



## Developing physical activity programs and events

Research with adults who are not physically active has shed light on barriers and motivators to increasing physical activity. The CDC's "It's Everywhere You Go" campaign provides this list of opportunities to promote physical activity in ways that addresses the audience's needs.

*Educators and program planners can...*

- Encourage people to be active with family and friends. A trip to the zoo, or an activity held at a park or playground, encourages all to be active together.
- Promote the fact that being physically active makes people feel more energetic.
- Show physically active people who are fun, upbeat, practical – physical activity is “not just for jocks.”

- Emphasize activities that are simple and goals that are achievable.
- Encourage being active with a buddy or group.
- Emphasize activity as a stress management tool – “recess for adults.”
- Remind people that they can be active at any time of day – early am walks with the dog, walking at lunch with coworkers.
- taking the stairs, parking at the back of the lot, raking the lawn.
- Promote free or low cost activities – walking in your neighborhood, shooting baskets in the driveway, participating in a park cleanup day.
- Show how physical activity helps with weight management.
- Plan an event in conjunction with a national health observance such as National Senior Health and Fitness Day, in April.



- Show people that physical activity can be incorporated into many daily activities –

*Activity ideas...*

Emphasize FUN, family oriented activities that require few special resources, are habit forming and easy to incorporate in daily routines. People will be more likely to  
*(continued on page 3)*

### Wisconsin Nutrition Education Network

Volume 6, Issue 3 NutriNet

October, 2002

#### Inside this issue:

Developing physical activity programs and events 1

New Dietary Reference Intakes Include Physical Activity Recommendations 1

Dane County Adults Make Progress on Eating 5 A Day 2

Hunger in Wisconsin— Observing World Food Day 3

Network Update: Network Prepares for Spring 2003 Campaign 4

## New Dietary Reference Intakes Include Physical Activity Recommendations

The National Academy of Sciences has released a major revision of its recommendations for carbohydrate, protein, fat, and fiber intakes and physical activity.

Highlights include:

- Healthy Americans should get 45-65% of their calories from carbohydrates, 20-35% from fat and 10-35% from protein.
- Trans- fat and saturated fat: both contribute to raising blood cholesterol levels. Limit both.
- Fiber: 34 g (men) and 25 g (women) up to age 50; 30 g (men) and 21 g (women) age 50+.
- Added sugars: should contribute no more than 25% of calories.
- **Physical activity:** for adults and children, 60 minutes/day of moderate physical activity to prevent weight gain and achieve other benefits of an active lifestyle. This recommendation will be included on Walk, Dance, Play materials.

# Dane County Adults Make Progress on Eating 5 A Day

Kimberly Swanson, RD, CD  
5 A Day State Coordinator  
Wisconsin Division of Public Health

The Wisconsin 5 A Day Coalition has conducted a random survey of Dane County adults, age 18 and older, to get baseline data on fruit and vegetable consumption. The Coalition has held strategic planning sessions with representatives from various state agencies and other non-profit organizations, education, business and industry, and a citizen advocate. Coalition members determined that in order to attract additional partners, outcome data was needed as a tool for outreach and marketing.

## Survey Methodology and Results

Gene Kroupa and Associates (2002) conducted a telephone survey of 402 Dane County adults, age 18 and older. The survey, conducted July 8 – 12, 2002, included 201 women and 201 men. The sample was stratified by age and population within zip codes. The survey found that 55.8 percent of Dane County adults consume a combined total of 5 or more servings of fruits and vegetables in a 24-hour period. When analyzing fruit and vegetable consumption individually, the data showed that 47 percent of respondents have increased their consumption of fruit, including fruit juices, in the past year, whereas only 34 percent have increased their consumption of vegetables in the past year. The average number of servings of fruit consumed in a 24-hour period was 2.8 servings, with a median of 3. The average number of servings of vegetables consumed in a 24-hour period was 2.3 servings, with a median of 2.



As a comparison to the Dane County survey results, 23.1 percent of adults nationwide and 21.7 percent of Wisconsin adults consumed fruits or vegetables 5 or more times a day, according to the Centers for Disease Control and Prevention's (CDC) (2000) *Behavioral Risk Factor Surveillance System Survey Data*. While the highly educated Dane County adults (average 15.4 years of schooling) appear to consume more fruits and vegetables than other adults nationwide and statewide, one must recognize that the Dane County survey was conducted in July when intake of fruit and vegetables is likely to be higher. Fresh produce from gardens, Farmers' Markets, and other retail vendors is readily available and may have impacted the survey results. National studies have found that school-age children and teens, African-Americans, men ages 20 to 59 years, and lower income and lower educated populations tend to consume less than the recommended number of servings of fruit and vegetables. The CDC's *Youth Risk Behavior Surveillance System Survey Data* (2001) reported only about 12 percent of Wisconsin teens are meeting the minimum recommendation.

## Next Steps for the Wisconsin 5 A Day Coalition

The Coalition will meet in October to plan future intervention strategies to increase fruit and vegetable consumption in Wisconsin. One goal will be to coordinate retail and other statewide 5 A Day efforts to reach more consumers. The Retail 5 A Day program launched a new campaign, *5 A Day The Color Way*, in late September. The message was widely tested with focus groups using the con-

sumer-friendly pocket guide, *The Color Way*. Consumers found it very easy to use color as their guide when selecting a variety of fruits and vegetables to include in their plan for a healthier lifestyle. Retailers like the campaign because the produce section tends to be one of the most colorful areas in the store and the colorful campaign materials draw more consumers to the produce area. However, we should remember that all vegetables and fruit, fresh, frozen, canned, dried, and 100% juices, count toward the minimum recommended 5 servings a day. For more information about the retail campaign, visit the Produce for Better Health Foundation's web site at [www.5aday.com](http://www.5aday.com). For more information about the National 5 A Day for Better Health Program visit the web site at [www.5aday.gov](http://www.5aday.gov) or contact Kimberly Swanson, Wisconsin's 5 A Day State Coordinator at 608-267-9186 or [swanskk@dhfs.state.wi.us](mailto:swanskk@dhfs.state.wi.us).

...55.8% of  
Dane County  
adults consume a  
combined total  
of 5 or more  
servings of fruits  
and vegetables in  
a 24-hour period

## References

1. Centers for Disease Control and Prevention (CDC). (2000) *Behavioral Risk Factor Surveillance System Survey Data*. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention.
2. Centers for Disease Control and Prevention (CDC). (2001) *Youth Risk Behavior Surveillance System Survey Data*. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention.
3. Kroupa, G. & Associates. (2002). *DaneTrak*, Dane County's co-sponsored survey [Report]. Madison, WI: Kroupa, G. & Associates.

# Hunger in Wisconsin—Observing World Food Day

Kadi Row, Food Security Specialist  
UW Extension

Amid stories of declining economic conditions, a related problem is surfacing for many Wisconsin families: Reports show that hunger and food insecurity are on the rise, and more people are seeking help to meet their food needs. Demand at food pantries is at an all time high. Participation in Wisconsin's food stamp program has increased by 20 percent in the past year. Statewide unemployment rates are increasing -- 4.6 percent in 2001 compared to 3.5 percent in 2000. Given these trends, it is certainly appropriate to observe World Food Day (October 16) right here at home.

How widespread is the problem in Wisconsin? Approximately 510,000 people live in households that are food insecure - they do not have access at all times to enough food for an active healthy life. This means almost 1 out of every 11 Wisconsin households is food insecure. And

unfortunately, data recently released by the Federal Government shows that Wisconsin is becoming more food insecure and hungry compared to other states.

Not surprisingly, food insecurity is highest among low income households. A recent survey of mothers participating in the WIC program in Wisconsin revealed alarmingly high rates of food insecurity (44%) and hunger (19%). Households headed by a single mother, African American households, households with a disabled member, and households with an unemployed worker are also at high risk of food insecurity. However, it is a mistake to assume that food insecurity is always related to employment

Almost 1 out of every 11 Wisconsin households is food insecure.

status; many food insecure households include a working family member. Transportation and housing are also emerging as key barriers to food security.

For information about food security in your county, local figures are available from the Wisconsin Food Security Project, a new resource on the Internet that provides extensive county-level data related to hunger, food security, and economic well being. A visit to this site <http://www1.uwex.edu/ces/flp/cfs> will show you how a particular county measures up. For example, users can find trends in food stamp program participation, unemployment and poverty statistics, food security status of low income families, and more. Plus, county ranks and statewide figures are available for comparison.

For more information about the website or the Wisconsin Food Security Project, contact Kadi Row, 608-265-2934, [kadi.row@ces.uwex.edu](mailto:kadi.row@ces.uwex.edu).

## Developing physical activity programs (cont. from page 1)

stick with an activity plan if the activities have *purpose*.

- Walk with your kids to the bus stop, or to school. Take an extra loop around the block on your way home.
- Don't just let the dog out into the yard—take him for a walk, even a short one, every time he needs to go out.
- Park at the back of the lot. Push your own grocery cart back to the car and unload your own groceries.
- Take your kids to the park or playground and play with them.
- Work in the yard – you can SEE the results of your efforts!
- Do something active when you get together with friends – go bowling, biking, walking, or just shoot baskets in the driveway.

*National Health Observances Planned for March, April and May 2003:*

**March:** National Nutrition Month (American Dietetic Assn, [www.eatright.org](http://www.eatright.org))

**April:** Zoo and Aquarium Month  
World Health Day  
National Public Health Week (1st week)  
TV Turnoff Week (April 20-26)

**May:** National Physical Fitness and Sports Month  
National High Blood Pressure Month  
Osteoporosis Prevention Month  
National Employee Health and Fitness Week (4th week)  
National Senior Health and Fitness Day (4th Weds)

For more information on planning programs to encourage physical activity, see the CDC's Nutrition and Physical Activity website: <http://www.cdc.gov/nccdphp/dnpa/>



## Wisconsin Nutrition Education Network

Kate Pederson, Coordinator  
Dept. of Nutritional Sciences  
1415 Linden Drive  
Madison, WI 53706

Phone: 608-265-2108, 265-8785  
Fax: 608-262-5860  
Email: pederson@nutrisci.wisc.edu  
www.nutrisci.wisc.edu/nutrinet/

### Our Mission

The Wisconsin Nutrition Education Network facilitates collaborative planning of nutrition education programs at the state and local levels. We promote healthful and enjoyable eating so that Wisconsin's low income individuals and families receive consistent, positive, relevant, accurate, and effective nutrition messages.

Nutri-Net News is published quarterly. It is available on the web or by mail.

## Network Prepares for Spring 2003 Campaign

The Wisconsin Nutrition Education Network continues preparations for its new campaign -- **WALK, DANCE, PLAY...Be Active Every Day!** The campaign will educate food stamp eligible parents, grandparents, and guardians about the need to serve as good role models by engaging in regular physical activity and healthy eating habits in order to encourage healthy habits in their children and grandchildren. The campaign message is being targeted for promotion during the months of March, April, and May 2003 for county teams that met requirements and completed applications last month.



### Network Update

For those of you familiar with the Network's multi-year **JUMP 'N JIVE...Come Alive with Fruit** campaign, the new campaign will have similar materials, e.g. tip sheets, posters, an interactive display, sample newsletter articles, and school lunch menu backs/

parent handouts. Spanish tip sheets, a bilingual display, and parent handouts are in progress. New this year is a refrigerator magnet with the "Be Active, Eat Healthy" message -- yes, they can be used to tack up those colorful tip sheets! Coordinators will order tip sheets, posters, and magnets for their team, and the remainder of the materials will once again be available to download from the campaign web site. (Address to be unveiled at the October 31<sup>st</sup> training teleconference.)

Applications for the new **WALK, DANCE, PLAY...Be Active Every Day!** Campaign

were reviewed during the month of September. We had a great response, with 46 counties, Great Lakes Intertribal Council, and Menominee Reservation (42 teams) meeting the requirements for application approval. For those local agencies/programs that didn't

complete the application process, note that the campaign will most likely be offered again in the Spring of 2004.

The following counties will be participating in a multi-agency promotion of **WALK, DANCE, PLAY...Be Active Every Day!** in Spring 2003.

Adams	Marinette
Ashland	Marquette
Bayfield	Menominee Reservation
Barron	Milwaukee (2)
Brown	Oconto
Burnett	Oneida
Columbia	Ozaukee
Dane	Pierce
Dodge	Polk
Door	Portage
Douglas	Price
Dunn	Racine
Eau Claire	Richland
Florence	Rusk
Forest	Sauk
GLITC	Shawano
Green Lake	Sheboygan
Iowa	St Croix
Jackson	Trempeleau
Juneau	Washburn
Kenosha	Washington
Kewanee	Waukesha
LaCrosse	Waupaca
Madison, City of	Wausara
Manitowoc	
Marathon	