

LIVE WELL IN ALABAMA

Annual Report

ALABAMA EXTENSION @ AUBURN UNIVERSITY

LIVE WELL IN COMMUNITIES

Positive changes spread across Alabama for a healthier culture.

LIVE WELL IN SCHOOLS

Direct education and policy, systems, and environmental changes move youth and parents toward better health.

LIVE WELL ALABAMA

Social marketing connects Alabamians in meaningful ways.



SUPPLEMENTAL NUTRITION
ASSISTANCE PROGRAM—EDUCATION

LIVE WELL IN ALABAMA

ALABAMA EXTENSION @ AUBURN UNIVERSITY

**FY
17**
Annual Report

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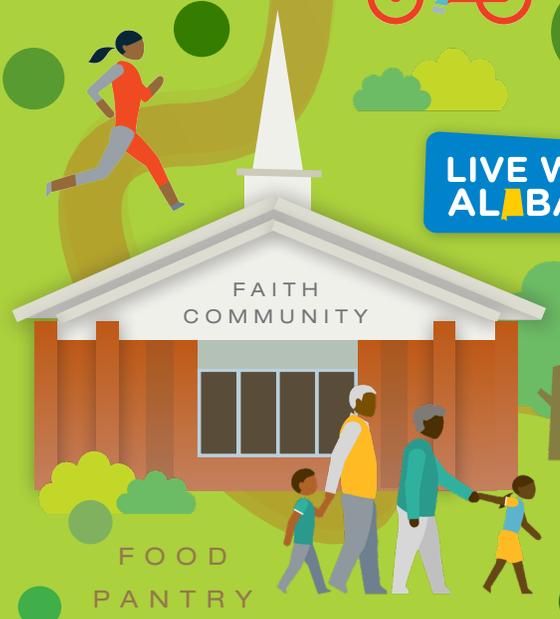
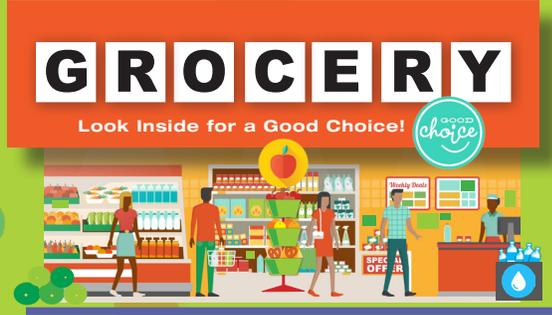
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FOREWORD

LIVE WELL IN ALABAMA

Alabama Extension at Auburn University Supplemental Nutrition Assistance Program–Education (SNAP-Ed) uses an evidence-based, comprehensive, multi-level approach to create a healthy population. In other words, SNAP-Ed helps residents Live Well in Alabama. To accomplish this mission, SNAP-Ed educators use the components of direct education of individuals coupled with policy, systems, and environmental changes and social marketing. As a result, this approach moves populations toward healthy choices and ultimately changes a culture, making it easier for Alabamians to live well.

Components to a Comprehensive, Multi-level Approach

DIRECT EDUCATION—Nutrition and physical activity instruction

- Conducted and evaluated Body Quest, a third-grade obesity prevention initiative
- Launched Live Well Faith Communities, a faith community healthy living curriculum

POLICY—A written statement involving passing laws

- Improved farmers market hours of operation
- Eliminated fried foods in faith community meals
- Expanded lunch hours for summer meals

SYSTEMS—Processes and procedures within an organization

- Improved buying practices of convenience stores for healthy foods and beverages
- Facilitated donations of fresh fruits and vegetables at food pantries
- Promoted gleaning at gardens to make fresh fruits and vegetables available at food pantries

ENVIRONMENT—Physical space where people live

- Increased shelf space for healthy foods and beverages in grocery stores
- Initiated, reinvigorated, and sustained edible gardens

PROMOTION—A marketing strategy to increase appeal

- Provided recipe demonstrations and tastings in food pantries
- Expanded the Good Choice initiative, a partnership with the Alabama Department of Public Health and SNAP-Ed, to promote healthy foods and beverages in food retail outlets
- Launched Body Quest marketing campaign in school cafeterias

SOCIAL MARKETING—A collection of campaigns using a variety of media

- Placed billboards to target SNAP-Ed–eligible Alabamians with healthy eating and activity messages
- Launched Live Well Alabama, Alabama Extension at Auburn University's SNAP-Ed social media campaign
- Used text messaging to motivate parents of Body Quest third graders

GLOSSARY

SNAP-Ed

Supplemental Nutrition Assistance Program–Education (SNAP-Ed) aims to improve the likelihood that people eligible for SNAP will make healthy food choices with a limited budget and choose physically active lifestyles consistent with the *Dietary Guidelines for Americans* and USDA food guidance. To achieve this goal, SNAP-Ed couples direct education with policy, systems, and environmental changes to increase healthy food choices and physical activity of the SNAP target audience. SNAP-Ed is funded by USDA's Supplemental Nutrition Assistance Program–SNAP.

ALProHealth

Alabama Preventing and Reducing Obesity: Helping to Engage Alabamians for Long-Term Health (ALProHealth) aims to prevent and reduce obesity by supporting community coalitions that focus on health and wellness in 14 Alabama counties with adult obesity rates of greater than 40%. ALProHealth engages with community coalitions to implement and evaluate strategies to decrease obesity by igniting grassroots behavioral, environmental, systems, and policy changes. ALProHealth is funded by the Centers for Disease Control and Prevention.

Body Quest

Body Quest is an innovative childhood obesity prevention initiative that empowers third graders and their parents to make healthy choices. The statewide effort by Alabama Extension at Auburn University SNAP-Ed employs a combination of theory-driven classroom instruction, technology, and evidence-based approaches to prevent and reduce childhood obesity.

Good Choice

Good Choice is a partnership between Alabama Department of Public Health and Alabama Extension at Auburn University SNAP-Ed to promote healthier items with point-of-decision prompts. Good Choice initially was used in vending machines by ADPH. Alabama Extension at Auburn University SNAP-Ed expanded it to convenience stores, grocery stores, and backpack programs.

Live Well Alabama

Live Well Alabama is a social marketing initiative to reach the SNAP target audience through various delivery channels such as social media, outdoor advertising, and text messaging. The goal of Live Well Alabama is to help integrate SNAP-Ed resources into the home environment in an effort to increase awareness of better food and drink choices as well as increase motivation for daily physical activity.



Snapshot of a Day Live Well in Alabama

Third grader Lauren hops on the school bus at 7:00 a.m. to get to ABC Elementary School in rural Alabama. On the way, she spots a colorful SNAP-Ed billboard with the message to Move More.

At school, she goes to the cafeteria to pick up breakfast. She notices on the serving line SNAP-Ed Body Quest characters promoting fruits and vegetables.

WALK. Miss Kennedy, a SNAP-Ed educator, teaches Lauren’s third-grade Body Quest class how to eat better, move more, and make healthy changes. During each lesson, Lauren samples vegetables; cherry tomatoes and slices of raw zucchini are on today’s menu. At the end of the day’s lesson, Lauren is excited to receive a SNAP-Ed pedometer, which reminds her of the Move More billboard. To get more physical activity, Miss Kennedy got approval from the principal to allow students to walk the long way to the cafeteria.

EDUCATE. Early in the afternoon, Grandma, Lauren’s grandmother who lives with her family, drives to the local faith community for a nutrition and physical activity education class also taught by Miss Kennedy. On the way, Grandma notices the Move More SNAP-Ed billboard. Miss Kennedy talks to the class about the Move More billboard and its goal to get people moving. Last week, each faith community member received a SNAP-Ed pedometer. Since receiving it, Grandma has walked 10,000 steps every day.

ENCOURAGE. As part of the faith community classes, members are encouraged by Miss Kennedy to identify policy, systems, and environmental changes to support the direct education classes. Members decided to implement a new policy stating that fried foods and sweet tea will not be served at faith community events. The policy was even printed in last week’s bulletin.

FRESH. Because a member donated a refrigerator to the faith community food pantry, the food pantry now allows donations of fresh fruits and vegetables. Grandma volunteers at the food pantry today and distributes the abundance of tomatoes and zucchini. A Live Well Alabama recipe, Skillet Spaghetti, is given to food pantry patrons. This recipe shows ways to use tomatoes and zucchini in a recipe.

TASTING. As Lauren gets off the school bus, she is met by Grandma. They talk about their day as they walk home. Lauren tells Grandma about the Body Quest class, tasting tomatoes and zucchini, and being allowed to take the long way to the cafeteria to get extra steps on the pedometer. Grandma shows Lauren that she has the same SNAP-Ed pedometer. They compare how many steps each has taken so far today and decide to walk after supper.

MARKET. When they get home, Grandma shows Lauren the SNAP-Ed recipe for Skillet Spaghetti, and they decide to try it tonight because tomatoes and zucchini are in season. Lauren calls her mom and asks her to purchase two zucchinis from the new farmers market on her way home from work. Lauren and Grandma get all of the ingredients ready to make the Skillet Spaghetti so when mom comes home with the zucchini, they can quickly prepare the recipe.

HAPPY. While cleaning the kitchen after the meal, Grandma, Lauren, and her mom talk about how easy it was to “hide” the zucchini in the Skillet Spaghetti and how they did not even taste it. They are happy knowing they had prepared something healthy to eat and had created memories preparing food together. They then take a quick walk. As they are walking, they decide that it is not too difficult to eat better and move more.

**Live Well Alabama:
Eat Better, Move More,
Make a Change.**

Live Well in Communities

The number of improvements that Alabama Extension at Auburn University SNAP-Ed supported in FY17 will ensure that Alabama residents can live well in their communities.

SNAP-Ed facilitated local and state policy changes, systems changes, environmental improvements, and promotional efforts to make it easier for individuals with limited resources to choose healthy foods, healthy beverages, and physically active lifestyles. In FY17, 33 SNAP-Ed educators fostered almost 300 improvements in 49 counties reaching more than 22,000 residents throughout Alabama by collaborating with local, state, and national leaders and stakeholders.

SNAP-Ed efforts in Alabama continue to grow and overlap. The pockets of healthy change will eventually cover the state leading to a culture shift.

6
36
53
84
103
11

improvements in **5 parks and trails** in **2 counties** reaching more than **300** residents

improvements in **11 food retail outlets** in **8 counties** reaching almost **8,000** residents

improvements in **27 gardens** in **20 counties** reaching more than **4,000** residents

improvements in **38 farmers markets** in **32 counties** reaching more than **6,000** residents

improvements in **36 emergency food assistance sites** in **28 counties** reaching more than **3,250** residents

improvements in **7 faith communities** in **6 counties** reaching more than **800** residents

Parks and Trails

Our state is known as Alabama the Beautiful for a reason. Alabama has a remarkably diverse landscape from sun-drenched shores to forested coves and mountains. SNAP-Ed educators partnered with numerous parks and trails in FY17 to make exploring the great outdoors even more exciting.

- Environmental improvements enhanced physical activity facilities.
- Promotional efforts advertised physical activity opportunities.

Congressional District 6 Highlight

Bibb County with its rich landscape offers the perfect place for any outdoor adventure. SNAP-Ed educator Lisa McCullough partnered with CDC ALProHealth, the City of Centreville, the City of Brent, and Bibb Medical Center to make outdoor adventures safer and more accommodating. Installation of lighting at the Cahaba Walking Trail expanded the number of hours Centreville residents can be active on this trail. The addition of outdoor exercise equipment at the City of Brent Walking Track accompanies the walking track and playground equipment already available for physical activity options. Another opportunity available to Bibb County residents is the newly installed walking track at Bibb Medical Center. SNAP-Ed is committed to supporting and promoting physical activity in Bibb County and beyond.



Healthier Retail

Alabama shoppers have an easier time choosing healthy items because of the support SNAP-Ed educators provided to 11 stores. Local champions, or owners/managers, of grocery stores, convenience stores, and school stores made 36 improvements reaching almost 8,000 residents each day.

- Systems changes improved buying practices to increase inventory of healthy foods and beverages.
- Environmental improvements increased shelf space and improved placement of healthy foods and beverages, and, in partnership with the CDC ALProHealth, improved facilities for stocking healthy items.
- Promotional efforts in food retail provided recipe demonstrations, tastings, and signage and expanded the Good Choice initiative, a partnership with the Alabama Department of Public Health and SNAP-Ed.

The contents of Alabama's shopping carts look healthier because SNAP-Ed helps food retailers improve choices in stores.

Congressional District 3 Highlight

Family Foods and Piggly Wiggly in Tuskegee are making it easier for more than 3,000 Macon County residents to live well. SNAP-Ed educator Dominguez Hurry partnered with Expanded Food and Nutrition Education Program (EFNEP) and CDC ALProHealth to implement an evidence-based, three-pronged model to support these grocery stores in making changes to procurement practices, product placement, and promotional activities. SNAP-Ed also supported implementation of Alabama Department of Public Health's Good Choice initiative that identifies healthy choices and prompts individuals to choose these items. For example, prepackaged, fresh cut fruit was added to the inventory and moved to a high-traffic area in one store. Signs, stickers, and educational information were placed at the point-of-purchase for these items and many other healthy options. Additional changes included installation of a cooler wrapped in the Good Choice logo to hold the prepackaged, fresh cut fruit and other chilled items. Because of its success, this model has been replicated in more stores with continued expansion planned.



Gardens

Alabama youth and adults are taking control of what shows up on their lunch menus and dinner plates by growing their own fruits and vegetables. SNAP-Ed educators supported establishment, reinvigoration, or sustainability of 27 school and community gardens making fresh fruits and vegetables available to more than 4,000 Alabama residents.

- Systems changes meant processes at food pantries, hospitals, and schools were adjusted to allow acceptance of fresh, local produce from gardens.
- Environmental improvements enhanced row-based, raised bed, hoop house, and container gardening practices. Small tools and other supplies were also provided.
- Promotional efforts provided recipe demonstrations, tastings, and informative materials to encourage use of fresh fruits and vegetables grown in the gardens.

Eating vegetables has never been easier. Alabamians can now pick their dinner from community gardens.

Congressional Districts 1 and 2 Highlights

Gardens are sprouting in communities, early childcare centers, and schools throughout Alabama.

Bullock County SNAP-Ed educator Dominguez Hurry partnered with Tuskegee University Extension, Bonnie Plant Farm, and other Alabama Extension personnel to establish and sustain three community gardens. Ten volunteers cultivated these row gardens to produce a variety of greens, cucumbers, okra, peppers, squash, tomatoes, and watermelon for 150 Bullock County residents during spring, summer, and fall seasons.

Even the youngest in Alabama are learning about fresh fruits and vegetables using edible gardens. Mobile County SNAP-Ed educator Kathleen Sharp partnered with East Coast Migrant Head Start, Feeding the Gulf Coast, and Home Depot to establish three raised bed summer and fall gardens. More than 25 preschoolers and their families tend to cucumbers, squash, tomatoes, peppers, and basil for on-site tastings and recipes at home.

Monroe County SNAP-Ed educator Carolyn Rothschild partnered with J. F. Shields High School in Beatrice to establish and maintain 8 raised bed gardens producing greens, cabbage, onions, and strawberries throughout the year. About 100 school and community members share the harvest.

Gardens play a role in not only increasing access to fresh fruits and vegetables but also in increasing physical activity, community cohesion, and intergenerational learning.

Students at J. F. Shields High School and community members in Beatrice partnered with SNAP-Ed educator Carolyn Rothschild to plant, tend, harvest, and enjoy produce from a school garden.



Farmers Markets

SNAP-Ed increased revenue for Alabama farmers at 38 farmers markets, positively affected economic development of 32 counties, and increased availability of fruits and vegetables for 6,275 residents.

- Policy changes improved days and hours of operation to make farmers markets more convenient for local residents.
- Systems changes expanded public transportation routes to farmers markets, began a coupon initiative, and promoted acceptance of SNAP EBT payment for produce.
- Environmental improvements supported facility upgrades through partnership with CDC ALProHealth.
- Promotional efforts provided recipe demonstrations, tastings, and signage.

Demand for fresh fruits and vegetables from Alabama farmers is reaching new heights.

Congressional Districts 4 and 7 Highlights

Farmers markets are increasing farmers revenue and stimulating community development throughout Alabama.

SNAP-Ed educator Erin Reznicek partnered with numerous public and private organizations to establish a new farmers market in Aliceville. The Aliceville Community Coalition, organized by CDC ALProHealth, worked alongside these public and private partners to construct the McKinzey Pavilion in the heart of the city. The SNAP-Ed educator played a major role in determining operations of the market, recruiting vendors, and encouraging vendors to accept SNAP EBT as payment for produce. The Aliceville Farmers Market launched in summer 2017 with eight vendors serving approximately 100 customers per market.

SNAP-Ed educator Annette Casteel partnered with numerous public and private organizations to establish a Veggie Bucks Program. The first 25 Winston County residents who walked 30 miles in 30 days received \$30 to spend at the Haleyville Farmers Market. Farmers sold an additional \$450 in produce, and Winston County residents consumed more fruits and vegetables thanks to this innovative program developed and implemented by Winston County Health Coalition.

Aliceville Health Coalition, organized by CDC ALProHealth, launched the Aliceville Farmers Market in FY17 with support from many partnering organizations.



Emergency Food Assistance Sites

With the help of SNAP-Ed, more than 35 emergency food assistance sites combat hunger with healthy foods. Through partnerships with local champions, more than 3,250 residents received healthy foods during times of need.

- Policy changes improved serving times for summer meals to increase participation in summer feeding programs.
- Systems changes expanded public transportation routes to food pantries, adjusted donation rules at food pantries to allow and encourage fresh produce, and adjusted donation rules with backpack programs to encourage healthy foods.
- Environmental improvements increased shelf space for healthy foods and beverages; established, reinvigorated, or sustained edible gardens to increase availability of fresh produce at food pantries; and, in partnership with CDC ALProHealth, improved facilities for stocking fresh produce.
- Promotional efforts provided recipe demonstrations, tastings, and distribution prompts.

Live Well Alabama recipes created a demand for vegetables at Alabama food pantries.

Congressional Districts 4 and 5 Highlights

Emergency Food Assistance Sites are serving healthy alternatives in a more convenient way because of partnerships with SNAP-Ed.

Lauderdale County SNAP-Ed educator Meagan Taylor serves on the board of The HELP Center, an emergency food assistance site serving 200 Lauderdale County residents each month. In this role, she not only facilitated changes to allow fresh produce donations at the food pantry but also developed partnerships with local gardens to increase the amount of fresh produce donated to The HELP Center. During summer 2017, these local gardens donated 100 pounds of fresh produce for distribution at the food pantry. Meagan also worked alongside the Northwest Alabama Council of Local Governments' Public Transit Program to provide pricing and route information to help food pantry clients make transportation plans to and from the food pantry.

Inner City Ministries, a Fayette County nonprofit formed by a local faith community, and other community champions launched a summer feeding site for 20 youth in FY16. Fayette County SNAP-Ed educator Jenna Mayfield provided regular technical assistance to organizers and nutrition education to youth. Programming expanded in its second year (FY17) to 40 youth and included breakfast, snack, lunch, and physical activity as well as transportation to the site. Partners included Inner City Ministries, SNAP-Ed, local firefighters and police officers, Alabama Extension 4-H, and Tombigbee Resource Conservation and Development. Fayette County youth can eat better and move more because of this comprehensive summer camp experience.

Recipe cards along with fresh produce allow The HELP Center in Lauderdale County to combat hunger with healthy foods.



103

improvements

- 16 systems changes
- 13 environmental improvements
- 73 promotional efforts

36

emergency food assistance sites

- 31 food pantries
- 2 summer feeding sites
- 1 after school feeding site
- 1 backpack program
- 1 tribal food distribution program

28

counties

3,257

people



Faith Communities

SNAP-Ed educators launched a new initiative in FY17 in partnership with seven Alabama faith communities serving almost 850 members. Live Well Faith Communities provides a nine-lesson direct education series on healthy eating and active living and supports the faith community for at least one year in implementing positive changes that make living well easier.

- Policy changes eliminated fried foods and sweet tea at congregational meals and ensured water availability at every congregational meal.
- Systems changes promoted availability of a healthy option for each element of a congregational meal—entrée, sides, dessert, and beverage.
- Environmental improvements established, reinvigorated, or sustained edible gardens.
- Promotional efforts encouraged healthy selections at congregational meals and provided recipe demonstrations, tastings, and informational materials to faith community members.

Positive nutrition and physical activity changes happen daily through grassroots efforts at faith communities influenced by SNAP-Ed.

Congressional District 3 Highlight

Pastor Christopher Todd with New Home Missionary Baptist Church in Coosa County is leading the way for faith community members to live well. In its first year in Live Well Faith Communities, New Home Missionary Baptist Church has already made tremendous strides.

SNAP-Ed and other Alabama Extension personnel worked together to implement the nine lessons in Live Well Faith Communities with 20 faith community members. As part of this year-long initiative, New Home Missionary Baptist Church established a policy to eliminate fried foods and sweet tea from congregational meal offerings. In partnership with CDC ALProHealth, the addition of strength training equipment expanded physical activity opportunities for members and the surrounding community. Increased capacity for food storage also expanded the variety of foods New Home Missionary Baptist Church offers to 786 families through its monthly food assistance program. This faith community is becoming an inspiration for Coosa County's quest to make the healthy choice the easy choice for all residents.



New Home Missionary Baptist Church members in Coosa County prepare a new recipe as a part of Live Well Faith Communities.

Learn more at <https://www.youtube.com/watch?v=fLQdLCWdID8>.





Live Well in Communities

A Partnership with CDC

Through a partnership with the Centers for Disease Control and Prevention and Alabama Extension, ALProHealth ignited grassroots efforts to transform the culture of rural Alabama. Alabama Preventing and Reducing Obesity: Helping to Engage Alabamians for Long-Term Health (ALProHealth) aims to prevent and reduce obesity by supporting community coalitions in creating healthier communities. The goal of CDC ALProHealth is to foster healthy lifestyles in **14** counties with adult obesity rates greater than 40%. A key aspect of community coalitions is the value-added of SNAP-Ed educators. The long-standing, respected county relationships these educators bring to the coalitions has propelled this initiative. Learn more about the CDC partnership at <https://www.youtube.com/watch?v=5JqeG2CjzFU>.

Youth Initiatives

- Implemented Body Quest to empower 59 third graders and 51 parents
- Provided technical assistance on healthy, kid-friendly snacks and beverages to serve 95 youth participating in a community-wide Vacation Bible School
- Presented the CDC's Rethink Your Drink program to 95 youth in a community-wide Vacation Bible School

Parks and Trails

- Enhanced existing walking trail at Aliceville City Park with outdoor fitness equipment
- Partnered with City of Aliceville to enhance equipment at Aliceville City Park
- Installed additional lighting at Aliceville City Park

Faith Communities

- Partnered with West Alabama Food Bank to provide monthly food assistance to 280 families at Aliceville First United Methodist Church Food Pantry
- Purchased cooling units to increase capacity for food storage and expand variety of foods at Aliceville First United Methodist Church Food Pantry
- Provided families receiving assistance from Aliceville First United Methodist Church Food Pantry recipe demonstrations and information on how to prepare distributed foods



BIKE
PATHS

WALKING
TRAILS

GROCERY

Look Inside for a Good Choice!



Healthy Retail

- Adopted the Good Choice initiative, a partnership between the Alabama Department of Public Health and SNAP-Ed, to promote healthier items in a locally owned grocery store
- Provided technical assistance on product placement
- Provided signs and point-of-purchase displays



A Snapshot of Aliceville, Alabama

POP. 2,357



Pickens County

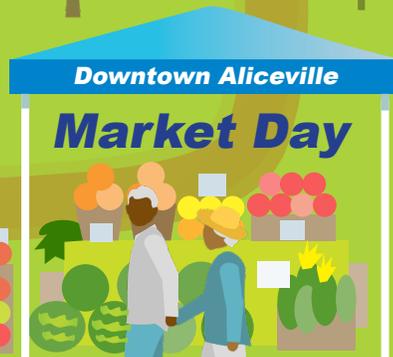


The Aliceville Community Coalition is comprised of 12 leaders who represent the City of Aliceville, Pickens County Chamber of Commerce, Alabama Power, The Westervelt Company, Alabama Extension, banks, faith communities, and community champions. Coalition members used needs assessment results to develop and implement strategies to increase access and appeal of healthy foods and physical activity opportunities.

It is becoming easier to be a healthy citizen in Aliceville!

Farmers Market

- Partnered with numerous public and private organizations to construct a pavilion near city hall for use as a farmers market
- Established the Aliceville Farmers Market with eight vendors serving approximately 100 customers per market
- Provided recipe demonstrations and tastings of seasonal produce



Live Well in Schools

In FY17, Alabama Extension at Auburn University SNAP-Ed reached more than 27,000 youth with exciting education about healthy eating and physical activity through school-based initiatives and after-school and summer programs. The flagship school-based initiative is Body Quest (BQ), a multi-level, comprehensive obesity prevention initiative, which empowers Alabama's youth to make healthier choices and engages parents in learning and behavior change alongside their children. Body Quest began as a theory-based, technology-driven curriculum for third graders and has evolved into a statewide movement helping Alabama's children and parents Live Well in Schools.

During the 2016–2017 school year, SNAP-Ed educators provided Body Quest to more than 5,000 third graders in 55 Alabama counties, 114 schools, and 338 classrooms. All schools were SNAP-Ed eligible with more than 50% of students receiving free

or reduced priced meals through the National School Lunch Program (NSLP). Classes included a mix of educator-led discussion, guided vegetable tasting experiences, and iPad app reinforcement lessons narrated by the animé-style Body Quest Warriors who possess superpowers from eating healthy foods. All curriculum materials were developed based on the Experiential Learning Theory to be behaviorally focused and developmentally appropriate. Learn more at www.LiveWellAlabama.com.

A statewide impact evaluation of BQ was conducted with schools randomly assigned to a treatment or control group. Both treatment and control groups participated in self-reported pre- and post-assessments. Treatment students and parents received an intervention between assessments. Control students and parents received delayed intervention after all assessments were completed.

Student assessments consisted of (1) daily food consumed offered through the NSLP during a one-week period and (2) multiple childhood obesity prevention predictors related to nutrition and physical activity. Parent assessments consisted of (1) multiple measures of behavior important to preventing obesity and improving the home nutrition and physical activity environment and (2) measures of acceptance and effectiveness of a texting program for education delivery. Data was analyzed using t-tests and chi-square tests.

BODY QUEST CHANGES BEHAVIOR

FRUIT AND VEGETABLE CONSUMPTION: At the end of BQ, treatment students ate more fruits and vegetables, ate a greater variety, and asked their parents to purchase fruits and vegetables more often compared to before BQ and compared to control students ($p < 0.001$).

BEVERAGE CONSUMPTION: At the end of BQ, treatment students drank fewer sugary beverages and more water compared to before BQ and compared to control students ($p < 0.001$). Also at the end of BQ, treatment students drank less whole milk and more low-fat milk compared to before BQ and compared to control students ($p < 0.001$).

PHYSICAL ACTIVITY: At the end of BQ, treatment students were more physically active compared to before BQ and compared to control students ($p < 0.05$).



Fruit and Vegetable Consumption

- Eat vegetables more than once a day.
- Eat fruit more than once a day.
- Snack on fruits and vegetables.
- Eat a variety of vegetables.
- Eat a variety of fruits.
- Ask parents to buy vegetables.



Beverage Consumption

- Drink fewer sugary beverages.
- Drink more water.
- Drink less whole milk.
- Drink more low-fat milk.



Physical Activity

- Be active with family this week.

How Do We Get Kids to Eat Vegetables?

Vegetable tastings were an integral aspect of Body Quest. Repeated exposure to vegetables is one method of increasing acceptance and preference for vegetables among young children. Every other week during BQ, SNAP-Ed educators brought a variety of fresh vegetables into the classroom and led a group tasting experience.

Rather than focusing solely on the taste of vegetables, SNAP-Ed educators brought attention to the many sensations that accompany tasting a new food. During tasting, SNAP-Ed educators asked students the following questions.

“What color is this vegetable? What other foods do you like that are this color?”

“How does the vegetable smell?”

“How does it feel in your fingers and on your tongue? Is it smooth or lumpy?”

“What does the vegetable sound like when you bite into it? Does it snap? Does it crunch?”

“When you chew the vegetable, does juice burst out onto your tongue or is it dry inside?”

By focusing on different senses, such as sight, smell, texture, and sound, students were able to develop a better appreciation for the new foods. Learn more about Body Quest and meet the Body Quest Warriors at <https://www.youtube.com/watch?v=5almDbDAPXs>.

Congressional District 6 Highlight:

What BQ Looks Like in the Classroom

Star SNAP-Ed educators such as Lisa McCullough in Chilton and Bibb Counties keep students excited about nutrition and physical activity. After leading a veggie tasting with the class, Lisa distributed Chef Yum-Yum recipe magnets for students to take home to their parents. She also asked students to raise their hands if they made the recipe she sent home last week. Many of them raised their hands high with enthusiasm. Next, she challenged them to draw a healthy meal and include their favorite fruits and vegetables. Many students were up to the task and proudly shared their drawings with the class. At the end of the class, every student remembered that they would get their own pedometers that day! After passing them out, Lisa led the students on a walk around the school. Students could not wait to get outside and see how many steps they took on their walk.



At the end of BQ, treatment students reported significant increases in consumption of vegetables offered through the NSLP compared to before BQ ($p < 0.05$).



Body Quest Parents Eat Better, Move More, and Make a Change

Body Quest engaged almost 5,000 parents with recipe testing activities and text message-based education. Simultaneously with BQ classes for students, parents joined the Recipe Tester Club and received a series of seven inexpensive, simple, and kid-friendly vegetable recipes to prepare and test with their children at home. Text messaging was a fun and convenient way to motivate parents to improve nutrition and physical activity practices for themselves and their families. Parents provided their cell phone numbers and received three action-oriented texts each week with tips for healthy eating, shopping for healthy foods, and being physically active. In addition to receiving recipes and text messages, parents received educational materials such as BQ Family Discussion Prompts for tips on talking about health with their children and Family Activity Calendars for tracking family physical activity.

Treatment parents made positive changes in three main areas important to obesity prevention and improving the home environment: **(1) healthy food and beverage choices, (2) physical activity, and (3) food resource management.**



Body Quest parent and third grader at Southview Elementary in Tuscaloosa County prepare a recipe together at home.

At the end of **BQ**, parents took these healthy actions more often than they did before BQ. For example, **31%** of parents ate more fruits and vegetables at the end of BQ than they did before BQ.

Eat Better: Healthy Food and Beverage Choices

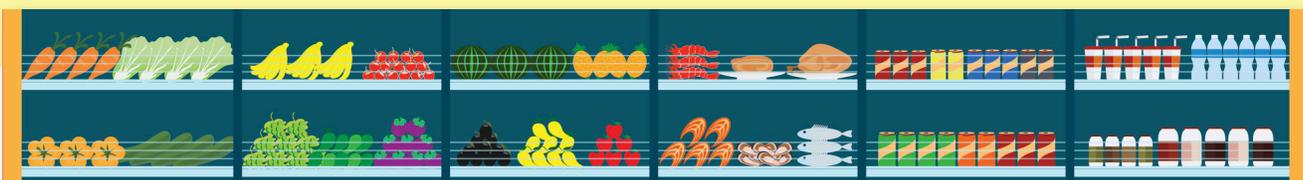
- 31%** ate more vegetables
- 36%** ate more fruit
- 27%** ate a variety of vegetables more often
- 28%** ate a variety of fruit more often
- 20%** drank more water
- 36%** drank fewer sugary beverages
- 26%** drank more low-fat or fat-free milk

Move More: Physical Activity

- 32%** were more physically active

Make a Change: Food Resource Management

- 25%** ran out of food less often
- 28%** compared prices at grocery stores more often
- 29%** changed meals to include budget-friendly ingredients more often
- 29%** shopped with a list more often
- 32%** chose more healthy foods for their family more often
- 34%** read nutrition facts labels more often
- 34%** bought low-fat or fat-free dairy more often
- 32%** bought foods with lower added sugar more often
- 33%** bought lower sodium foods more often



Texts from BQ Parents

After BQ, parents participated in a texting poll to measure effectiveness of the text messages and self-reported behavior change.

97% enjoyed BQ texts



99% used tips in text messages at least sometimes

55% used tips often or every week

79% bought more fruits and vegetables

77% said their third grader eats more vegetables

82% drink fewer sugary beverages

93% have found more ways to be active with their third grader

88% said their third grader asks them to buy vegetables

I felt involved and encouraged to try new things with my kiddos.

At first, my third grader was resisting the new changes I made at home, but BQ has helped back me up by teaching him to make healthy choices. Thank you for ALL you do!

With the recipes and ideas from BQ, we make meals with vegetables that we didn't buy at the farmers market before.

Thank you. Whatever you are doing is working! My son came home from school asking for spinach!

BQ has gotten my third grader excited about veggies, and it trickles down to the kindergartener. I am very excited there is something like this at the school to educate people how important food is for your body.

Thank you for promoting BQ. It has been an excellent platform for discussions with my son. He now questions if we are buying the low-fat or fat-free option. His science fair project was on added sugars. Thanks again for such a great program.

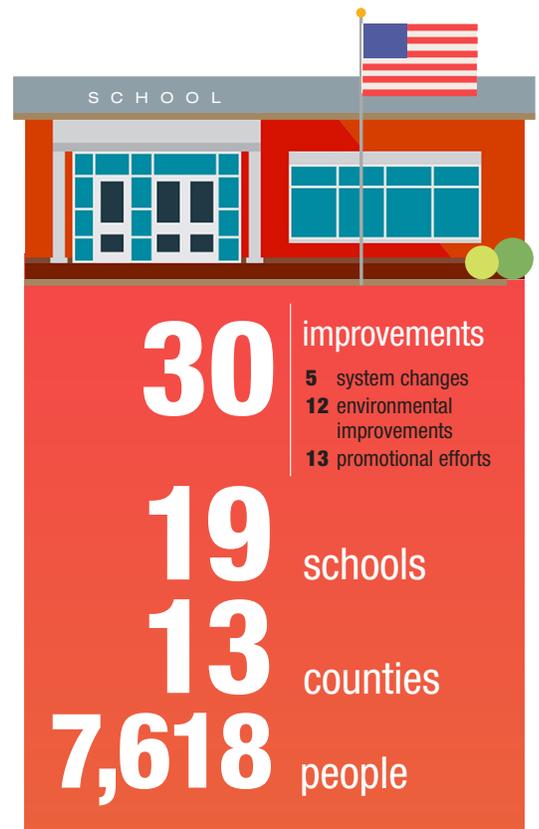
Body Quest Schools Make a Change

Body Quest supported schools in making positive changes to create healthier school environments. Colorful, life-size character exhibits placed throughout the school encouraged students to act like Body Quest Warriors and make healthy choices. Miniature, 3-D character figurines displayed on the cafeteria serving lines reminded students to choose healthy foods from all Battle Groups, or food groups.

Promotional efforts were just one way SNAP-Ed supported healthy environments in BQ schools. SNAP-Ed educators leveraged strong partnerships with 19 schools to facilitate additional positive changes, reaching almost 8,000 students.

SNAP-Ed partnerships with Body Quest schools resulted in implementation of five systems changes, 12 environmental improvements, and 13 promotional efforts.

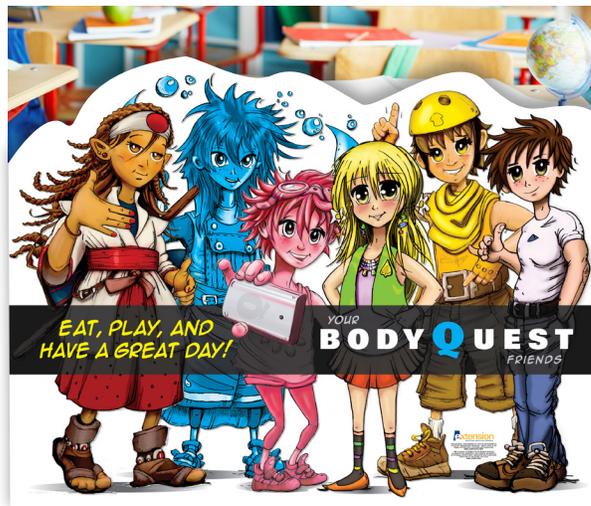
- Systems changes increased availability of fresh, local produce in school cafeterias and facilitated novel distribution systems, such as community members' gleaning from school gardens.
- Environmental improvements established, reinvigorated, or sustained edible school gardens; initiated a healthy backpack program; and improved food and beverage options in school stores.
- Promotional efforts provided tastings and signage to encourage healthy selections at school meals.



Congressional District 3 Highlight

Lineville Elementary School in Clay County is making it easier for its 500 students to choose healthy items. Meaghan Robertson, Clay County SNAP-Ed educator, assisted the school in increasing the amount of healthy options available at the school store. Low-fat yogurt tubes were added as a refrigerated item as well as a frozen item. Students enjoyed having an ice cream-like snack available.

Emergency backpacks distributed at Pinecrest Elementary School are promoting health and combating hunger for almost 100 children in Talladega County. Meaghan Robertson, Talladega County SNAP-Ed educator, supported backpack program sponsors in adjusting donation rules. The Good Choice Backpack Program encourages donated items to include foods and beverages rich in nutrients and low in calories, fat, sugar, and sodium. Backpacks with Good Choice items are great choices for Alabama children.



Body Quest students at Lyeffion Junior High in Conecuh County loved their character exhibit. "One student said it was cool to have it in the lunchroom because it served as a reminder that good nutrition is larger than life!" – Conecuh County SNAP-Ed educator Debbie Beverly.



Ms. Corriher, a third grade teacher at Southview Elementary in Tuscaloosa County, prepared the Body Quest Power Mac and Cheese recipe to share with her students. She and SNAP-Ed educator Cheri Huff encouraged students to make the recipe at home with their parents.

Live Well Alabama

Connecting with Our Audience through Social Marketing

Alabama Extension at Auburn University SNAP-Ed developed an original, creative, and engaging social marketing initiative to reach its target audience through social media, outdoor advertising, and text messaging. The campaign was branded Live Well Alabama with the tag line Eat Better, Move More, Make a Change to generate name recognition and establish SNAP-Ed as a reliable source for nutrition and physical activity information. Through research, brand development, and implementation of social media and traditional marketing strategies, the Live Well Alabama social marketing initiative has been successful in its first year educating and engaging individuals with limited resources. As a component of SNAP-Ed's comprehensive, multi-level intervention efforts, the overarching goal of the social marketing initiative is to integrate SNAP-Ed resources into local communities and home environments in an effort to increase awareness of better food and drink choices and increase motivation for daily physical activity.

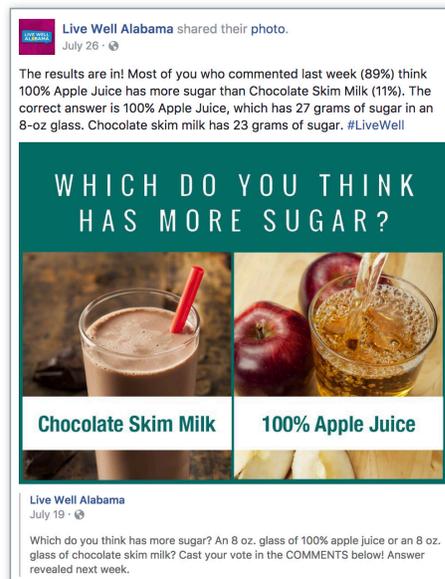
Social Media

Live Well Alabama successfully launched a social media campaign across three popular platforms: Facebook, Twitter, and Pinterest. Daily posts were designed to promote healthy eating and physical activity while encouraging audience participation through campaigns and shared success stories of SNAP-Ed education and policy, systems, and environmental initiatives. Social media was used to lead the target audience to the website www.LiveWellAlabama.com for more comprehensive content. Most of the Live Well Alabama website traffic sources were referred via social media. The website was viewed almost 4,000 times since the launch of the site in May 2017.

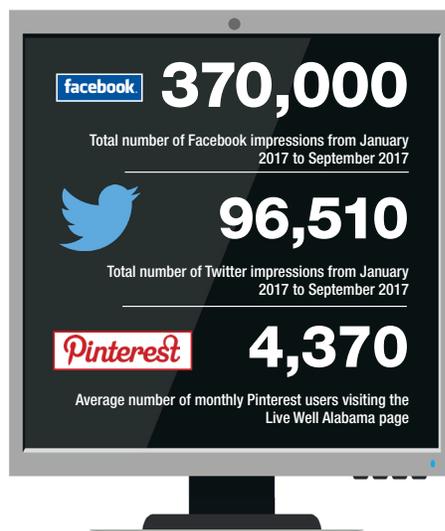
Success Stories

The #FoodFriday recipe video series used Live Well Alabama recipes and garnered strong engagement on Facebook. For example, the Skillet Spaghetti recipe video post alone reached **11,700** people. Live Well Alabama recipe cards were created to accompany the #FoodFriday recipe video series on social media. Find the recipe for Skillet Spaghetti at <https://www.youtube.com/watch?v=eVPAzdNjkBE>.

Facebook and Twitter polls were a fun way to interact with the target audience. The poll question "Which do you think has more sugar? Apple juice or chocolate skim milk" reached **9,760** people on Facebook.



Facebook post and answer.



Congressional District 2 Highlight: Connecting the Dots

A community-based effort was initiated through Live Well Alabama social media. A community champion in Dale County messaged the Live Well Alabama Facebook account expressing interest in partnering to develop a community garden. SNAP-Ed educator Trina Walker followed up with the contact and is in the process of planning a garden effort for the community.



Outdoor Advertising

Live Well Alabama messages of Eat Better, Move More, and Make a Change blanketed the state through an outdoor advertising campaign including billboards and banners. For 12 weeks from January through March 2017, 93 billboards in 51 counties displayed each of the three core messages, changing every four weeks. Billboards resulted in more than 55 million impressions on Alabamians. In addition to billboards, outdoor banners and signs were posted in 27 locations in 10 additional counties where billboard space was unavailable.

Alabama Extension at Auburn University SNAP-Ed is committed to reaching all corners of the state with messages encouraging residents to live well.

SNAP-Ed partnered with Altarum, a nonprofit research and consulting organization, to conduct a cross-sectional phone survey to evaluate the reach and effectiveness of the billboard campaign. The survey included 433 respondents from 50 Alabama counties. More than one-third (38%) of respondents recalled seeing at least one billboard message. Survey respondents were asked questions about health views and behaviors, and responses were compared between those who were exposed and those who were not exposed to the billboard campaign.

Respondents who were exposed to campaign messages were more likely to take action toward better health and reported higher intakes of fruits and vegetables compared to those who were not exposed to the campaign.

Demographics

Most respondents were female (90%) aged 25-34 years (40%) and 35 to 44 years (36%). Respondents were mainly non-Hispanic, white (58%) or black/African American (38%). Most respondents had two or three children in the household (63%). More than half (57%) reported participation in the National School Lunch Program's free or reduced priced meals for children. More than 40% reported participation in SNAP/EBT.

Actions Taken



Respondents who were exposed to the billboard campaign were asked if seeing the messages led them to try something new or do something different for themselves or their families. Some common responses were as follows:

- Planning healthy meals (46%)
- Eating more fruits and vegetables (45%)
- Buying more fruits and vegetables (41%)
- Drinking more water (39%)
- Exercising more (34%)

Significant Findings Related to Fruit and Vegetable Consumption

Two-sided t-tests of independent samples were conducted to compare fruit and vegetable consumption in the exposed and not exposed respondents.

Respondents who were exposed to the billboard campaign ate more cups of fruit per day than those who were not exposed (1.8 and 1.3 cups, respectively) ($p < 0.001$).

Respondents who were exposed to the billboard campaign ate more cups of vegetables per day than those who were not exposed (1.9 and 1.6 cups, respectively) ($p = 0.001$).

Focus Group Testing

A critical component of any social marketing campaign is ensuring that messages and images resonate with the intended target audience. SNAP-Ed partnered with Altarum to conduct a series of focus groups with SNAP-Ed-eligible adults in six diverse Alabama counties (Jefferson, Bibb, Barbour, Mobile, Washington, and Wilcox).

In total, 64 SNAP-Ed-eligible adults participated in one of the six focus groups. Attendees were 91% female, 81% black/African American, and 19% white. Most attendees were single (72%), and most (71%) had at least one child. Nearly three-quarters (73%) reported that they or other members of their household participated in SNAP/EBT in the past year.

Through the focus group discussions, SNAP-Ed gained valuable insight into attendees' attitudes, opinions, and reactions to the messages and graphics used in the billboard campaign and its potential to elicit behavior change. Responses to campaign messages were overwhelmingly positive, indicating a successful first year of the Live Well Alabama campaign. Suggestions for amending messages and images were considered in updating materials for future campaign cycles to ensure that Live Well Alabama continues to resonate with the target audience.



Eat Better

Out of sight, out of mind. Keep cut-up veggies and fruits in see-through containers in the fridge so they are easier to spot.



Move More

Get **10,000** steps a day, your way! Walk the dog, take the stairs, or go window shopping. Just find a way to keep moving.



Make a Change

A can of regular soda has almost **10** teaspoons of sugar. That's more than you should have in a whole day! Rethink your drink.

Text Messaging

A text messaging campaign motivated SNAP-Ed participants to make positive changes toward better health. The campaign attracted 782 participants, 69% of whom chose to continue receiving texts throughout the entire year, even though they could opt-out at any time. Text messages supported social media content and promoted the Live Well Alabama messages Eat Better, Move More, and Make a Change.

Can Text Messaging Really Make a Change?

A targeted intervention was conducted with SNAP-Ed-eligible women to examine the impact that participation in a texting initiative and receiving e-newsletters had on predicting behaviors for obesity prevention. Participants received two to three texts per day consisting of health and self-monitoring tips, goal setting prompts, reminders about exercise and healthy eating, and simple, low-cost ways to increase physical activity. Text prompts required participant feedback on self-monitoring daily step counts. Participants also received a weekly e-newsletter with tips, reminders, and a low-cost, healthy recipe.

After 12 weeks, 67 of the 104 participants remained in the text message program (64% retention). Data from text message feedback and online pre- and post-assessments were analyzed using Wilcoxon Signed Rank and t-tests. At the end, participants made positive changes in the following obesity prevention predicting behaviors:

- Increased fruit and vegetable intake ($p = 0.02$)
- Reduced sugar-sweetened beverage and increased water intake ($p < 0.001$)
- Increased physical activity ($p = 0.019$)
- Reduced screen time/sedentary time ($p = 0.02$)

Findings support that text messaging and online content are promising methods of education delivery and engagement with the SNAP-Ed audience. Evidence-based education delivered in this manner can improve dietary/physical activity behaviors and obesity prevention predictors in females with limited resources.

Awards, Publications, Recognitions, and Presentations

Major Awards (8)

National Extension Association of Family and Consumer Sciences

- 1st Place, Southern Region and Alabama Affiliate, Marketing Package Award
- 1st Place, Alabama Affiliate, School Wellness Award
- 1st Place, Alabama Affiliate, Community Partnership Award

College of Human Sciences Graduate Student Research Symposium, Auburn University, Alabama

- 1st Place, Good Choice healthier retail initiative: Increasing access and appeal of healthy items in rural Alabama
- 2nd Place, Evaluating barriers to SNAP acceptance in farmers markets

National Priestler Extension Award for Leadership

<http://news.aces.edu/blog/2017/05/03/struempler-receives-national-priester-award/>

Auburn University Award for Excellence in Faculty Outreach

http://www.auburn.edu/outreach/award_excellence.htm
<http://www.auburn.edu/outreach/beyondauburn/pdfs/BASummer2017.pdf>

Referred Journal Articles (3)

- Parmer SM, Struempler B, Funderburk K. (under review). Pioneering Extension nutrition education with iPad apps: A development story. *Journal of Extension*.
- Funderburk K, Struempler B, Parmer SM, Griffin JB. (under review). Texting engages parents to improve home environment for third graders in a school-based obesity prevention initiative, Body Quest. *Journal of Nutrition Education and Behavior*.
- Kellegrew KP, Powers AR, Struempler B, Parmer SM, Funderburk K. (under review). Evaluating barriers to SNAP acceptance in farmers markets. *Journal of Agriculture, Food Systems and Community Development*.

National/State Recognition (5)

National Extension Association of Family and Consumer Sciences Impact 2017 Report

- Community Health and Wellness
<http://www.neafcs.org/assets/documents/impact/2017-Impact-Statements/neaafcs%20impact%202017%20community%20health%20and%20wellnessfinal.pdf>
- Childhood Obesity Prevention
<http://www.neafcs.org/assets/documents/impact/2017-Impact-Statements/neaafcs%20impact%202017%20childhood%20obesity%20preventionfinal.pdf>

Centers for Disease Control and Prevention. Alabama Healthy Vending Machine Program Improving Lives One Worksite at a Time
<http://nccd.cdc.gov/nccdsuccessstories/>

Auburn University Strategic Plan, 2017

Beyond Auburn, Auburn University's Outreach Magazine. Fall 2016. Extension Body Quest Battling Childhood Obesity

National, Invited, and Refereed Presentations (12)

National Extension Association of Family and Consumer Sciences, Omaha, Nebraska

- Billboards and nutrition education—a two way street: How social marketing in Alabama works with parents
- A new way of doing Extension business: Education, social marketing, and environmental strategies increase access of healthy foods and physical activity in Alabama.

American Public Health Association, Atlanta, Georgia

- Partnerships to create a healthier rural Alabama

National Extension Technology Community, Savannah, Georgia

- Live Well Alabama: Creating change with social media

Society of Nutrition Education and Behavior, Washington, DC.

- *Good Choice* healthier retail initiative: Increasing access and appeal of healthy items in convenience stores in rural Alabama
- Evaluating barriers to SNAP acceptance in farmers markets
- Road to a healthy Alabama: Policy, systems, and environmental strategies to increase access and appeal of healthy foods
- Planning and reporting policy, systems, and environmental changes for Alabama SNAP-Ed: An assessment and evaluation tool

National Health Outreach Conference, Annapolis, Maryland

- Making it easier to Live Well in Alabama: Policy, system and environmental change strategies to increase access and appeal of healthy food
- SNAP-Ed, EFNEP, and CDC: A community partnership to prevent obesity in Alabama

Alabama Dietetic Association Annual Meeting, Birmingham, Alabama

- Evaluating barriers to SNAP acceptance in farmers markets

Association of SNAP Nutrition Education Administrators Winter Conference. Arlington, Virginia

- Alabama made the evaluation framework work.

SNAP-Ed Professionals Creating a Culture Shift in Alabama

Alabama Extension at Auburn University SNAP-Ed is uniquely positioned to help reduce and prevent obesity in Alabama. SNAP-Ed's statewide network of passionate nutrition educators is committed to improving the environment around health and well-being for Alabamians, focusing on the hardest-to-reach. With strong partnerships at the local, state, and national levels, widespread and lasting change is right around the corner. Improving dietary and physical activity behaviors of individuals and families and building partnerships to improve the health of communities are among key SNAP-Ed efforts to Eat Better, Move More, and Make a Change.

SNAP-Ed Educators

Angie Woods, Randolph and Chambers
Annette Casteel, Winston and Franklin
Bernadine Ransom-McCaskill, Mobile
Carolyn Rothschild, Monroe and Wilcox
Emily Hines, Marion and Walker
Chasity Little, Jackson and DeKalb
Cheri Huff, Tuscaloosa
Cori Harris, St. Clair
Debbie Beverly, Conecuh and Covington
Demetrius Scott, Butler and Lowndes
Desiree Hutcherson-Bates, Jefferson

Dominguez Hurry, Bullock and Macon
Emma Thornton, Cullman and Marshall
Erin Reznicek, Pickens and Sumter
Gina White, Washington and Clarke
Gladys Blythe, Dallas and Perry
Helen Melton, Hale and Greene
Jenna Mayfield, Lamar and Fayette
Jennifer Palmer, Lawrence and Colbert
Karen Howle-Hurst, Etowah
Kathleen Sharp, Mobile
Kayla Shealy, Calhoun

Lisa McCullough, Chilton and Bibb
Lisa Wood, Pike and Crenshaw
Meagan Taylor, Lauderdale
Meaghan Robertson, Clay and Talladega
Meaghanne Thompson, Cherokee and Cleburne
Sheila Dorriety, Geneva and Coffee
Sue Pemberton, Tallapoosa and Coosa
Tammy Glass, Marengo and Choctaw
Tawnya Kirkland, Henry and Barbour
Trina Walker, Houston and Dale
Velma Dowdell, Lee and Russell

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LIVE WELL
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