Initiative Addressing At Risk for Overweight and Overweight Children:
This initiative was funded by a grant to
The Mississippi Food Network by Kellogg Foundation.

A collaboration linking the following entities:
Mississippi Alliance for Self-Sufficiency
Mississippi State University - Food Stamp Nutrition Education Program
University of Arkansas Extension
LSU AgCenter
MS, LA, AR Departments of Education
International Life Sciences Institute - Center for Health Promotion
The OrganWise Guys Incorporated

Too much food in and not enough physical activity . . .

Meet the OrganWise Guys.

Four healthy habits for OrganWise kids
1. Make low-fat food choices
2. Eat a high fiber diet
3. Drink lots of water
4. Exercise regularly
Hello, I’m a friend of Hardy’s. My name is Peri Stolic.

A Healthy Sewer System!

An Unhealthy Sewer System!

Let’s play a game.

Which body would you want? It’s up to you to make the right choices!
Join the OrganWise Guys for a little exercise.

Hi, my name is Hardy, I pump blood to all parts of my body. A friend came up to me and said, “Hardy, are you a smarty?” Yes I’m OrganWise, that’s why I like to exercise!

Are you ready for the test?

New OrganWise Recruits
Selection of OrganWise Guys Hardcover Books

Club Rules:
- Low-Fat
- High-Fiber
- Drink Water
- Exercise!

Page 35-40

The Younger Years - Hardy Heart Kit (Grades K-2)

The Younger Years - Calci M. Bone Kit (Grades K-2)

The Younger Years - Madame Muscle Kit (Grades K-2)
Kellogg Foundation grants $1.57 Million to expand project

8 New OrganWise Guys Videos

Gimme 5
Calcî’s Big Race
Breakfast Skipping Blues
Extreme Couch Potato
Fiber Fandango
Pepto’s Party Portions
Farmer’s Market Fresh
H2Ooohhh!
Coming soon - CD Rom

Little Organ Andy

Downloadable Customized Companion Activity Sheets

Listed as reviewed/approved materials on USDA database:

WIC Works database

Resource Cafe (Healthy Meals Resource System/Child Care Nutrition Resource System)

We are really going to help make a difference!
The Materials

- Physical activity cards are linked to core academic objectives
- Teacher manual coordinates the lessons
- TAKE 10! Tracking Poster motivates kids
- Teacher Training Video explains the program

CD Rom in Production Now!
Evaluation Results

Mississippi State University - Food Stamp Nutrition Education Program
Dr. Beverly Howell
Dr. Deborah Little
University of Arkansas Extension
Dr. Lynn Russell
Dr. Rosemary Rodibaugh
LSU AgCenter
Dr. Ellen Murphy
Dr. Heli Roy
International Life Sciences Institute - Center for Health Promotion
Shannon Williams

Project Objective/Measurable Outcomes

• Measurement of intensity, duration and frequency of the activities implemented.
• Measurement of student knowledge change relative to PA, nutrition and general health via pre/post student knowledge assessments
• Measurement of BMI% and their change over time (In process)
• Evaluation of the amount of accumulated activity during the school day
• Sample of schools implement SHI
• Teacher acceptance of program and willingness to continue

Year Two Summary

• 51 schools participated, 921 classrooms, approx 18,420 students.

• 83% of classrooms returned the teacher implementation survey

• 71% of the student knowledge assessments were returned

Student Knowledge

• Overview of objectives
  – Name fruits and veggies (K-3)
  – Name foods in the five food groups (K-3)
  – Select healthy snacks K-3
  – Understand benefits of eating fruits/veggies 4-5
  – Bone Health knowledge (K-3)
  – Describe good health habits (K-3)
  – Understand digestion (4-5)
  – Know importance of exercise (K-5)
  – Distinguish between exercise and inactivity (K-1)
  – Compare low and high intensity exercises (2-5)
  – Know recommended number of min. of exercise/day (4/5)
  – Explain about the heart and exercise (4-5)
N = 13,212
All grades summary

<table>
<thead>
<tr>
<th></th>
<th>PRE</th>
<th>POST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Mastery - score of 70-100%</td>
<td>300</td>
<td>453</td>
</tr>
<tr>
<td>Partial Master - score of 50-69%</td>
<td>201</td>
<td>117</td>
</tr>
<tr>
<td>Non- Mastery - score of 0-49%</td>
<td>99</td>
<td>45</td>
</tr>
</tbody>
</table>

Student Step Accumulation

- 4th/5th graders
- wore pedometers 6 weeks during the school day

Average Steps Accumulated/day/Student
Control Group N=87: 2,266
Intervention Group N=322: 3,336

School Health Index

- Five Schools Participated Formally
  Module 3: Physical Education and other Physical Activity Programs
  Module 4: Nutrition Services

After initial survey most of the schools formed a School Health/Wellness committee and committed to include some type of staff wellness program

Year end summaries are being collected this spring.

Teacher Survey:

- 64% of teachers reported implementing program at least 3 times/week (compared to 49% in year one)
- It was found that all pieces of the program materials were used to some extent by teachers and use from year one to year two improved in all categories.
- Consistent support and monitoring by cooperative extension agent and a site-based champion provided for her implementation of the entire intervention.
- 89% of the teachers intend to continue to use the program in the future
- 78% of teachers would recommend program to other teachers
Teacher comments . . .

“This is a great program, It helps students learn in a fun way!”

“The videos were informative and the students could understand them.”

“The videos brought the OrganWise Guys to life.

“The children loved the videos. They have learned a lot and sing the songs all the time.”

“They beg to see the videos.”

And even better . . .

“The students were more focused on eating fruits and vegetables during lunch after watching the videos.”

“While the videos were playing, the students were very quiet and attentive. I noticed at lunch that the students were saying comments about how milk is good for you. No one put their apples in the garbage.”

PARENT SURVEY

Dr. Rosemary Rodibaugh

337 Surveys Returned

Has your child asked you for more or different fruit, vegetables, milk or yogurt? 71.2% Yes

Has your child told you about the TAKE 10! And the OrganWise Guys? 63.5% Yes

Has your child talked to you about healthy foods and snacks? 71.5% Yes

Has your child talked to you about being more active? 72.4% Yes

Have you made any changes in your family’s eating and activity practices as a result of what your child has learned? 60.1% Yes

PARENT SURVEY

Dr. Rosemary Rodibaugh

110 Parents submitted comments

Samples below . . .

“We buy more juice instead of coke. We are trying new vegetables. We have tried different yogurts.”

“We stopped buying junk snacks and replaced them with fruits.”

“Every morning we eat breakfast and we make sure that vegetables are a part of our dinner. Different vegetables like cabbage, beans, greens, etc.”

“We eat fewer fried foods and smaller portion sizes.”

“She told us about eating healthy and doing more activities. She is feeling more active and feeling better.”

“I am a school nurse for Drew Central Schools and I think this is awesome!”
Additional Expansion Objectives

• Develop an easy to use implementation kit to assist in duplication of this model to other regions

• to market and obtain media coverage and national recognition for expansion of project

• To develop partnerships for expansion of project

The Cooper Institute and the Michael and Susan Dell Foundation recently evaluated close to 300 childhood obesity programs and . . . The Kellogg Delta HOPE Tri-State Initiative was given the highest rating of **GOLD!**

Sustainability

USDA’s Guiding Principles guiding product development

Extension experts to implement project and develop evaluation components

Materials developed with end user priorities/Lesson Plans/Teacher buy-in

Evaluation outcomes demonstrating effectiveness

Statewide partnerships and collaboration is key (MS: WIC, DOE, Public Health, Extension, Dept of Ag, Food Network)

Turn Key Model System Proven to be easily duplicated

Cost effective programs with majority of materials non consumables

Private/Public Sponsorship and Unlimited Collaboration

Public Television Potential for mass distribution
BCBS Louisiana Review

- Review of potential signature programs
  - Be Active Kids
  - Jump Up and Go
  - Body Walk & Organ Wise Guys / Take 10!

  - 5 Year $1.8 Million Project Collaborating with LSU and The OrganWise Guys Inc

Mississippi State/BodyWalk

Oliver Foundation/Baylor - Houston Fort Bend School System

- 40 Schools
- Texas Community Partnership Crystal Award
- Working on co-funding 72-30 Second Vignettes
- Texas Children’s Museum

Evaluation Results

- Kellogg Tri-State Delta HOPE project (Through Year 2)
- Louisiana TEAM Nutrition Project (Available)
- University of Arkansas Parent Survey (Available)
- The Oliver Foundation (in progress)
- Florida HOPS (in progress)
"The energy equation . . .

Balancing food intake with physical activity.

“No matter what you look like on the outside, we are all the same on the inside. We love who we live in so please take care of us!"

Michelle Lombardo D.C.
The OrganWise Guys Inc.
770-495-0374

Deborah Little, Ph.D.
Mississippi State University
Extension Services
662-325-0623

www.organwiseguys.com"