

Appendix A. Template 1: UCONN State Nutrition Education Report Summary(OVERALL)

Section A. State Nutrition Education Report Summary-provide the following data for each project and social marketing campaign that took place during FY 2006. See page 6 for instructions.

| State Summary of <u>Projects</u>. | | | | | | | |
|---|---|---|---|--|---|--|----------------------------|
| A project is a discrete unit of nutrition education intervention at the local level. | | | | | | | |
| Project Name | Delivery Locations | | Audience | | Methods | Content | Evaluation |
| | Geographic Area (Statewide or counties reached) | Delivery Sites (type and number) | Targeted Audience | Total No. of Participants (estimated, unduplicated count) | Frequency, Duration and Type of Educational Methods | Key Message(s) | Type and Status |
| 1.Husky Nutrition | Hartford, Windham, Tolland, New London, Middlesex, and New Haven Counties | See attached | Families, adolescent girls | 23,385 | 20/30/60/90 minute group activities 3-15 minute interactive displays | Dietary quality, Dietary guidelines, Physical Activities | Process, impact, formative |
| 2.Program Core | Southeastern CT and Rhode Island | See attached | Senior & disabled food stamp certified and potentially certified adults | 6188 | 30/45 minute cooking classes | Food Safety, Food Security, Food Guide Pyramid, Dietary Quality, Physical Activity | Process |
| 3. 4H Summer & Year Round Nutrition Education | New Haven | See attached | Family households of food stamp recipients, | 623 | 30/60/120 minute classes | Be Healthy, Be Active, Avoid Obesity (State SNAP) | Process |

| Project Name | Delivery Locations | | Audience | | Methods | Content | Evaluation |
|-----------------|---|----------------------------------|---|---|--|---|-----------------|
| | Geographic Area (Statewide or counties reached) | Delivery Sites (type and number) | Targeted Audience | Total No. of Participants (estimated, unduplicated count) | Frequency, Duration and Type of Educational Methods | Key Message(s) | Type and Status |
| Hispanic Health | Hartford | See attached | Food Stamp certified and potentially certified Hispanic adults and families | 15,974 | 30/40/60 minute group classes & puppet shows 10/15 minute individual classes | Food Safety, Physical Activity, My Pyramid, Reading food Labels, Nutrition in Pregnancy & breastfeeding | Process, Impact |
| Food Security | New London, Hartford & Windham counties | See Attached | Adult participants in emergency food programs, FSP eligible and potentially eligible Mothers & Fathers of young children, Seniors | 2646 4500 | 1 on 1 activities, group classes, health fairs Recipe books, my pyramid, fact sheets to supplement activities | My Pyramid, Portion sizes, Increasing fruits & vegetable consumption, smart shopping, label reading | Process |

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.

Appendix A. Template 1: UConn: State Nutrition Education Report Summary (continued)(overall)

State Summary of Social Marketing Campaigns.

Social Marketing is defined as a disciplined, consumer-focused, research-based process to plan, develop, implement and evaluate interventions, programs and multiple channels of communications designed to influence the voluntary behavior or a large number of people in the target audience. (Adapted from Alan Andreasen 1995 and Social Marketing Division of Society for Nutrition Education.)

| Title | | Location | | Audience | | Methods | Content | Evaluation |
|----------------------------|--|--------------------------------|---|---|---|--|------------------|------------|
| Name of Campaign | Geographic Area (Statewide or counties reached) | Length of Campaign (months) | Targeted Audience | Total No. of Persons Reached (estimated) | Primary Activities (campaign materials design, radio PSAs, bus wraps, point of sale advertising, etc.) | Key Message(s) | Type* and Status | |
| 1. Program Core | Statewide | 12 months | Certified and potentially certified food stamp adults | 34,712 | Foodlinks website, Foodlinks newsletter mailing, Food Stamp Office Project | Food Safety, Diet Quality, Food guide Pyramid, Physical Activity | Process, Impact | |
| 2. Hispanic Health Council | Statewide | 7/31/06-9/30/06 | Low income Hispanic households | 400,000 | 282 Radio PSA's | Diet quality | Process | |
| 3. 4 H Nutrition education | New Haven | 1 month | Food stamp certified and potentially eligible adults | 100 | Recipes & Nutrition Education Handouts at Farmer's Markets | Increase fruits & vegetable consumption | none | |

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.

Appendix A. Template 1: Program Core: State Nutrition Education Report Summary

Section A. State Nutrition Education Report Summary-provide the following data for each project and social marketing campaign that took place during FY 2006. See page 6 for instructions.

| State Summary of <u>Projects</u> . A project is a discrete unit of nutrition education intervention at the local level. | | | | | | | |
|--|---|---|---|---|--|---|-----------------|
| Project Name | Delivery Locations | | Audience | | Methods | Content | Evaluation |
| | Geographic Area (Statewide or counties reached) | Delivery Sites (type and number) | Targeted Audience | Total No. of Participants (estimated, unduplicated count) | Frequency, Duration and Type of Educational Methods | Key Message(s) | Type and Status |
| <i>PROGRAM CORE</i> | | | | | | | |
| 1.SNAP-3 months | Southeastern CT & RI | 13 Senior centers | Senior and disabled food stamp certified eligibles & potentially eligible | 424 | 10- 45 min cooking demos 2- 30 minute group classes | Food Guide Pyramid, Senior Food Guide Pyramid, | Process-ongoing |
| 2.SNAP-3 months | Southeastern CT & RI | 8 Social Service Agencies | Senior and disabled food stamp certified eligibles & potentially eligible | 814 | 8- 2 hr cooking demos | Whole Grains, Food Guide Pyramid, Diet Quality, Food Safety | Process-ongoing |
| 3.SNAP-3 months | Southeastern CT & RI | 5 Housing sites | Senior and disabled food stamp certified eligibles & potentially eligible | 62 | 4- 45 min cooking class 1- 30 min group classes | Food Security, new Food Guide Pyramid, Food Safety, Dietary Quality | Process-ongoing |
| 4.SNAP-3 months | Southeastern CT & RI | Senior Centers, Housing sites, social service agencies and health fairs | Senior and disabled food stamp certified eligibles & potentially eligible | 4888 | Educational handouts, recipes and food safety tips | Food Security, new Food Guide Pyramid, Food Safety, Dietary Quality | Process-ongoing |

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.

Appendix A. Template 1: State Nutrition Education Report Summary (continued)

State Summary of Social Marketing Campaigns.

Social Marketing is defined as a disciplined, consumer-focused, research-based process to plan, develop, implement and evaluate interventions, programs and multiple channels of communications designed to influence the voluntary behavior or a large number of people in the target audience. (Adapted from Alan Andreasen 1995 and Social Marketing Division of Society for Nutrition Education.)

| Title | | Location | | Audience | | Methods | Content | Evaluation |
|-------------------------------|--|-----------------------------|---|--|--|--|-----------------------------------|------------|
| Name of Campaign | Geographic Area (Statewide or counties reached) | Length of Campaign (months) | Targeted Audience | Total No. of Persons Reached (estimated) | Primary Activities (campaign materials design, radio PSAs, bus wraps, point of sale advertising, etc.) | Key Message(s) | Type* and Status | |
| <i>PROGRAM CORE</i> | | | | | | | | |
| 1.FOODLINK | Statewide | 12 months | Adult food stamp certified and potentially certified food stamp recipients. | 23,228 | Website directly targeting food stamp certified and potentially certified | How to Get Food In CT, Food Safety, Recipes, Food Guide Pyramid, Beverages | Process-ongoing | |
| 2. FOOD STAMP OFFICE DELIVERY | Hartford, Norwich, New Haven, Manchester, Willimantic, New Britain | 12 months | Adult food stamp certified and potentially certified food stamp recipients. | 10,424 | Nutrition education materials distributed at food stamp offices | Food Safety, Dietary Quality, Food Security, Food Guide Pyramid | Process completed 9-30-06 | |
| 3. FOODLINK MASS MAILING | Statewide | 12 months | Adult food stamp certified and potentially certified food stamp recipients | 1000 | newsletters mailed to target audience | Food Safety, Dietary Quality, Food Security, Food Guide Pyramid | Process, impact completed 9-30-06 | |

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.

Appendix A. Template 1: Food Security: State Nutrition Education Report Summary

Section A. State Nutrition Education Report Summary-provide the following data for each project and social marketing campaign that took place during FY 2006. See page 6 for instructions.

| State Summary of <u>Projects</u> . A project is a discrete unit of nutrition education intervention at the local level. | | | | | | | |
|--|---|---|--|---|--|---|-----------------------------|
| Project Name | Delivery Locations | | Audience | | Methods | Content | Evaluation |
| | Geographic Area (Statewide or counties reached) | Delivery Sites (type and number) | Targeted Audience | Total No. of Participants (estimated, unduplicated count) | Frequency, Duration and Type of Educational Methods | Key Message(s) | Type and Status |
| 1.CT FSNE Food Security project | New London Hartford & Windham counties | 7 Food pantries 3 Soup kitchens 5 Homeless shelters 2 Group homes 1 Kid's café 1 school 3 Farm markets 8 community agencies 1 Alternative Incarceration Program 1 Worksite | Adult participants of emergency food programs. Mothers and fathers of young children School age children Low-income adults Seniors | 2646 4500 | 104 1 on 1 activities 75 1 hr group classes 6 Health fairs 10 whole site activities (food demos/recipes during food distribution) Recipe Books, My Pyramid, Fact sheets to supplement activities | Quick and healthy meals & snacks My Pyramid Portion sizes Feeding children Increasing fruits and vegetables, especially locally grown and fresh Smart shopping, label reading Food safety | Process Completed 9/30/2006 |

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.

Appendix A. Template 1: Food Security: State Nutrition Education Report Summary (continued)

State Summary of Social Marketing Campaigns.

Social Marketing is defined as a disciplined, consumer-focused, research-based process to plan, develop, implement and evaluate interventions, programs and multiple channels of communications designed to influence the voluntary behavior or a large number of people in the target audience. (Adapted from Alan Andreasen 1995 and Social Marketing Division of Society for Nutrition Education.)

| Title | | Location | | Audience | | Methods | Content | Evaluation |
|------------------|--|--------------------------------|-------------------|---|---|----------------|------------------|------------|
| Name of Campaign | Geographic Area (Statewide or counties reached) | Length of Campaign (months) | Targeted Audience | Total No. of Persons Reached (estimated) | Primary Activities (campaign materials design, radio PSAs, bus wraps, point of sale advertising, etc.) | Key Message(s) | Type* and Status | |
| 1. None | | | | | | | | |

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.

Appendix A. Template 1: State Nutrition Education Report Summary
CT Hispanic Family Nutrition Program

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Section A. State Nutrition Education Report Summary-provide the following data for each project and social marketing campaign that took place during FY 2006. See page 6 for instructions.

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Section A. State Nutrition Education Report Summary-provide the following data for each project and social marketing campaign that took place during FY 2006. See page 6 for instructions.

State Summary of Projects. PANA Program Puppet Show Presentations

A project is a discrete unit of nutrition education intervention at the local level.

During the fiscal year October, 2005 through September of 2006 a total of 270 puppet show nutrition education presentations, reaching a total of 12627 participants. These presentations were mostly done at schools, day care centers, community agencies and at health fairs.

| Project Name | Delivery Locations | | Audience | | Methods | Content | Evaluation |
|--------------------------------|---|--|---|---|---|--|-----------------|
| | Geographic Area (Statewide or counties reached) | Delivery Sites (type and number) | Targeted Audience | Total No. of Participants (estimated, unduplicated count) | Frequency, Duration and Type of Educational Methods | Key Message(s) | Type and Status |
| 1. Five Food Group Puppet Show | Hartford, CT | 38 Puppet Shows(PS)at 26 elementary schools 11 PS at community agencies 17PS at preschool classes 3 PS at day care | Elementary school children and their teachers Preschool children and their teachers Parents and their | 3744 | 75 30-minute puppet show group classes | Eat healthy by eating from the five food group | process |

| | | | | | | | |
|--|--|--|---|--|--|--|--|
| | | centers 1 PS at a community based clinic 4 PS at health fairs and others | children attending a health fair and other community events | | | | |
|--|--|--|---|--|--|--|--|

| Project Name | Delivery Locations | | Audience | | Methods | Content | Evaluation |
|--|---|---|---|---|---|---|-----------------|
| | Geographic Area (Statewide or counties reached) | Delivery Sites (type and number) | Targeted Audience | Total No. of Participants (estimated, unduplicated count) | Frequency, Duration and Type of Educational Methods | Key Message(s) | Type and Status |
| 2. Food Safety Puppet Show | Hartford, CT | 24 PS at elementary schools 11 PS at preschools 2 PS at day cares 2PS at health fairs | Elementary school children and their teachers Preschool children and their teachers Parents and their children attending a health fair and other community events | 1733 | 39 30-minutes Group Classes | Follow the four steps to keep foods safe from bacteria | process |
| 3.Happy Heart puppet Show | Hartford, CT | 25 PS at 26 elementary schools 11 PS at preschools 5 PS at day care centers | Elementary school children and their teachers Preschool children and their teachers | 1997 | 41 30- minutes Group Classes | Stay healthy by eating healthy foods, exercise and avoid smoking | process |
| 4. Farmer Fernando Puppet Show PANA program | Hartford, CT | 25 PS at 26 elementary Schools 13 PS at preschools and day care centers 2 PS at community agencies | Elementary school children and their teachers | 1762 | 40 30-minutes Group Classes | The importance of agriculture in the production of nutritious foods | process |
| 5. Diabetes Prevention Puppet Show | Hartford, CT | 23 PS at 26 elementary Schools 5 PS at preschool classes and other place | Elementary school children and their teachers Preschool children and their teachers | 1450 | 29 30-minutes Group Classes | Prevent diabetes type 2 by eating healthy and keeping active | process |
| 6.Physical Activity Puppet Show | Hartford, CT | 27 PS at 26 elementary Schools 10 PS at preschool classes 4 PS at community agencies 5 PS at health fairs and others | Elementary school children and their teachers Preschool children and their teachers Parents and their children attending a health fair and other community events | 1941 | 46 30-minutes Group Classes | Maintain a healthy wt. by eating healthy, exercising, and limiting TV | process |

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.

Appendix A. Template 1: Hispanic Health: State Nutrition Education Report Summary

Section A. State Nutrition Education Report Summary-provide the following data for each project and social marketing campaign that took place during FY 2006. See page 6 for instructions.

| State Summary of <u>Projects</u>. PANA PROGRAM NUTRITION EDUCATION PRESENTATIONS FOR GROUPS | | | | | | | |
|--|---|--|--|---|---|---|-----------------|
| The PANA program conducted 35 nutrition education presentations for parents and teenagers, reaching a total of 947 participants. | | | | | | | |
| A project is a discrete unit of nutrition education intervention at the local level. | | | | | | | |
| Project Name | Delivery Locations | | Audience | | Methods | Content | Evaluation |
| | Geographic Area (Statewide or counties reached) | Delivery Sites (type and number) | Targeted Audience | Total No. of Participants (estimated, unduplicated count) | Frequency, Duration and Type of Educational Methods | Key Message(s) | Type and Status |
| 1. Parent meetings "Healthy eating" | Hartford, CT | 14 presentations at schools and community agencies | Parents attending PTO meetings and classes at community agencies | 323 | 40 minutes classes | Using My pyramid and the dietary guidelines to plan healthy meals for your family | Process |
| 2. Good Nutrition and Exercise | Hartford, CT | 8 presentations with jeopardy game and hands on activities | middle school students | 344 | 8 - 60 minutes group classes with hands on activities | Using My pyramid and the dietary guidelines to plan healthy meals for your family | Process |
| 3. Using the Food Label | Hartford, CT | 4 presentations at schools and community agencies | Parents attending PTO meetings and classes at community agencies | 80 | 4 - 40 minutes group classes | Using the food label to make healthy food choices | |
| 4. Diabetes prevention | Hartford, CT | 4 presentations at community agencies | Adult participants attending a program at a community agency | 100 | 4 - 40 minutes group classes | Preventing diabetes by eating healthy, exercising, and its risk factors | process |

| Project Name | Delivery Locations | | Audience | | Methods | Content | Evaluation |
|--|---|---------------------------------------|---|---|---|--|-----------------|
| | Geographic Area (Statewide or counties reached) | Delivery Sites (type and number) | Targeted Audience | Total No. of Participants (estimated, unduplicated count) | Frequency, Duration and Type of Educational Methods | Key Message(s) | Type and Status |
| 5.Using your food stamps to buy nutritious foods | Hartford, CT | 3 presentations at community agencies | Adult participants attending a program at a community agency | 60 | 3 - 40 minute group class | How to use your food stamp coupons to buy nutritious foods, and facts about the food stamp program | process |
| 6.Food Safety | Hartford, CT | 1 presentations at one school | Parents of elementary school children attending a PTO meeting | 20 | 1 - 40 minute group class | How to cook keeping your foods safe from bacteria | process |
| 7.Child nutrition | Hartford CT | 1 presentations at a community agency | Parents attending a Community agency | 20 | 1 - 40 minute group class | Healthy eating for your child | process |

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.

State Summary of Projects. PANA PROGRAM INDIVIDUAL NUTRITION EDUCATION

A total of 2400 One-on-One education

A project is a discrete unit of nutrition education intervention at the local level.

| Project Name | Delivery Locations | | Audience | | Methods | Content | Evaluation |
|---|---|--|---|---|--|--|-----------------|
| | Geographic Area (Statewide or counties reached) | Delivery Sites (type and number) | Targeted Audience | Total No. of Participants (estimated, unduplicated count) | Frequency, Duration and Type of Educational Methods | Key Message(s) | Type and Status |
| 1. PANA Program/ individual ed. | Hartford, CT | Individuals reached at events such as health fairs agency events and school events were one-on-one education was given to participants | One-on one education to Adults attending a health fairs /community event interested in receiving individual education | 200 | 10 minutes individual class | Using My Pyramid and food labels to plan a healthy meal/following the 4 steps to cook safely | Process |
| 2.PANA Program/ individual ed. Prenatal project | Hartford, CT | One and one education at home to participants of prenatal nutrition study | Pregnant and postpartum women | 135 | 10 minutes individual class Dietary quality food safety | Using my pyramid to plan a healthy meal/following the 4 steps to cook safely | Process |
| Comadrone program | Hartford, CT | women received nutrition education at the Hispanic Health Council | Pregnant women | 239 | 15 minutes individual class about nutrition during pregnancy | Nutrition during pregnancy | Process/ Impact |
| Comadrone Healthy Start | Hartford, CT | 109 women received nutrition education at the Hispanic Health Council | Post partum women and their infants | 109 | 15 minutes individual class | Infant nutrition/ Breastfeeding education | Process/ Impact |
| Breastfeeding Heritage and Pride program | Hartford, CT | women received nutrition ed. | Pregnant women | 203 | Dietary quality/ BF & nut. during pregnancy | Nutrition during pregnancy | Process/ Impact |

| Project Name | Delivery Locations | | Audience | | Methods | Content | Evaluation |
|--|---|---|-------------------|---|--|---|--------------------|
| | Geographic Area (Statewide or counties reached) | Delivery Sites (type and number) | Targeted Audience | Total No. of Participants (estimated, unduplicated count) | | | |
| Breastfeeding Heritage and Pride program | Hartford, CT | women received BF ed. At the hospital | Post partum women | 257 | | BF techniques Dietary quality/ BF education and support | Process/ Impact |
| Breastfeeding Heritage and Pride program | Hartford, CT | 1257 women received BFed/ infant feeding education at their homes | Post partum women | 1257 | Dietary quality/ BF education and support | BF techniques Infant feeding Dietary quality/ BF education and support | Process/ Impact |

*For evaluation type, indicate Formative, Process,

Appendix A. Template 1: Hispanic Health: State Nutrition Education Report Summary (continued)

State Summary of Social Marketing Campaigns.

Social Marketing is defined as a disciplined, consumer-focused, research-based process to plan, develop, implement and evaluate interventions, programs and multiple channels of communications designed to influence the voluntary behavior or a large number of people in the target audience. (Adapted from Alan Andreasen 1995 and Social Marketing Division of Society for Nutrition Education.)

| Title | | Location | | Audience | | Methods | Content | Evaluation |
|---|--|--------------------------------|--------------------------------|---|---|---------------------------------|------------------|------------|
| Name of Campaign | Geographic Area (Statewide or counties reached) | Length of Campaign (months) | Targeted Audience | Total No. of Persons Reached (estimated) | Primary Activities (campaign materials design, radio PSAs, bus wraps, point of sale advertising, etc.) | Key Message(s) | Type* and Status | |
| 1. CT Family Nutrition Program Social Marketing Campaign | CT | 7/31/06-9/30/06 | Low income Hispanic Households | 200000 | 156 Radio PSA's Spanish | Eat more fruits and vegetables. | Process | |
| 2. .CT Family Nutrition Program Social Marketing Campaign | CT | 7/31/06-9/30/06 | Low income Hispanic Households | 200000 | 126 Radio PSA's Spanish | Food label reading | Process | |

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.

Appendix A. Template 1: Husky Nutrition: State Nutrition Education Report Summary

Section A. State Nutrition Education Report Summary-provide the following data for each project and social marketing campaign that took place during FY 2006. See page 6 for instructions.

| State Summary of <u>Projects</u> . A project is a discrete unit of nutrition education intervention at the local level. | | | | | | | |
|--|---|---|---|---|---|---|-----------------|
| Project Name | Delivery Locations | | Audience | | Methods | Content | Evaluation |
| | Geographic Area (Statewide or counties reached) | Delivery Sites (type and number) | Targeted Audience | Total No. of Participants (estimated, unduplicated count) | Frequency, Duration and Type of Educational Methods | Key Message(s) | Type and Status |
| <i>Husky Nutrition</i> | | | | | | | |
| 1. Children's Nutrition and Cooking Classes | Hartford | 7 day care centers, 6 after-school programs at community sites, 3 summer day camps | Preschool through adolescent children | 3223 | 9 20- to 60-minute group classes | Kitchen lingo, food safety, fruits, vegetables, dairy, hydration and food substitutions | process |
| 2. Facilitated Groups | Hartford | 11 day care /after-school care centers, 1 community agency, 1 recreation center, 1 faith-based center | Adults, including parents of preschool- and school-age children and senior citizens | 285 | 1-2 30 to 60 minute group facilitated discussions | Picky eating, food safety, healthy holiday choices, healthy weight | formative |

| Project Name | Delivery Locations | | Audience | | Methods | Content | Evaluation |
|---------------------|--|--|-------------------------------------|---|---|--|-------------------------------------|
| | Geographic Area (Statewide or counties reached) | Delivery Sites (type and number) | Targeted Audience | Total No. of Participants (estimated, unduplicated count) | Frequency, Duration and Type of Educational Methods | Key Message(s) | Type and Status |
| 3. Games for Health | Hartford, Windham, Tolland, New London, Middlesex, New Haven, counties | 5 medical facilities, 5 community agencies, 7 preschools/after-school programs, 1 recreation center, 10 health fairs | Families | 7068 | 1 time (3 to 15 minute) interactive display (choose from series of 16 different displays) | Nutrient density, food pyramid, food safety | process, impact |
| 4. Husky Reads | Hartford | 6 pediatric waiting rooms, 2 preschools | Caregivers and children | 3389 | One-on-one, small group reading and games | Dietary guidelines | Formative - completed on volunteers |
| 5. Husky Sport | Hartford | 2 recreation centers, 1 school | Adolescent girls and their families | 9420 | 12 60- to 90-minute group classes | Healthy snacks, physical activity, strong bones/ calcium, hydration, fruits and vegetables | process |

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.

Appendix A. Template 1: Husky Nutrition: State Nutrition Education Report Summary (continued)

State Summary of Social Marketing Campaigns.

Social Marketing is defined as a disciplined, consumer-focused, research-based process to plan, develop, implement and evaluate interventions, programs and multiple channels of communications designed to influence the voluntary behavior or a large number of people in the target audience. (Adapted from Alan Andreasen 1995 and Social Marketing Division of Society for Nutrition Education.)

| Title | | Location | | Audience | | Methods | Content | Evaluation |
|------------------|--|--------------------------------|-------------------|---|---|---------|----------------|------------------|
| Name of Campaign | Geographic Area (Statewide or counties reached) | Length of Campaign (months) | Targeted Audience | Total No. of Persons Reached (estimated) | Primary Activities (campaign materials design, radio PSAs, bus wraps, point of sale advertising, etc.) | | Key Message(s) | Type* and Status |
| 1. None | | | | | | | | |

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.

Appendix A. Template 1: 4H: State Nutrition Education Report Summary

Section A. State Nutrition Education Report Summary-provide the following data for each project and social marketing campaign that took place during FY 2006. See page 6 for instructions.

| State Summary of <u>Projects</u> . A project is a discrete unit of nutrition education intervention at the local level. | | | | | | | |
|--|--|---------------------------------------|--|--|---|--------------------------------------|--------------------------|
| Project Name | Delivery Locations | | Audience | | Methods | Content | Evaluation |
| | Geographic Area (Statewide or counties reached) | Delivery Sites (type and number) | Targeted Audience | Total No. of Participants (estimated, unduplicated count) | Frequency, Duration and Type of Educational Methods | Key Message(s) | Type and Status |
| <i>4 H Nutrition Education Project</i> | | | | | | | |
| 1. FSNE 4-H Summer and Year Round Nutrition Education | New Haven | 8 Summer lunch meals sites | Family households of food stamp recipients | 425 | 36 (60 min group classes and food demo) recipe and nutrition handouts | Be Healthy, Be Active, Avoid Obesity | Process, outcome 9/30/07 |
| 2. FSNE 4-H Summer and Year Round Nutrition Education | New Haven | 1 school | Young teen parents | 17 | 1 (30 min class) powerpoint presentation, recipe and nutrition handouts | Be Healthy, Be Active, Avoid Obesity | none |
| 3. FSNE 4-H Summer and Year Round Nutrition Education | New Haven | 1 community room, local grocery store | Adult women and men, grandparents | 31 | 3 (2 hour classes) powerpoint present, recipe and nutrition handouts | Be Healthy, Be Active, Avoid Obesity | none |
| FSNE 4-H Summer and Year Round Nutrition Education | New Haven | 4 Health Fairs | Adult women and men, grandparents | 150 | | Be Healthy, Be Active, Avoid Obesity | none |

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.

Appendix A. Template 1: 4H: State Nutrition Education Report Summary (continued)

State Summary of Social Marketing Campaigns.

Social Marketing is defined as a disciplined, consumer-focused, research-based process to plan, develop, implement and evaluate interventions, programs and multiple channels of communications designed to influence the voluntary behavior or a large number of people in the target audience. (Adapted from Alan Andreasen 1995 and Social Marketing Division of Society for Nutrition Education.)

| Title | | Location | | Audience | | Methods | Content | Evaluation |
|------------------|--|--------------------------------|-------------------------------------|---|---|---|------------------|------------|
| Name of Campaign | Geographic Area (Statewide or counties reached) | Length of Campaign (months) | Targeted Audience | Total No. of Persons Reached (estimated) | Primary Activities (campaign materials design, radio PSAs, bus wraps, point of sale advertising, etc.) | Key Message(s) | Type* and Status | |
| 1. Farmer Market | New Haven | 1 month | Households of food stamp recipients | 100 | Recipes, nutrition education handouts, food stamp handouts | Increase consumption of fruits and vegetables | none | |

*For evaluation type, indicate Formative, Process, Impact, Outcome or None.