT 12a. Number of counties with campaign: 6
MT 12b. # of people who received on-the-ground, direct or indirect education/promotion as part of social marketing campaigns: 835
**Smarter Lunchrooms**

Educators have continued to reach out to new schools to complete Smarter Lunchroom assessments as well as work with schools to implement changes to encourage healthier choices by students.

Educators continue to work with schools on implementing changes to the cafeteria to increase consumption of healthier items. Some examples of changes over the past quarter include:

- Adding healthier options to the menu including Foods of the Month items and recipes
- Adding Rethink Your Drink posters and infused water stations
- Placing menus in additional locations throughout school

<table>
<thead>
<tr>
<th>Needs &amp; Readiness ST 5.</th>
<th>Needs Assessed (ST5b): 8</th>
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<tbody>
<tr>
<td>- Arnoldsburg Elementary</td>
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<tr>
<td>- Beverly Elementary</td>
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<tr>
<td>- Elkins Mountain School</td>
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<td>- Gihon Elementary</td>
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<tr>
<td>- Morgan County Back to School Bash</td>
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<tr>
<td>- Weirton Farmers Market</td>
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<td>- Wellsburg Elementary School</td>
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</tbody>
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<thead>
<tr>
<th>Nutrition Supports</th>
<th>Total # of environmental changes (MT5d): 4</th>
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*Sign in Frankfort Elementary's lunchroom encouraging healthy eating.*
WV FOODS OF THE MONTH

The West Virginia Foods of the Month program has been developed by FNP to promote consumption of fruits and vegetables, encourage participants to try new foods, support Smarter Lunchroom implementation, and strengthen Farm to School programs and the link between local farmers and schools. Foods of the Month is being piloted in 2018, and includes recipes, activities, handouts, and a texting program that provides health tips and recipes. This quarter the featured Foods of the Month included tomatoes, stone fruits, peppers, and cantaloupe.

Above: Cantelope display at Gihon Elementary.
Right: Peach salsa tasting at the Randolph County Fair.
KIDS FARMERS MARKETS

This quarter, Mountaineer Food Bank continued to support markets at elementary schools in select counties in collaboration with the Family Nutrition Program. The markets were held in Barbour, Brooke, Cabell, Clay, Greenbrier, Hancock, Harrison, Jackson, Kanawha, Lincoln, Logan, Marshall, Mineral, Monroe, Morgan, Ohio, Randolph, Ritchie, Summers, Taylor, Tucker, Tyler, Wirt, and Wood Counties and served 8,447 students with $4 each in produce. The Family Nutrition Program educators served as a liaison with the schools to set up the markets and offered recipes, nutrition education and food tastings.

Thanks to generous funding from TransCanada, statewide kids farmers markets were “back on the table” for the West Virginia Family Nutrition Program. In addition to the $20,000 grant from TransCanada, the Family Nutrition Program and its partners secured over $56,000 in additional grants for markets from a variety of funders. The goal for this year was to reach counties that had not received markets and to find local supporters for counties/sites that had been able to participate in past markets. This quarter, markets have helped raise nearly $35,000 in support for local farmers in just over 3 months. In addition to the funding provided by grants, several of these markets were open to the public and generated an additional $682 in revenue for farmers.

Top: Students in Wirt County show off their market haul.
Bottom: Pop-up set up in Hacker Valley Elementary/Middle School.
In addition to kids markets, WVU Health Educators and Nutrition Outreach Instructors are supporting increased access to produce at health care clinics through FARMacy programs in Wetzel and Kanawha County. Patients at the clinic receive paid prescriptions for produce and can cash them in at markets set up at the clinic site. Educators provide taste test opportunities and recipes for shoppers to encourage them to try new things and offer examples of healthy ways to prepare them.

Running from June to October, the Wetzel County FARMacy brought weekly fresh produce prescriptions to 25 Health Right Patients. Situated in New Martinsville, the program was a compilation of efforts between Grow Local Go Local, WVU Extension, WVDA, Wheeling Health Right, Wetzel County Hospital, and the WVU Food Justice Lab. Extension was on hand to offer recipes, taste testing, and preparation materials to program participants. The weekly newsletter made by FARMacy manager Holly Morgan was a big hit, offering storage tips, information on health and local farmers, and additional recipes.
MT 8. Agriculture

MT8a-1. Total number of farmers markets that accept SNAP benefits per 10,000 SNAP recipients: 1

MT8c. Number of school districts that participate in farm-to-school activities: 15

MT8e. Estimated number of people in the target population who have increased access to or benefit from the agricultural policy or intervention: 11,366

Mt 11. Health Care Clinical-Community Linkages

MT11c. Number of health centers that give families innovative prescriptions or vouchers for fruits and vegetables: 2

Left: FARMacy set up in New Martinsville, Wetzel County. Right:
RETHINK YOUR DRINK

RYD@School/Camp is a week-long campaign for schools, childcare centers, and summer camps which includes educational activities, a hydration challenge, taste-tests and promotional materials.

This quarter, 4 schools, 1 4-H camp 1 Boys and Girls Club, and 1 community center participated in a RYD@School/Camp week, reaching 397 students.

- Brooke High School Energy Express
  Boys and Girls Club of the Eastern Panhandle Morgan County Site
- Elkins Mountain School
- Glen Dale Child Development Center
- Larry Joe Harless Community Center
- Monroe County 4-H

Health Educator set up at the Summers County Heart Healthy Open House with Blackberry Mint infused water.
Rethink Your Drink is also a standard message shared at community events. This quarter 12,633 individuals were exposed to Rethink Your Drink at the following:

- Community Site: 16
- Camp: 5
- Farmers Market: 16
- Job Training: 2
- Recovery Centers: 9
- Schools/Childcare centers: 29

**ST 1. Intentions and Goal Setting**

ST11. Drink water instead of sugary beverages

27.5% of participants of RYD@Camp/School improved intent to change beverage behavior.

*Self-reported student data using Stages of Change Scale (Cullen & Bartholomew, et al. 1998) (n=138)*

**MT 12. Social Marketing**

MT 12a. Number of counties with campaign: 23

MT 12b. # of people who received on-the-ground, direct or indirect education/promotion as part of social marketing campaigns: 12,633
NOURISHING NETWORKS

Calhoun County’s Food Security for Seniors

On August 16th, WVU Extension, the Family Resource Network, Community Resources Inc., and Mountaineer Food Bank kicked off the first drop of their 12-month Silver Lining program, providing monthly food boxes for senior citizens in the county. This program was originally intended to serve around 30 individuals, but the Calhoun Action Team saw a greater need and worked to expand the program to 61 seniors. The Action Team has picked up additional opportunities from Mountaineer Food Bank and will be offering turkeys and chickens during the holiday season for their Silver Lining participants.

Logan County Health and Nutrition Fairs

PRIDE Community Services, WVU Extension, Grow Appalachia, and Williamson Health and Wellness Center held the first Logan County Health and Nutrition Fair in August. This event coincided with Head Start’s Back to School Bash. Voucher for fresh produce were provided to families attending Head Start’s back to school welcome, as well as the broader Logan community. WVU Logan-Mingo Extension provided cooking demonstrations with produce available during the pop-up, Grow Appalachia provided preservation recipes and canning demonstrations, blood pressure screenings, eye exams and dental screenings were available for Head Start students and community members. Surveys assessing food access and security were handed out and emailed to those who participated in the pop-up market and food demo. These results will be sent to PRIDE Community Services and shared with the Action Team.
NOURISHING NETWORKS

Wood County Senior Pop Up Farmers Markets

Collaborator Wood County FaithLink, Unity Manor, Wood County Senior Center, Rural Action, Sprouting Farms, and the WVU Food Justice Lab kicked off their monthly senior pop-up markets on July 26th. Since their start date, The Wood County Action Team hosted 4 more Senior pop-ups as well as 4 community pop-ups at the Community Resource Inc and Point Place Market. Vouchers for seniors were provided to approximately 190 residents of several senior centers in the county. The team also organized a kid’s pop up for a Back to School Bash in August that served over 200 children. Over the course of four months, the Wood County Action Team has distributed over 2,000lbs of fresh produce in the county. Their final 2018 pop-up will be at Unity Manor on November 14th.

Wayne County AG-tivities Days

WVU Extension, the Center for Supported Learning, Wayne County Schools, Refresh Appalachia, WVDA, and the WVU Food Justice lab have continued to plan for an agricultural and food access focused fair at Spring Valley High School in November. This ‘AG-tivities’ event will host a youth focused pop-up with kid’s vouchers and SNAP/EBT, WVU Extension food demonstrations, interactive learning with Refresh Appalachia and Center for Supported Learning, educational activities, and networking opportunities for folks who are interested in learning more and engaging with their local agricultural and food communities.
### Partnerships and Leveraged Resources

#### LT9b. Funding
- $17,120 Parkersburg Area Community Foundation for Kids Markets
- $20,000 TransCanada for Kids Markets
- $1,600 Unicare for Supper in a Sack
- $800 Snowshoe Foundation-Supper in a Sack

#### ST7

#### # of Active Partnerships (ST7a): 13
- WVU Food Justice Lab
- Marie's Women's Recovery House Garden Project
- Pocahontas County CEOS Group
- Wood County 4-H
- Unicare
- Summers County
- Energy Express Program
- Greenbrier Valley Grown
- Sprouting Farms
- Barbour County WIC
- WVUP
- WVUP and Center for Early Learning
- Brooke County Health Department
Organization Partnerships
ST7

ST7b. Type of Partnerships
- Cooperator: 7
- Coordination: 1
- Collaboration: 9
- Network: 7
- Coalition: 3