

Goal 1 (G1): Combat Childhood Obesity in the East Bay.

Process Objectives:

P1: Every semester, Ambassadors will deliver seven sessions of Fruitful Minds nutrition education curriculum to at least 75 students from 5 East Bay elementary and middle schools.

P2: Every lesson, Ambassadors will perform a healthful snack demo to students enrolled in Fruitful Minds Nutrition Education program.

Outcome Objectives:

O1: By the end of the seven-week curriculum, all Fruitful Minds after-school classes demonstrate 30% classroom average score improvement in knowledge of all seven curriculum content areas from baseline.

O3: By the end of the seven-week curriculum, all Fruitful Minds after-school classes demonstrate a 20% classroom average increase in weekly consumption of fruits and vegetables from baseline.

O4: By the end of the seven-week curriculum, all Fruitful Minds after-school classes demonstrate 20% classroom average decrease in weekly consumption of sugary drinks (i.e. soda, juices, and sports drinks).

O5: By the end of the seven-week curriculum, all Fruitful Minds after-school classes demonstrate 20% classroom average score improvement in self-efficacy survey scores related to healthy eating behaviors compared to baseline regarding their ability to read nutrition labels and prepare and opt for healthful snacks.

Goal 2 (G2): Students raise awareness about healthy food access and the role of advertising in food choices in their communities (i.e. home/family, neighborhoods, and/or schools, etc.).

Process Objectives:

P3: By the end of the seven-week curriculum, students will share 7 take-home assignments after each lesson to engage in dialogue about nutrition with their families.

Outcome Objectives:

O2: By the end of the seven-week curriculum, all Fruitful Minds after-school classes demonstrate 30% classroom average score improvement in knowledge of about food marketing.

O6: By the end of the seven-week curriculum, all Fruitful Minds after-school classes demonstrate 20% classroom average score improvement in self-efficacy survey scores from baseline regarding their abilities to engage with adults to improve their healthy food options.

O7: By the end of the seven-week curriculum, all Fruitful Minds after-school classes demonstrate a 20% classroom average score improvement in self-efficacy survey scores from baseline regarding the ability of students to reject pressures of junk food marketing.

Figure 1: Fruitful Minds Nutrition Education Curriculum

