

Capturing Colorado

through the Nutrition Education Plan for Food Stamp customers

Executive Highlights 2003-2004

The Colorado Nutrition Education Plan (NEP) is an outreach function funded by the Food and Nutrition Service of the United States Department of Agriculture through the Colorado Department of Human Services, Food Stamp Program. The NEP is comprised of four parts: the Colorado Nutrition Network, Adult FSNEP, Youth FSNEP, and Alternative Strategies.



Colorado Nutrition Network

The Colorado Nutrition Network is a statewide collaborative alliance with the mission to link together public and private organizations to promote and coordinate nutrition education for low-income Coloradans. The Network has two major initiatives:



“**Nutrition Links**” is a locally based, community nutrition education incentive award program. It seeks to improve the collaborative base supporting nutrition education within a community, while promoting nutrition-based behavior change among priority populations chosen by the community.



Food Friends Making New Foods Fun for Kids is a social marketing effort targeted at preschool aged children. The program is implemented through Head Start and income eligible preschools for direct education. Additional reinforcing channels - mass media, point-of-purchase promotions, community-based events and collaborating partners – are utilized to reach parents, Head Start and preschool teaching staffs, and other low-income population groups within the community.

Who the Network anticipates reaching in 2003-2004

“Nutrition Links” projects will be targeting various groups. It is anticipated that 1,410 children will be reached resulting in **16,390** direct contacts; 2,900 adults will be reached resulting in **108,660** direct contacts; 200 seniors will be reached resulting in **800** direct contacts. Food Friends anticipates reaching 4,500 children, 4,500 parents, and 300 Head Start Teachers. Each child will receive 24 lessons for a total of **108,000** direct contacts. Together Food Friends will make **144,300** direct contacts in 28 Colorado Counties.

Adult FSNEP

Adult FSNEP provides classes, demonstrations, and educational activities on nutrition, food choices, food buying and preparation, food resource management, and general diabetes education awareness to Food Stamp recipients and potential applicants. The Adult FSNEP is offered in 20 counties through Colorado State University Cooperative Extension.

Extension
NUTRITION
Programs

Who Adult FSNEP anticipates reaching in 2003-2004

This program is expecting to reach 1,375 individuals. Each individual receives an average of 6.5 lessons for a total of **8,938** direct contacts. Utilizing mini-lessons, **1,500** direct contacts will result. Approximately, **45,450** people will be reached with newsletters. Additionally, 1,640 children will be reached resulting in **6,560** direct contacts.

Youth FSNEP



The Youth FSNEP Programs are offered statewide in classrooms and after-school settings. The Integrated Nutrition and Physical Activity Program targets fruit/vegetable intake and promotion of activity; the Seeds for Health Program and the Growth Project include gardening and seed planting; the Health Kids' Challenge targets healthy lifestyle choices; and the Denver Museum of Nature and Science offers nutrition lab classes.

Who Youth FSNEP anticipates reaching in 2003-2004

The programs will reach approximately 16,675 children with an estimated **162,800** direct contacts.

Alternative Strategies



The major initiative offered by this component is the *La Cocina Saludable* Interactive multimedia program. *La Cocina Saludable*, Spanish for "The Healthy Kitchen," has six bilingual learning modules: Make It Healthy, Make It Safe, Make A Change, Make It Fun, Make A Plan, and Make A Great Start. This touch-screen computer program is placed in such sites as food assistance offices, WIC clinics, health clinics, and other locations that are visited frequently by limited resource families.

Who Alternative Strategies anticipates reaching in 2003-2004

La Cocina Saludable is estimating **17,500** modules of direct nutrition education to be accessed in 23 current counties and 4 new counties within Colorado. The system allows agencies to monitor user interactions. Each module is based on 10-15 minutes of nutrition education. There are currently up to 40 computers kiosks placed throughout Colorado.



Together, through a total of 467,448 direct contacts and 45,450 indirect contacts, the Colorado Nutrition Network, Adult FSNEP, Youth FSNEP, and Alternative Strategies will positively influence the behaviors of the Food Stamp Customers with nutrition education.

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