TAKING IT TO THE STREETS

An exciting campaign sponsored by AAFCS to respond to critical issues utilizing family and consumer sciences research and expertise

We are....
Touching lives…
Through YOU!
TIS Leadership Team

- Marilyn Swierk, CFCS, RI & FL
- Mary Behrendt, MT
- Ingrid Adams, KY
- Kim Archer, VA

Co-Chair Co-Chair
The Leadership Team

- Dr. Judith Breland, MS
- Marcia Fouraker, CFCS, NE
- Jane Hinrichsen, CFCS, MN
- Kathy Vik, AK
Taking It to The Street Initiatives:

2009-2010 The Campaign’s first initiative was H1N1.

2010-11 That year’s initiative focused on the prevention of obesity, especially as it relates to children.

2011-12 The topic of Obesity was expanded to include…..
THE IMPACT OF OBESITY ON LIFE
The matrix was developed to provide some initial information to “jump start” the work of FCS professionals and includes some:

- **Websites**
- **Related Research/Efforts**
- **Key Findings**
- **Implications for FCS**
- **Suggested Activities**

The following topics were highlighted:
HEALTH ISSUES
Obesity increases the risk for many major illnesses.

### Key Findings

#### Problems Associated with Obesity in Adults and Children

<table>
<thead>
<tr>
<th>CHILDREN</th>
<th>ADULTS</th>
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<tbody>
<tr>
<td>Accidents</td>
<td>Abdominal hernias</td>
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<tr>
<td>Complications with surgical procedures</td>
<td>Accidents</td>
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<tr>
<td>Decreased quality of life</td>
<td>Certain cancers: colon, rectum, prostate, breast, uterus, cervical, ovarian</td>
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<td>Depression</td>
<td>Complications during pregnancy</td>
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<td>Difficulties with pubertal development</td>
<td>Complications with surgical procedures</td>
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<td>Gallbladder and liver disease</td>
<td>Decreased longevity</td>
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<td>High blood cholesterol levels</td>
<td>Decreased quality of life</td>
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<td>Hormonal imbalances</td>
<td>Depression</td>
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<td>Hypertension</td>
<td>Fertility problems</td>
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<td>Injury to weight-bearing joints</td>
<td>Gallbladder and liver disease</td>
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<tr>
<td>Kidney abnormalities</td>
<td>Gout</td>
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<tr>
<td>Metabolic syndrome</td>
<td>Heart disease</td>
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<td>Poor self-esteem</td>
<td>High blood cholesterol levels</td>
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<tr>
<td>Respiratory problems</td>
<td>Hormonal imbalances</td>
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<tr>
<td>Sleep disturbances</td>
<td>Hypertension</td>
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<tr>
<td>Type 2 diabetes</td>
<td>Injury to weight-bearing joints</td>
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<td></td>
<td>Kidney abnormalities</td>
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<td>Type 2 diabetes</td>
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<td></td>
<td>Varicose veins</td>
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Stress the following with audiences:

• Increase physical activity
• Increase the consumption of fruits and vegetables.
• Decrease the consumption of sugar sweetened beverages.
• Reduce the consumption of high energy dense foods.
• Decrease television viewing.

Source: Centers for Disease Control and Prevention
http://www.cdc.gov/obesity/stateprograms/index.html
Increase BMI Awareness

**BMI** = Body Mass Index

**BMI** of 30 or higher = obesity
Follow MyPlate.gov Guidelines
Enjoy 30 or more minutes of physical activity each day
Set realistic goals for physical activity and nutrition:

– Identify barriers and overcome them
– Enlist social support
– Monitor progress
– Reward yourself
STRESS
Stress in Everyday Situations
New Study Strengthens Link Between Everyday Stress and Obesity:

Chronic-social-stress linked to-obesity
Stress can lead to:

The consumption of larger and less frequent meals resulting in weight gain...
Especially in the abdomen…

and fat can Lead to many Other health problems!
Implications for FCS

• Expand the study of everyday situations leading to stress

• Emphasize link between stress and over eating.

• Explore positive strategies to address this issue.
Suggested Activities

- Chart food intake associated with stressful situations for a week.
- Brainstorm positive ways to react to stress.
- Conduct a contest to see who lists the most substitutes for overeating when stressed.
Obesity’s Impact on Families

• Having an obese **spouse** increases one’s risk of also becoming obese by 37%.

• Having obese **siblings** increases one’s risk of also becoming obese by 40%.

We usually do what our family members do!
The family is the BEST setting for children to learn about healthy lifestyles.
Create a home environment that supports:
- healthy eating
- regular physical activity
- average weight
Maintain a supportive home environment

- Design a family wellness policy for weekdays, weekends, and seasons.
- Stress everyone’s personal responsibility for health throughout life.
SOCIAL RELATIONSHIPS
Obesity’s Impact on Neighborhoods

In general, neighborhoods with higher poverty levels have greater prevalence of extreme obesity and diabetes. People living in less poverty have lower rates of both.
Obesity’s Impact on Friendship Circles

• Having an obese friend increases one’s risk of also becoming obese by 57%.
Strategies to Promote Better Health in Social Settings

• Organize community leaders to discuss how neighborhoods can support residents in pursuing healthier lifestyle habits.

• Promote unity—Family members and friends are more likely to have success if they make healthy changes together.
CHILDHOOD OBESITY
"The physical and emotional health of an entire generation and the economic health and security of our nation is at stake."

-First Lady Michelle Obama at the Let’s Move! launch on February 9, 2010

• Childhood obesity rates in America have tripled over the past three decades.

• Today, nearly 1 in 3 children in America are overweight or obese.

• 40% of the children in African American and Hispanic communities are overweight or obese.
Key Findings

1/3 of 9-month-olds are either obese or at risk for obesity.  
Am J Health Promot 2011;25:190-198

1/3 of children and teens are considered obese or overweight.  
Health Aff 2010;29:347-356

1/2 of obese teen girls and 1/3 of boys become at least 80-100 lbs. overweight by the age of 30.

In fact, obese teens were 16 times more likely to become severely obese adults than normal/overweight teens.  
JAMA 2010;304:2042-2047

Children who had two obese parents were 12 times more likely to be obese than children with two normal-weight parents.

Mothers’ weight showed a particularly strong association with children’s weight.  
Am J Clin Nutr 2010;91:1560-1567
Contributing Factors

Video Games  Vending Machines  Meal Skipping  Snacking

Fruit Juices  Marketing to Kids  Fat Intake  Education

Single Parents  Fast Food  Depression  Pop Consumption  Reward w/food

Computers  Sugar Intake  Personality Type  Day Care

Television  Poor Self Esteem  Poor Parenting  Parental Health Habits
Impact

Obesity impacts our children: Physically, Emotionally, Socially, and Mentally...
Some physical health conditions:
Diabetes, sleep apnea, and cardiovascular disease.

Some socio-emotional health conditions:
Being teased and/or bullied for their weight by their peers.

*The consequences of this behavior is poor academic performance, low self-esteem, and poor body image.*
The Warnings

WARNING
CHUBBY KIDS MAY NOT OUTLIVE THEIR PARENTS.

WARNING
FAT KIDS BECOME FAT ADULTS.

WARNING
BIG BONES DIDN’T MAKE ME THIS WAY... BIG MEALS DID!

WARNING
HE HAS HIS FATHER’S LAUGH, EYES AND MAYBE EVEN HIS DIABETES.

AAFCS Taking it to the Streets 2012
Children rated things such as their ability to walk more than one block, play sports, sleep well, get along with others and keep up in school.

Children’s Results: Teasing at school, difficulties playing sports, fatigue, sleep apnea and other obesity-linked problems severely affected obese children's well-being.

Parent Results: Ratings of their children's well-being were even lower than the children's self-ratings.

Lauren Marcus, Ph.D. and Amanda Baron, M.S.W.
NYU Child Study Center
As result of this epidemic, First Lady Michelle Obama launched on February 9, 2010, “Let’s Move! A comprehensive initiative dedicated to solving the problem of obesity within a generation so that kids today will grow up healthier and able to pursue their dreams. The goal of this action plan is to reduce the Childhood Obesity to just five percent by the year of 2030.

White House Task Force on Childhood Obesity Report to the President
Suggested Tips for Parents

• Encourage children to join a sports team or try a new physical activity.
• Limit TV time and keep the TV out of a child’s bedroom.
• Walk around the block after a meal.
• Make a new house rule: no sitting still during television commercials.
• Issue a family challenge to see who can be the first to achieve weight loss.
• Volunteer to help with afterschool physical activity programs or sports teams.

**Presidential Active Lifestyle Award** by committing to physical activity five days a week, for six weeks. Adults and children can both receive the award!
Suggested websites for healthy eating

- [http://www.choosemyplate.gov/food-groups/downloads/TenTips/DGTipsheet9SmartShopping.pdf](http://www.choosemyplate.gov/food-groups/downloads/TenTips/DGTipsheet9SmartShopping.pdf)
Design instructional lessons and activities:

• To get children involved in planning, buying, and preparing healthy snacks.

• To get children engaged in conversation about the related topic.

• That involve participation from the community, schools, and parents.
ADOLESCENT OBESITY
Key Findings

- Limited access to healthy and affordable foods in general
- Easy access in schools to unhealthy snacks and beverages
- Easy access in neighborhoods to fast food restaurants
• Decreased physical activity inside & outside of school

• Increased “screen time”: phones, hand-held devices, computers, TV’s

• Food insecurity

• Food marketing targeting children and adolescents
Strategies for Adolescents

- Inventory lifestyle behaviors -- diet, activity & “screen time”.
- Make changes if needed for healthier weight.
- Keep a journal of physical, emotional, social, and/or mental impacts of improved habits.
- Identify important life goals; consider if and how obesity might impact them.
SELF ESTEEM
In a society that puts much emphasis on the visual, “How you look,” obesity can result in psychological and social cruelty at every age in every culture.

This impacts those who are obese in various ways....
Some Factors Affecting Self Esteem

• Obese people may have fewer social and romantic relationships compared to the non-obese.

• College admission, careers and earning power may be negatively affected by weight, particularly for obese women.

• While it may not be generally acceptable to discriminate based on gender, religion or ethnicity, many people continue to ridicule, mock or even abuse the obese.
CLOTHING ISSUES
Clothing Challenges

Can’t find a size that fits!

Is there anything “stylish”?

Why does it cost more?
Inability to find clothing that is complimentary to extra large sizes causes emotional, physical and social distress for individuals within the family and for the entire family.
Overweight consumers need help understanding the effects of:

- Line
- Design
- Color

Research shows that knowledge of line, design, color, and fabric choices offer options.
Effects of Line:

- A vertical line appears taller and thinner
- A horizontal line appears wider
- Vertical stripes lengthen
- Horizontal stripes widen
- “V” necklines lead to the face, not the figure
Design that flatter:

• Simple, full length, one-piece dresses, slim skirts, tailored tops
• Pants with straight or tapered legs
• Tops with few ruffles
Color in clothing:

Color can reduce or increase the perception of size.

- Darker colors can reduce the perception of size
- Lighter colors can increase the perception of size
The consumer may need to research suppliers in order to find more appealing styles and better prices.
Other options:

- Learn how to construct their own clothing
  *This may be help to bolster interest in FCS textiles and clothing classes!*

- Gain access to a good seamstress
HOUSING
Key Findings

Many furniture companies adapt for over-sized individuals:

_Wider, taller and sturdier_ beds, chairs, dining tables and other standard furniture pieces
Adaptations in the Home:

Some adaptations for obese people also benefit people with weak knees or back pain:

- Electric lift seats on chairs
- Furniture risers
- More supportive
- Mattresses
- Wider/elevated toilet seats
- Bath/shower benches & grab rails
- Curved shower rods.
Adaptations in Health Care Facilities

- Larger rooms
- Wider door openings
- Larger shower stalls, and furniture, plumbing fixtures
- Floor-mounted casework all designed to accommodate 1000 pounds.*

*2010 Guidelines for Design and Construction of Health Care Facilities

AAFCS Taking it to the Streets 2012
Suggested Discussions

• Which housing needs are universal to all consumers?

• Which ones are unique to, or must be met differently for, consumers who are obese, have reduced mobility and/or limited motor abilities?

• What is the relative importance of comfort, safety, functionality and durability in furniture design for obese people?
FINANCIAL ISSUES
$275,000,000 (CDC estimate)

More may need to be spent on things like:

• Food
• Clothing
• Housing
• Travel
• Special Accommodations and more!
Obesity Related Costs

Overall, obesity related direct and indirect costs:

- Exceed $100 billion annually
- Number is expected to grow!
Suggested Activities

• **Brainstorm & list** all areas of financial impact of obesity on a family.

• **Estimate** a 30% cut in the family budget due to increased need for obesity related health care.
DISCRIMINATION & EMPLOYMENT ISSUES

AAFCS Taking it to the Streets 2012
Key Findings

Discrimination:

• In 2009 Michigan was the only state with weight discrimination law

• On average, a person’s chances of being discriminated against because of weight becomes higher as their body weight increases.

• Yale study found that women twice as likely to face weight discrimination as men

• Obesity discrimination occurs as often as race discrimination
Employer Concerns:

• The rise of company health care costs related to obesity.
• The rate of sick days is higher for obese employees.
• Obese employees often have low self worth which may prevent personal employment growth and advancement opportunities.
Implications for FCS

• Continue education on healthy foods and proper food preparation.

• Explore the contrast between employer and employee concerns related to obesity.

• Develop food preparation education for business and industry
Suggested Activities

- Weight loss competition in the workplace
- **Financial assistance for employee weight loss programs**
- Nutrition & Food preparation courses in the workplace
- **Increase healthy living courses in schools**
- Role play discrimination in the workplace
- Classroom discussions on eating disorders
- Adult education on proper nutrition and eating habits

AAFCS Taking it to the Streets 2012
TRAVEL ISSUES
Airlines may have additional fees for people of “considerable size.”

• Costs vary by the airline and the availability of seats on each flight.
• May be handled ahead of time or not!

Obese travelers may be embarrassed by the airline employees’ handling of the situation.
Obese people have several options for airline travel:

• Buy an extra seat.
• Wait until an extra is available.
• Pay ahead & possibly get a refund if there is an extra seat.
• Obese person may miss their flight if there are not an accommodation.
Other Transportation Issues

• Travelers using other means of transportation often face the same issues.
• Obese people may have a hard time keeping up when walking.
• High cost adaptations may be needed for automobiles.
• Heavier loads increase the cost of auto fuel.
Impact on Others

• Travel may become very uncomfortable.

• The longer the trip, the more difficult the situation.

• Seatmates lose some of their space.

• Conditions may make it difficult to relax, sleep, complete work or eat.
• **Research:**
  - Cost of travel for persons of “considerable size.”

• **Role play:**
  - How it feels to be the person told they have to pay additional money to travel.
  - How the person sitting next to the obese person on the plane would feel.
AVAILABILITY OF FOOD RESOURCES
The Farm to School Initiative

- This network identifies programs across the nation linking farms to schools to improve student nutrition and support local/regional agriculture.

- Grants are available to be used in the classroom and school lunch programs.

http://www.farmtoschool.org
• WE CAN! provides resources and programs that teach parents and families about healthy weight.

• Public education aimed at older children and very young adolescents--appropriate for families with middle school students.

http://www.wecan.nhlbi.gov
FAMILY AND CONSUMER SCIENCES TAKES IT TO THE STREETS...
Involvement

AAFCS Affiliates and Partners have continued their work on obesity awareness & prevention

Here are some highlights…
Sponsored the successful:

Youth Obesity Prevention Summit
March 7 – 8, 2012, Arlington, VA

Dr. Alice Lichtenstein of Tufts University co-author of the article *Bring Back Home Economics Education* (Journal of the American Medical Association), was the inspiring opening speaker.

Dr. Brian Wansink, Director of the Cornell Food and Brand Laboratory of Cornell University was the distinguished keynote speaker.
Jill Jayne will lead a *Jump with Jill* event at the KON Leadership Conclave and Undergraduate Research Conference to train their student delegates to return home and conduct similar activities.

[http://jumpwithjill.com](http://jumpwithjill.com)
One of many FCCLA examples: Anchorage, AK
FCCLA students wrote grants, held fundraisers to fill backpacks with food for children and hold holiday dinners.

They won the statewide Spirit of Youth Award in the category of Service to Children.
Nutrition, Health and Food Management Community

Presents an evening dinner session at the AAFCS Annual Conference:

“Roles and Responsibilities for Obesity Prevention”

Expert panelists will bring forth material to share
Using a $1000 *From the Farm to School* grant, nutritious soups, salads and assorted vegetables were served by Kathy Vik’s students.
• **FCS Teacher, Cynthia M. Figueiredo**, created an informational blog to illustrate FCS professionalism and efforts in preventing obesity and promoting nutrition and good health.

• **California Region 10 FHA-FCCLA** (40 Schools) will work to prevent Childhood Obesity through the *Ole Skool Crew Supreme Dancers*. Teens. Local Girl Scouts & families will dance for 2 hours in a *Guinness World Record Event*. 
• Family Nutrition Program (FNP) $172,000 grant from USDA SnapEd

• Over 15,000 unduplicated contacts-40 schools & 315 teacher/volunteers from elementary to high school.

12,927 total classes presented on nutrition, physical activity, food safety, stretching food dollars, and food security to all ages
Samantha Kennedy’s Healthy Eating Series

FOCUS:
- healthy eating
- calorie, fat, & sodium reduction
- the impact of healthy eating on obesity:

Herb education draws a crowd

By J. NIelsen

Community Central

At a recent “Cooking With Herbs” class, Samantha E. Kennedy taught a packed classroom how to prepare fresh herbs for cooking.

Many attended the free session at the Manatee County Agriculture and Extension Service as part of “Know Your Numbers—Healthy Living Challenge.” The event was designed for Manatee County employees to help reduce health insurance deductibles. Others came for love of food.

The audience responded enthusiastically as Kennedy pre- pared dishes in a mock kitchen. Kennedy, an experienced lecturer, addressed the common problem of flavor—cooking with fresh leftover herbs.

“Herbs are the secret sauce to your dish,” she said. “If you have a bunch left over and you don’t know what to do with it, you can dry it,” she said.

Kennedy told the audience to think about the five containers of dried herb everyone has in their cupboard and to take advantage of them.

Kennedy said that if you bought them when the herbs were fresh, the herbs are now in high school, so it’s time to reuse them. She suggested as many as four to six months. Kennedy suggested visiting the health food stores to buy smaller quantities in bulk.

“Buy a little bit at a time and avoid the overboard,” she said.

Audience member Steve Nash was left with the question of whether he was herbed in using herbs as a salt substitute.

Kennedy showed her students how to use herbs to replace salt.

“Many herbs are used to replace salt,” she said.

Audience member Steve Nash was left with the question of whether he was herbed in using herbs as a salt substitute.

“The magic moment for some in the audience happened when Kennedy produced a Parmesan cheese shaker, the ultimate table salt replacer. As she held the cheese shaker, she said, “It’s high in the air to show the subs-

Kennedy then showed her students how to make an herb shaker that kept herbs fresh.

“Do you want it fresh?” she asked.

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She went on to explain that if you bought the herbs when fresh, they are now in high school, so it’s time to reuse them. She suggested using them as a salt substitute.
ILAFCS Annual Statewide Conference, several of the Professional Development Breakout Sessions had a nutrition emphasis:—

- **“Illinois Ag in the Classroom”** — educational materials to help teach children about agriculture and how it relates to what is on your table at mealtime.

- **“Nutrients Involved in Heart Disease, Osteoporosis, Obesity, & Cancer”** — this session was presented by Dr. Nweze Nnakwe of Illinois State University, FCS

- **“The Low Carbon Diet: Good For You & Good for the Environment”** The keynote presentation made by Dr. Jim Painter —
The Indus Healthy Initiatives Program promotes healthy lifestyles and combats obesity in children through:

- Healthier choices
- Peer modeling of positive behaviors
- Engaging learning opportunities
- Fruit and Vegetable grants

Lois Lewis, MN
2012 AAFCS Teacher of the Year
Jane Hinrichsen’s Healthy Living Class:

• Coordination with the Physical Education Department,
• Keeping track of one’s diet
• Keeping track of walking
• Eating and preparing healthy meals
• Learning the importance of family meals.
Other Nebraska Activities

• FCS Majors at UN-Lincoln planned and conducted Lighthouse Nutrition Cooking Classes

• $15,000 NE Environmental Trust Grant for equipment to conduct outdoor activities

• Interactions with wellness groups

Marcia Fouraker, TIS Team member, & Kathy Kneifl, Extension Educator

$3000 Fremont Community Foundation Grant:

• 1200 elementary school nutrition teaching packets developed and taught

• Body Works Program for parents at the YMCA

AAFCS Taking it to the Streets 2012
FCS professionals, University of Central Oklahoma faculty and Phi Upsilon Omicron students hosted a Parent/Child University:

- Children, Teens and parents learned how to communicate more effectively, eat healthy and gain an appreciation of better life skills.

- Faculty and students used knowledge gained in courses taught at the university to assist in developing the program presentations.
Pennsylvania

ENC-Teacher Exchange features 2011 AAFCS Teacher of the Year Sharon Baillie

DOWNLOADABLE RESOURCES
• Glogs (poster-like web pages) for each elementary grade level
• Food & nutrition podcasts
• USDA "Ag in the Classroom" (and "rats" program)

GRANT SOURCES:
• "Fuel Up to Play 60" grant sources
• "HealthierUS School Challenge" grant sources
• FDA Food Science & Nutrition Education grants

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AAFCS Taking it to the Streets 2012
FCS students from VSU meet a friend and take turns spinning the Q & A health wheel at the Taking it to the Streets event at the Virginia State Fair, and.....
MyPlate.gov information was presented to the public with lots of handouts and samples of healthy veggie omelets.
2012 WAFCS Teacher of the Year, Leslie Deakins highlights:

- High school students designed and taught “Superfoods to the Rescue” peer presentations
- Curriculum developed to encourage eating foods rich in phytonutrients for high school students and a format for teaching lessons to grade school children.
- These lessons were shared and used with Washington FCS
- Four United Health Hero Grants: High school students took lessons to foster healthy eating practices to grade school children
- Other grants: Fuel Up to Play 60 Washington State Dairy Council and Seattle Seahawks-$4000 Grant awarded to encourage fitness and drinking milk as a healthy alternative to soda
THANK YOU for your Participation
Impact of the economy on Families:
Strategies and Solutions
Input & involvement needed from:

• AAFCS Partners
• AAFCS Communities
• AAFCS Affiliates
• FCS Professionals…and

New TIS team members are always welcome!
• Access updates and resources at: www.aafcs.org/TIS

• Include Taking It to the Streets in your affiliate activities and professional work

• Form partnerships with agencies in your state and community
What else can YOU do?

• Share your information with the public

• Label all information you distribute with the FCS labels at the TIS link

• Publicize your work!

• Report your work/share your ideas with us
And if you wish to continue your work to assist with the prevention of obesity

Contact Ingrid Adams, TIS Team Member

Ingrid.adams@uky.edu

to join the newly formed Obesity Prevention Community.
Contact us today!

Contact Team Leaders:

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Mary Behrendt
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bkehece@sd6.k12.mt.us

AAFCS Taking it to the Streets 2012
Taking It to the Streets
Sessions In Indy 2012:

Monday: Curriculum Showcase-
11:45 am-12:45 pm

Tuesday: Educational Session-
11am to 12pm
Putting Research to Practice- 1:45 to 4:30pm