


# Cornell NutritionWorks



## Building Capacity to Prevent Childhood Obesity in New York

Christina Stark, MS, RD, CDN  
Senior Extension Associate  
Division of Nutritional Sciences  
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## Continuing education for nutrition and health professionals

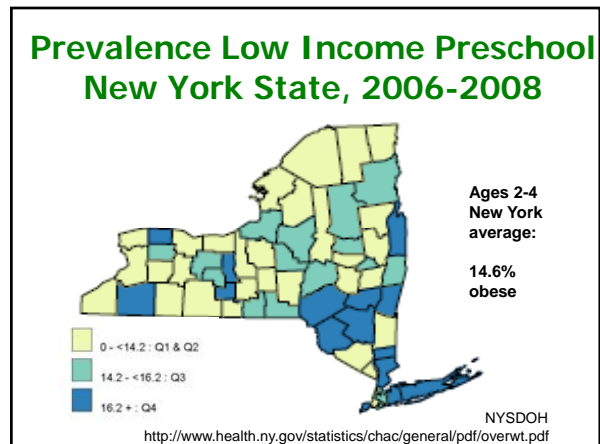
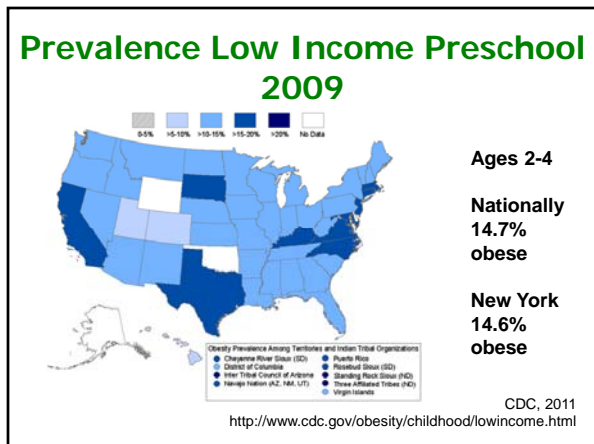
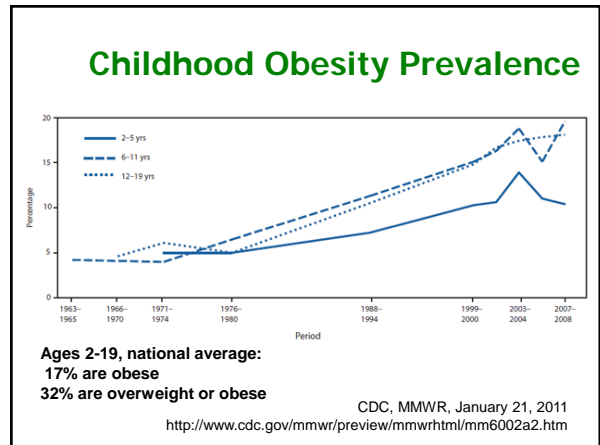
[www.nutritionworks.cornell.edu](http://www.nutritionworks.cornell.edu)



## CNW Members Can:

- ◆ Stay up to date on **timely topics**
- ◆ Interact directly with Cornell experts
- ◆ Download tools to enhance practice
- ◆ Communicate with other practitioners
- ◆ Earn continuing education credit

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### Obesity Statistics for Greene County

<http://www.health.ny.gov/statistics/prevention/obesity/>

Indicators for the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) (2006-2008)

Indicator	3 Year Total	County Rate	State Rate
% Pregnant Women in WIC Who Were Pre-pregnancy Overweight (BMI 26 - 29), Low SES	50	13.3	15.4
% Pregnant Women in WIC Who Were Pre-pregnancy Obese (BMI Over 29), Low SES	127	33.8	26.6
<b>% Obese Children in WIC (&gt;= 95th Pctl), 2-4 years, Low SES</b>	148	<b>16.5</b>	14.6
% of Children in WIC, 0-4 years, viewing TV ≤2 hours per day	693	70.0	77.7
% of WIC mothers breastfeeding at 6 months	67	17.5	40.1

### Obesity Statistics for Niagara County

<http://www.health.ny.gov/statistics/prevention/obesity/>

Indicators for the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) (2006-2008)

Indicator	3 Year Total	County Rate	State Rate
<b>% Obese Children in WIC (&gt;= 95th Pctl), 2-4 years, Low SES</b>	784	<b>13.2</b>	14.6

### Obesity Statistics for Suffolk County

<http://www.health.ny.gov/statistics/prevention/obesity/>

Indicators for the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) (2006-2008)

Indicator	3 Year Total	County Rate	State Rate
<b>% Obese Children in WIC (&gt;= 95th Pctl), 2-4 years, Low SES</b>	3,461	<b>22.3</b>	14.6

### Statistics for New York Youth (9<sup>th</sup> – 12<sup>th</sup> graders)

Indicator	New York	New York City	U.S.
% Overweight or obese	26.6	27.3	27.8
% Watched TV for 3+ hours per day	<b>32.7</b>	<b>43.3</b>	24.9

Youth Risk Behavior Surveillance (YRBS) - United States, 2009  
<http://www.cdc.gov/mmwr/PDF/ss/ss5905.pdf>  
 Tables 84, 85, 90, 91

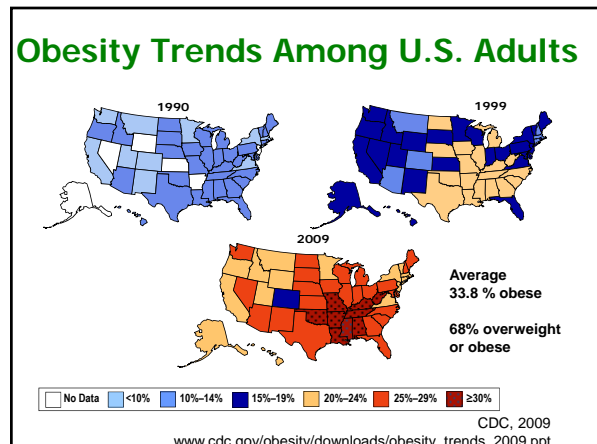
## Predictions

*In children, the prevalence of obesity will nearly double by 2030.*

Wang et al, Obesity, 2008

**“Without strong action to reverse the obesity epidemic, for the first time in our history children may face a shorter lifespan than their parents.”**

NYSDOH  
Olishansky et al, NEJM, 2005



## Prevention is Key

### Need for an Ecological Approach

Institute of Medicine  
White House (Let's Move!)  
Surgeon General  
USDA  
NYS Department of Health



## Ecological Approach

- ◆ Traditional approach – focuses on education and individual behavior change
- ◆ Ecological approach – includes changing food and activity **environments** to support and enable healthy eating and active living

## Socio-Ecological Model



<http://www.icadvinc.org/prevention/for-service-providers/public-health-strategy/>

## The Need

To build the capacity of professionals in New York and beyond to use an ecological approach to address childhood obesity

*“ I think the ecological approach is a real ‘eye opener’ when you come from a background in educational approaches and working with individual change.”*

CCE Educator

## Funding Sources

- ◆ USDA - Smith Lever, Hatch Funds (FFF)
- ◆ Faculty Innovation in Teaching Program (Cornell Offices of Provost and President)
- ◆ Cornell Information Technologies, eCornell
- ◆ Extension Distance Learning Innovation Project (College of Human Ecology)

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## In-depth Online Course

***Preventing Childhood Obesity:  
An Ecological Approach***

Cornell **NutritionWorks**



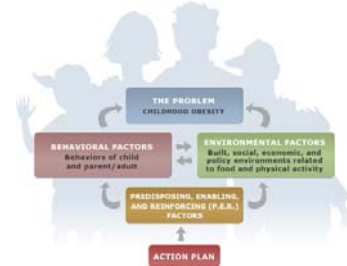
## Objectives for Course

- Nutrition & health professionals will have
- 1) increased **knowledge, skills** and **confidence** to use an ecological approach to address childhood obesity
  - 2) increased **capacity** to **collaboratively** address childhood obesity in their community

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## Course Model



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## Participation

15 sessions to date (Oct 2006 – April 2011)

- 473 participants have enrolled
- 140 professionals from New York
  - 90 CCE educators
  - 43 with support from CCE Director

Plus 45 CCE educators auditors on teams

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## Evaluation

Pre-, post- and 6-month follow up surveys to measure:

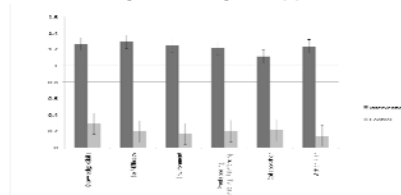
- 1) Changes in **knowledge, skills, and confidence**
- 2) **intended behavior** and **application**

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## Short-term Outcomes

Changes in knowledge, skills and confidence in using an ecological approach



All changes significant at  $P < .01$

Stark et al, JNEB, 2011, in press



## Short-term Outcomes

Participants, immediate post-course	Agreed or Strongly Agreed
Intend to apply what they learned	91%
Intend to implement at least part of their action plan	70%

Stark et al, JNEB, 2011, in press

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## Thinking Differently: The Ah Ha Moment

*"This has really challenged me to address the environment as changeable... It was such an 'ah ha' moment when I finally understood what was being asked of me."*

*"I also wanted to say that your feedback is very helpful! I've had several "Ah Ha!" moments when reading your thoughts. The course is extremely well organized and has been very helpful to me."*

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## Participant Comments

*"The course was very useful. I recommend all 4-H youth development and nutrition staff attend."*

*"We have already used some ideas from the course to help us apply for another grant."*

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## Additional Funding

**\$105,000**

FFF (2007-10)  
Delivery and  
evaluation of course



**\$500,000**

USDA - AFRI (2010-14)  
Expand course to more  
nutrition/4-H teams and  
evaluate translation locally

**\$95,000**

FFF (2010-13)  
Expand course in New York  
and determine factors  
affecting translation locally



## Building Capacity

### Other Initiatives from Division of Nutritional Sciences

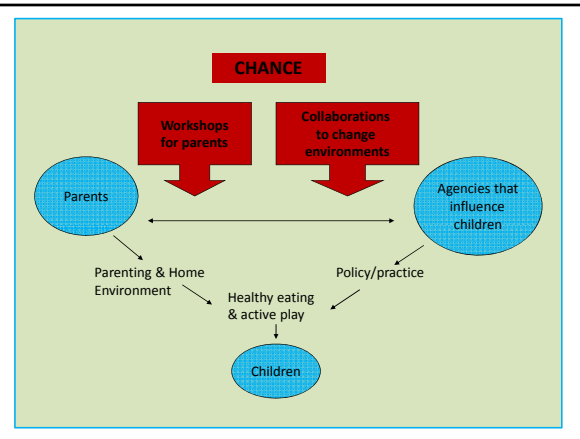
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Cornell University  
Cooperative Extension



Collaboration for  
**H**Health,  
**A**Activity and  
**N**Nutrition in  
**C**Children's  
**E**Environments





**4-H Choose Health Teen Ambassadors**

- Teens teach healthy eating/active play to younger youth
- Educators may work with after school programs to assess food and activity environments

**Choose Health Officers**

- New teen position to increase physical activity at club meetings



## Farm to School Research and Extension Program

Supporting efforts to build sustainable links between New York State farms and cafeterias in public schools, colleges and universities.



**Jennifer Wilkins, Ph.D., R.D**  
Senior Extension Associate, DNS, ~ [jlw15@cornell.edu](mailto:jlw15@cornell.edu)



## Farm to School Research and Extension Program

**Strategies**

- Build Capacity Building
  - Extension Educator training and technical assistance
  - Resources for food service professionals, farmers, students
- Applied research
- Website
  - Policy, News, Events, Research and Resources, monthly eNews
  - [www.farmtoschool.cce.cornell.edu](http://www.farmtoschool.cce.cornell.edu)



**Intended Outcomes**

- Schools, colleges, universities serving local, regional foods
- Students, teachers, food service professionals aware of local food and agricultural
- Nutritious, delicious school meals
- New markets for NYS farmers




## Farmers' Market Nutrition Outreach Program

**Collaboration**  
Working together for Nutrition, Food Security, Agriculture, and Community Well-being




**Jennifer Wilkins, Ph.D., R.D**  
Senior Extension Associate, DNS, ~ [jlw15@cornell.edu](mailto:jlw15@cornell.edu)



## Farmers' Market Nutrition Outreach Program

**WIC Families & Seniors**

- Increase access to locally grown fresh fruits and vegetables
- Expands awareness and use of farmers' markets



**Enhancing Impacts**

- SNAP EBT increases farmers' market use among low-income families
- WIC Vegetables and Fruits Check Program




# Thank You

**Cornell NutritionWorks**  
[www.nutritionworks.cornell.edu](http://www.nutritionworks.cornell.edu)

**Preventing Childhood Obesity:  
An Ecological Approach**  
[www.ecornell.com/cnw](http://www.ecornell.com/cnw)

**Christina Stark**  
[cms11@cornell.edu](mailto:cms11@cornell.edu)