

2009 Innovations Awards Program APPLICATION

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ID # (assigned by CSG): 09-S-20TX

Please provide the following information, adding space as necessary:

State: Texas

Assign Program Category (applicant): Human Resources/Education

1. **Program Name:** 3E's of Healthy Living - Education, Exercise and Eating Right
2. **Administering Agency:** Texas Department of Agriculture
3. **Contact Person (Name and Title):** Bryan Black, Assistant Commissioner for Communications
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8. **Web site Address:** www.texasagriculture.gov

9. Please provide a two-sentence description of the program.

This initiative emphasizes the importance of good nutrition as well as health education and exercise to maintain a healthy lifestyle. This is geared towards children from the early childhood level to high school.

10. How long has this program been operational (month and year)? Note: the program must be between 9 months and 5 years old on March 2, 2009 to be considered.

This initiative has been in place for 18 months.

11. Why was the program created? What problem[s] or issue[s] was it designed to address?

Texas currently ranks 6th in childhood obesity. This initiative was designed to address that issue, and child wellness in general. As the administering agency for the USDA nutrition programs, TDA is in a unique and strategic position to influence the dietary habits of the children we serve. Through our many agency programs as well

as our relationships with partner agencies and the Texas Legislature, Commissioner Staples emphasizes the “3E’s” initiative.

12. Describe the specific activities and operations of the program in chronological order.

April 2007—establishment of the Healthy Students=Healthy Families Advisory Committee. This committee includes educators, nutritionists, physicians, and parents, and works to advise the Commissioner of Agriculture on issues related to the school nutrition programs and child wellness policy.

August 2007—Healthy Students=Healthy Families Advisory Committee meets to address specific charges related to the Texas Public School Nutrition Policy.

September 2007—Interagency Obesity Council meets with three state agencies: Texas Department of Agriculture, Texas Education Agency, and Texas Department of State Health Services. In addressing some of the charges to this council, the three agencies begin a dialogue on how to approach child wellness under the guise of the “3E’s.”

December 2007-Interagency Obesity Council meets to gather stakeholder input on obesity issues and workplace wellness issues.

April 2008—HSHF Committee releases its recommendations on charges.

September 2008—Texas Department of Agriculture makes its Legislative Appropriations Request for the 2009 Texas Legislative Session. Included in the request is \$50 million for nutrition education grant programs. Related legislation is filed to implement this request.

January 2009—Interagency Obesity Council releases its recommendations to the Legislature, including increased nutrition education, more physical activity, and greater access to healthy food for children and adults.

January 2009-- Texas Child and Adult Care Food Program (CACFP) Initiative “Promoting Healthy Eating and Physical Activity for a Healthier Lifestyle” is preliminarily approved for all Texas childcare centers participating in the CACFP.

Ongoing—Commissioner Staples visits schools whenever possible to talk about nutrition, and the importance of a healthy lifestyle.

13. Why is the program a new and creative approach or method?

There have been efforts statewide to address the childhood obesity issue, but it has been a piecemeal process. By working with our partner agencies, (Texas Education Agency and the Texas Department of State Health Services) and coordinating the

components needed to be successful and healthy, state policy can make successful changes. The 3E's campaign presents an effective, simple message that resonates with children on how to adopt a healthy lifestyle. Rather than a traditional approach having the parent, physician or school personnel direct the changes, this emphasizes the student as the agent of change. Students understand that it is easy and fun to adopt healthy habits.

14. What were the program's start-up costs? (Provide details about specific purchases for this program, staffing needs and other financial expenditures, as well as existing materials, technology and staff already in place.)

Commissioner Staples has one primary staff member working on this initiative, but many departments throughout the agency assist—Food and Nutrition division, Communications, and Marketing. Promotion of this initiative has been accomplished with existing resources.

15. What are the program's annual operational costs?

There are not specific costs attributed to this initiative. Any costs are assumed by existing resources and staff.

16. How is the program funded?

This program uses existing resources funded through state general revenue appropriated to TDA.

17. Did this program require the passage of legislation, executive order or regulations? If YES, please indicate the citation number.

No.

18. What equipment, technology and software are used to operate and administer this program?

Existing equipment and technology are used to administer the program.

19. To the best of your knowledge, did this program originate in your state? If YES, please indicate the innovator's name, present address, telephone number and e-mail address.

This initiative was created by Commissioner Todd Staples, Texas Department of Agriculture, 1700 N. Congress, 11th floor, Austin, Texas 78701, 512-463-7476; todd.staples@texasagriculture.gov

20. Are you aware of similar programs in other states? If YES, which ones and how does this program differ?

No, we are not aware of similar programs in other states.

21. Has the program been fully implemented? If NO, what actions remain to be taken?

No, the program is an ongoing effort. Upon approval of TDA's nutrition grant request by the Legislature, the program will broaden its scope into providing grant funding for nutrition education.

The CACFP early childhood initiative will also undergo an approval process by USDA. Additionally, there is legislation pending in the Legislature that would require all day care centers and homes not participating in the CACFP to adhere to CACFP nutrition standards.

22. Briefly evaluate (pro and con) the program's effectiveness in addressing the defined problem[s] or issue[s]. Provide tangible examples.

Pros: The program has increased awareness of the childhood obesity issue, and the role that proper nutrition plays in addressing this issue. The program has also helped coordinate state resources more effectively so that there is less duplication of efforts.

Cons: Initiatives such as this often take several years before the full effects are realized. Reducing the childhood obesity rate will not happen immediately.

23. How has the program grown and/or changed since its inception?

At its inception, the "3E's for Healthy Living" was simply a slogan for discussing healthy lifestyles. However, it has grown into a series of initiatives that support best practices in nutrition. Efforts are being made to develop grant programs, implement curriculums and training, and pass legislation to further the "3E's" concept.

24. What limitations or obstacles might other states expect to encounter if they attempt to adopt this program?

Adequate funding to expand such initiatives is always challenging. There are also potential obstacles with stakeholders, such as schools. It is critical to communicate with those stakeholders early in the process.