



Community Grant Outcome Report

Name: Childhood Obesity Wellness Campaign

Grantee: Jefferson County Health Department

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Academic Partner: Paul Neary, MD, Clinical Associate Professor, Department of Pediatrics, UW SMPH; Fort Atkinson Memorial Hospital

Program: Development

Grant Duration: 03/01/2007 to 06/30/2008 (16 months)

Expenditures: \$38,167 of \$45,040 (85% expended)

Use of Funds: Pilot program

► **Description:** This project implemented programming in Head Start Centers in Jefferson County aimed at addressing childhood obesity, which is an identified county priority.

► **Results:** The project partners identified and implemented the "I am Moving, I am Learning" best practices curriculum in Jefferson County Head Start Centers during the 2007-2008 school year. In addition, the project promoted healthy food choices in the classroom through food labs. An education speaker was brought in to present to Head Start families, teachers and staff, and health, nutrition, and fitness elements were integrated into Family Fun Nights and Parent Pages newsletters.

Based on body mass index (BMI) data collected from Head Start participants, 23% of youth decreased their BMI between the fall and spring measurement points while 40% maintained their BMI. Head Start staff noted that children were more interested in new food choices, were more likely to take a healthier portion of food, and had more stamina for physical activity.

Significantly, 100% of Head Start parents surveyed reported that their child was more willing to try new foods at home and was more involved in physical

activity at school. In addition, 90% stated that they believed their child benefitted from the obesity prevention program.

► **Met Objectives:** Project completed

► **Baseline Progress on State Health Plan Objectives:** Not measured

► **Academic Partner Role:** Assisted with curriculum development and modification. Also distributed obesity prevention and nutritional information to patients as part of the community outreach portion of the project.

► **Matched Dollars (cash or in-kind):** \$9,537

► **Dissemination:**

- A best practices manual on preventing childhood obesity was distributed to childcare providers across the county
- County-Wide Family Night & county-wide resource fairs
- Program evaluation was distributed to key stakeholders in the community

► **Sustained:** The Head Start Programs of Jefferson County have permanently adopted the program, integrating all components into the daily curriculum.