

Generating Rural Options for Weight **GROW Healthy Kids & Communities**

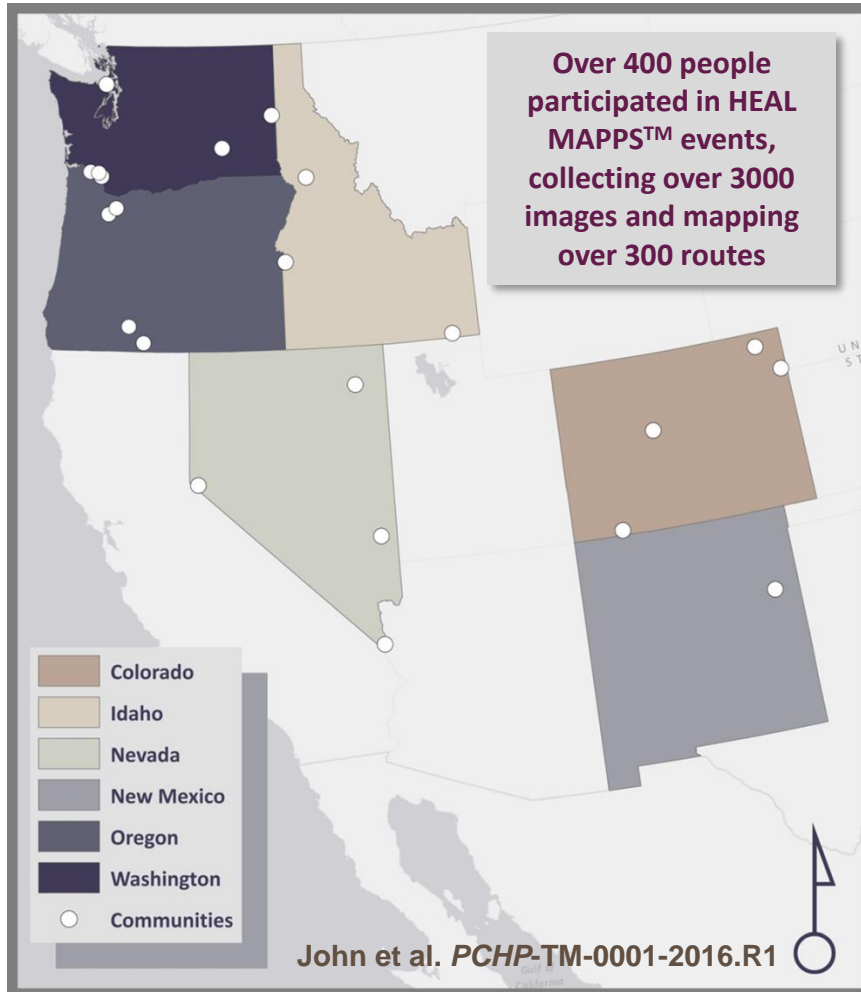
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The goal of GROW Healthy Kids and Communities is to change the context to prevent a rise in obesity risk and prevalence in populations of rural children.



AIM ONE

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



Attributes Of People

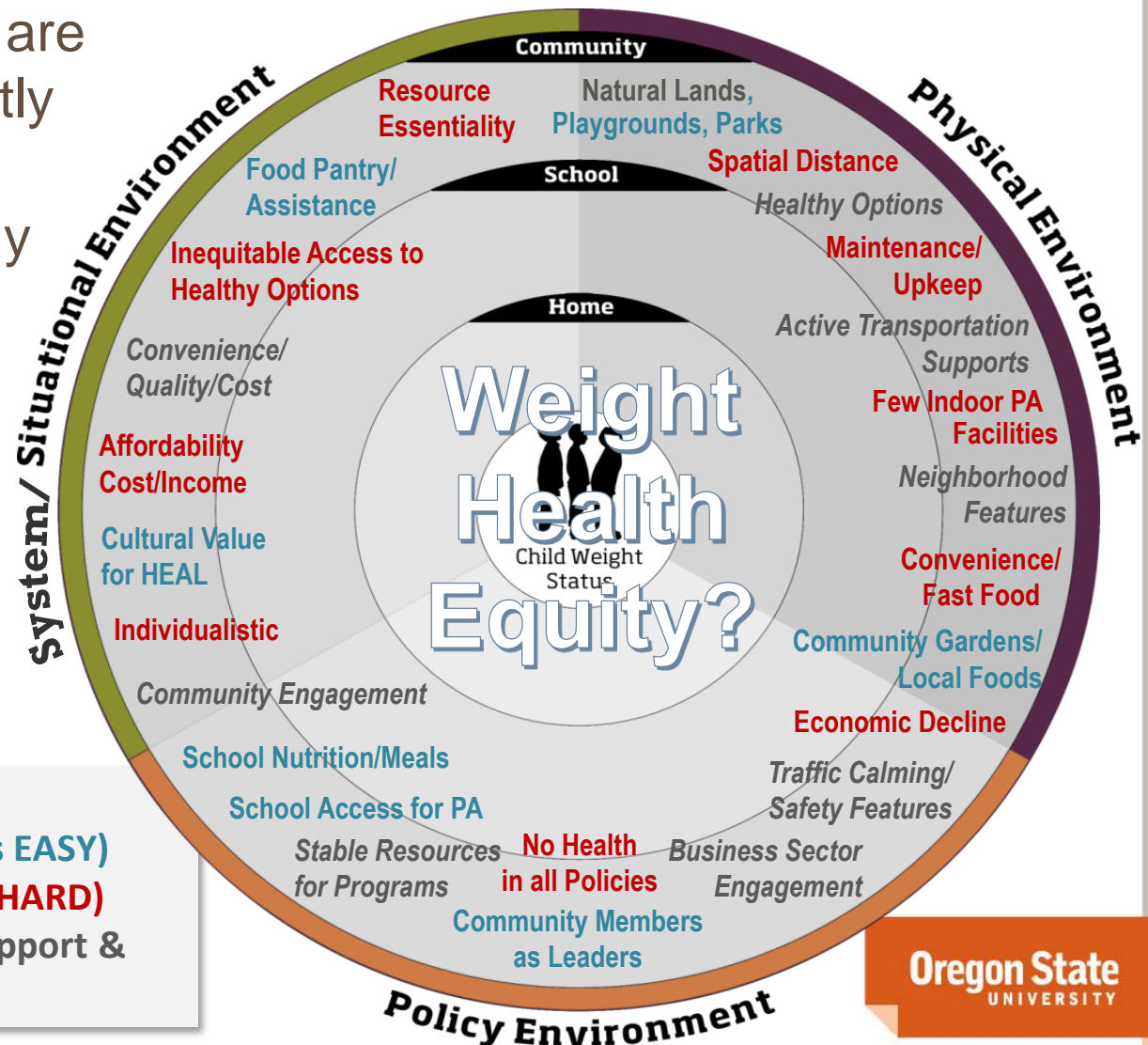
Attributes Of Place

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

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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



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

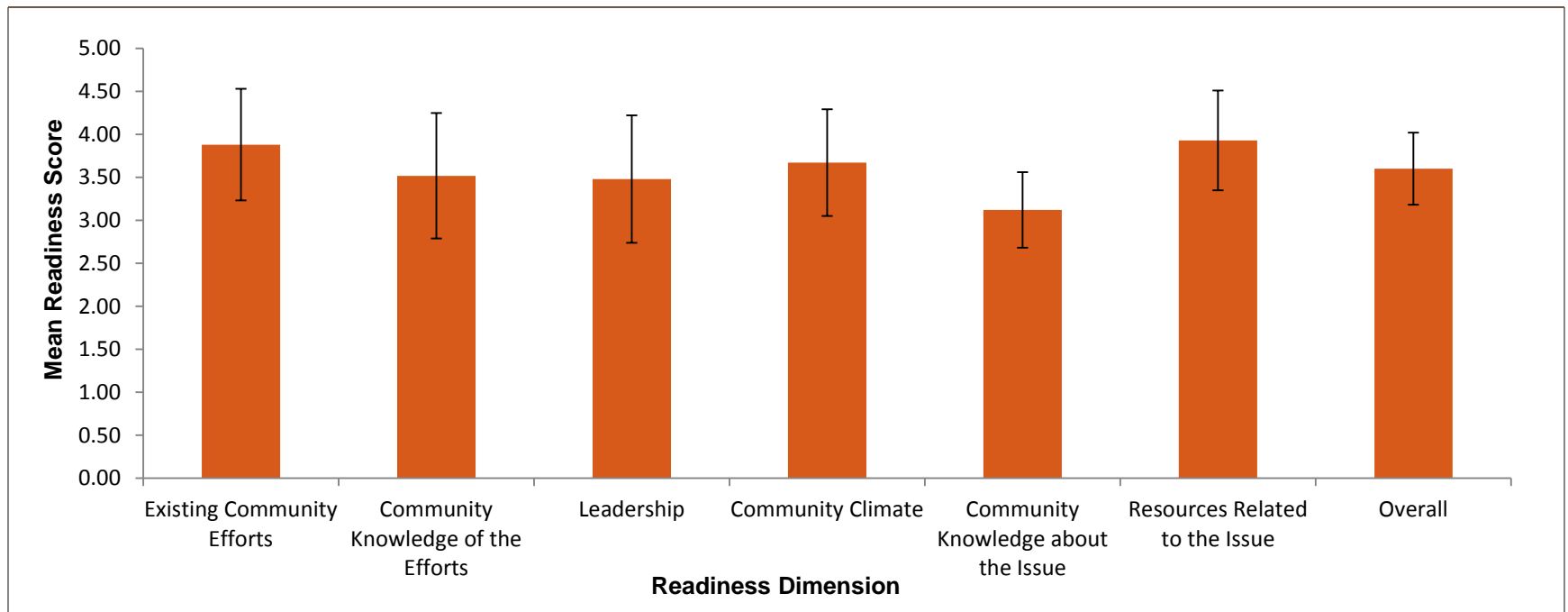
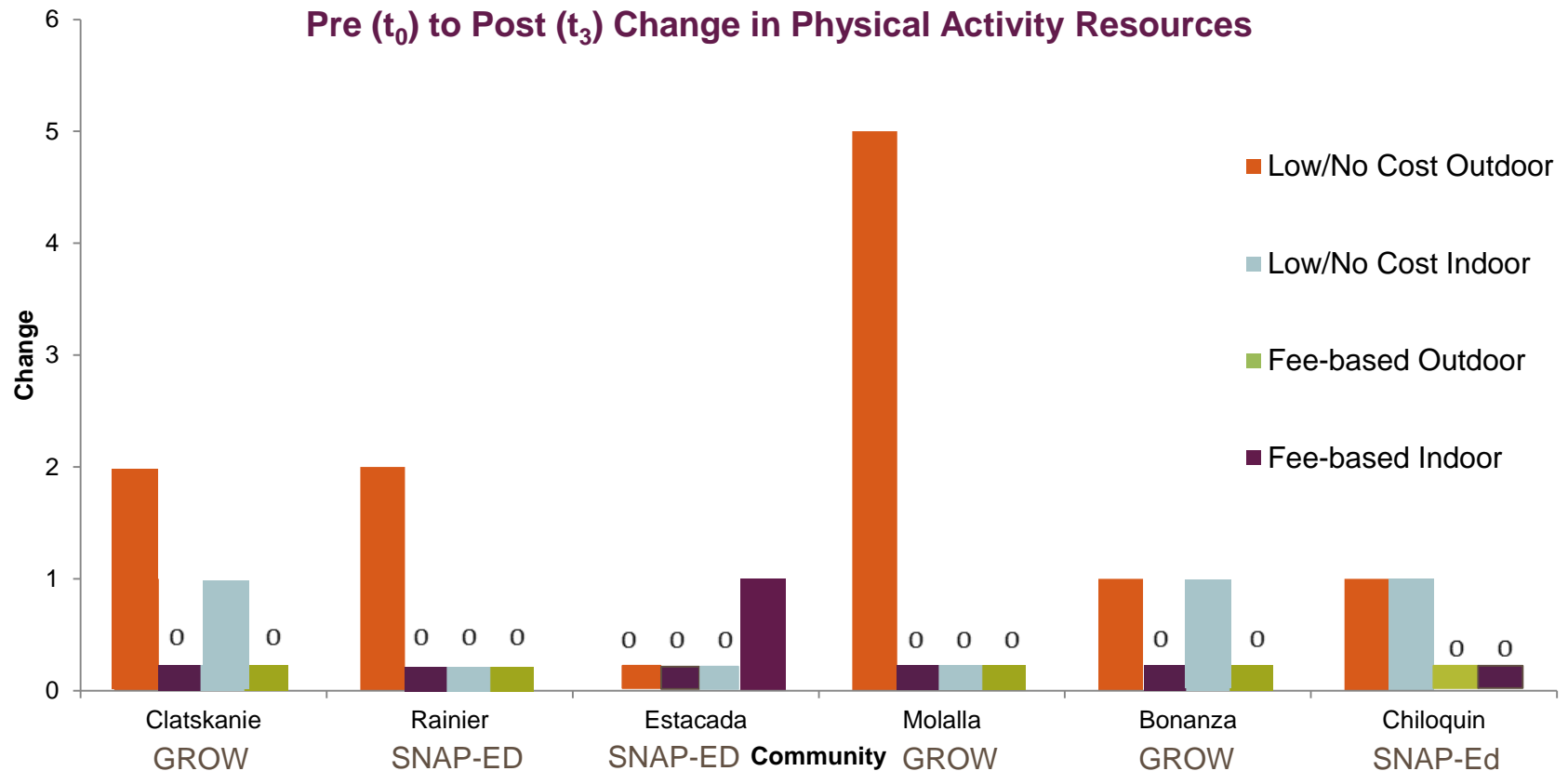


Figure. Mean and SD of Community Readiness Scores by Dimension of Readiness across all communities (n=22)

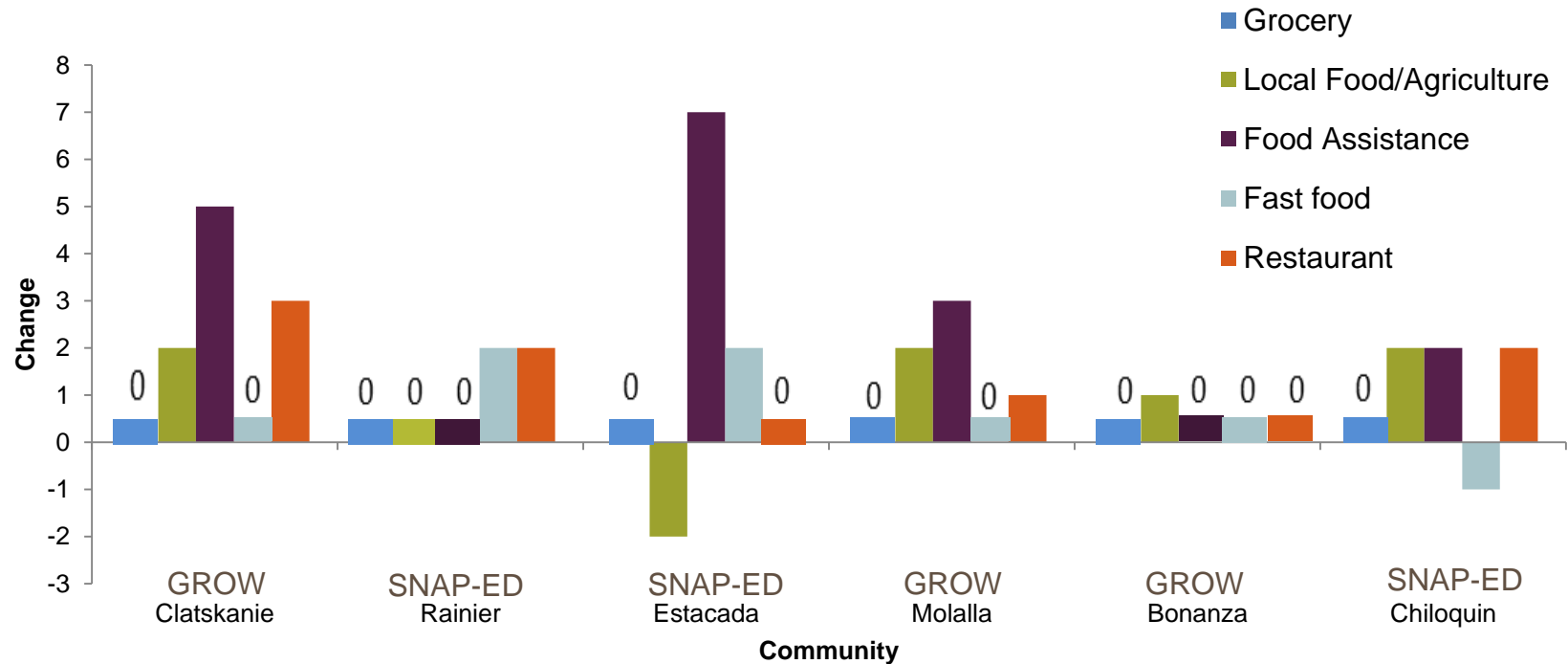
From *R-CFPA* we learned...via GPS “ground-truthed” Environmental Scan of PA Resources in Oregon



John, Winfield et al. (unpublished data)

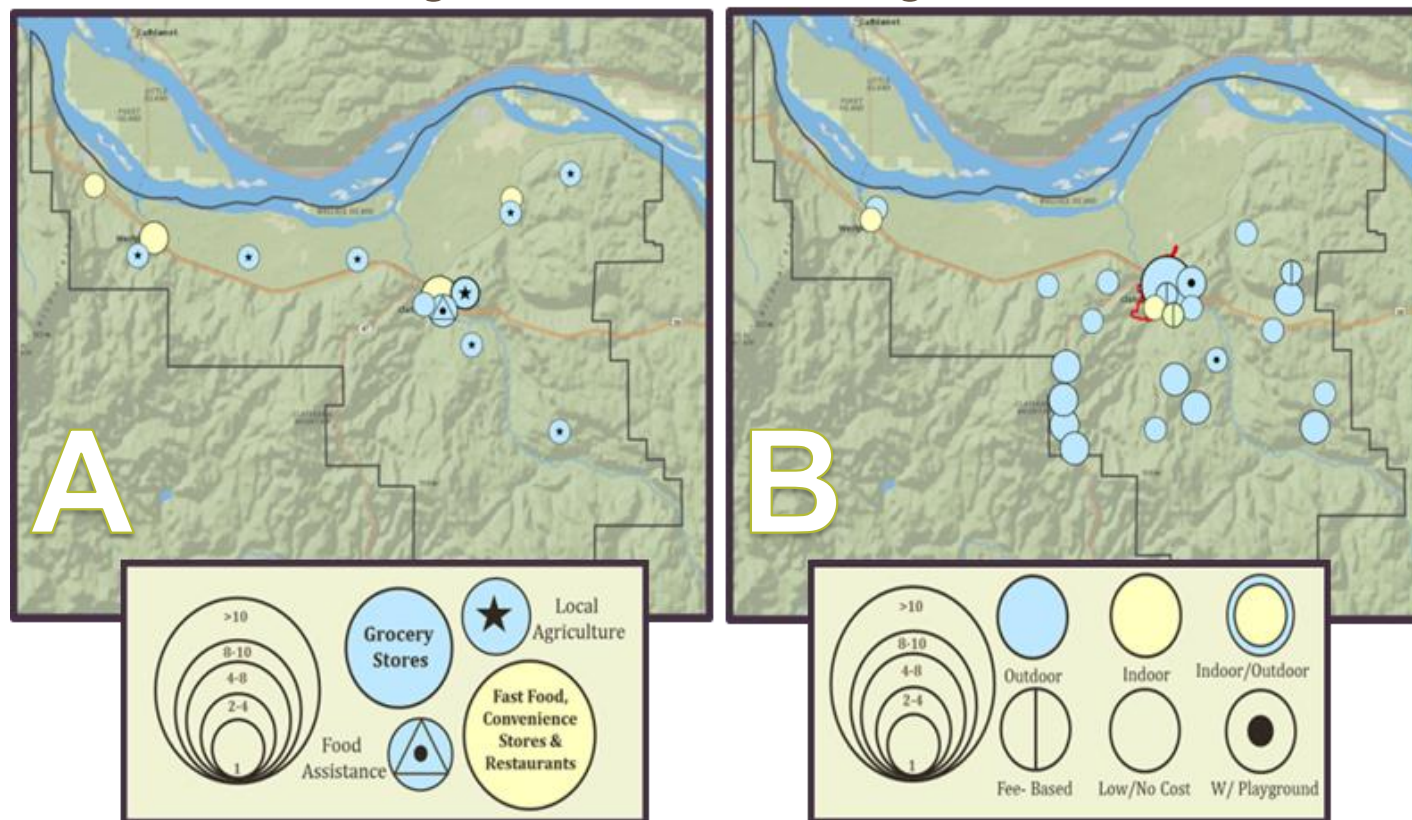
From *R-CFPA* we learned...via GPS “ground-truthed” Environmental Scan of HE/Food Resources in Oregon

Pre (t_0) to Post (t_3) 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)

SPAN-ET Policy, Situational, and Environment Category Scores: Comparison of year 1 and year 3



Environmental scans
were conducted at
schools using our
*School Physical Activity
and Nutrition-
Environment Tool*
SPAN-ET™









John et al. *J Sch Health*, 2016

Physical Activity (PA) and Nutrition Scores: Comparison of year 1 and year 3

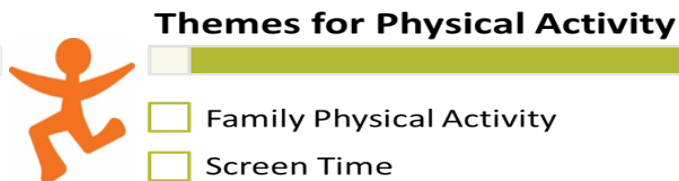


GROW school teams
used *SPAN-ET* scores to
prioritize areas for
improvement and
employed *SPAN-ET*
guided evidence-based
PSE strategies

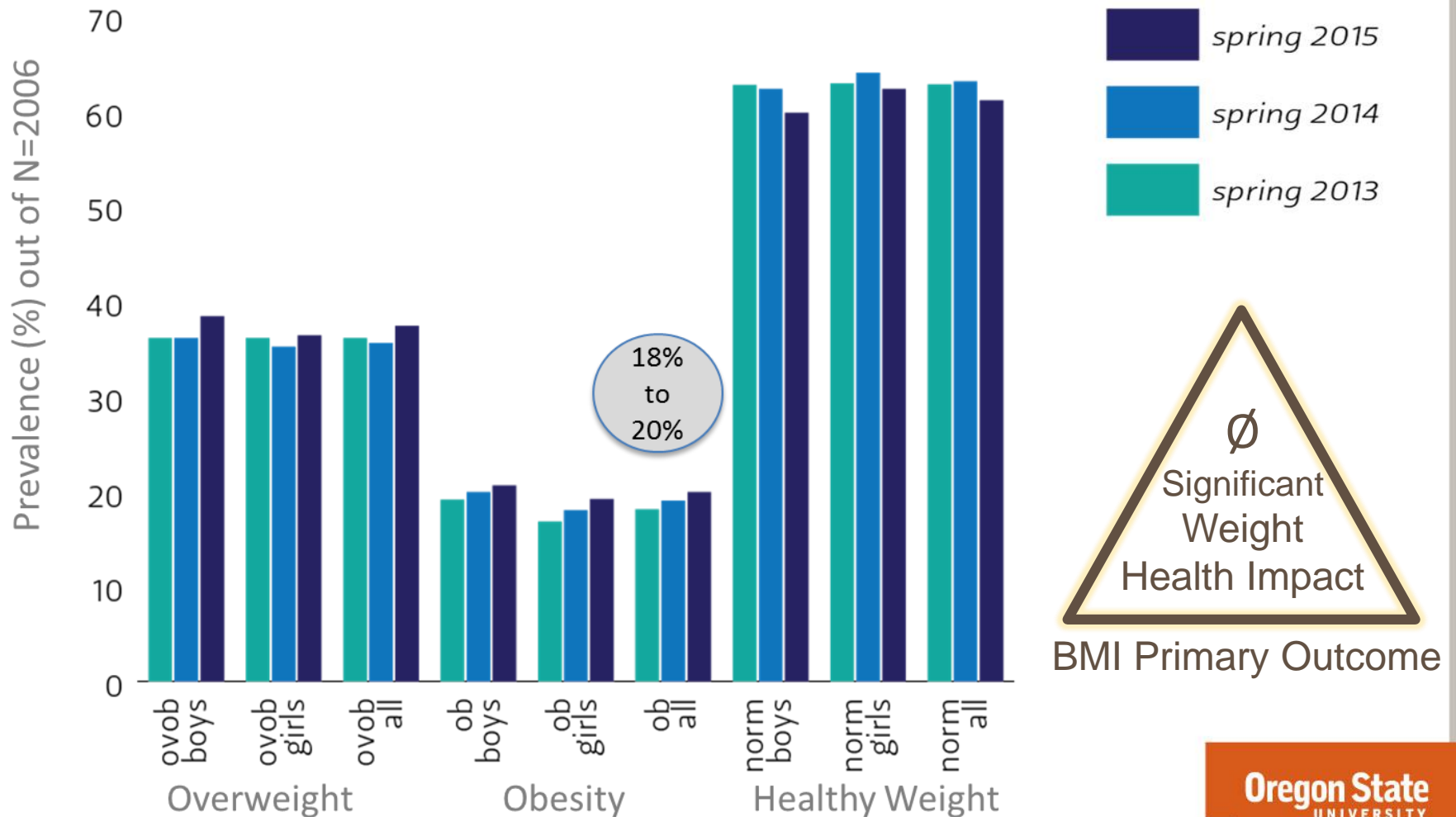
Rural Families (25% food insecure) Explained Nutrition and PA Household/ Home Contexts in Focus Groups (n=9)

Theme				
	Nutrition		Physical Activity	
	Support	Barrier	Support	Barrier
Seasonal Variation		X		X
Features of Home		X		
Distance to Resources		X		X
Eating Habits Promotion				
Screen Access Limits				X
Financial Constraints		X		
Schedule Constraints		X		
Outdoor Safety				X

Jackson, John et al. (unpublished data)



Overweight, Obesity, and Healthy Weight Prevalence in Rural Elementary School Students (n=2006)



Gunter, Abi Nader, John (unpublished data)

SCHOOL GARDENS GIVE KIDS THE OPPORTUNITY
TO GROW AND EAT FRESH
VEGGIES AND FRUIT



**Access to local foods, gardens, produce,
agriculture and fresh food assistance...**

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

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HEALTHY FAMILIES ENGAGE IN PHYSICAL ACTIVITY EACH DAY.
60 MINUTES FOR KIDS, 30 MINUTES FOR ADULTS.



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....***

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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**

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IF YOU GET OUT & WALK 30 MINUTES PER DAY,
YOU INCREASE YOUR LIFESPAN BY 2 YEARS



IMAGINE THE
BENEFITS IF YOU
EXERCISE MORE!

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



***Access to programs and partners that
support weight healthy rural lifestyles***

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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!

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