



HEALTHY CHILDREN:



HEALTHY COMMUNITIES

Donna Loden

drloden@nmhs.net

September 8, 2011





➤ 1996- Health Care Foundation (formally NMMC Foundation) begins funding NMMC School Nurses and School Health Educators

➤ 2002- HCF officials note measurable success of the HW! model used in Indiana and Michigan

➤ 2002-2005- HCF collaborates with regional community leaders on study/evaluation of HW! model



Photo Credit: The McCarty Company/Mabus Agency



- 2004- HCF commissions MSU's SSRC to conduct study to determine the need/interest for children's health education center to serve North MS and NW Alabama
- National surveys indicate residents of MS, including children/adolescents, are consistently among the least healthy in US.
- 2005- Stakeholders from businesses, educational agencies, health-care organizations, and government form Community Steering Committee; HCF Board votes unanimously to support development of HW! and initiates \$6 million fundraising campaign
- 2008-Facility construction/program development begins
- January 2009- Official opening!!!!



*Two Learning Labs

*Brain Theater

*Funtastic Floor with
18 exhibits revolving
around healthy choices.

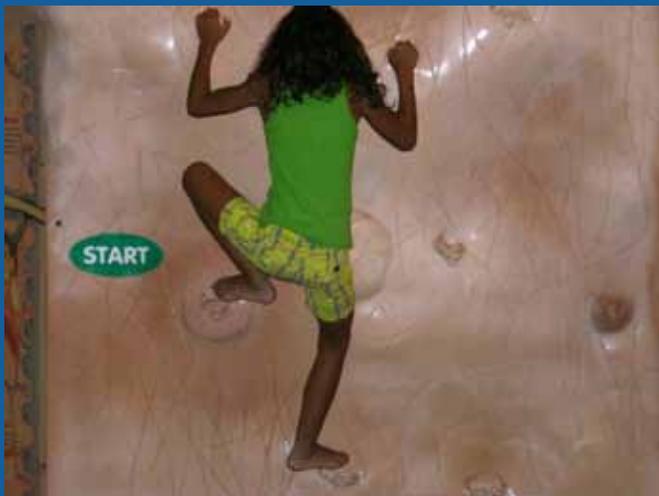


HEALTH WORKS!

North Mississippi



Funtastic Floor Exhibits



Aha!!!!* The common human experience of suddenly understanding a previously incomprehensible concept.



Rah!*

An exclamation of encouragement to a team.

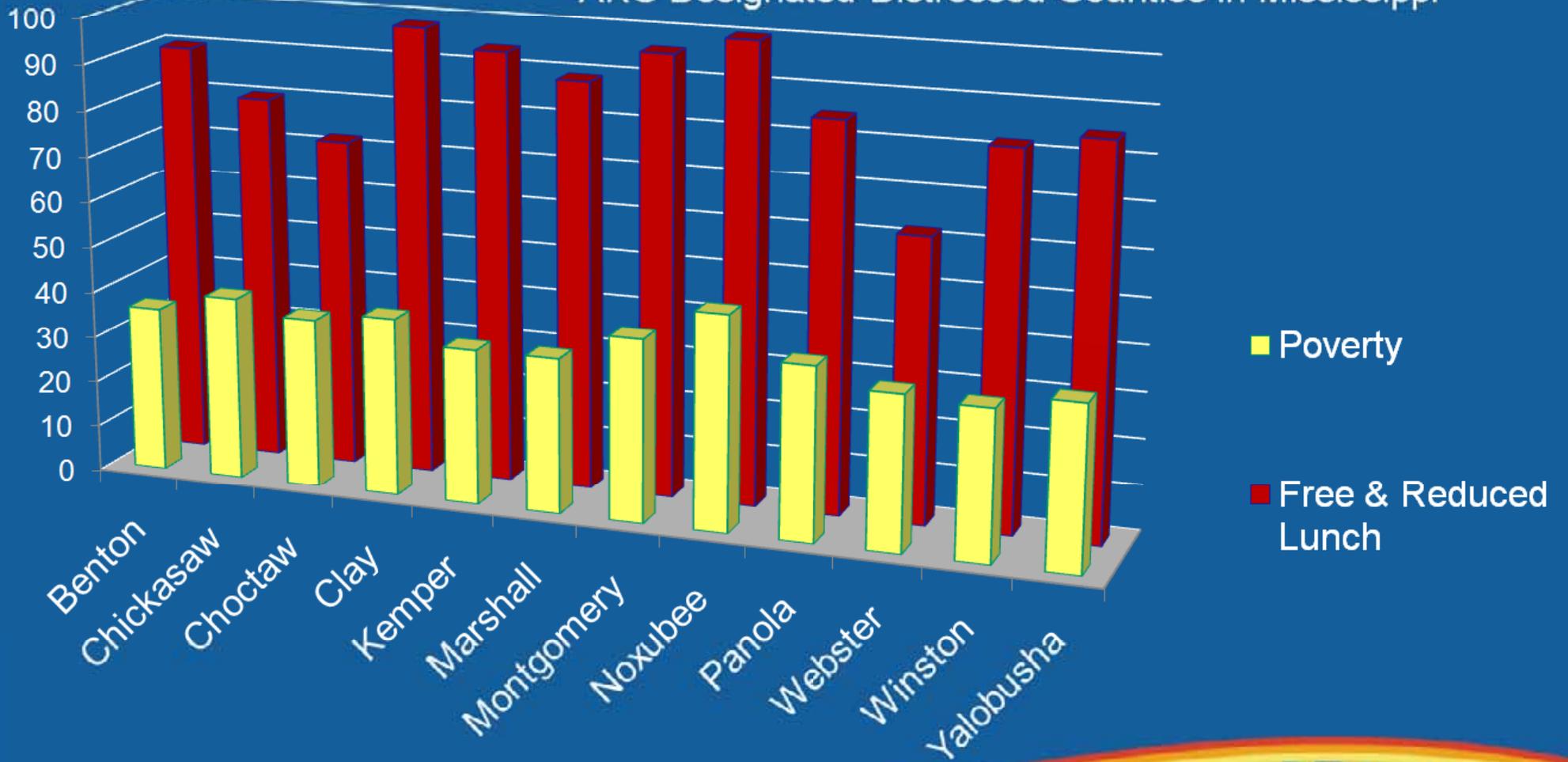


Ew!*

Repugnant, unpleasant, yucky, disagreeable



ARC Designated Distressed Counties in Mississippi





FOUNDATION FOR A FIT FUTURE: IGNITING, ENGAGING, AND EMPOWERING THE REGION -ARC Project: MS- 16563-10

Key Project Outputs and Outcomes for Year 1:

- Offer age and developmentally-appropriate standards-based nutrition and physical activity education to 2,500 third to fifth grade students attending public schools located in the 12 Mississippi counties designated as distressed by the ARC.
- At least 90% of surveyed teachers will agree that the classroom programs offered at HealthWorks! enriched or reinforced their students' knowledge on point-of-service satisfaction surveys distributed during their visits.
- At least 60% of sampled students will demonstrate gains in health knowledge as measured by the results of post-tests.



4 Counties

15 Schools

2 Field Trips/1 Site Visit

2185 3rd, 4th, & 5th Graders



5 Counties

13 Schools

2 Field Trips/1 Site Visit

2472 3rd, 4th, & 5th Graders





HealthWorks! Evaluation: ARC Grant Evaluation Project

Social Science Research Center
Mississippi State University



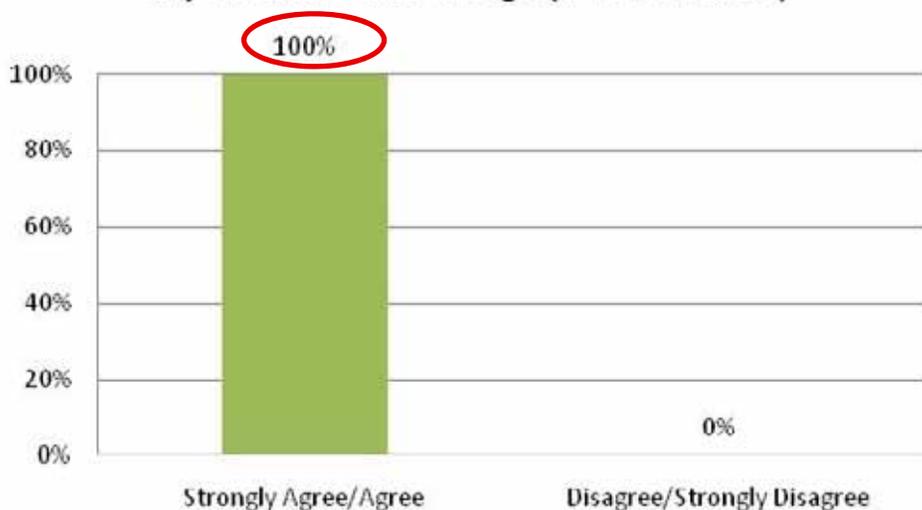
HealthWorks! Evaluation: ARC2 grant evaluation project

Preliminary Results:

Teacher Satisfaction Surveys

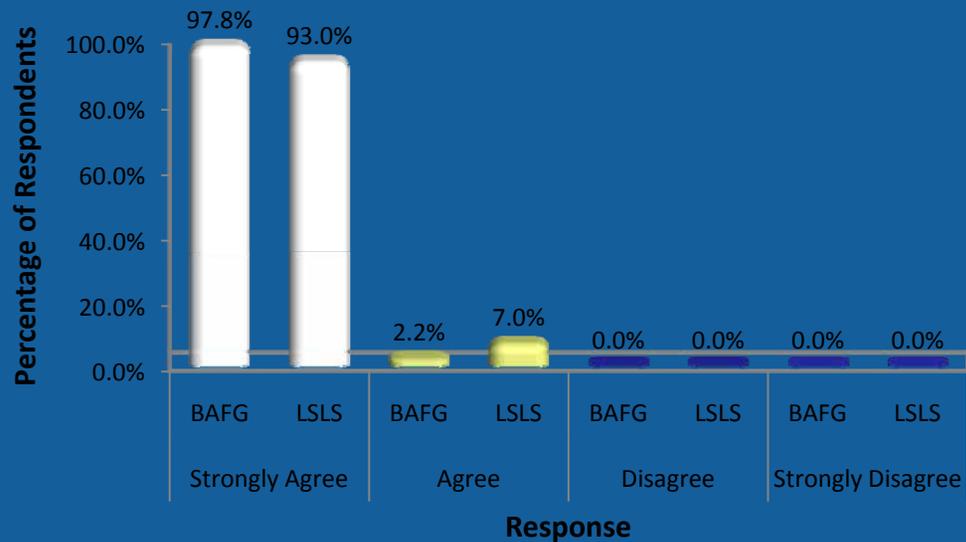
Goal 1: 90% of teachers would agree that programs enriched or reinforced students' knowledge

The Classroom Program Enriched or Reinforced My Students' Knowledge (n=92 teachers)

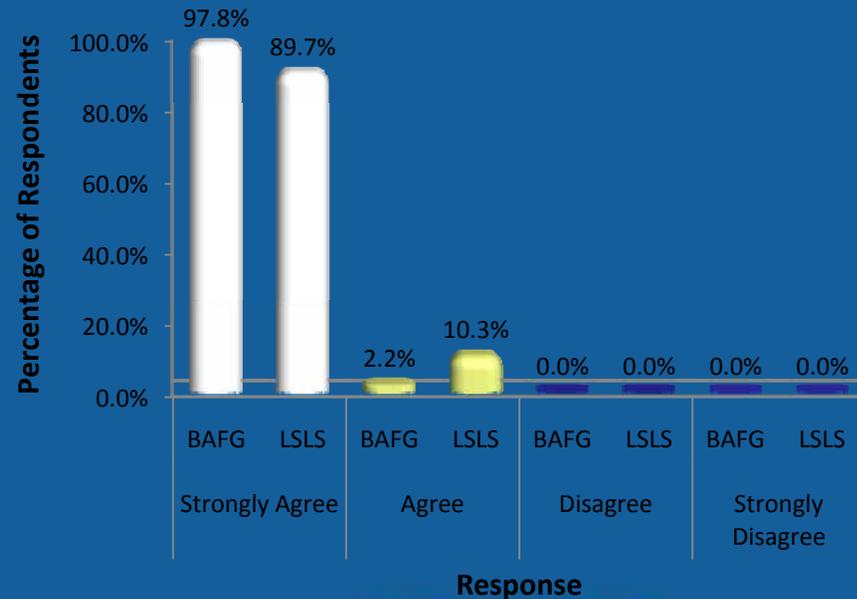




The classroom material was appropriate for my students' learning level.
 [n=92 BAFG; n=57 LSLS]



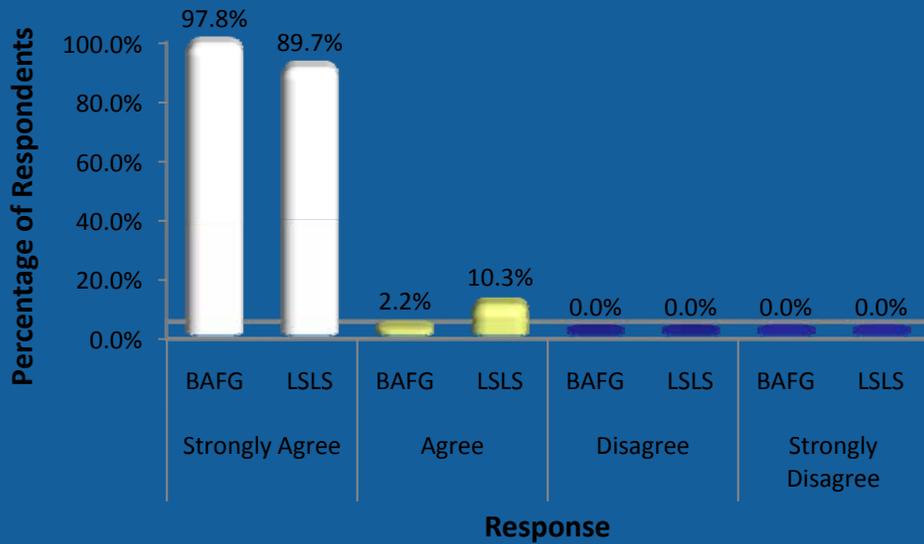
The classroom program was engaging.
 [n=93 BAFG; n=58 LSLS]





The classroom program met my academic expectations.

[n=92 BAFG; n=58 LSLS]

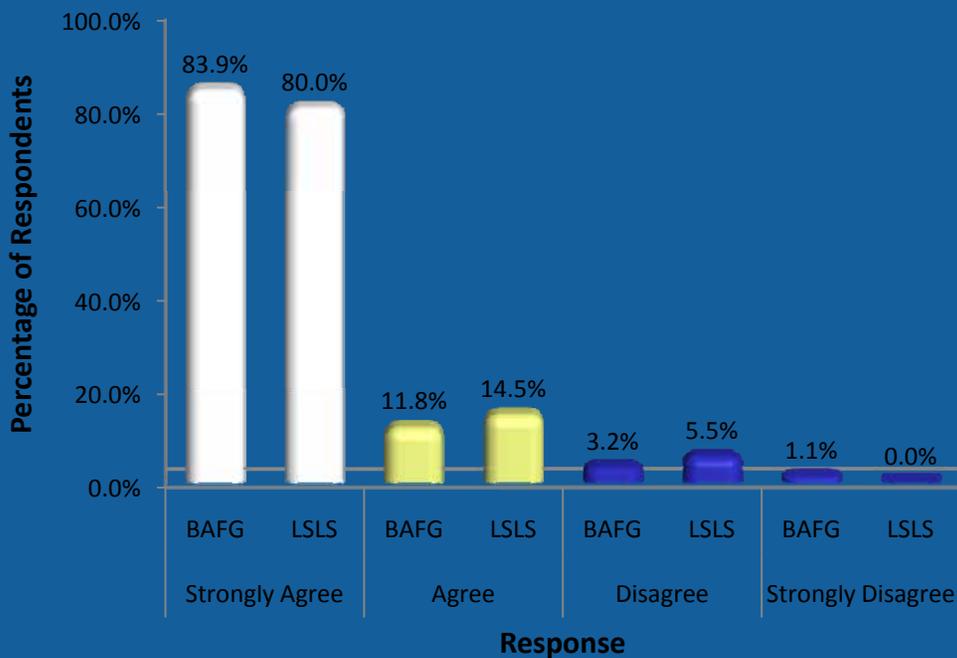


I will recommend HealthWorks! to others.

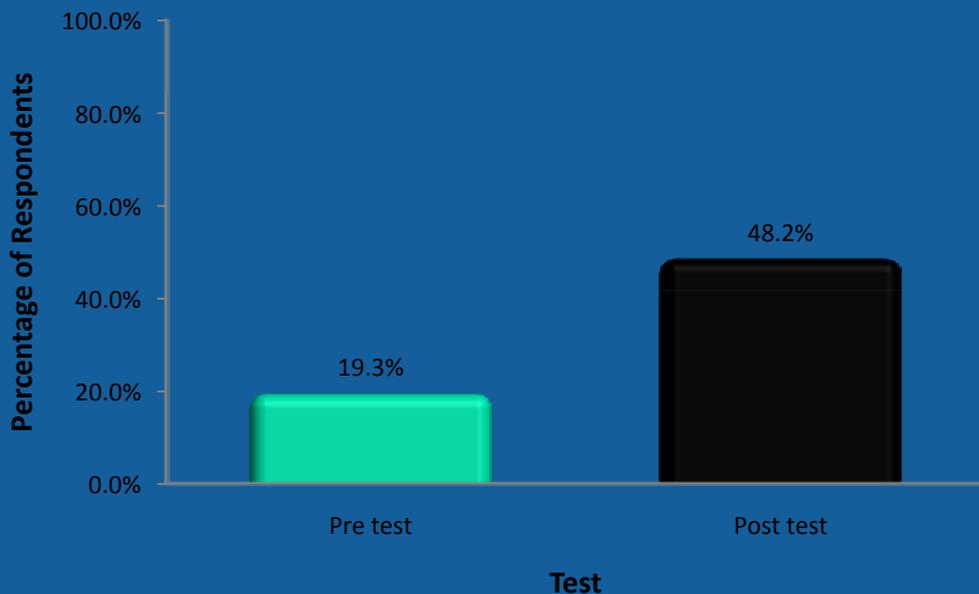
[n=96 BAFG; n=58 LSLS]



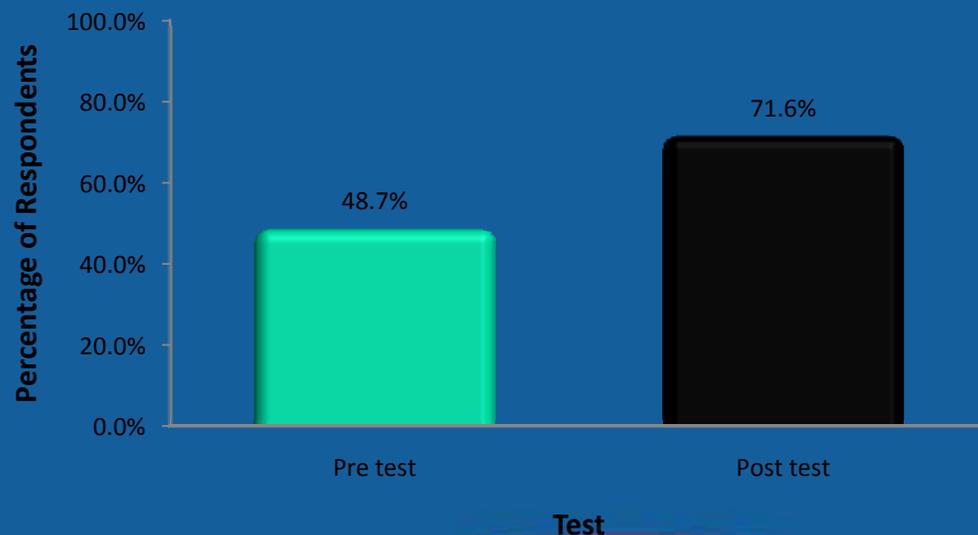
I learned something new at HealthWorks!
[n=93 BAFG; n=55 LSLS]



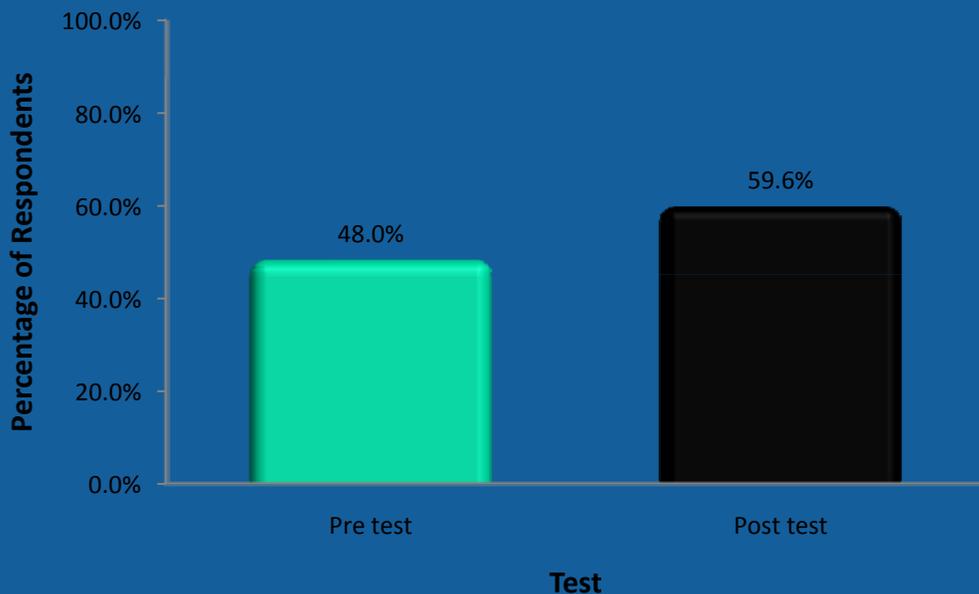
A calorie is a measurement of how much energy is in food. [n=394]



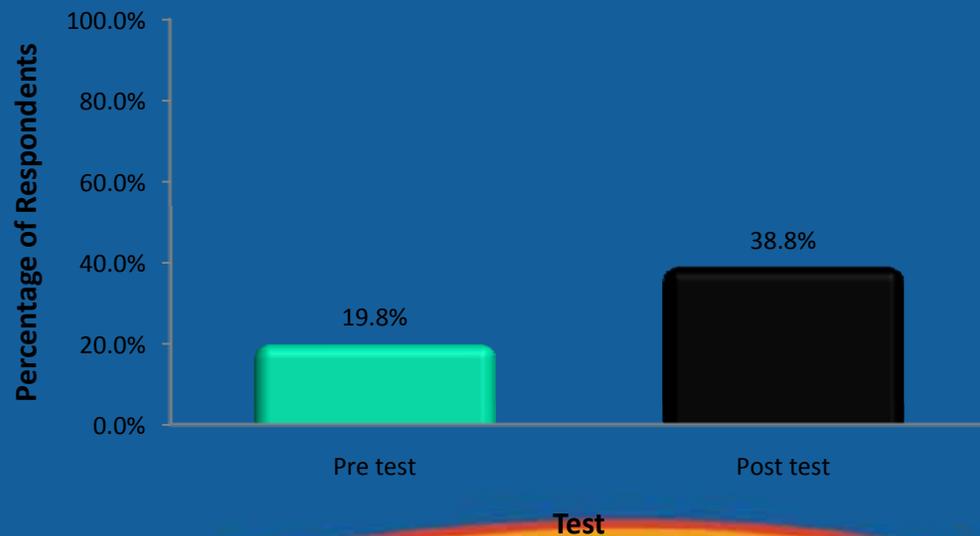
Which of these foods would give you energy for the longest amount of time?
Peanuts [n=394]



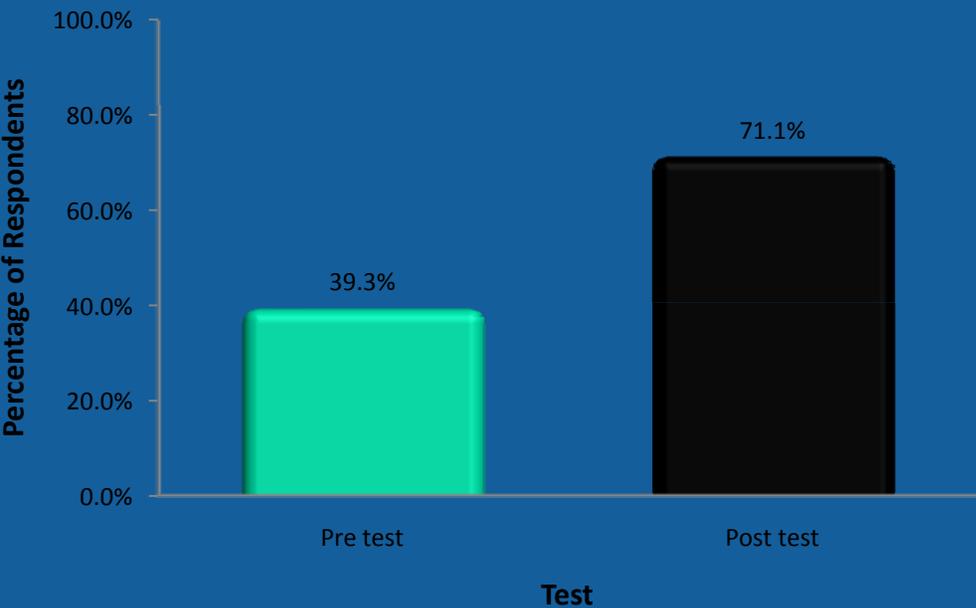
How often should you exercise? 5-7 days each week [n=394]



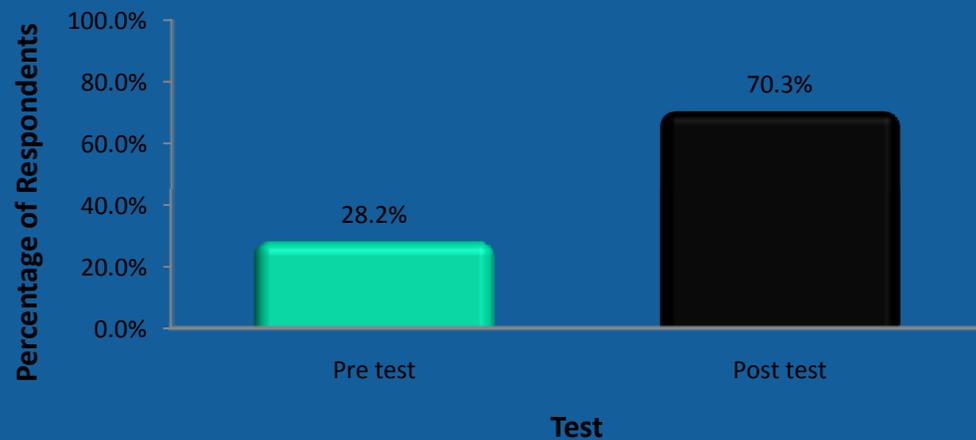
A person should eat a at least 5 servings of fruits and vegetables every day (total fruits + vegetables) [n=394]



One serving of butter should be about the size of the tip of your thumb. [n=394]



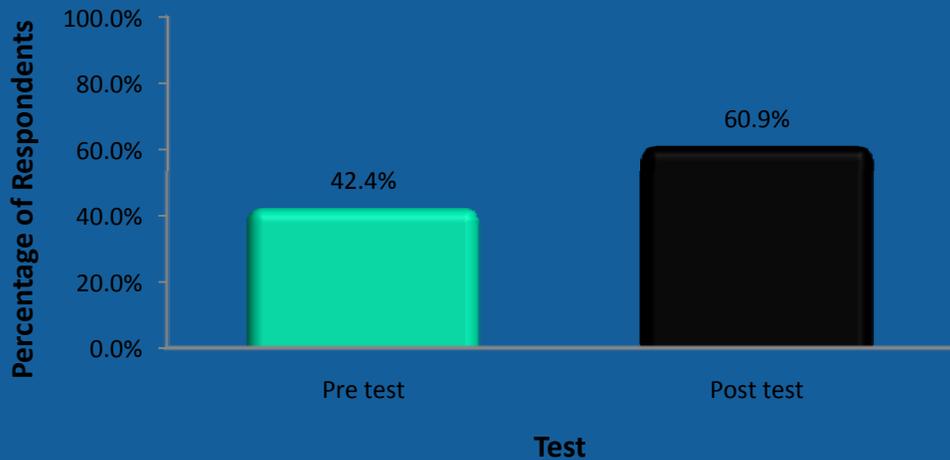
When choosing fruits and vegetables to eat, be sure to choose many different colors. [n=394]



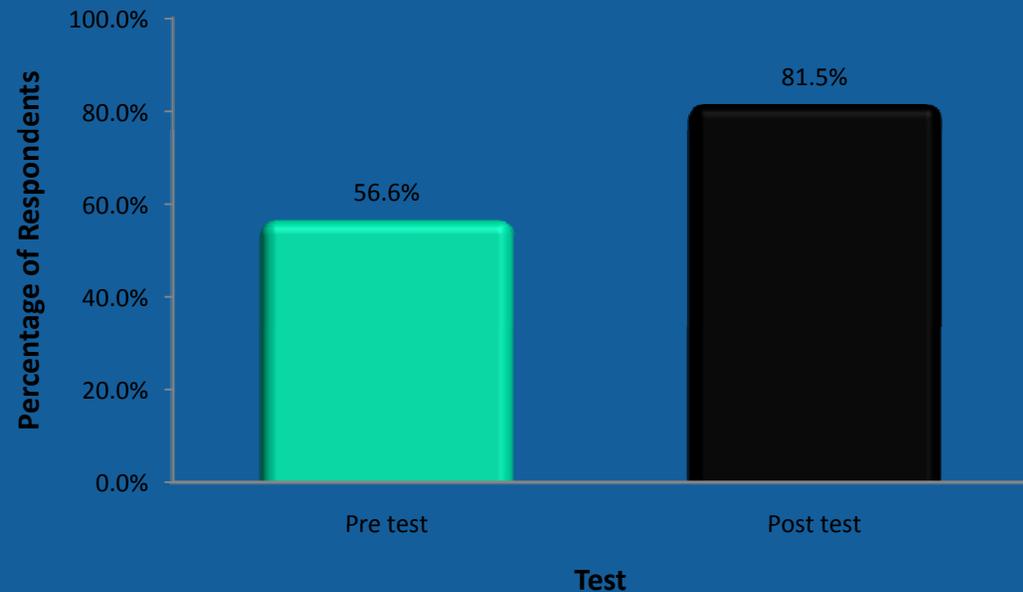


Which part of the food label tells you how much ENERGY is in the lunch meat?

Calories
[n=394]



Circle ALL of the drinks below that contain sugar. Sports drinks [n=394]



Question (<u>with correct answer underlined</u>)	Pre test	Post test	T-test
If you ate 1 serving of the lunch meat, how many slices would you have eaten? <u>3 slices</u>	46.3%	52.5%	
If you ate 1 serving of the lunch meat, how many calories would you have eaten? <u>60 calories</u>	43.3%	54.7%	***
If you ate the entire container of lunch meat, how many servings would you have eaten? <u>5 servings</u>	43.1%	52.7%	***
Which part of the food label tells you how much ENERGY is in the lunch meat? <u>Calories</u>	42.1%	60.9%	***

FOOD LABEL FOR LUNCH MEAT

Nutrition Facts
Serving Size 3 Slices (63g)
Servings Per Container 5

Amount Per Serving

Calories 60	Calories from Fat 10
--------------------	----------------------

	% Daily Value*
Total Fat 1g	2%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 25mg	8%
Sodium 570mg	24%
Total Carbohydrate 1g	0%
Sugars <1g	
Protein 10g	

Vitamin C 15%	Iron 2%
---------------	---------

Not a significant source of dietary fiber, vitamin A and calcium.
*Percent Daily Values are based on a 2,000 calorie diet.

A significantly higher percentage of students correctly interpreted various line items on a food label at post test compared to pre test (calories per serving, servings per container, and that calories show how much energy is in the item)

n = 404 students, ***p<.0017

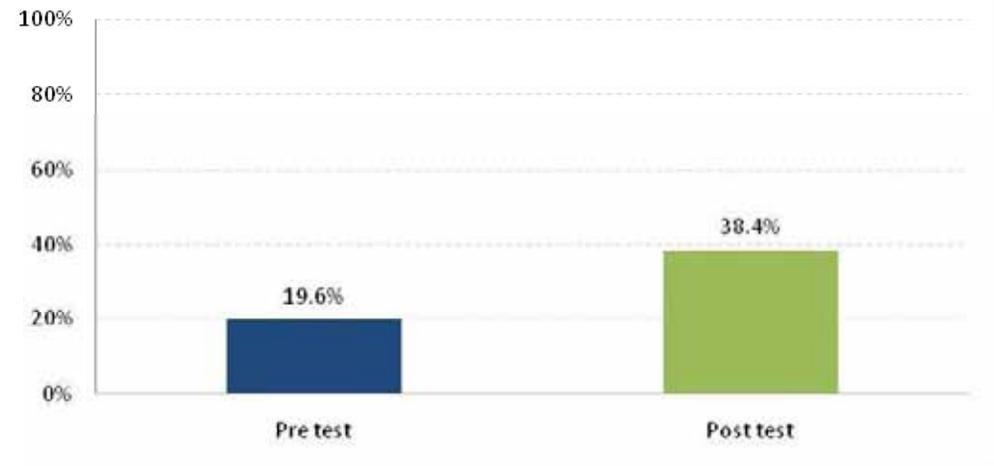
Other Key Findings

5 servings of
fruits and vegetables/day

(Pre: 19.6%; Post: 38.4%)

Consistent with other
surveys (potential for
impact)

A person should eat at least 5 servings of
fruits and vegetables every day (total fruits +
vegetables)



**The Center for MS Health Policy reports: when asked, "How many servings of fruits and vegetables should an individual eat, 18.3% adults and 15.3% youth answered correctly to 5 or more servings (Southward et al., 2009)."*

***According to the MS, 2009 HS Youth Risk Behavior Survey "78.8% of students ate fruits and vegetables less than 5 times per day (YRBS, 2009)."*



Mayor formed Healthy Tupelo Task Force to improve the quality of life of citizens by enacting initiatives to make Tupelo the healthiest city in Mississippi.

1. Work with schools to promote healthy initiatives.
2. Provide engaging physical fitness challenges for community.
3. Actualize walking/biking trails/sidewalks.
4. Submit a winning grant for BCBS Healthy Hometown Award.





HEALTH WORKS!

North Mississippi



Mayor's Marathon-Walk 26.2 miles during November.

HEALTHWORKS!

North Mississippi

TRIM DOWN, TONE UP
Tupelo
A friendly weight loss challenge where every body wins!

The rules are simple

- Participants have to lose 10 pounds or more up with every team.
- The registration fee for the challenge is \$200.00 per team.
- Weigh in **TOGETHER** at the City Hall on Monday, March 11, 2013 at 5:30 p.m.
- Participants have the opportunity to attend a weekly 15 minute educational session for the challenge on Mondays at City Hall from 7:00 a.m. - 7:30 p.m. on March 11, 18, 25, and 31.
- Weigh in **TOGETHER** again between 7:00 a.m. - 7:30 p.m. on Monday, March 18, at City Hall.
- The team who completes the weight loss challenge will receive a plaque and a certificate.



More than 150 teams signed on!

HEALTHWORKS!

North Mississippi



Community shed more than 4000 pounds!



Free Dance Lessons

Hoopelo in Tupelo

T'ai Chi Chih at Fairpark

3 Foot Law



Bicycle Lanes Downtown

Bike Helmet Giveaway





Healthy School Initiatives



Weekly scheduled events offer nutrition learning fun!



Healthy Hometown
Winners!





HEALTHY CHILDREN: HEALTHY COMMUNITIES



**One Small
Step at a
Time!**