

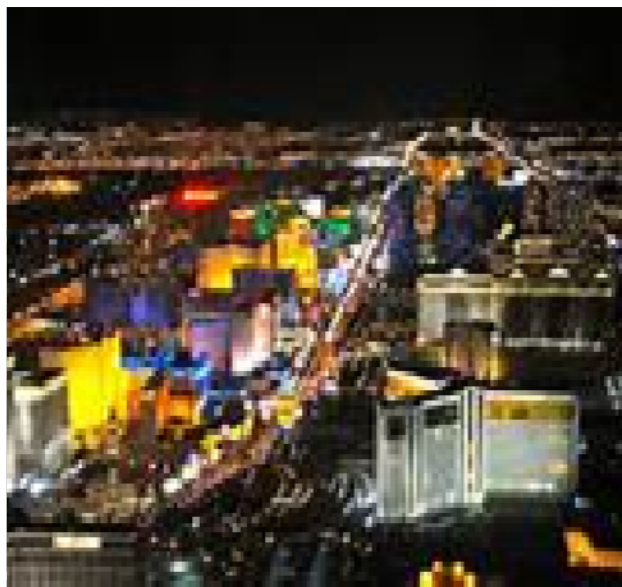
Generating Rural Options for Weight- Healthy Kids and Communities



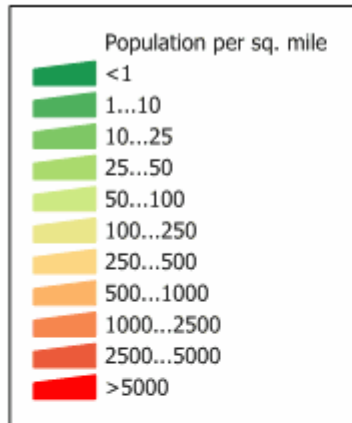
Annie Lindsay, University of Nevada, Reno (Extension)

Courtney Coughenour, University of Nevada Las Vegas

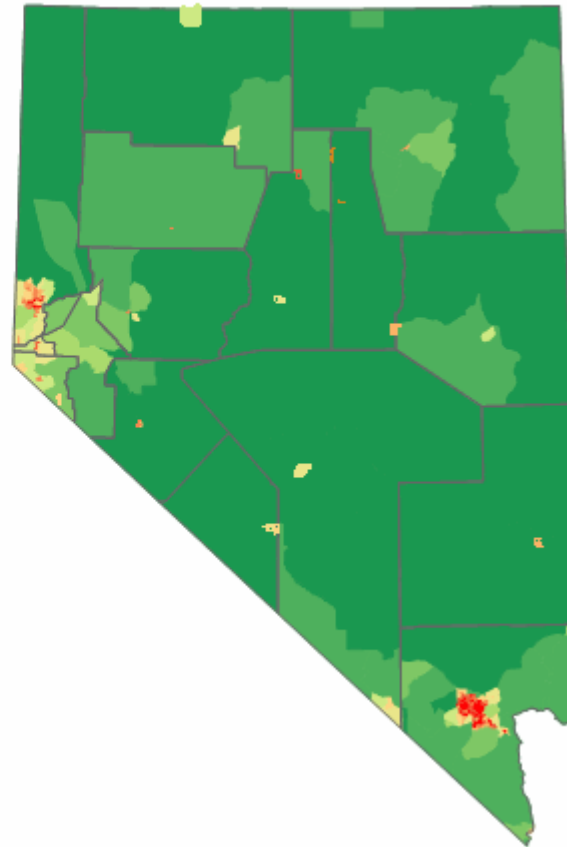
The project is supported in part by the Agriculture and Food Research Initiative of the USDA National Institute of Food and Agriculture, grant number 2011-68001-30020



Prevalence of childhood overweight and obesity is higher among children living in rural areas (36% vs. 30%). Nevada rates are 33.2%



Source: U. S. Census Bureau
 Census 2000 Summary File 1
 population by census tract.



Nevada = 2.8 Million

Washoe = 434,000 (16%)

Clark County = 2.0 Million (71%)

Rural = 366,00 (13%)



Rural and remote communities face unique social and structural challenges that can have an impact on healthful eating and physical activity different from those found in urban places



What are the supports and barriers that either help or hinder healthy behaviors in rural communities of Nevada?

OREGON

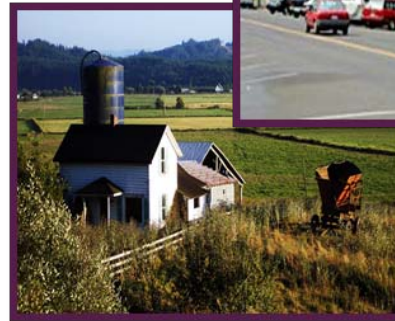
WASHINGTON

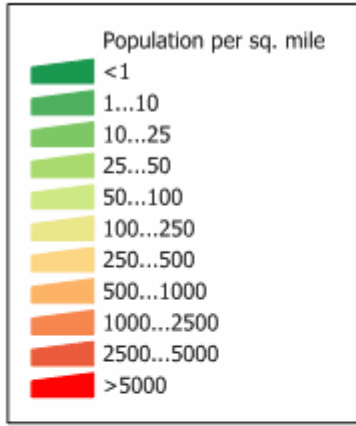
COLORADO

NEW MEXICO

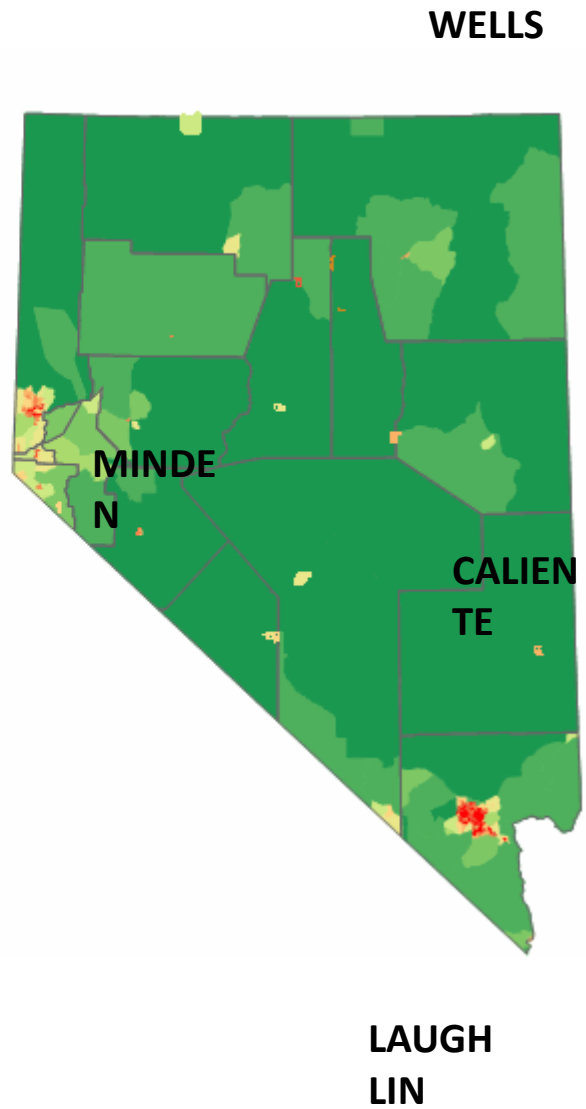
NEVADA

ARIZONA



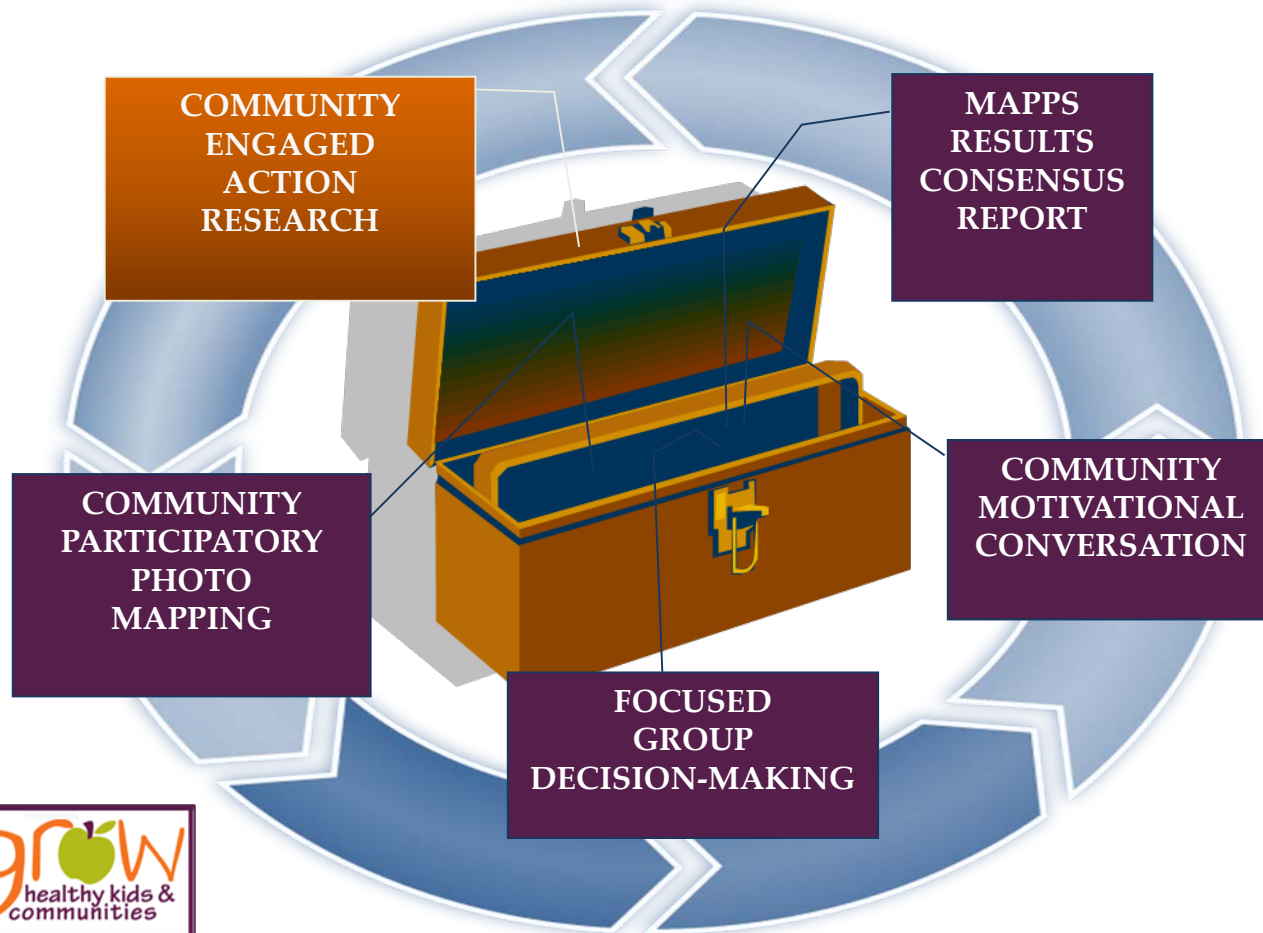


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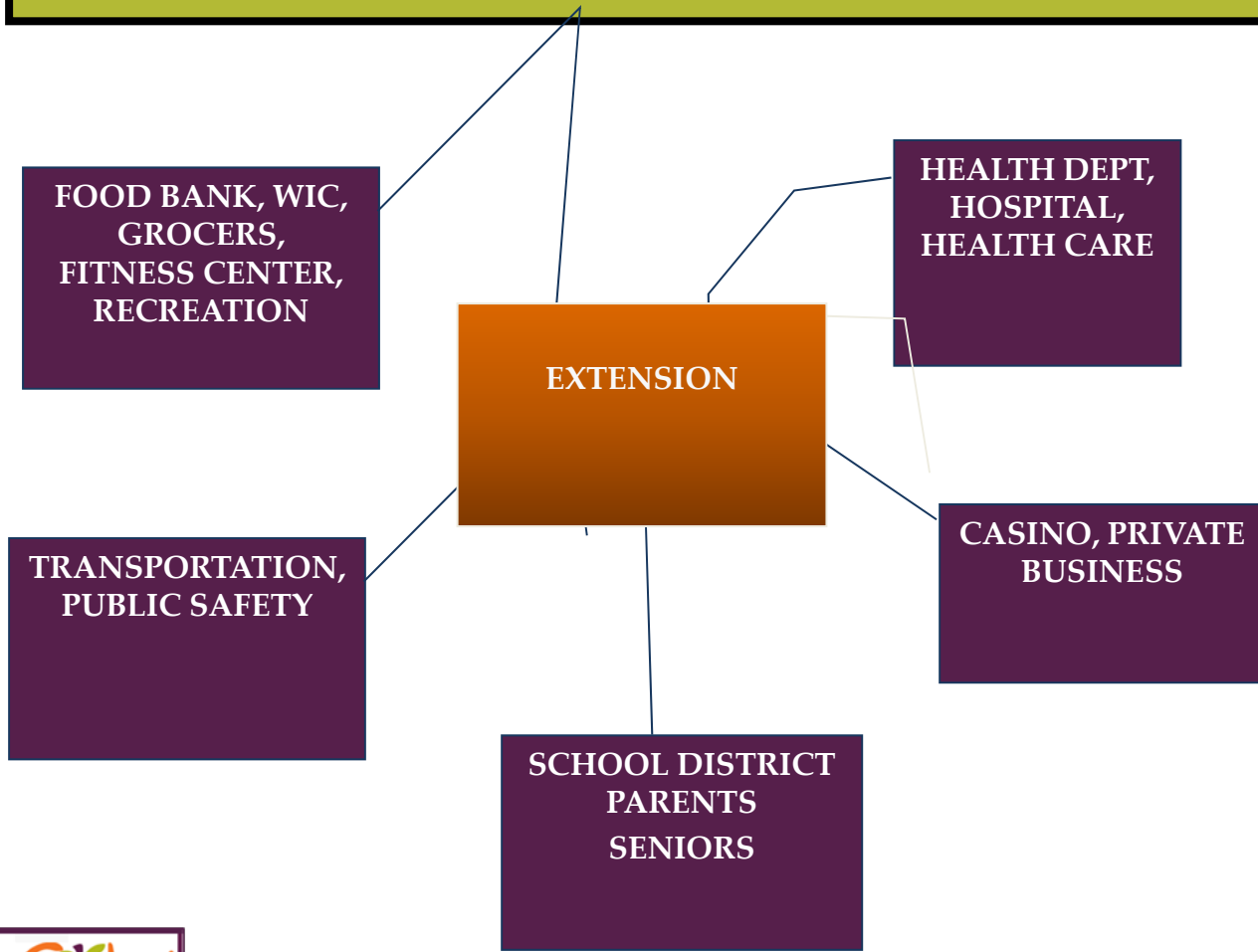


Healthy Eating Active Living
Mapping Attributes using Participatory Photographic
Surveys

HEAL MAPPS TOOLS



1. Stakeholder Meeting



2. Mapping Attributes using Camera Enabled GPS



Community members are provided MAPPS equipment and trained to use tools to map features of their community



On their own or with a partner, they photograph (and map) their direct experiences with the food and physical activity environment in the community



They record their experiences of the community features along their route on their route journal.

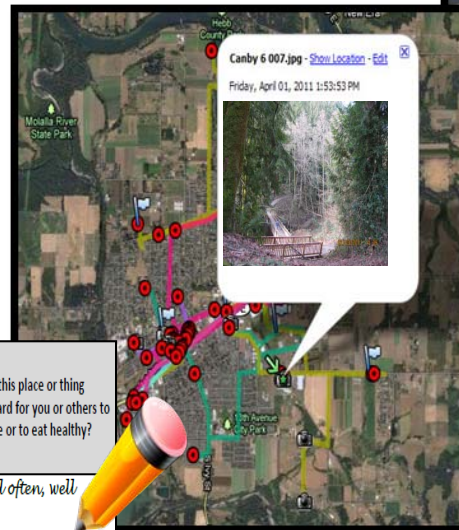
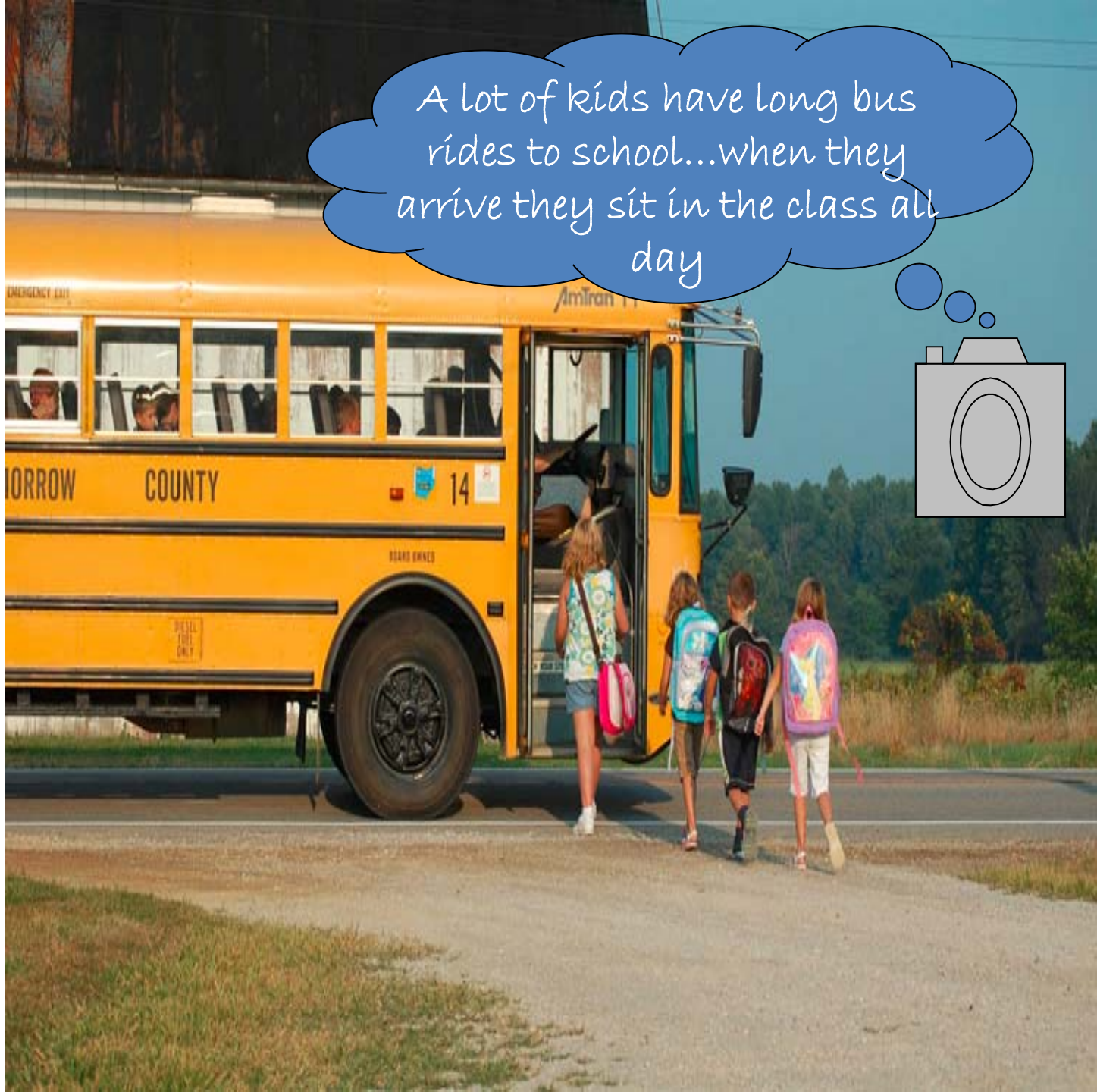


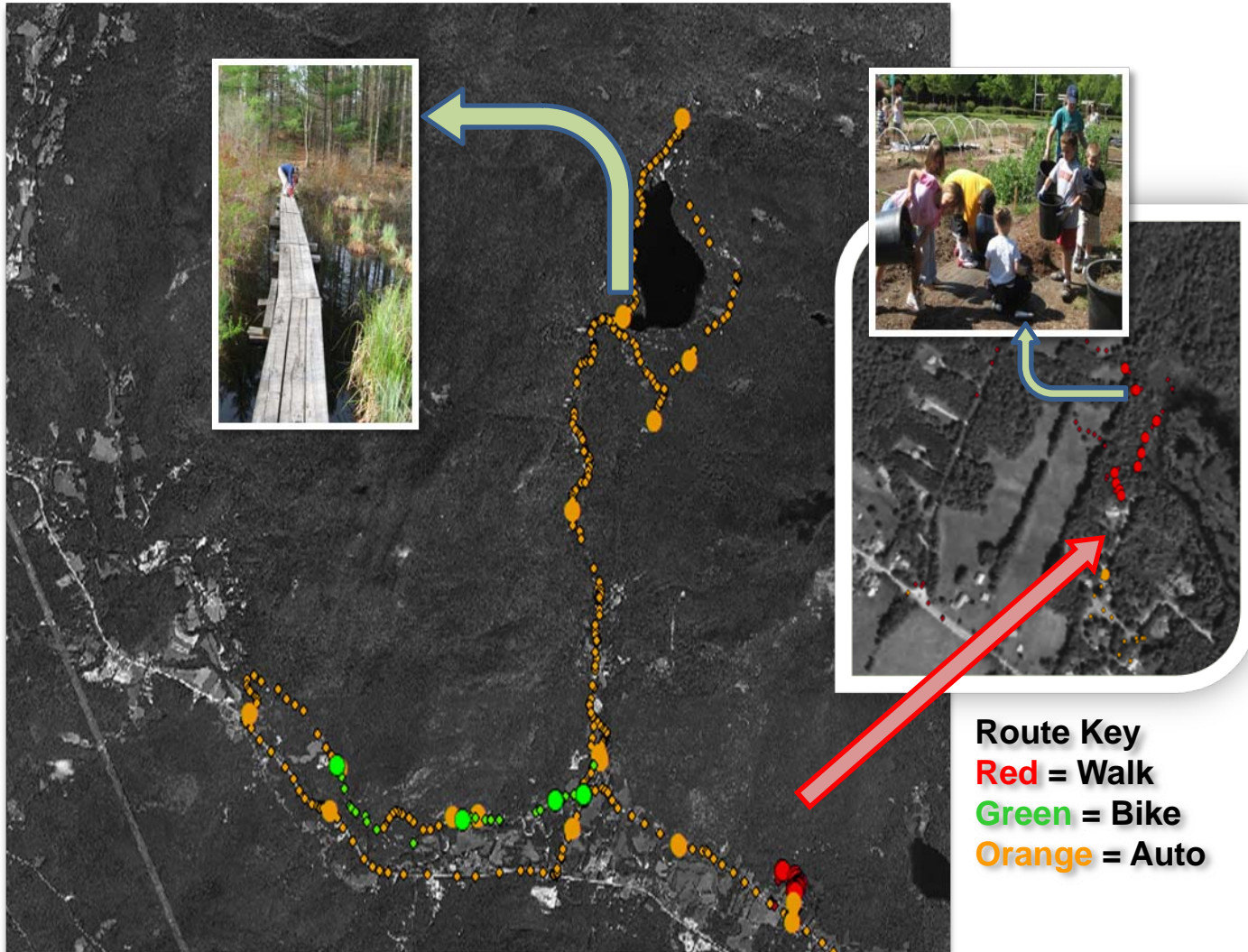
Photo #	Picture of?	This is a photo of a place or thing that makes it... (check all that apply):				Why do you think this place or thing makes it easy or hard for you or others to be physically active or to eat healthy?
		Easy for you or others to be physically active	Hard for you or others to be physically active	Easy for you or others to eat healthy	Hard for you or others to eat healthy	
2.	Trail	✓	—	—	—	I use this trail often, well maintained.

A lot of kids have long bus rides to school...when they arrive they sit in the class all day



HEAL MAPPS Routes

...tell a story of how people intersect with the food and physical activity features of their rural place



3. FOCUS GROUPS

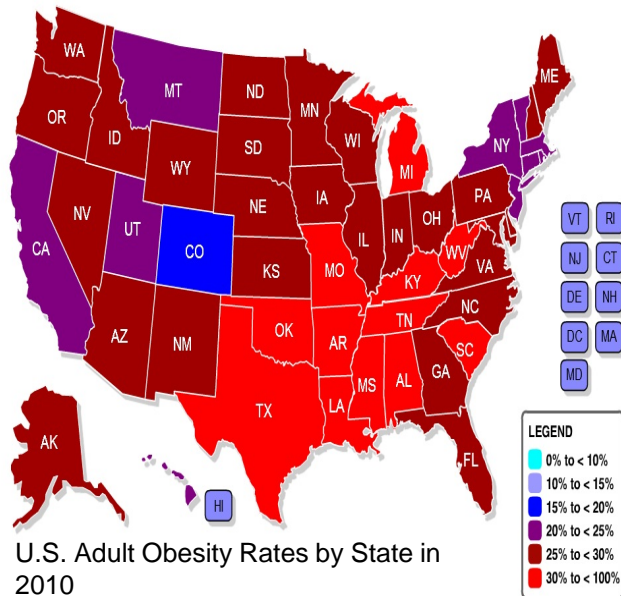
- ***Generated 10 maps*** – representing routes traveled on foot, on a bicycle, by motor vehicle, public transit, or other modes used to interact with the [community] food and physical activity environment
- ***Photographed over 150 features*** of the community related to healthy eating and physical activity for children, youth, and adults in [community].
- ***Participated in a focused group meeting*** to organize a community photo journal for a ***community conversation!***

4. Community Conversation

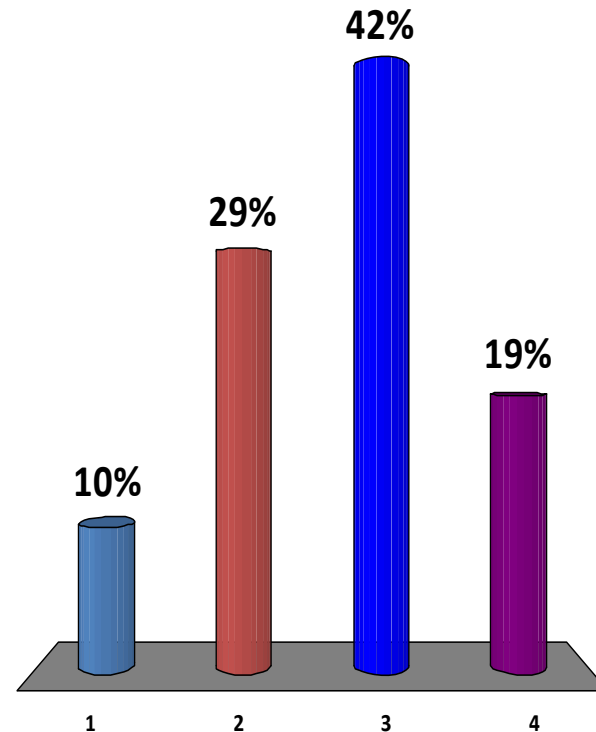


Most kids have a 30-40 minute commute then right into the classroom; rural schools and shortened school days make it harder for kids and families to promote healthy lifestyles; I wish my kids could bike to school and home; by the time the kids get home, they are starving with lunch at 10:45

Do you believe childhood obesity is an issue of concern in your community?



Community Conversation



1. No concern at all
2. Mild concern
3. Moderate concern
4. Great concern

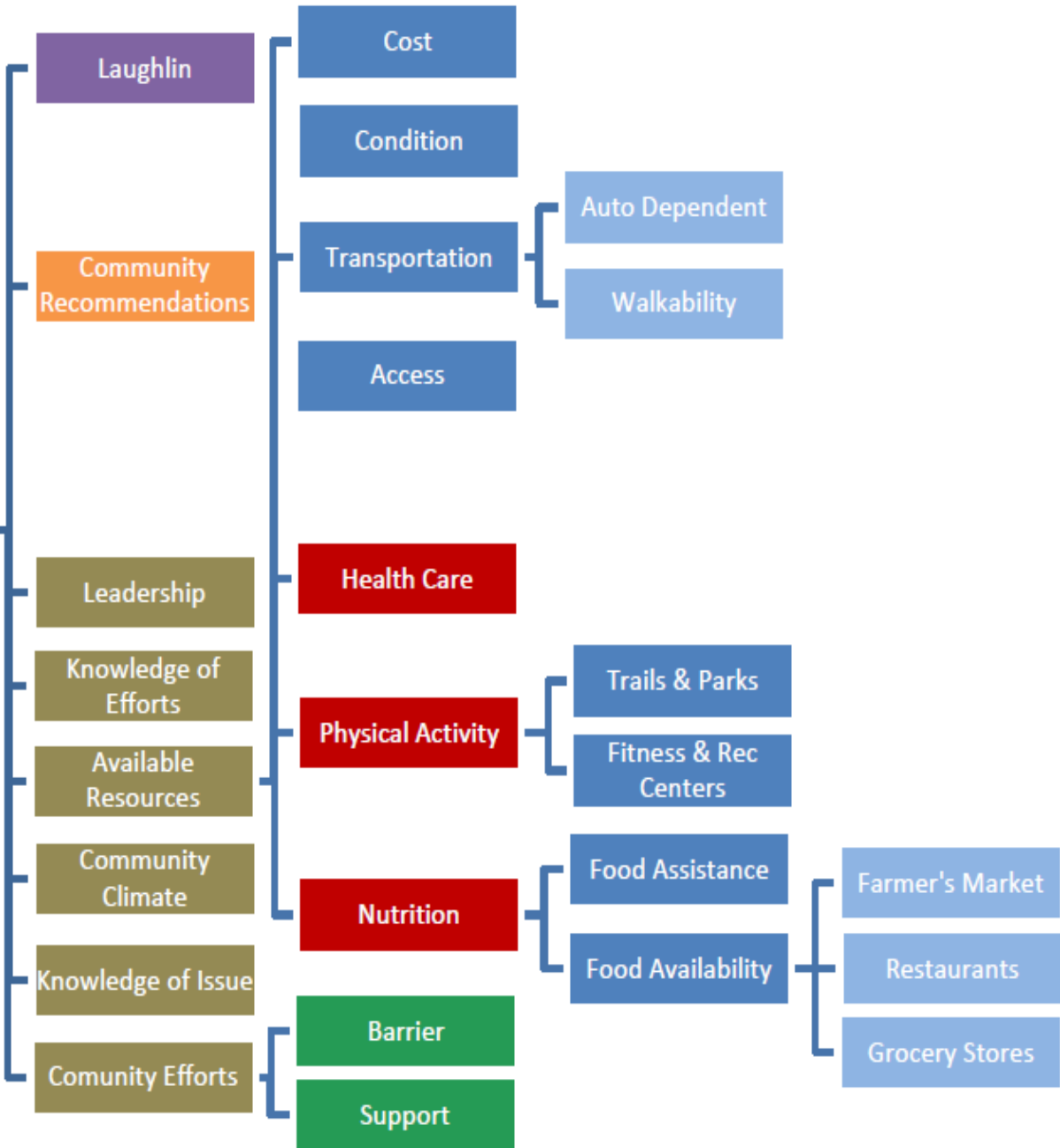
Perceived Support

- 61% - believe that childhood obesity is of MODERATE to GREAT concern in their community

Perceived Barriers

- 67% - feel that the community is MILDLY or NOT AT ALL knowledgeable about the link between the environment and obesity
- 52% - DISAGREE or STRONGLY DISAGREE that their community has adequate resources to help members eat healthy and be physically active
- 69% - feel that community leaders are MILDLY to NOT VERY engaged in efforts to promote weight healthy kids and families
- 67% - are MILDLY to NOT AT ALL confident that the people in their community who provide programs , services, activities and establish policies have expertise and training in healthy eating and physical activity

Nodes



Colorado State University Community Readiness Model (Stages of Community Readiness)



-
- No Denial Vague Pre- Preparation
Stabilization Professionalism
- Awareness Awareness planning Initiation
Expansion

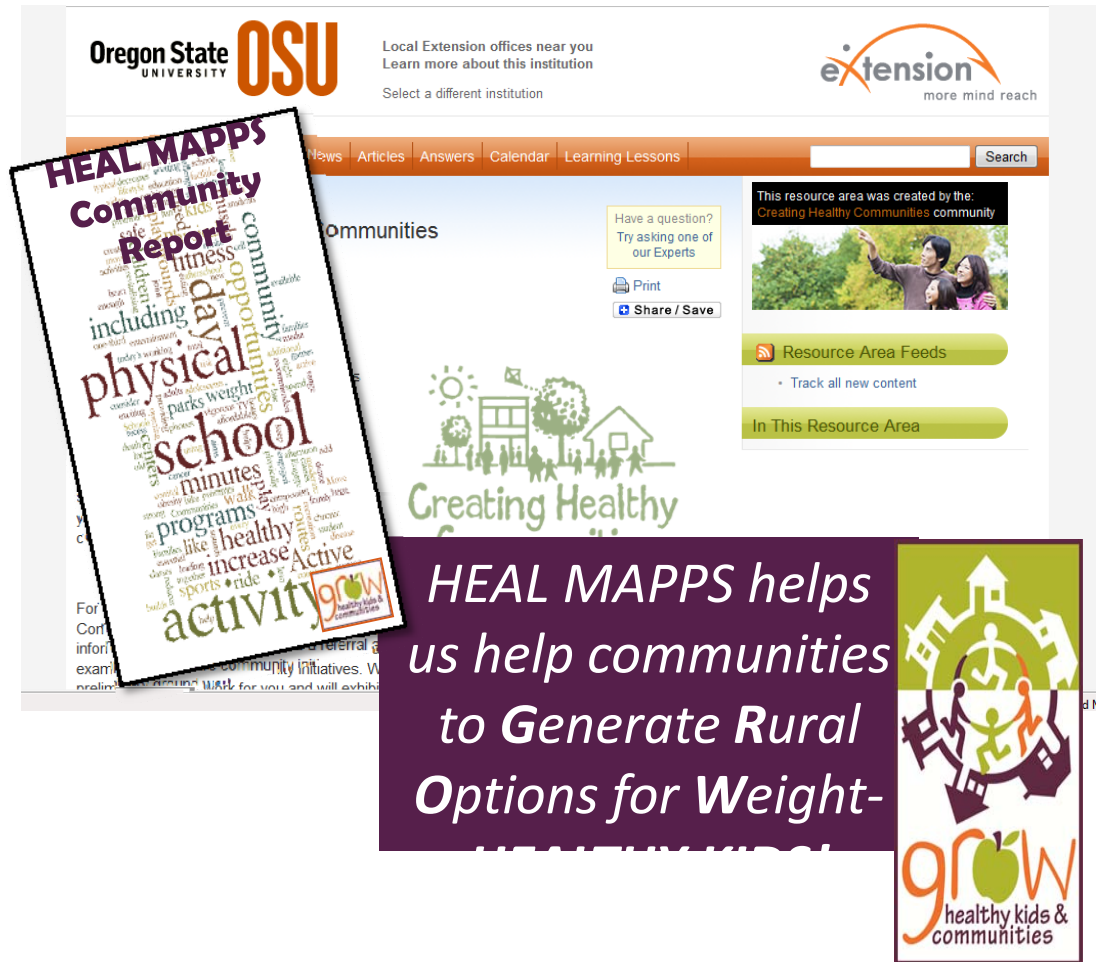
HEAL MAPPS

Data and Reports...

Convergent Parallel Mixed Methods Design


Data analyzed at local level are provided to participating communities as HEAL MAPPS Community Report

Community data are aggregated at the state-level and analyzed to inform a model of rural obesity prevention



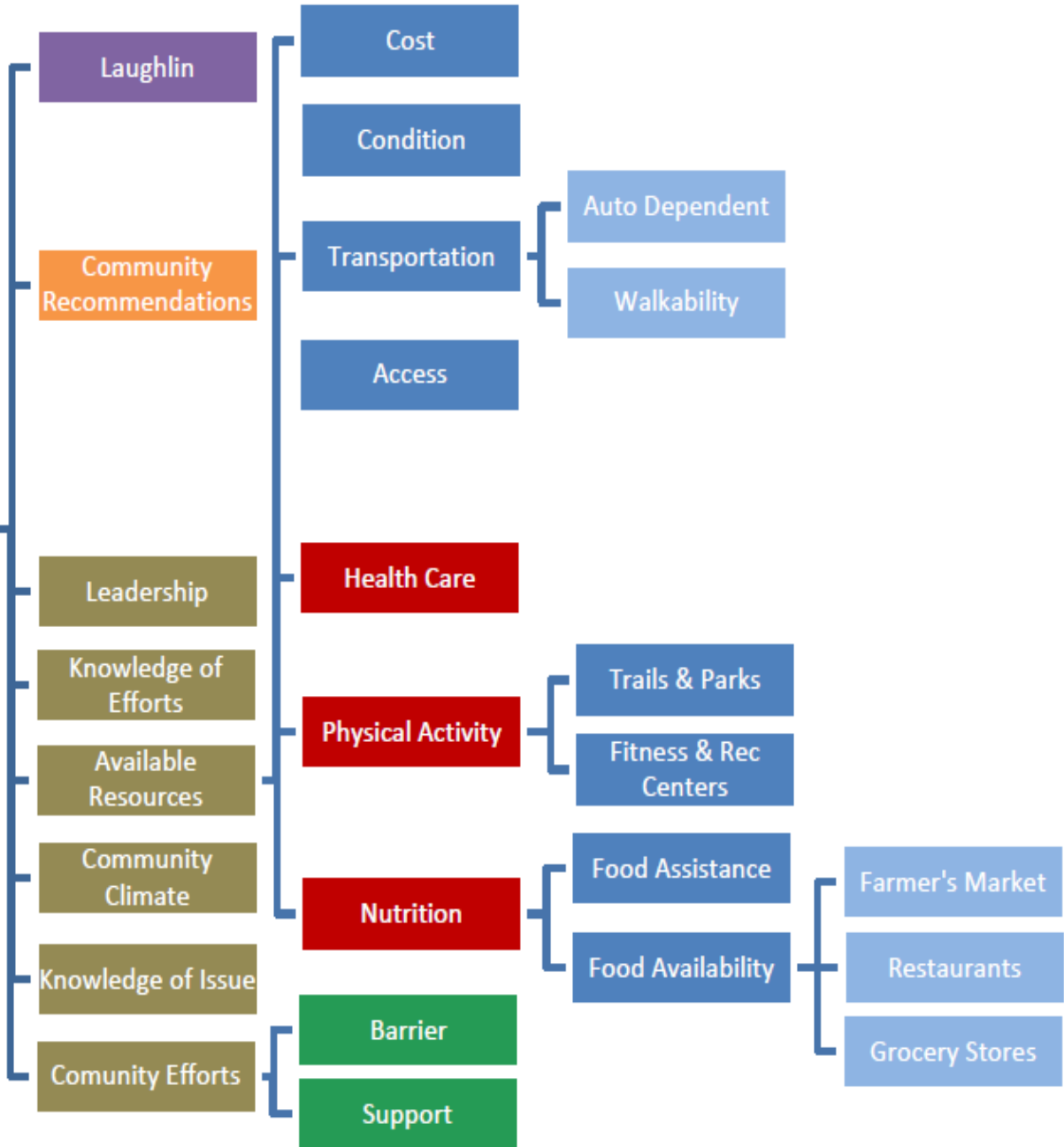
The screenshot displays the Oregon State University (OSU) extension website. At the top left is the OSU logo with the text "Oregon State UNIVERSITY" and "OSU". To the right, it says "Local Extension offices near you" and "Learn more about this institution" with a "Select a different institution" link. The "extension" logo with the tagline "more mind reach" is in the top right. A navigation bar includes "News", "Articles", "Answers", "Calendar", and "Learning Lessons", along with a search box. Below the navigation, there's a "Communities" section with a "Have a question? Try asking one of our Experts" button, "Print", and "Share / Save" options. A "Resource Area Feeds" section includes a "Track all new content" button. A "In This Resource Area" section is also visible. A large word cloud is overlaid on the page, featuring terms like "HEAL MAPPS", "Community Report", "physical activity", "school", "minutes", "programs", "increase", "Active", "sports", "ride", "walk", "parks", "weight", "opportunities", "community", "including", "day", "fitness", "children", "parents", "teachers", "schools", "parks", "weight", "minutes", "programs", "increase", "Active", "sports", "ride", "walk", "parks", "weight", "opportunities", "community", "including", "day", "fitness", "children", "parents", "teachers", "schools".

HEAL MAPPS helps us help communities to Generate Rural Options for Weight-Healthy Kids!



grow
healthy kids & communities

Nodes





NUTRITION

Food Assistance

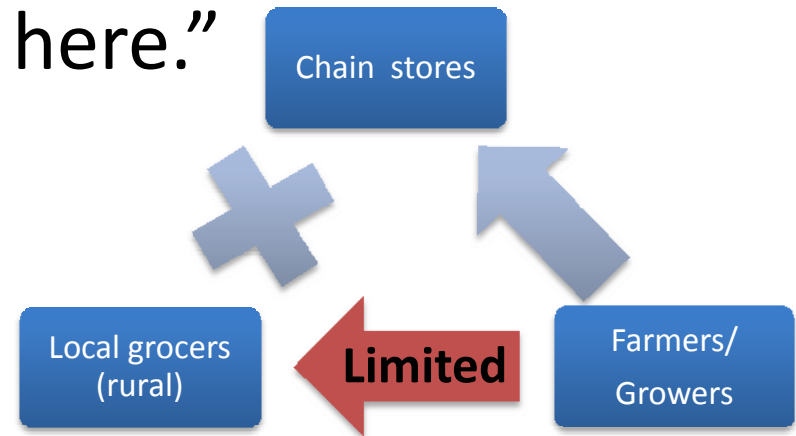
- Federal, state & local grants
- Food pantries
- Low income programs (e.g. school meals)
- “Communities in Schools, a non-profit organization, provides backpacks of food for the weekend and a light morning snack”

Access to Fresh Fruits and Vegetables

- Lack of grocery stores
 - 1 per set of communities
 - Convenience stores
 - Lack of fresh fruits and vegetables in grocery stores and restaurants
 - Generally expensive
 - Limited supply
- “You can only get good choices on the day the truck delivers, Tuesdays and Fridays. Sometimes there’s pretty much Nothing left. They will run out of food.”

Access to Fresh Fruits and Vegetables

- Poor alliance between farmers and store owners
- “Local stores don’t want to sell Rodney’s produce, even though he’d be happy to. He sells his food at Whole Foods in Las Vegas, but would want it to be sold here.”



Physical Activity

Supports



- Access to parks, trails and outdoor activities
- Activities organized by
 - Community (races, clubs, classes..)
 - Schools (sports, clubs...)
 - Churches & Intertribal (leagues...)
 - Examples: team sports, Zumba, tennis, yoga, fishing, horseshoes, skate parks, golf, snow ski, hiking, swimming

Physical Activity

Barriers

- Local Activity Facilities:
 - Expensive & unaffordable (especially privately owned)
 - Limited days/hours because limited staff
 - Lack of coordinated advertisement for promotion
- Restricted access, gates (private property)
- Park conditions and safety (lack of fences)
- Lack of local expertise and training (exercise and healthy eating)

Walkability/ Auto-Dependence

- Distances (make access to food and physical activity difficult)
 - Transportation (expensive or not available)
- Dangerous roads, lack:
 - Crosswalks
 - Signage
 - Sidewalks/walking paths
- Lack of amenities
 - Lighting/fences
 - Shade cover
 - Bike racks

Implications for Research, Policy and Program

- Provide direct education
- Subsidize local recreation, sports and physical activity providers
- Build alliances and hold conversations between community members & decision makers
 - between private property owners & community use
 - between local farmers & grocers/restaurant owners
- Identify local champions



- Oregon State University; USDA-NIFA
- Jill Tingey, Univ of Nevada Cooperative Extension, Elko County
- Steve Lewis, Univ of Nevada Cooperative Extension, Douglas County
- Holly Gatzke, Univ of Nevada Cooperative Extension, Lincoln County
- Debra Marcusson, Univ of Nevada Cooperative Extension, Clark County
- Mihaela Ciulei, Univ of Nevada, Las Vegas