

THE CHALLENGE



A little over 1/3 adults are
OBESE



Mississippians eat less than
½ of the **RECOMMENDED**
AMOUNTS OF F&V



A little over 1/10 adults
are **DIABETIC** & 2/5 have
HYPERTENSION



Almost ¼ Mississippians
are **BELOW THE**
POVERTY LEVEL

THE EFNEP SOLUTION



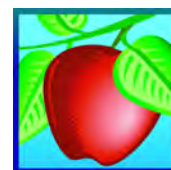
- 1 ASK THE AUDIENCE**
A state-wide telephone
survey targeting resource
limited families was
conducted on knowledge
of/barriers to healthy foods



- 2 INCREASE HANDS-ON
NUTRITION EDUCATION FOR
KIDS** with programs like Kids
In the Kitchen and Body Walk



- 3 CREATE AN ONLINE
PRESENCE** Studies show
increased internet and
social media use among
low resource individuals

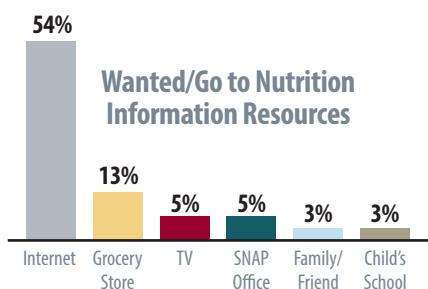


- 4 CONTINUE TEACHING
EFNEP FAMILIES HOW
TO BUY AND PREPARE
HEALTHY FOODS** with
face to face programs for
adults and kids

THE RESULTS



- 427 adults GRADUATED FROM
A SERIES OF AT LEAST 8 LESSONS**
- PARTICIPANTS AVERAGED
ALMOST \$20 PER MONTH IN FOOD
COST SAVINGS**
- 92% MADE A POSITIVE CHANGE
IN THEIR DIET**
- AT LEAST 64% BEGAN
PRACTICING SKILLS SUCH AS
COMPARING FOOD PRICES, MAKING
A GROCERY LIST AND PLANNING
MEALS**
- 42% MADE A POSITIVE CHANGE
IN PHYSICAL ACTIVITY**



- THE SURVEY REVEALED MANY
USEFUL STATISTICS**
- our website WAS UPDATED**
TO BE MORE USER FRIENDLY, EYE
CATCHING AND INTERACTIVE:
WWW.MSUCARES.COM/ONE
- our facebook page WAS
CREATED:** WWW.FACEBOOK.COM/MSSTATEONE



- 11.6% decline IN
OVERWEIGHT AND OBESITY**
among children in grades K-5
- 19,714 kids ATTENDED FACE
TO FACE PROGRAMS**
- AFTER COMPLETION OF THE PROGRAMS:**
K-2nd graders could **BETTER
IDENTIFY HEALTHY SNACKS
AND PHYSICAL ACTIVITY**
- 3rd-5th graders **SHOWED
IMPROVEMENTS IN PHYSICAL
ACTIVITY FREQUENCY AND BECAME
MORE LIKELY TO ASK THEIR
FAMILIES TO BUY LOW-FAT MILK**

THE CHALLENGE

State Indicator Report on Fruits and vegetables 2013. Source: National Center for Chronic Disease Prevention and Health Promotion (CDC), Division of Nutrition, Physical Activity, and Obesity. Available at: <http://www.cdc.gov/nutrition/downloads/State-Indicator-Report-Fruits-Vegetables-2013.pdf>. Accessed on February 12, 2015.

The State of Obesity in Mississippi, 2014. Washington, D.C.:2014. Source: Trust for America's Health and Robert Wood Johnson Foundation. Available at: <http://www.stateofobesity.org/states/ms/>. Accessed on February 12, 2015.

United States Census Bureau, 2013. Source: U.S. Department of Commerce. Available at: <http://www.census.gov/hhes/www/poverty/data/incpovhlth/2013/tables.html>. Accessed on February 12, 2015.

THE RESULTS

Mississippi Family Nutrition Program (SNAP-Ed) Telephone Needs Assessment Survey 2014. Final Report, October 17, 2014.

Web-based Nutrition Education Evaluation and Reporting System (WebNEERS) 2014. Developed by Clemson University, United States Department of Agriculture, and National Institute of Food and Agriculture.



MISSISSIPPI STATE
UNIVERSITY
EXTENSION SERVICE

Department of Food Science, Nutrition, and Health Promotion

Extension Service of Mississippi State University, cooperating with U.S. Department of Agriculture. Published in furtherance of Acts of Congress, May 8 and June 30, 1914. GARY B. JACKSON, Director . This institution is an equal opportunity provider and employer. This material was funded by USDA's Supplemental Nutrition Assistance Program – SNAP- and/or EFNEP. SNAP provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more, contact your local Department of Human Services Office.



FAMILY NUTRITION PROGRAM
EXPANDED FOOD AND NUTRITION EDUCATION PROGRAM
MISSISSIPPI STATE UNIVERSITY EXTENSION SERVICE