



Produce for Better Health

2011 Fruits & Veggie Role Model Award Winner

Pasco FNP - Betsy Crisp, Extension Faculty IV – FCS & FNP Coordinator

Introduction: The Family Nutrition Program (FNP) started in Pasco, October 1, 2007 and immediately became one of the 3 largest programs in the state. By September 2010 (end of 3rd year), grant value increased from \$584,919/year to 1.1 million and the 7 program assistants (PAs) and 875 teacher and other volunteers reached over 530,586 Pasco County residents!

FNP targets food stamp eligible/recipients = low-income individuals and families. Currently there are 53 eligible schools; 9 health clinics, 4 elderly nutrition sites, 80 food pantries, 6 summer camps, 4 libraries, 15 food stamp offices, and 46 assisted housing sites.

Goal: To increase fruit and vegetable consumption among school-age children (PreK-12th) through our annual *Fruits & Veggies: More Matters* campaign by offering nutrition education, food demonstrations in schools August-June. (Additional programs target youth, adults and elders year-round.)

Implementation: As part of the total program, 6 PAs worked with teachers, coaches, clinic nurses/aids in classrooms across Pasco with monthly campaigns. In the classroom, PAs would present a lesson and provide a hands-on demonstration and taste-test. Coaches were given *Food and Fitness* physical activity cards to teach on the playground. Clinic nurses/aids were provided OrganWise dolls and various activities to keep children occupied during their stay there. Posters went up in the cafeterias. All teachers were given follow-up handouts/activities. Surveys were used to determine knowledge gained and plan to adopt healthy lifestyle choices. Incentives were purchased from pbh to help reinforce the nutrition message.

Demonstration Recipes: *Tropical Fruit Smoothies, MyPyramid Fruit Parfaits, Fruit-Flavored Water, Compare - Fruit & Veggie Colors/Textures/Taste, and more.*

Newsletter: Pasco was first in the state (thru Dr. Linda Bobroff, RD at University of Florida) to receive permission to use the new *Fruits & Veggies: More Matters* logo on newsletter - http://pasco.ifas.ufl.edu/fcs/PDF-FNP_News_Dec09-Jan10.pdf

Web Site: Link to national pbh web site <http://www.fruitsandveggiesmorematters.org/> is on home page of the Extension Family and Consumer Sciences Web Site - <http://pasco.ifas.ufl.edu/fcs/> and also noted in the parent newsletter.

Surveys:

One survey showed the top 3 campaigns (highest knowledge change): #1 *MyPyramid* (100% scored above average 4's + 5s and included fruits and vegetables as shown by red and green stripes on pyramid); #2 *Fluids* (72% increase, students made fruit-flavored water); and #3 *Whole Grains* (66% increase).

In another, a total of 33 teachers (47% out of 70 active elementary teachers, Pre-K through 5th grades) took time to have their students (568 total) participate in a 5-question survey. Results showed the top 3 ways that students planned to change their behavior: #1 Participate in physical activity every day to improve health (85%); #2 Choose a greater variety of fruits and veggies every day (82%); #3 Choose healthier snack foods at school and home (78%).

FNP "Munchy Adventures Summer Fun" was offered to 151 day campers (ages 7-13) at a 6 park sites over a 6-week period. A 15-question survey was used to determine knowledge gained of an average increase of .44. Additional evaluations were done in the higher grades (middle/high schools) using Turning Point Technology with excellent results!