



2011 IMPACTS: Food, Nutrition, and Health (FNH) Spire

The FNH Spire is focused on improving the nutrition, food safety, and physical activity outcomes in Nebraska's youth and adults. In 2011, the FNH Spire reached approximately 24,000 youth and 19,000 adults for a total of 43,000 Nebraskans.

Defining the Situation

- In Nebraska, over \$454 million dollars are spent annually on medical costs associated with adult obesity. Obesity and physical inactivity are risk factors for heart disease and stroke, diabetes, and some cancers. In Nebraska, overweight and obesity affect 65% of adults and 33% of youth.
- Foodborne illness creates an enormous social and economic burden on communities and health systems. In the United States diseases caused by major pathogens alone are estimated to cost up to \$35 billion annually in medical costs and lost productivity.

Working Toward Solutions

Creating healthier eating patterns, increasing physical activity levels, improving financial health, and reducing foodborne illness are top priorities to reach the ultimate goal of improving health and reducing social and economic costs for Nebraskans.

- **Reaching participants:** Methods include one-on-one education, group settings, on-line programs, social media, web page development, and apps.
- **Collaborations:** Multi-state research groups, Health and Human Services, health departments, USDA, Department of Education, Community Action Partnerships, Action for Healthy Kids, Restaurant Associations, and senior programs.

Changing and Influencing Behavior of Program Participants:

Food Safety

•Goals:

- Decrease risk of foodborne illnesses
- Increase knowledge and implementation of safe food handling practices

•2011 Results:

- Reached 1,900 youth and 3,400 adults
- 40% of adults and 78% of youth improved food safety practices
- Adults increased knowledge of proper cooling methods by 39% and minimum cooking temperatures by 27%

Nutrition & Health for Youth

•Goals:

- Consume foods that match MyPyramid guidelines
- Increase physical activity (60 minutes or more each day)

•2011 Results:

- Reached 24,000 youth
- 70% reported increased knowledge of food groups and eating a variety of foods
- 75% reported being physically active every day or most days of the week

Nutrition & Health for Adults

•Goals:

- Increase healthier eating practices
- Increase physical activity (30 minutes or more each day)
- Improve financial health

•2011 Results:

- Reached 19,000 adults
- 86% reported improved nutrition practices
- 60% reported 30 minutes or more of physical activity daily
- 80% reported improved financial practices

Public Value

Adults involved in UNL Extension programming will change their personal habits to improve their physical and financial health, which reduces public health care costs and stabilizes the economy.

Youth in nutrition and health programming will be more active and make healthier food choices, leading to a lower risk for disease and illness, which will eventually lead to lower long term medical costs for families and communities.

Food safety program participants involved in food service establishments will adopt safe food handling practices which will benefit community members by reducing foodborne illness and associated health care costs.



Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska-Lincoln cooperating with the Counties and the United States Department of Agriculture.

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Food Safety Quote

"This is so helpful. Everyone should get it! Thanks to the creators for taking the time to protect our health."

"4-Day Throw Away" App User

Youth Programming Quote

"After we learned about the five food groups, I went home and told my mom about them. She cooked us supper with lots of healthy fruits and vegetables and I got to help her!"

*Nutrition Education Program (NEP)
Participant*

Adult Programming Quote

"This is an awesome resource to use personally, professionally and to share with others, not just in my presentations. Thank you for this easy to use, and safe to recommend site!"

Food.unl.edu User



The "4-Day Throw Away" application software (app) features hundreds of individual food items, storage recommendations, reheating instructions and special considerations.

The app also gives information on related foodborne illnesses, with details on symptoms, duration, complications and prevention.

The first nine months of the campaign resulted in 1,924 actual users and 6,429 total sessions. There were a total of 3,804 pageviews, 8,845 video views on YouTube, 18,914 post views for Facebook and 48 followers on Twitter. Users were identified as 80% female, of which 60% were between 18-44 years old.

UNL Extension offered "5-4-3-2-1- Go!" statewide and reached approximately 1300 youth (K-6th grade) in 2011.

5 - servings of fruits and vegetables focused on getting youth excited about healthy snacks

4 - glasses of water daily was encouraged through a water relay

3 - servings of low-fat dairy were reinforced by a bone building relay and calcium match game

2 - hours or less of screen time was promoted through being more active

1 - full hour to get moving got youth active through a mini triathlon

Go! - For a healthier you was reinforced throughout all activities

The UNL Extension food website is the only university website of its type nationally connecting all the food-related areas of a university on one "umbrella" website.

Over 800,000 pageviews from 199 countries and territories, including all 50 states, occurred during its first year. Educational materials were downloaded over 500,000 times.

Materials are designed to address food-related issues of interest to the general adult population as well as educators and professionals. Educational materials include newsletters, blogs, podcasts, calendar of events, videos, Web articles, PowerPoints, handouts, posters, and access to subject matter experts.

Additional Information and Links:

- Check out the FNH Spire web page for more documents and contact information at: <http://www.extension.unl.edu/progfocus/actionteam-food-nutrition-and-health>
 - For more food, nutrition, and health topics in a variety of formats check out <http://food.unl.edu>
 - Apps from UNL Extension: <http://real.unl.edu/iOS/SnackPlanet/> and <http://www.4daythrowaway.org/>
- Action Team Leaders: Lisa Franzen-Castle (lfranz2@unl.edu), Jean Ann Fischer (jfischer6@unl.edu), Jessye Goertz (jgoertz1@unl.edu), and Patricia Jones (pjones4@unl.edu)