Generating Rural Options for Weight

GROW Healthy Kids & Communities

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The goal of GROW Healthy Kids and Communities is to change the context to prevent a rise in obesity risk and prevalence in populations of rural children.

**AIM ONE**
Explore and model the rural obesogenic Environment in Oregon and five Western states to inform rural obesity prevention research, education, and Extension.

**AIM TWO**
Intervene in Oregon, via Extension targeting changes in community, school, and family home contexts (PSE) to promote children’s daily healthful eating and physical activity behaviors and patterns, and thus prevent a rise in BMI prevalence in elementary school student populations.
From HEAL MAPPS™ we learned…attributes of Rural Place, accessibility and affordability of available resources, are experienced differently by Rural People depending on socially determined “group” attributes, including income, location, race & ethnicity, family size & type, job/work, cultural norms/beliefs.

KEY
- Support (Makes EASY)
- Barrier (Makes HARD)
- Either/Both (Support & Barrier)
From HEAL MAPPS™ we learned…collective readiness to address the obesogenic context varies within and among rural communities by dimension and overall, at best at pre-planning (4) levels, and thus poised for locally tailored, strongly effective PSE actions.

Figure. Mean and SD of Community Readiness Scores by Dimension of Readiness across all communities (n=22)
From **R-CFPA** we learned…via GPS “ground-truthed”

Environmental Scan of PA Resources in Oregon

**Pre \( (t_0) \) to Post \( (t_3) \) Change in Physical Activity Resources**

- **Low/No Cost Outdoor**
- **Low/No Cost Indoor**
- **Fee-based Outdoor**
- **Fee-based Indoor**

John, Winfield et al. (unpublished data)
From **R-CFPA** we learned…via GPS “ground-truthed” Environmental Scan of HE/Food Resources in Oregon

**Pre (t₀) to Post (t₃) Change in Change in Food Resources**

John, Winfield et al. (unpublished data)
Data Enable Community Food (A) and Physical Activity (B) Resource Maps to Visualize Availability and Analysis of Factors Modeling the Rural Obesogenic Context

Rural Obesogenic Index
- % priority population with “easy” access (1/2 mile or 5 min. drive from home)
- strength (effectiveness) of environmental resource for supporting HE or PA
- seasonal weight (# usable months of 12)
Environmental scans were conducted at schools using our School Physical Activity and Nutrition-Environment Tool **SPAN-ET™**

GROW school teams used **SPAN-ET** scores to prioritize areas for improvement and employed **SPAN-ET** guided evidence-based PSE strategies

*John et al. J Sch Health, 2016*
Jackson, John et al. (unpublished data)

<table>
<thead>
<tr>
<th>Theme</th>
<th>Nutrition Support</th>
<th>Nutrition Barrier</th>
<th>Physical Activity Support</th>
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Themes for Nutrition:
- Family Eating Habits
- Food Procurement

Themes for Physical Activity:
- Family Physical Activity
- Screen Time
Overweight, Obesity, and Healthy Weight Prevalence in Rural Elementary School Students (n=2006)

Significant Weight Health Impact

BMI Primary Outcome

Gunter, Abi Nader, John (unpublished data)
SCHOOL GARDENS GIVE KIDS THE OPPORTUNITY TO GROW AND EAT FRESH VEGGIES AND FRUIT

In Molalla, families can visit and support the school StoryWalks® and gardens across the district.

Access to local foods, gardens, produce, agriculture and fresh food assistance...
In Molalla, families can visit the beautiful Molalla River Corridor and hike to stay active, learn, and have fun!

Access to trails, parks, public lands for active recreation and learning....
KIDS NEED 60 MINUTES OF MODERATE TO VIGOROUS PHYSICAL ACTIVITY PER DAY TO LEARN WELL AND BE HEALTHY

ON AVERAGE THEY GET JUST 20 MINUTES PER DAY AT SCHOOL

Molalla families can use the trail and fitness stations behind Molalla Elementary School to work out together

Access to via shared use, and active play, fitness, and learning resources
IF YOU GET OUT & WALK 30 MINUTES PER DAY, YOU INCREASE YOUR LIFESPAN BY 2 YEARS

In Molalla, families can walk or run the Freedom 5k together!

Access to programs and partners that support weight healthy rural lifestyles
FOR THE FIRST TIME IN HISTORY, TODAY'S KIDS MAY LIVE 5 YEARS LESS THAN THEIR PARENTS...

What will Molalla do with five more years?

We’ll let you know!