

Nutrition Network Needs Assessment

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Identifying Need

- Trend going in wrong direction
- Disparities among subgroups
- Comparison to standard or goal
- Comparison to reference group
 - AZ vs. U.S. or
 - County vs. State
- Partner/stakeholder input (including local needs assessments)

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Why Do Needs Assessments?

- Helps prioritize limited resources
- Identify gaps
 - Where are resources going compared to where is the need?
- Intervene where we can make a difference
- Required by USDA

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Required to Address

1. Description of the target audience
2. Their nutrition-related behavioral and lifestyle characteristics
3. Availability of other programs that target same population
4. Areas where target audience is underserved
5. Implications for planning.

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Data Sources

- U. S. Census, including American Community Survey (ACS)
- SNAP Utilization data
- Behavior Risk Factor Surveillance System (BRFSS)
- Youth Risk Behavior Survey (YRBS)
- Program evaluation data (quantitative and qualitative)
- Social marketing studies

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Family Composition and Labor Force Participation

	Eligible	Not eligible
Married-couple Families	46.2%	77.3%
Husband and wife in labor force	13.4%	40.7%
Husband in labor force, wife not	20.8%	18.3%
Wife in labor force, husband not	3.3%	5.3%
Neither husband or wife in labor force	8.6%	13.0%
Other Families	53.8%	22.7%
Male householder, no wife present, in labor force	9.7%	6.1%
Male householder, no wife present, not in labor force	3.8%	1.3%
Female householder, no husband present, in labor force	24.7%	11.9%
Female householder, no husband present, not in labor force	15.9%	3.4%
Total	100%	100%
Total in families with no one in labor force	27.9%	17.7%

Source: U.S. Census PUMS, Arizona (2012).

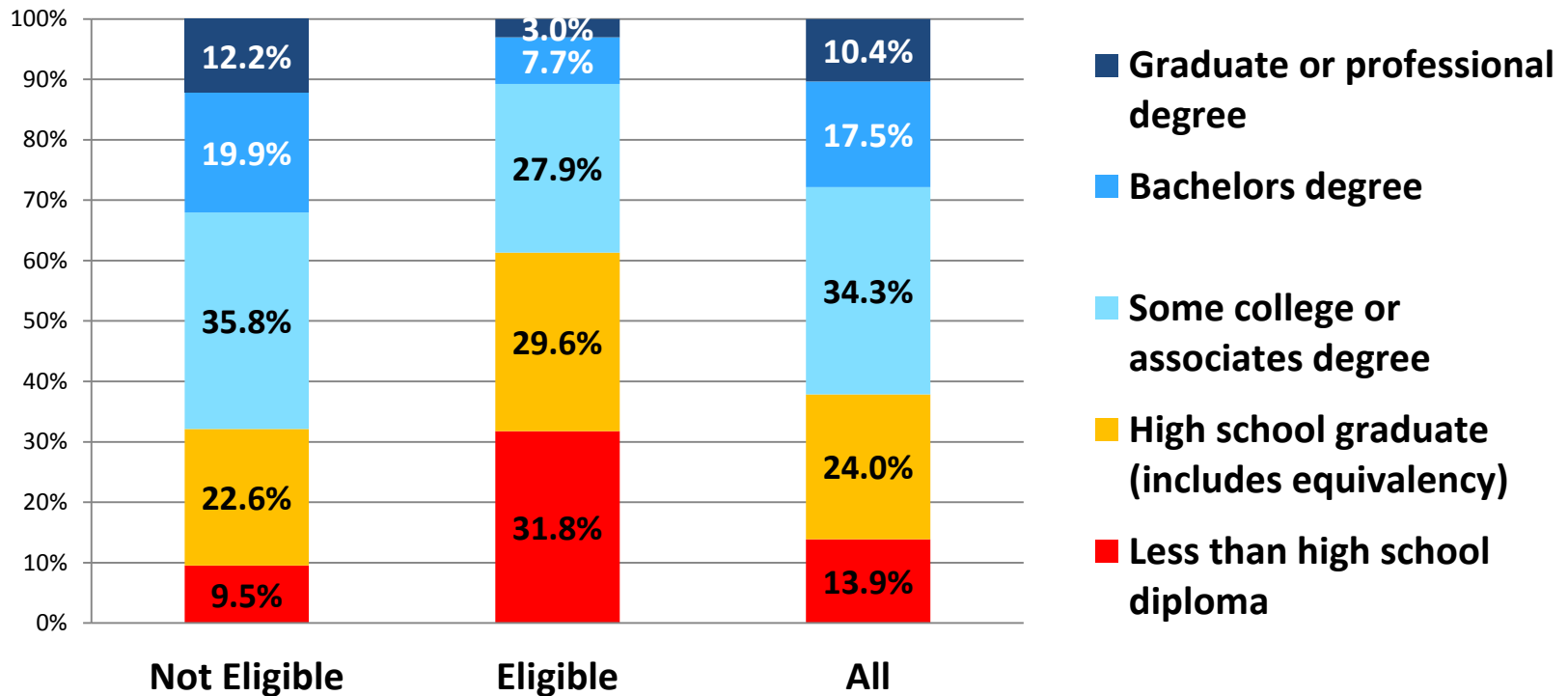
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Educational Attainment Arizona Adults (2012)

Age 25 and Older



Source: U.S. Census PUMS, Arizona (2012).

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Among Those on Food Assistance During the last 12 months . . .

- 23.3% in families with no workers
- 52.8% had one worker
- 18.4% had two workers
- 5.5% had three or more workers

Source: U.S. Census PUMS, Arizona (2012).

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Unemployment

- Historic low in 2007 of 3.6% in Arizona.
- Climbed to over 10% by end of 2010.
 - 36% decrease in construction jobs over last decade from 173,600 in 2001 to 11,600 in 2010
- By November 2013 – 7.8%

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Unemployment in Arizona

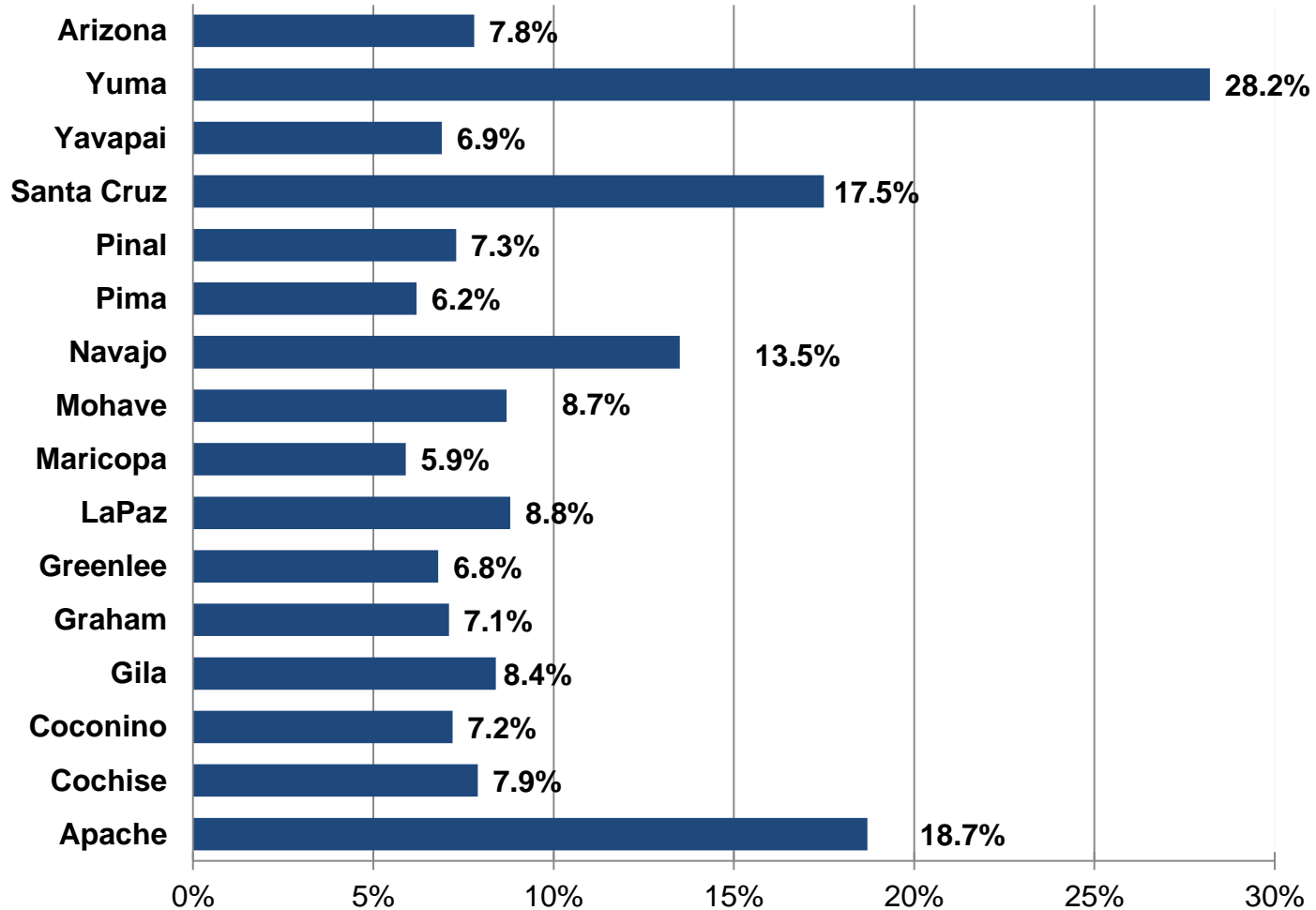
- Higher rates in rural areas,
- Lowest rates in Maricopa and Pima County,
- However, majority of unemployed people live in Maricopa and Pima County

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Unemployment Rates by County, November 2013



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Federal Poverty Guidelines 2013 & 2014 Contiguous U. S.

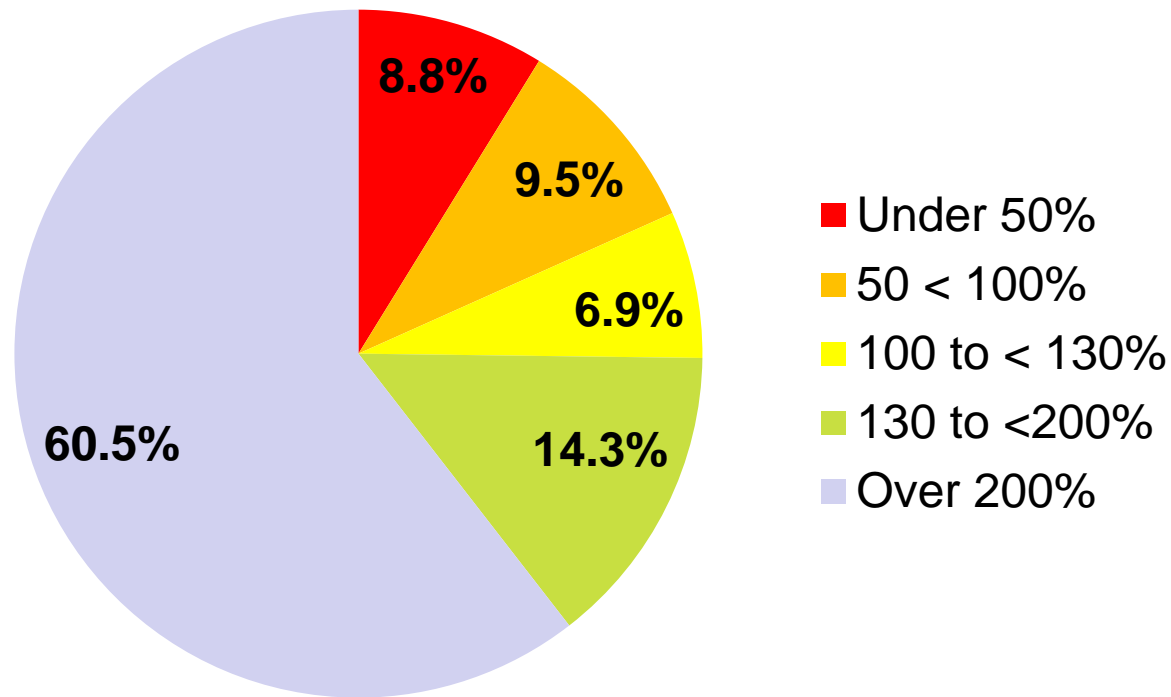
Persons in family	Poverty guideline	130% of poverty
1	\$11,490	\$14,937
2	15,510	20,163
3	19,530	25,389
4	23,550	30,615
5	27,570	35,841
6	31,590	41,067
7	35,610	46,293
8	39,630	51,519
For each additional	+4,020	+5,226

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Arizona Resident Incomes 2012 as a Percent of Federal Poverty Level



Source: U.S. Census PUMS, Arizona (2012).

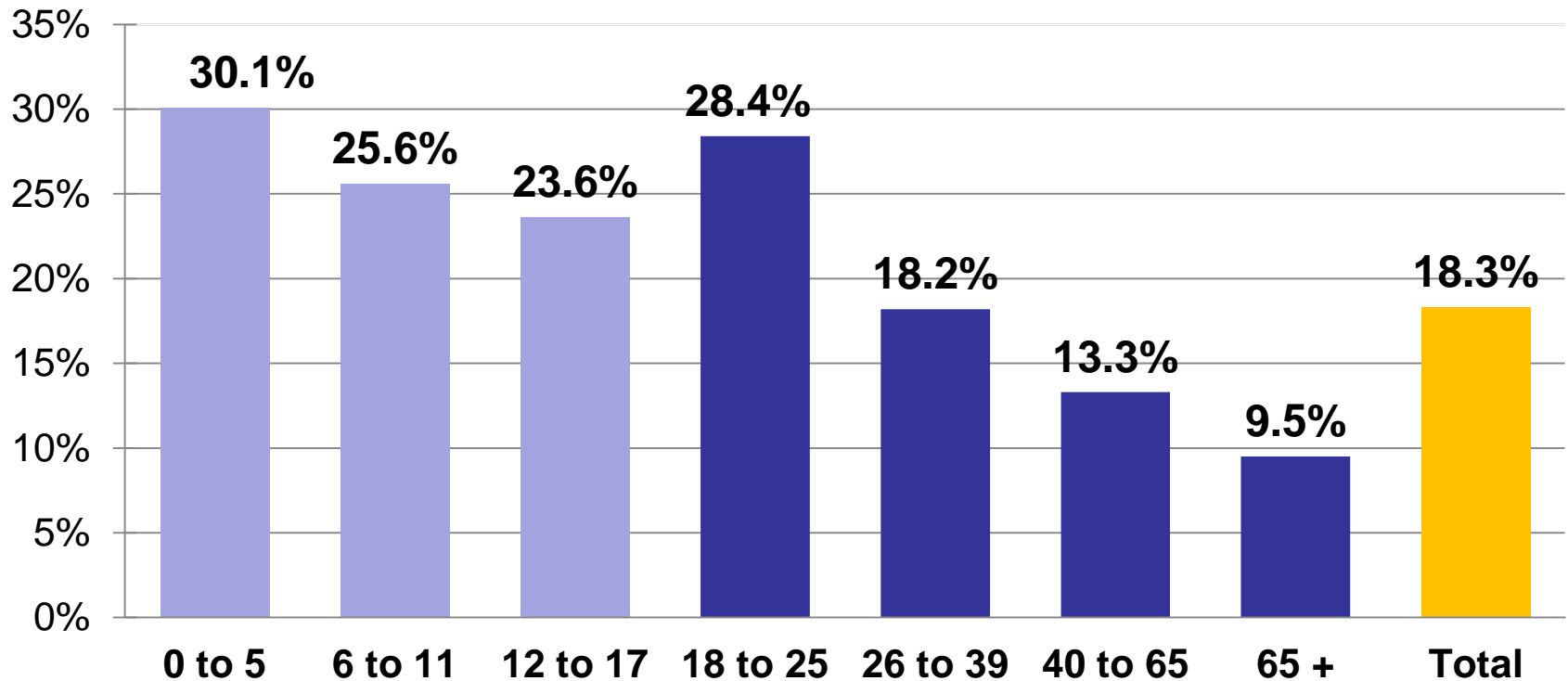
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Arizona Poverty Rates by Age Group, 2012

• **26.5% of children under the age of 18 lived in poverty**



Source: U.S. Census PUMS, Arizona (2012).

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Food Assistance population more likely to report . . .

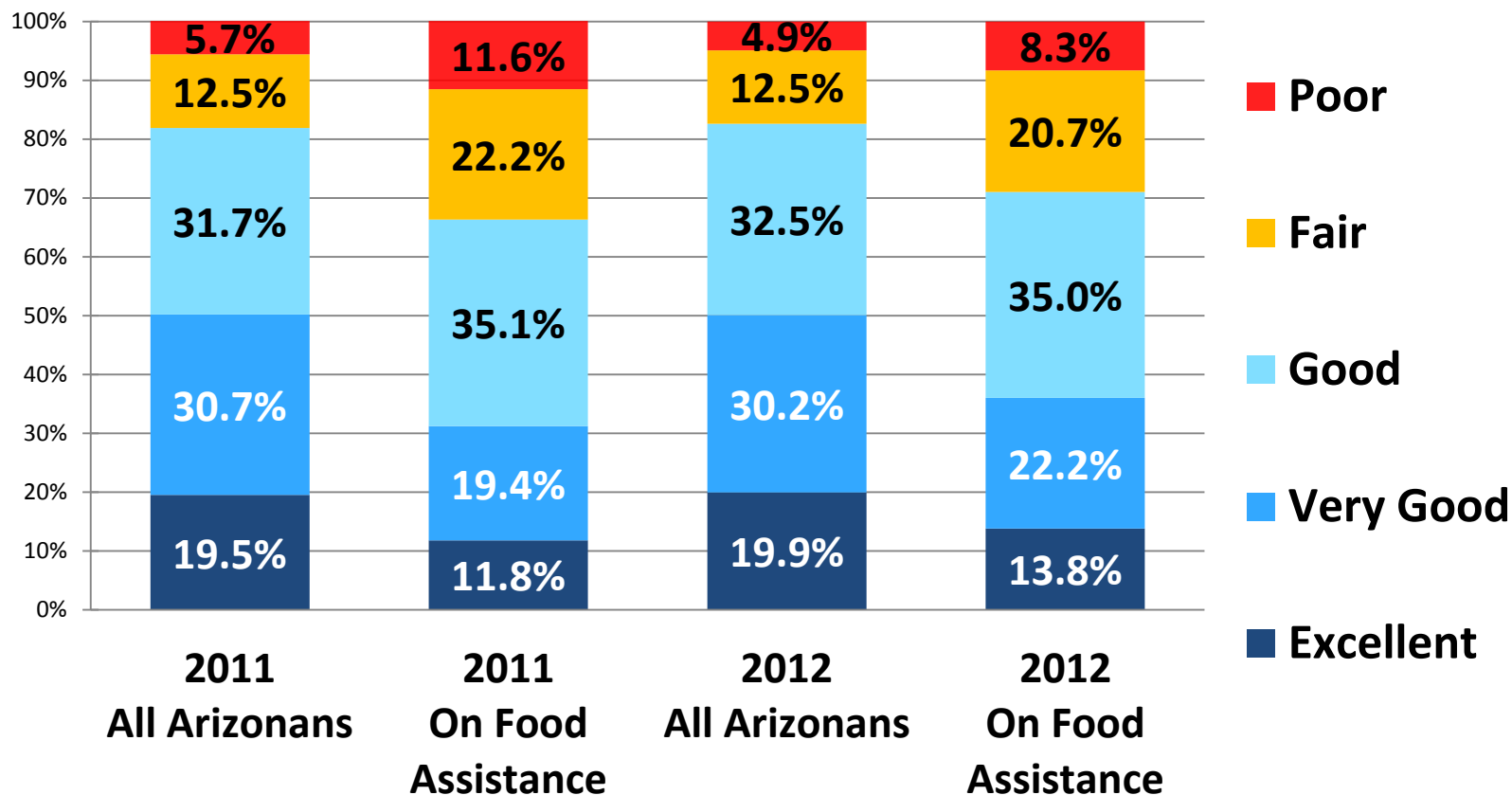
- Health problems that limit their activities
- No health insurance
- Needed a doctor within last year but did not see one because of cost
- But, gaps between those on food assistance and others may be closing

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General Health Ratings



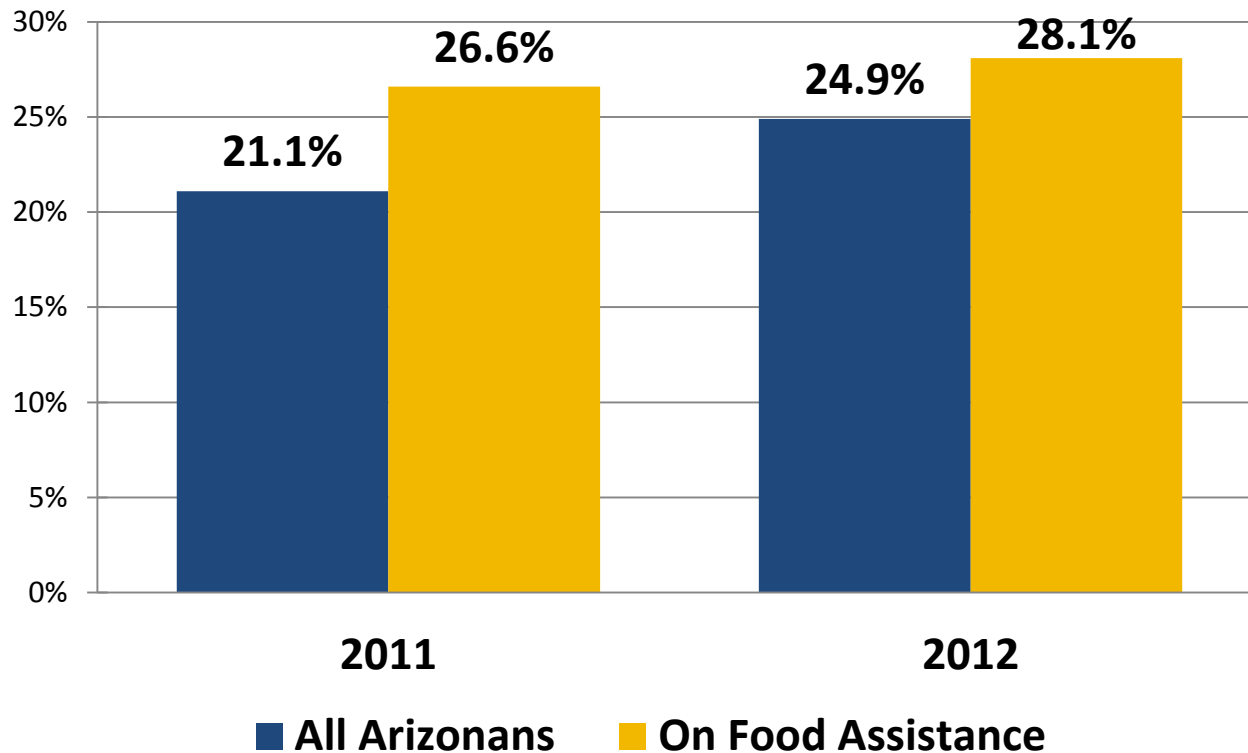
Source: Behavioral Risk Factor Surveillance System, Arizona (2012), Arizona Department of Health Services.

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Limited Physical Activity Due to Health Problem



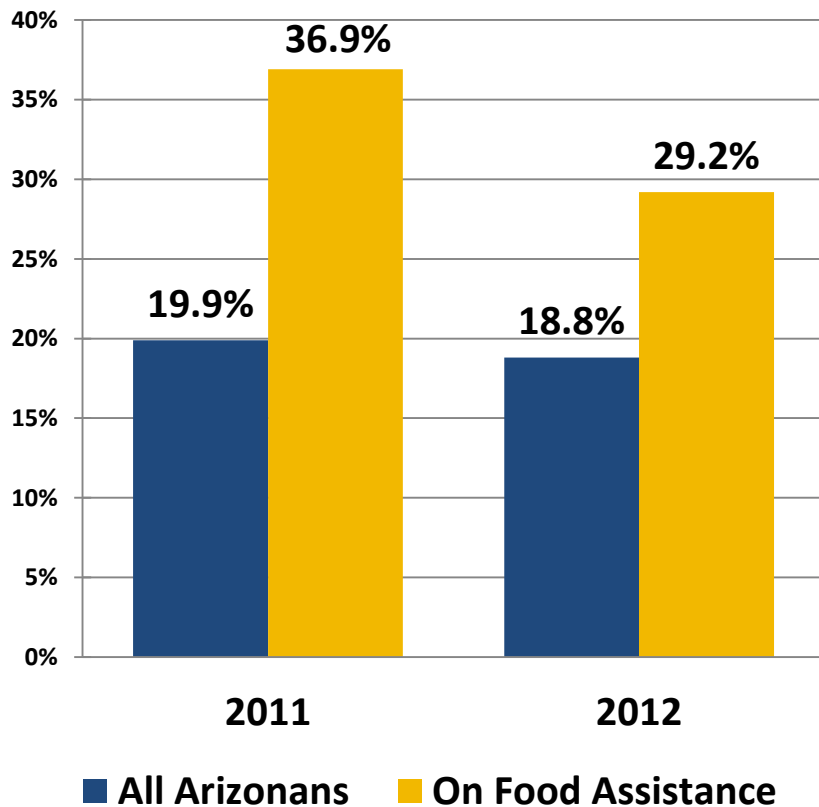
Source: Behavioral Risk Factor Surveillance System, Arizona (2012), Arizona Department of Health Services.

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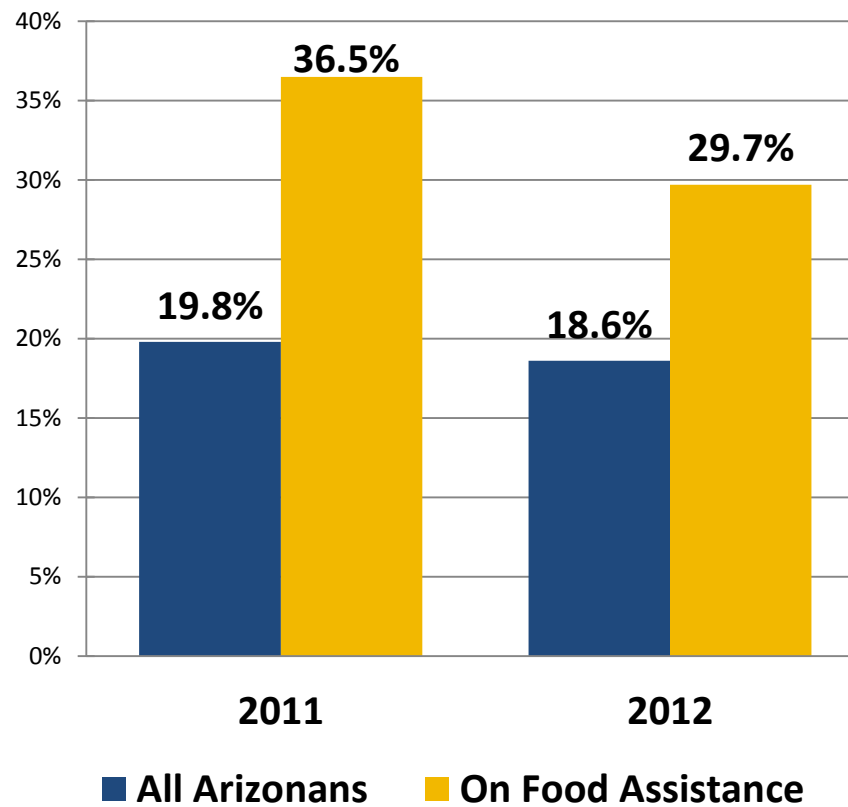
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No Health Care Coverage



Couldn't see a Doctor Because of Cost



Source: Behavioral Risk Factor Surveillance System, Arizona (2012), Arizona Department of Health Services.

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Food Insecurity, 2012

- One in five Arizona households (20.9% in 2012) reported not having enough money to buy food that they needed during prior 12 months (rank=14)
- US rate = 18.2%

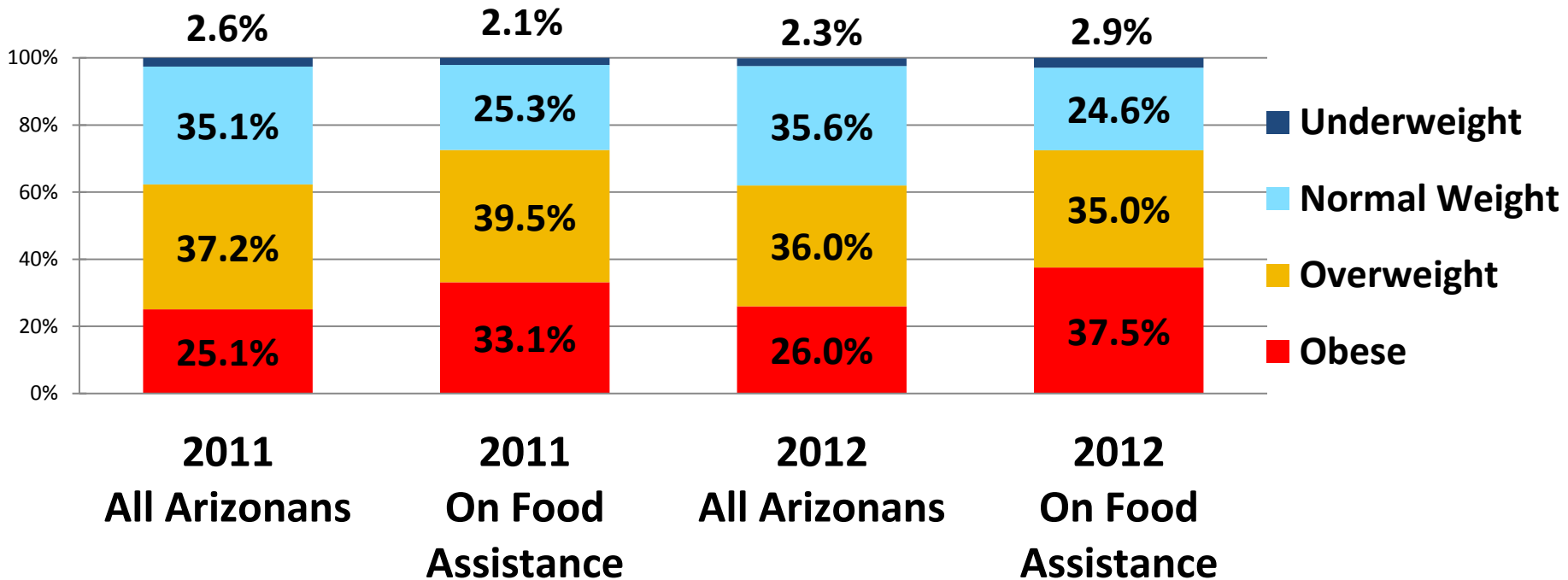
Source: Food Research and Action Center, 2012.

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Weight Status of Adults All Arizonans vs. On Food Assistance



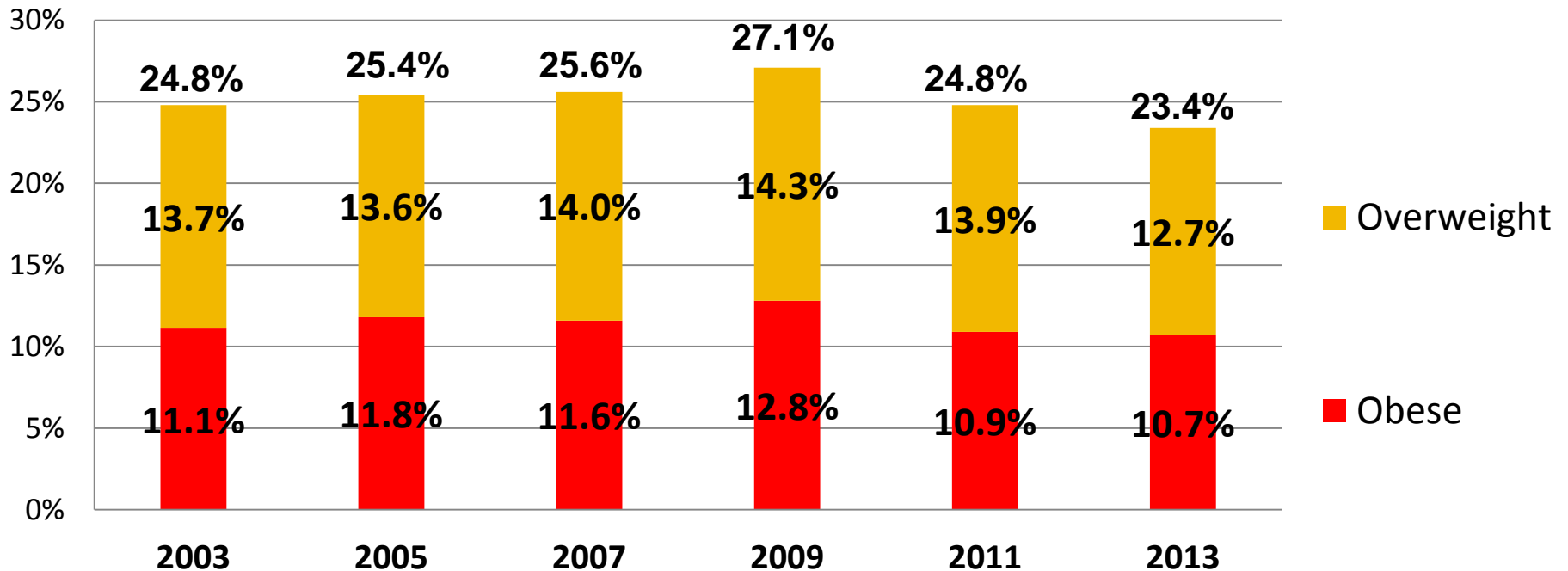
Source: Behavioral Risk Factor Surveillance System, Arizona (2011 and 2012), Arizona Department of Health Services.

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Obesity and Overweight in High School Children in Arizona



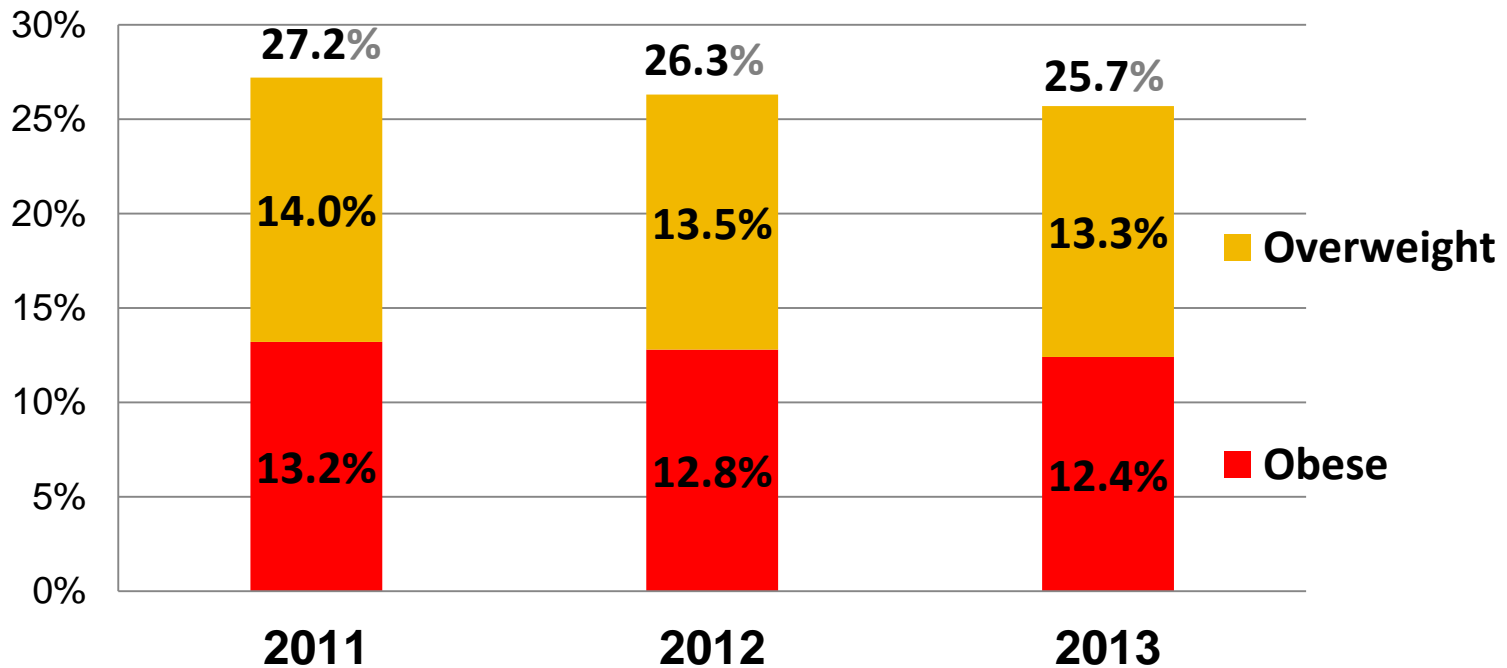
Source: Youth Behavioral Risk Factor Surveillance System, Arizona High School Survey (2013).

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Obesity and Overweight in Low-Income Children In WIC, ages 2 – 5 Years Old



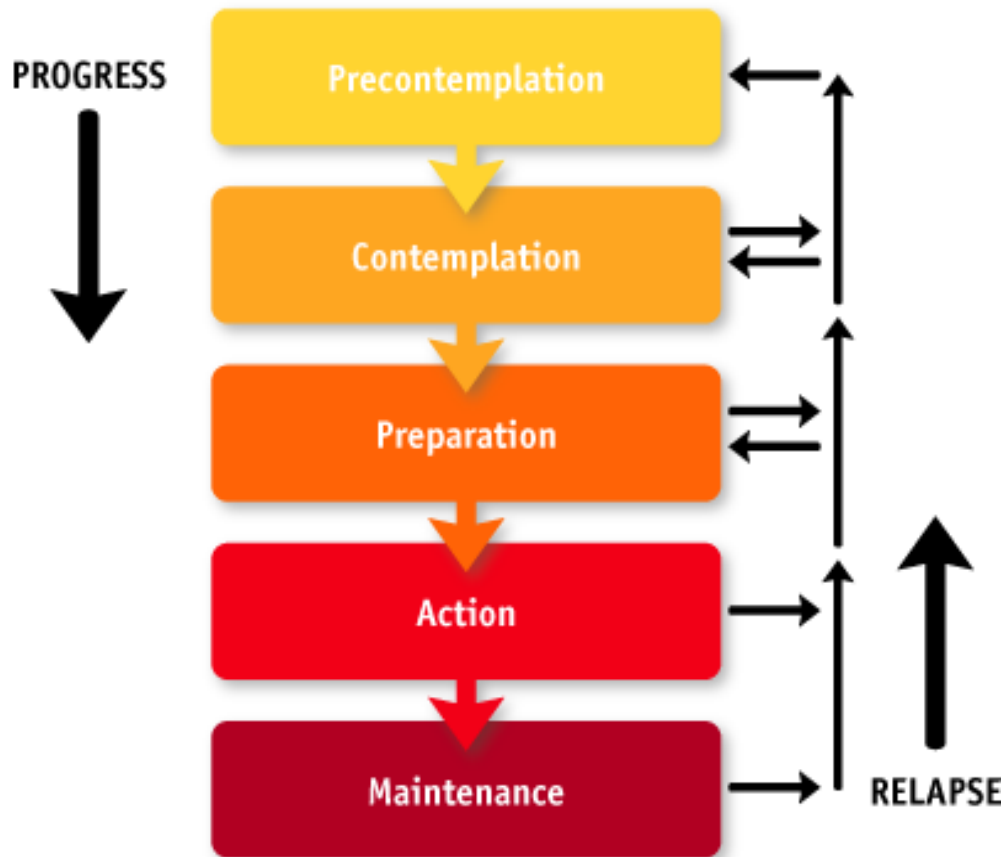
Source: Women, Infants, and Children (WIC).

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Trans-Theoretical Model



- Not thinking about it
- Thinking about it and plan to start within 6 months
- Definitely planning to start in next month
- Trying to do it now
- Already doing it

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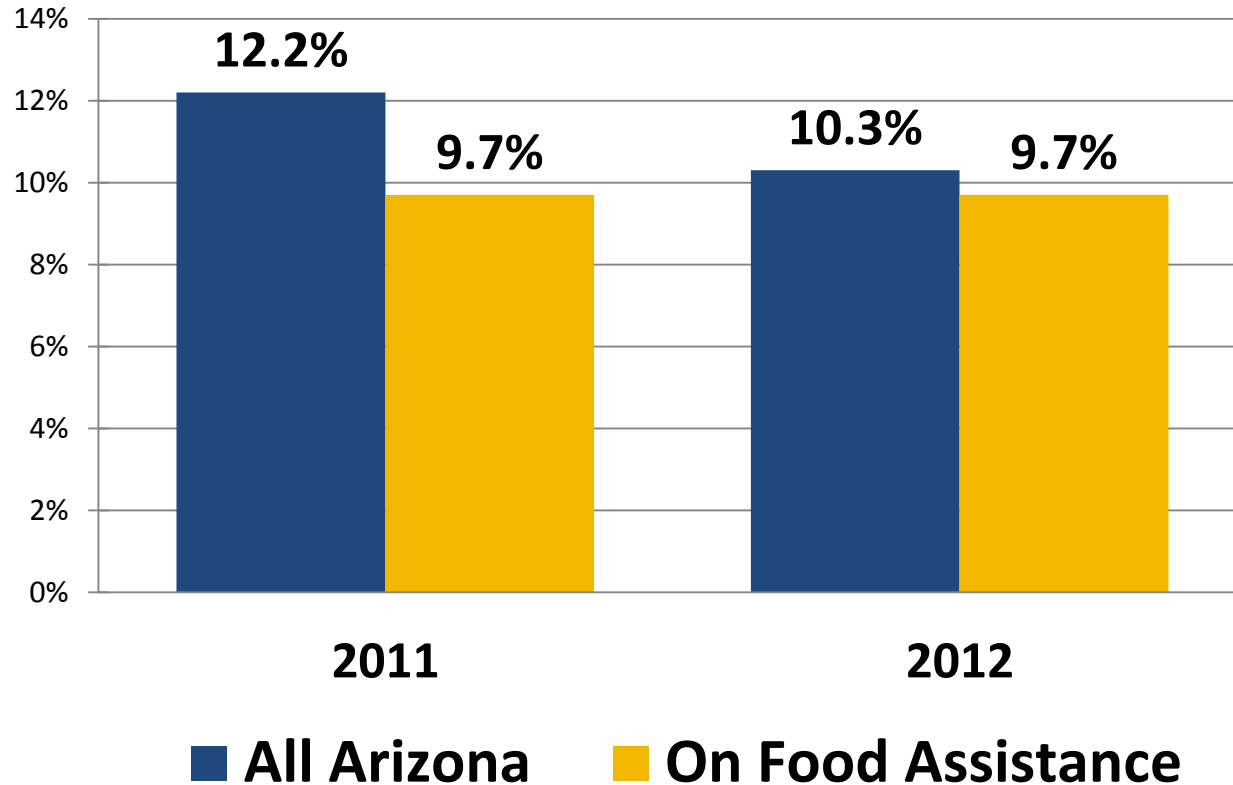
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Nutrition



Adults Consuming Fruits *at least* twice and Vegetables *at least* 3 times daily



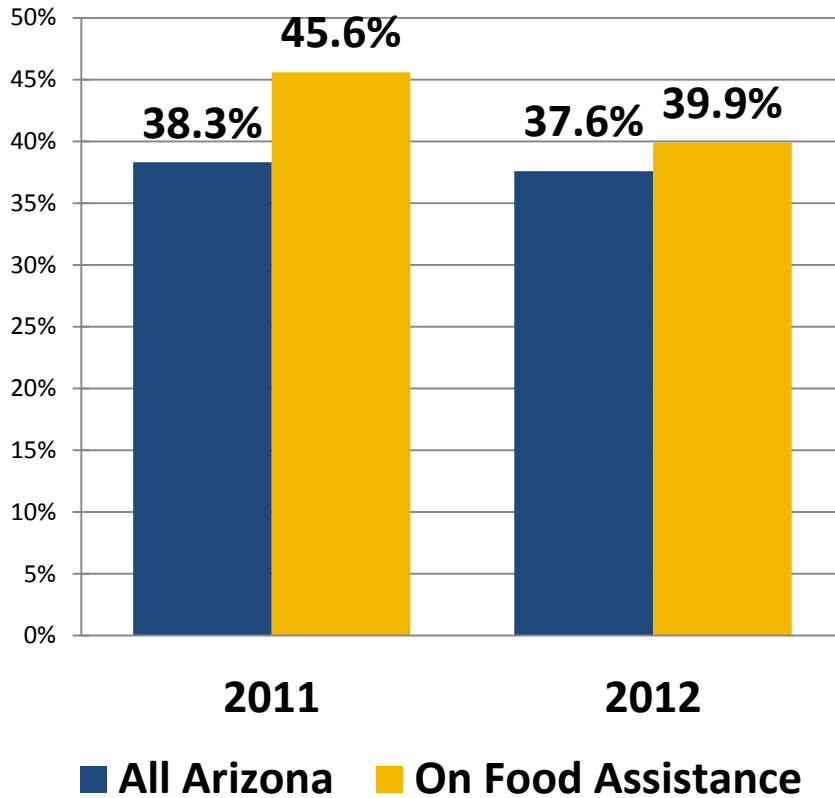
Source: Behavioral Risk Factor Surveillance System, Arizona (2012), Arizona Department of Health Services.

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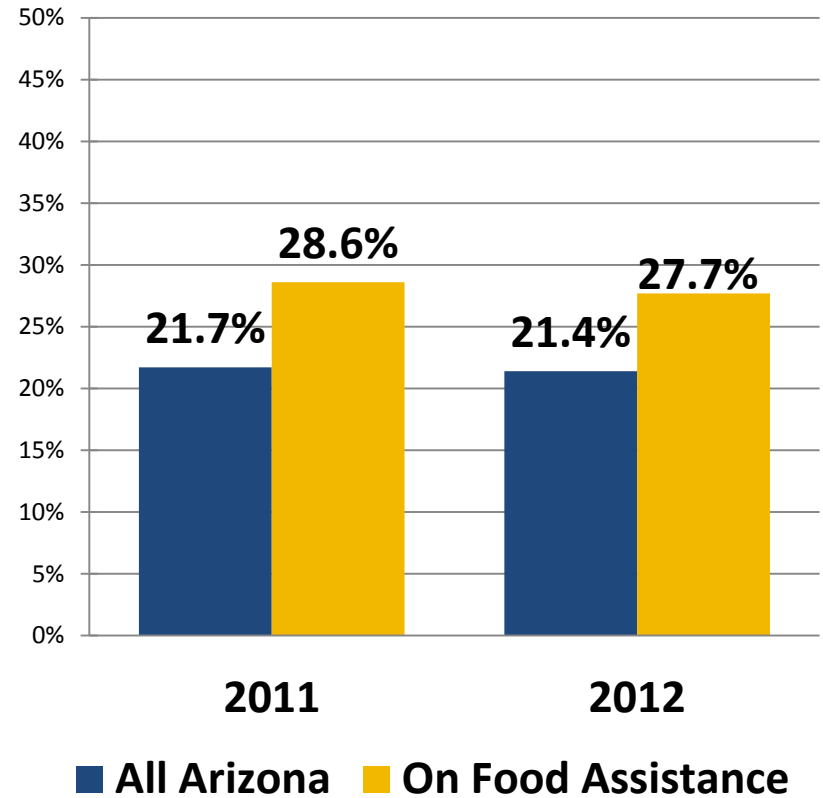
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Fruits Less than Once Daily



Vegetables Less than Once Daily



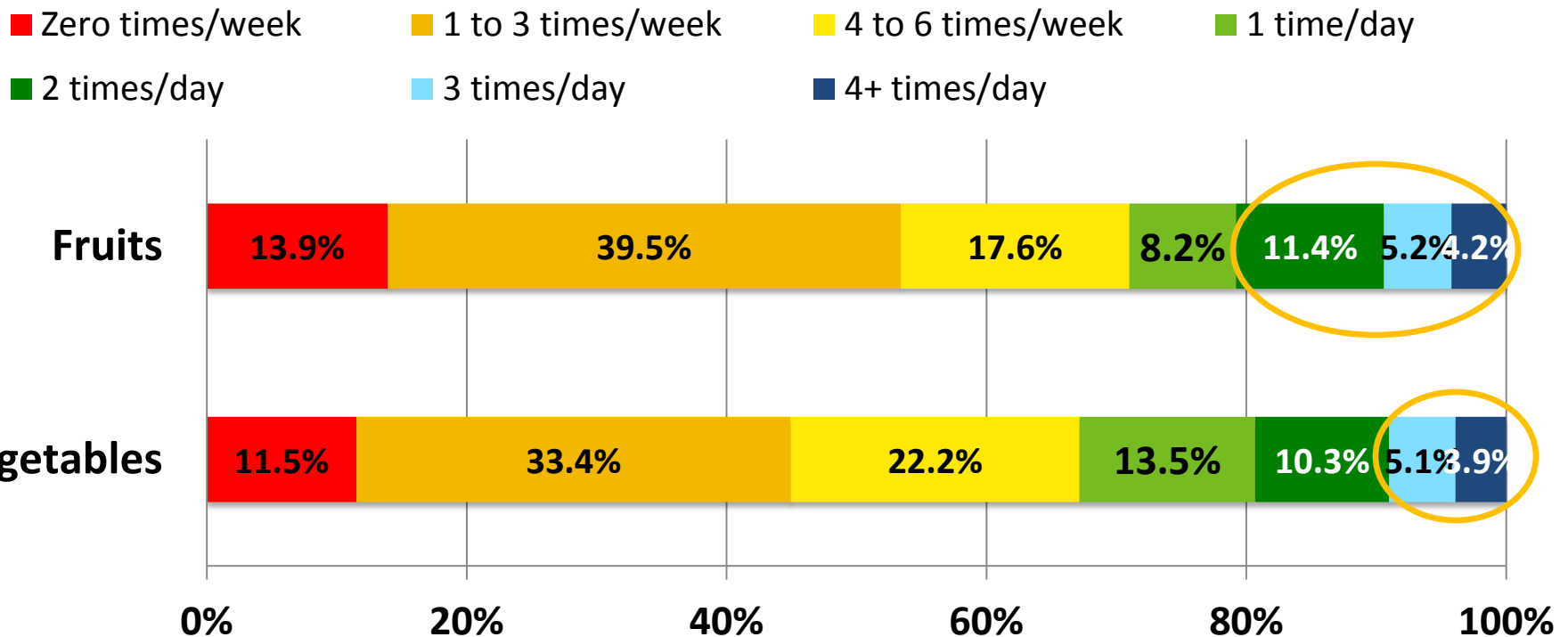
Source: Behavioral Risk Factor Surveillance System, Arizona (2012), Arizona Department of Health Services.

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Consumption of Fruits and Vegetables by Arizona High School Students



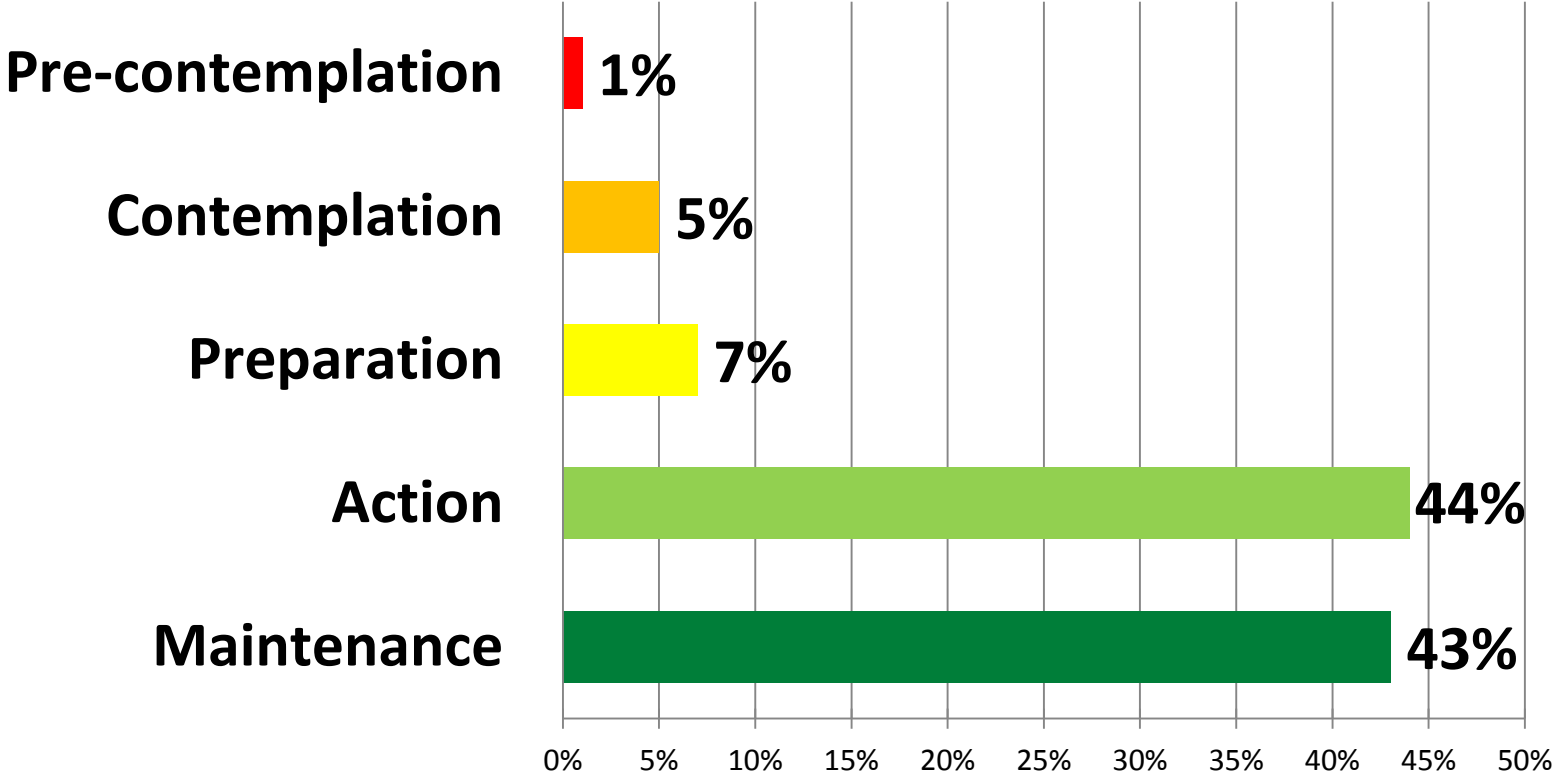
Source: Youth Behavioral Risk Factor Surveillance System, Arizona High School Survey (2013).

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Fruits and Vegetables - Stages of Change



Source: Fruits and Veggies- More Matters: Post Social Marketing Campaign Research Report, Arizona (April 2013), Arizona Department of Health Services.

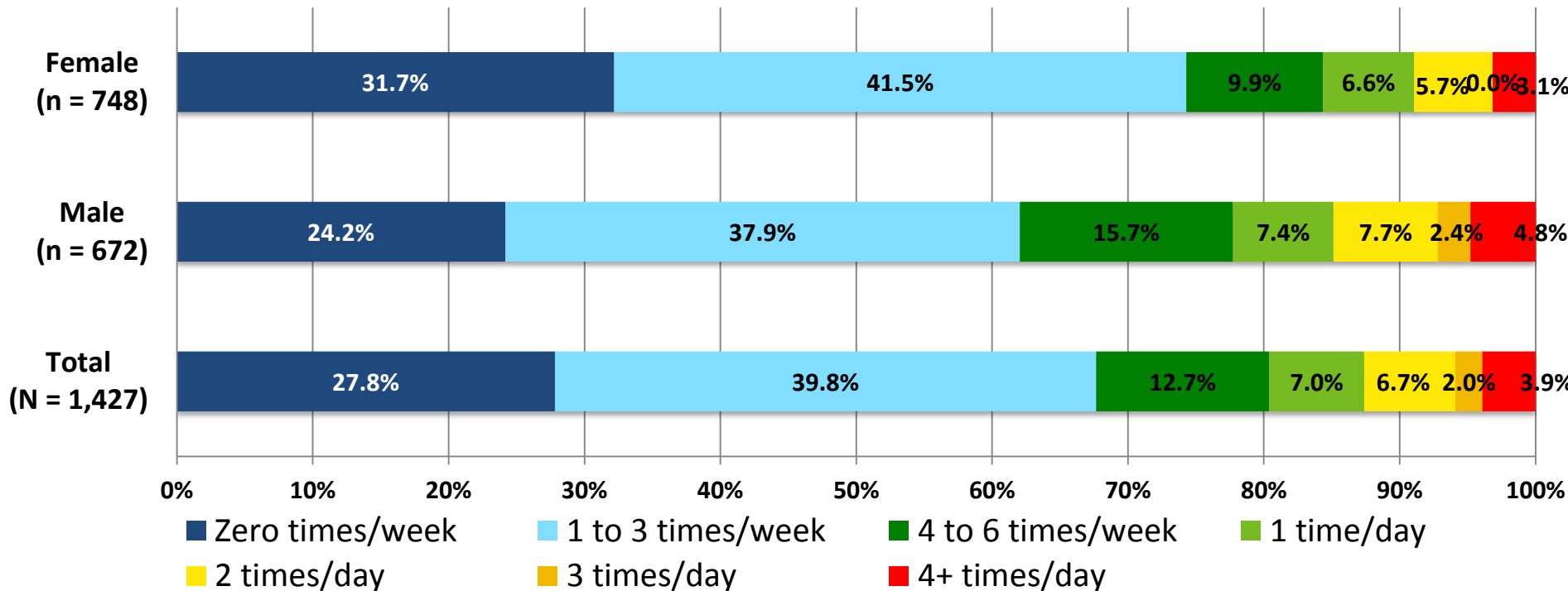
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Consumption of Soda (Pop) by Arizona High School Students

During the past 7 days, how many times did you drink a can, bottle, or glass of soda or pop, such as Coke, Pepsi, or Sprite?



Source: Youth Behavioral Risk Factor Surveillance System, Arizona High School Survey (2013).

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Milk (in past week)

- Mean = 1.0 daily servings
- Median = 1.0 daily servings
- 85.8% drink only one kind of milk

Source: Target Population Study 2012.

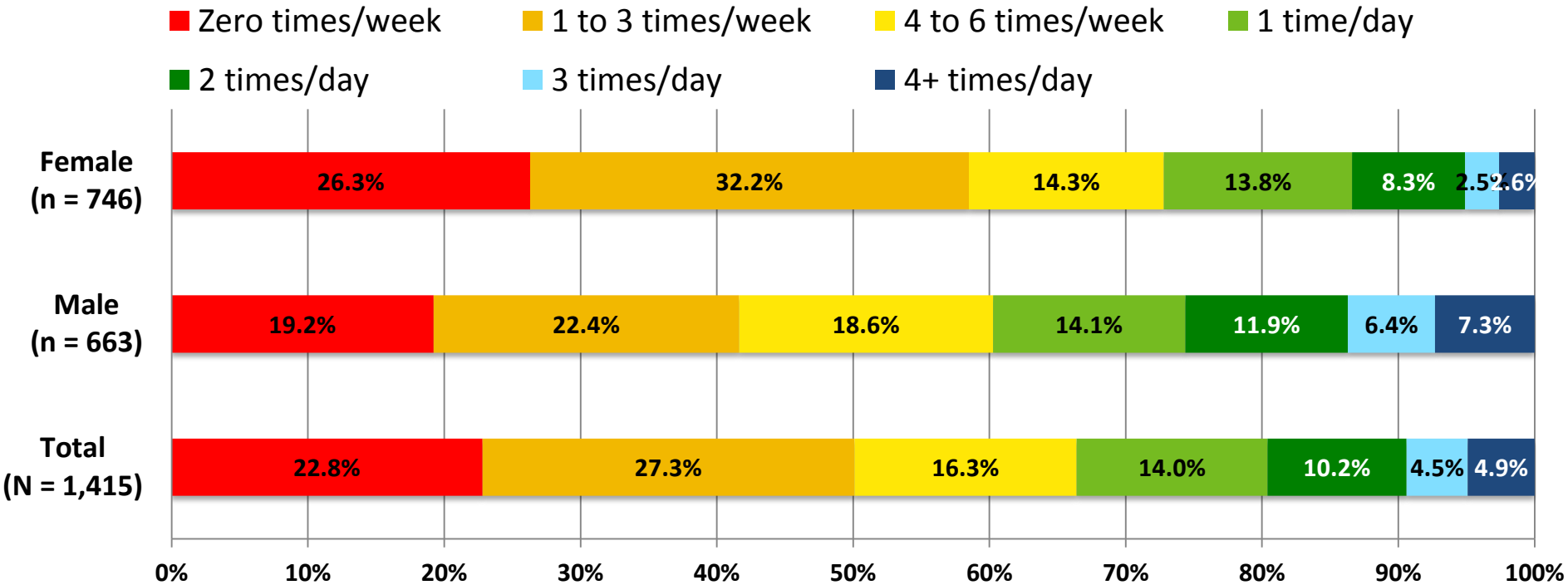
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Consumption of Milk by Arizona High School Students

During the past 7 days, how many glasses of milk did you drink?



Source: Youth Behavioral Risk Factor Surveillance System, Arizona High School Survey (2013).

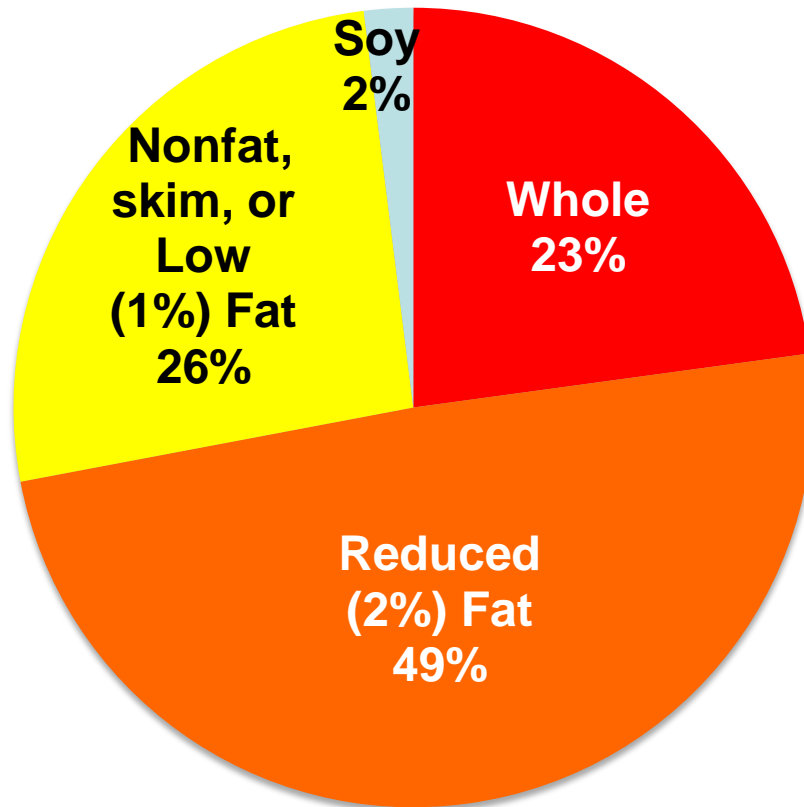
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Type of Milk

Among the 86% who drink only one kind



- Only 29% drank nonfat or 1% milk either always or some of the time
- 2% is most commonly consumed, with 53% drinking it at least some of the time

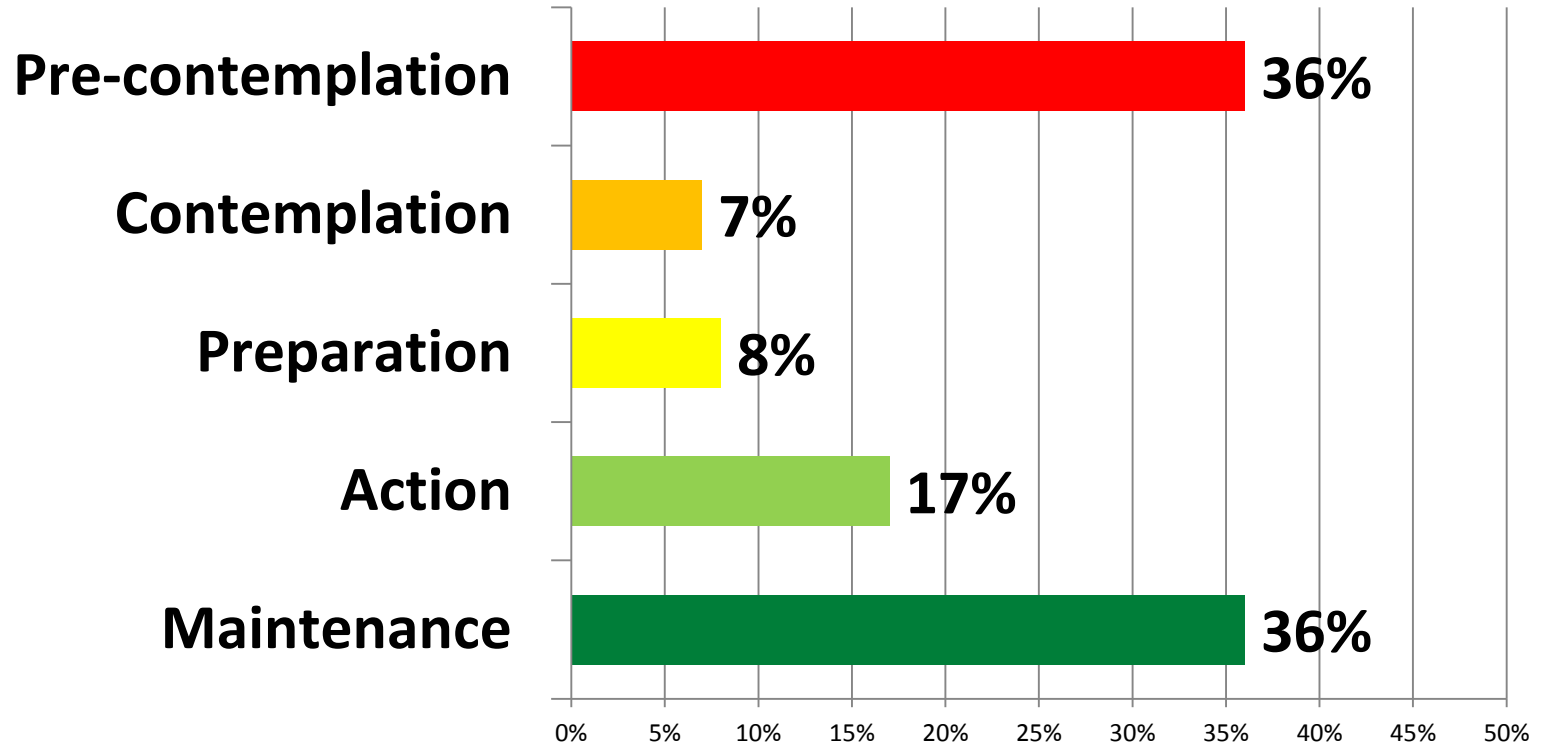
Source: Target Population Study 2012.

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Low-Fat Dairy – Stages of Change



Source: Low-fat Dairy: Post Social Marketing Campaign Research Report, Arizona (October 2013), Arizona Department of Health Services.

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Whole Grains

- Still confusion about whole grain, whole wheat, multigrain, and stone-ground.
- Use whole grain and whole wheat interchangeably
- Uncertain whether multigrain is a whole grain
- Unclear about whether products that don't say "100% whole grain" or "100% whole wheat" are truly whole grain or whole wheat.

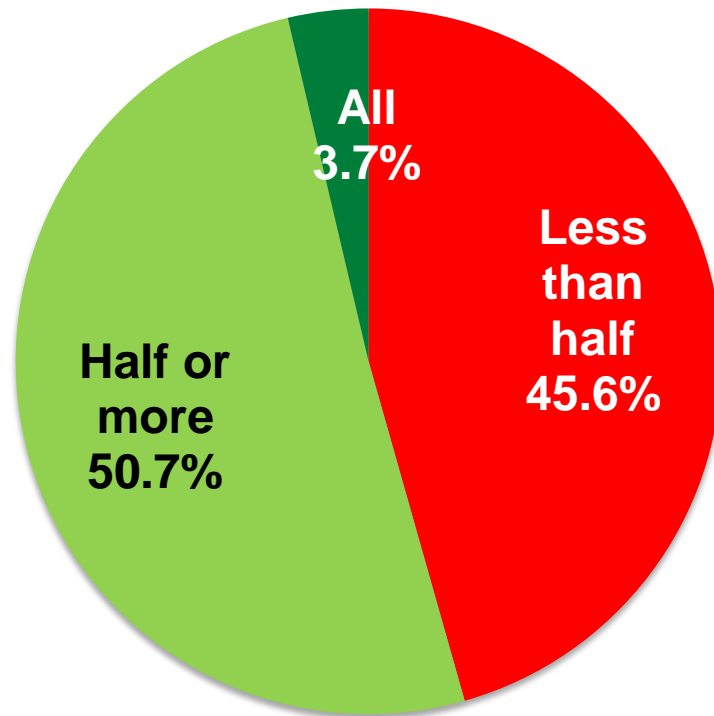
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Whole Grains (past week)

% of Grains that are Whole



- Daily Servings
 - Mean = 1.3
 - Median = 2.4
 - Only 1% ate none

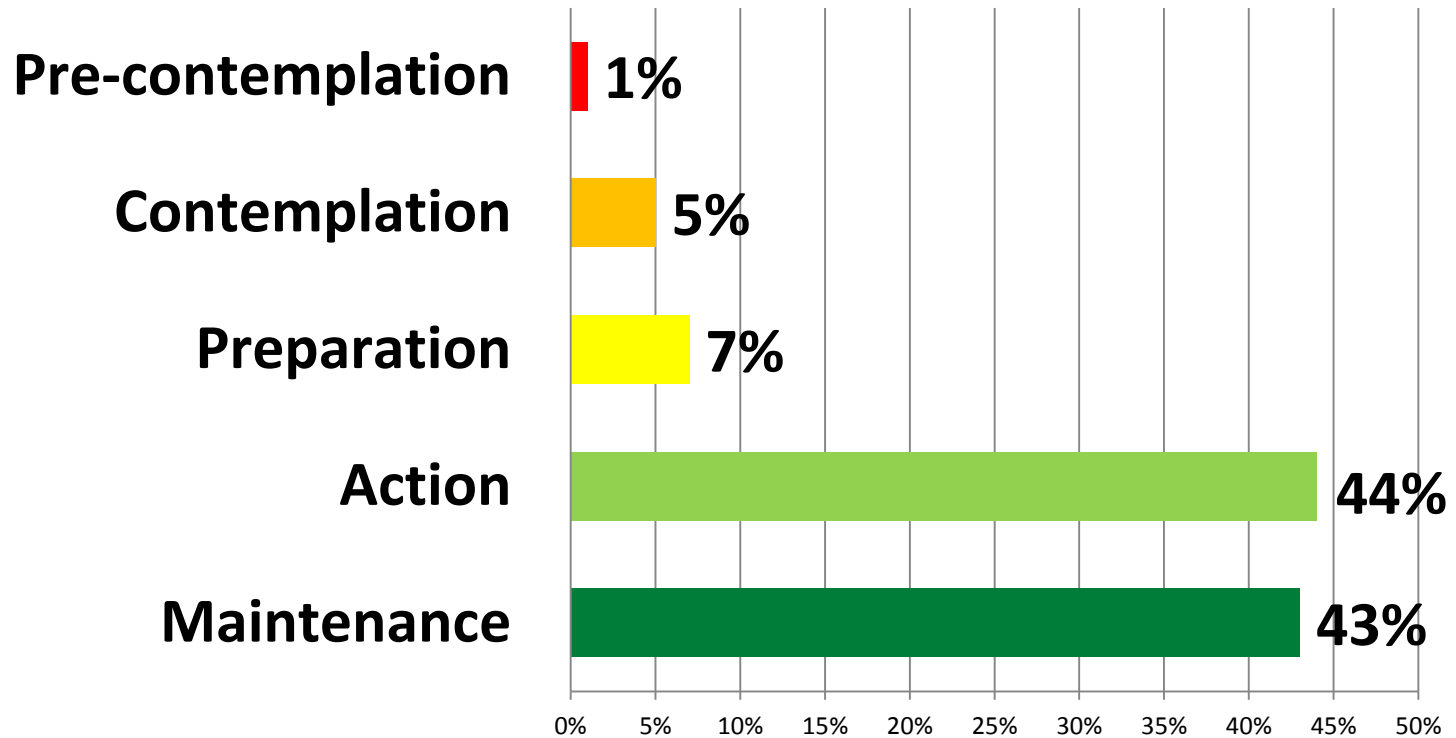
Source: Target Population Study 2012.

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Whole Grains – Stages of Change



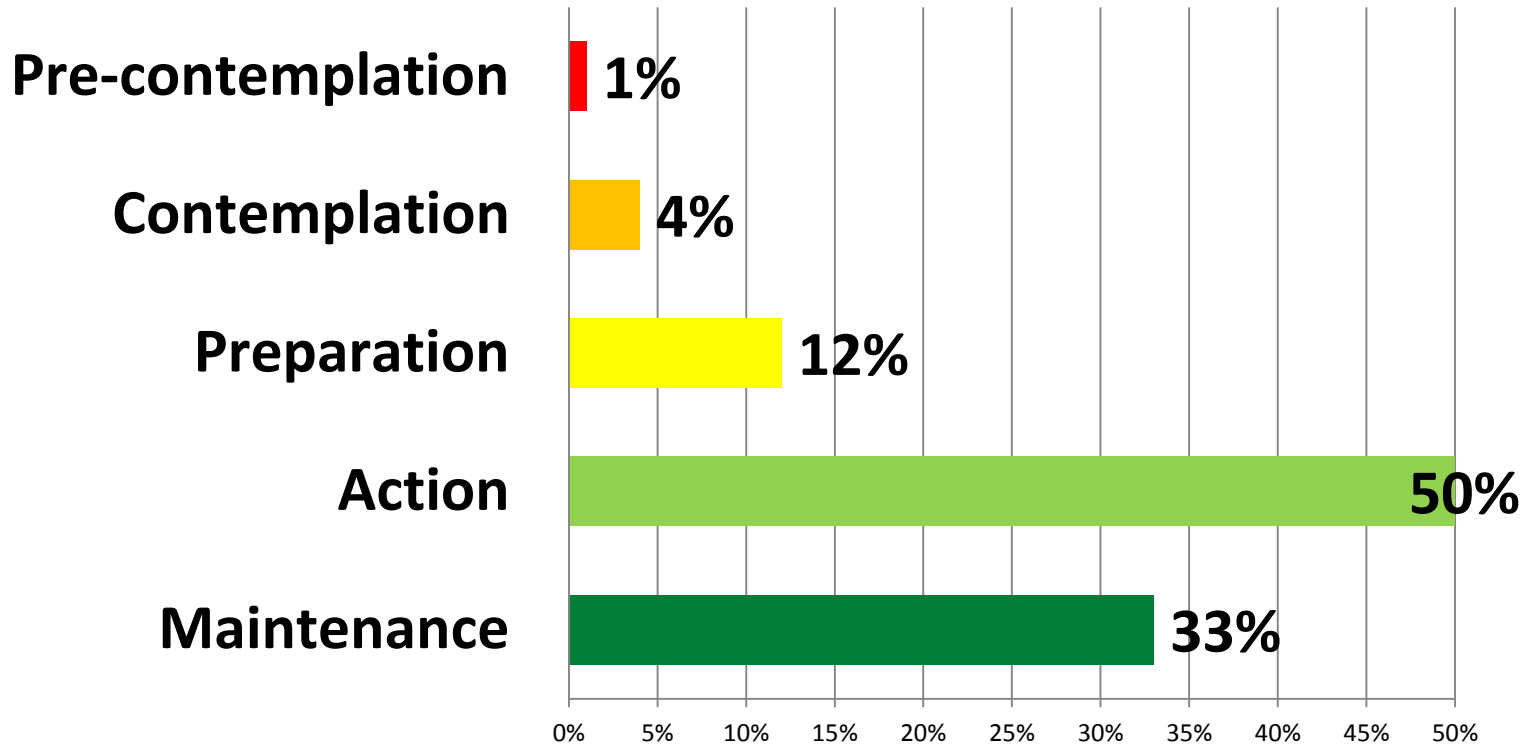
Source: Whole Grains: Post Social Marketing Campaign Research Report, Arizona (August 2013), Arizona Department of Health Services.

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Healthy Proteins - Stages of Change



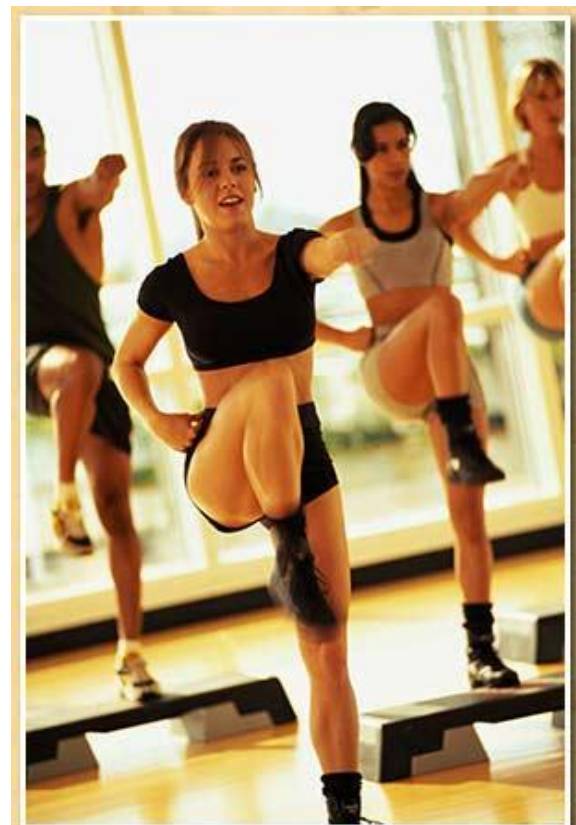
Source: Healthy Proteins: Post Social Marketing Campaign Research Report, Arizona (October 2012), Arizona Department of Health Services.

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Physical Activity



Physical Activity Recommendations Weekly for Adults

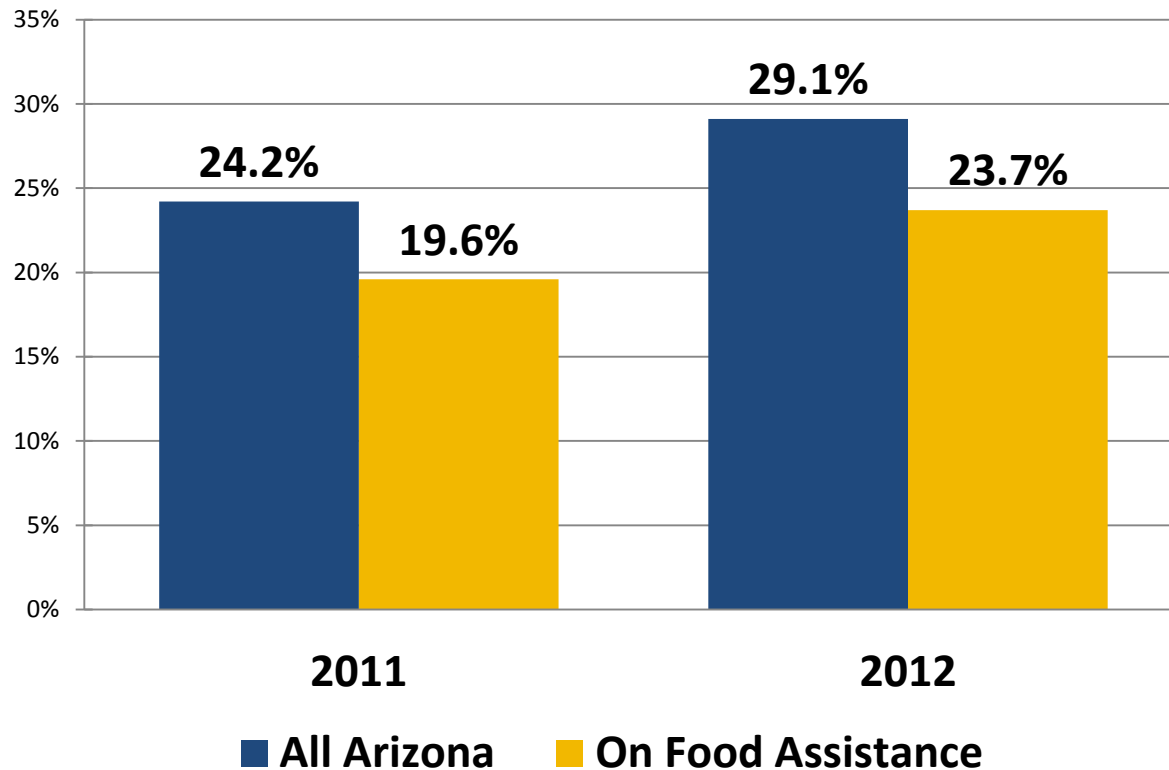
- The CDC uses new measures in the BRFSS to track the percent of adults who meet aerobic and strength recommendations.
- Weekly Aerobic
 - 150 minutes of moderate activity or
 - 75 minutes of vigorous activity
- Weekly muscle strengthening activities
 - at least twice

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Arizona Adults Meeting *both* Aerobic *and* Strength Recommendations



Source: Behavioral Risk Factor Surveillance System, Arizona (2012), Arizona Department of Health Services.

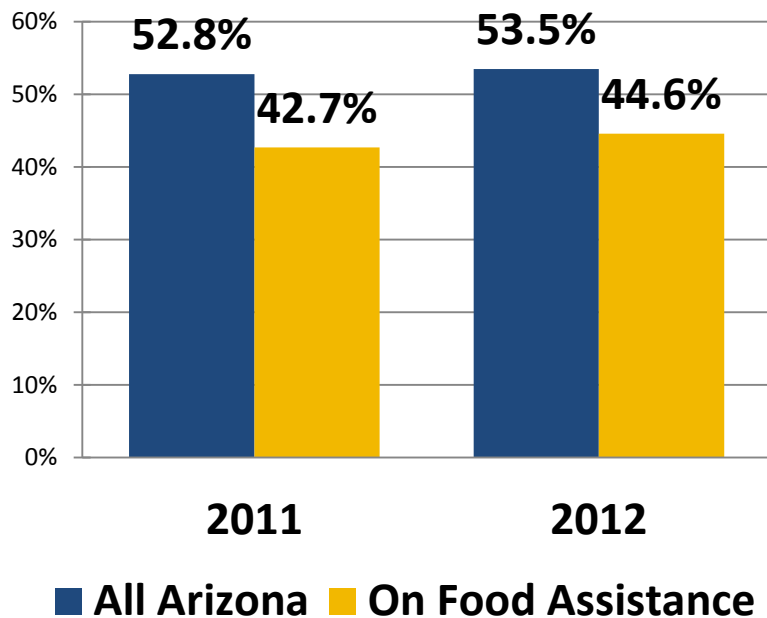
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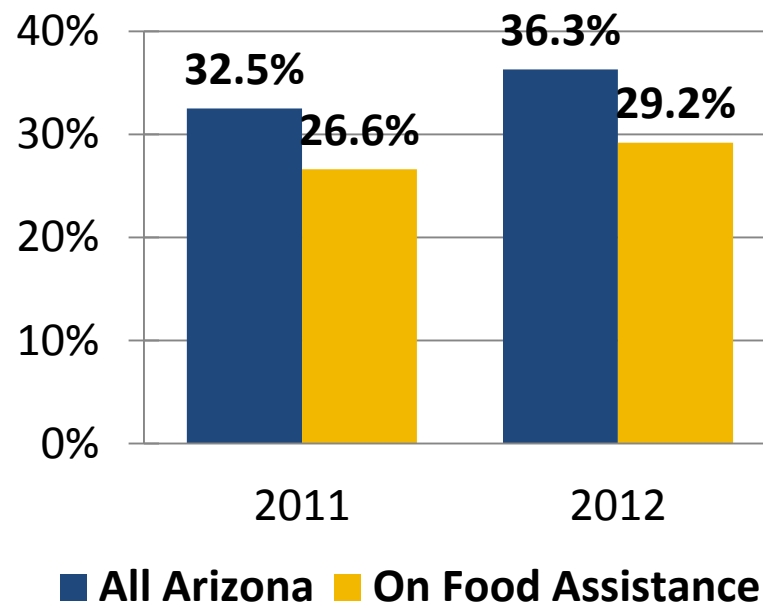


Adults Meeting Aerobic or Strength Recommendations

Met Aerobic recommendations



Met Strength recommendations



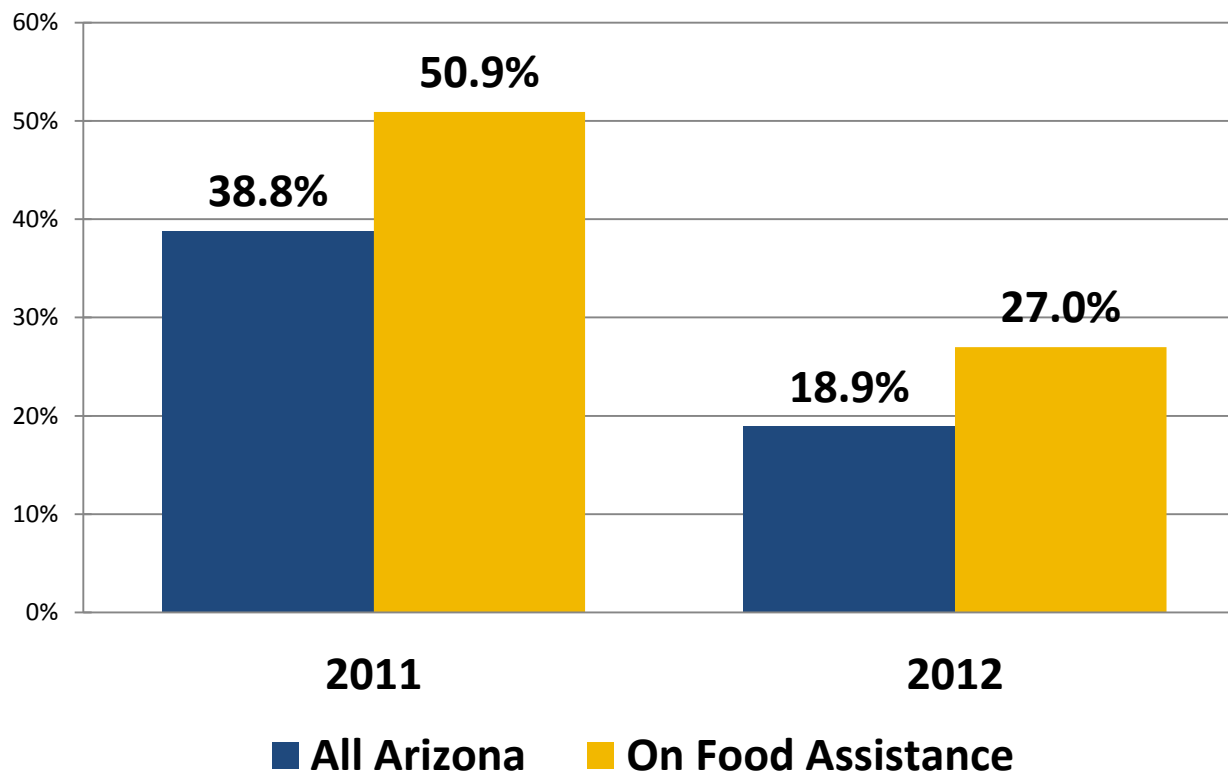
Source: Behavioral Risk Factor Surveillance System, Arizona (2012), Arizona Department of Health Services.

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Arizona Adults Meeting *Neither* Strength nor Physical Activity Recommendations



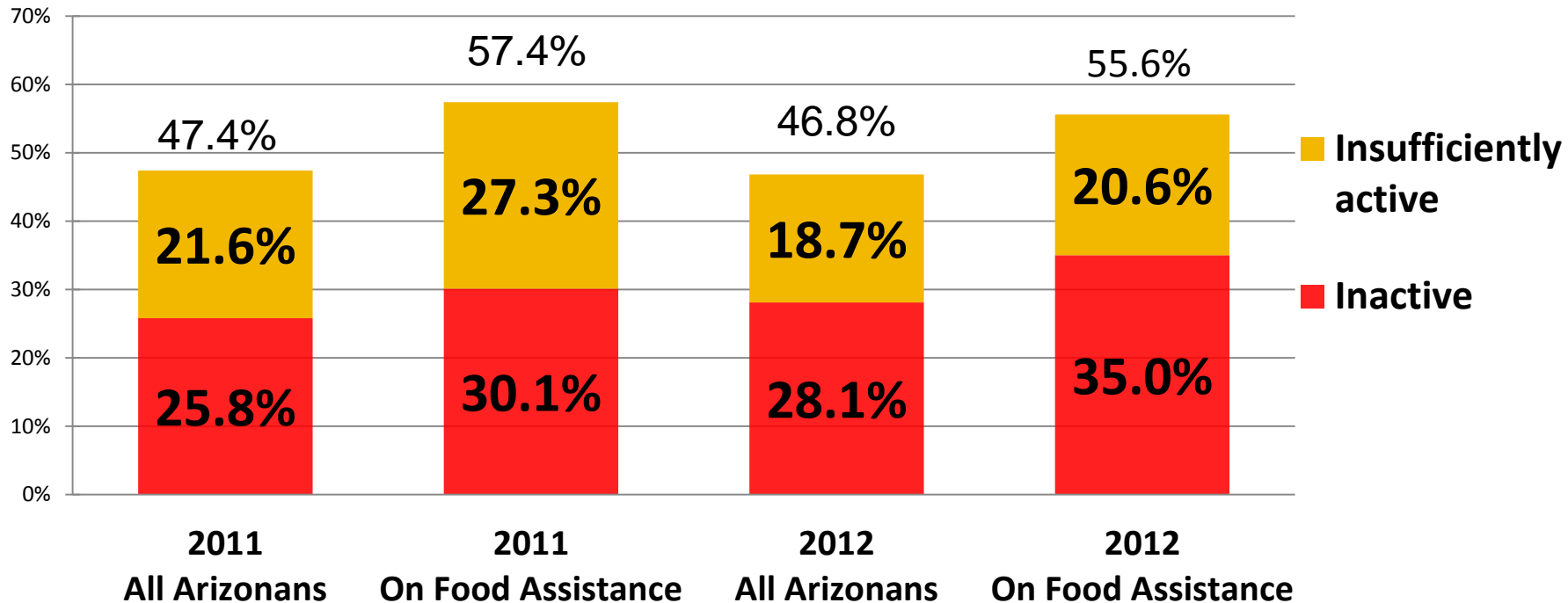
Source: Behavioral Risk Factor Surveillance System, Arizona (2012), Arizona Department of Health Services.

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Adults Insufficiently Active and Inactive



Source: Behavioral Risk Factor Surveillance System, Arizona (2012), Arizona Department of Health Services.

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Nutrition-Related Programs and Services (#3)

Environmental Approaches

Reduce

Primary Prevention

Overweight and Obesity

Direct Services

Reduce

Reduce

Diabetes
Heart Disease
Other Chronic Disease

*Clinical-Community Links
Health Systems Design* **Identify and Manage**

Gaps (#4)

Eligible Population vs. Service Sites

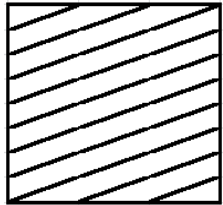
- Identified areas where 50% or more of residents in households below 185% of the federal poverty level.
- Proposed service sites
- Cities and highways
- Coded geographical areas as rural, suburban, urban, and wilderness

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Cochise County



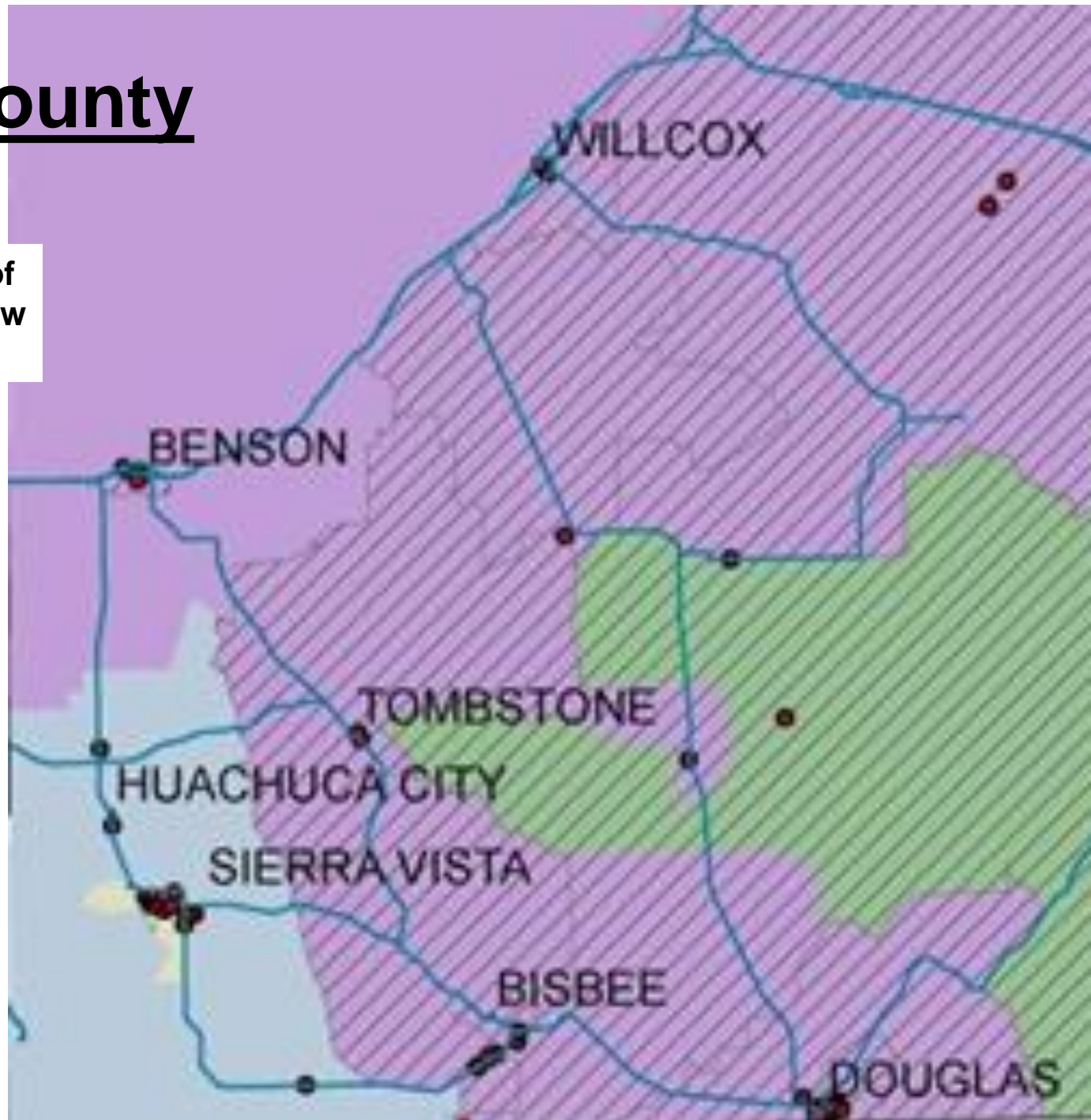
50% or more of residents below 185% FPL

Rural

Suburban

Urban

Wilderness



Implications (#5)

- AzNN has focused on direct education and social marketing for many years.
- Often not enough
 - Frequently know benefits,
 - But have difficulty establishing or maintaining behaviors.

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Broader Public Health Approaches

- USDA moving more towards approaches emphasizing policies, systems, and environmental changes.
- Make the healthy choice the easy choice.
- In FY 2015, contractors required to dedicate at least 20% of budgets to these approaches.

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Opportunities for Healthy Choices

- Households in lower-income neighborhoods often have less access to places that sell healthy foods at lower prices.
- Better access to supermarkets or large grocery stores is associated with healthier food intake.

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Definition of Low Access to a Food Retail Outlet

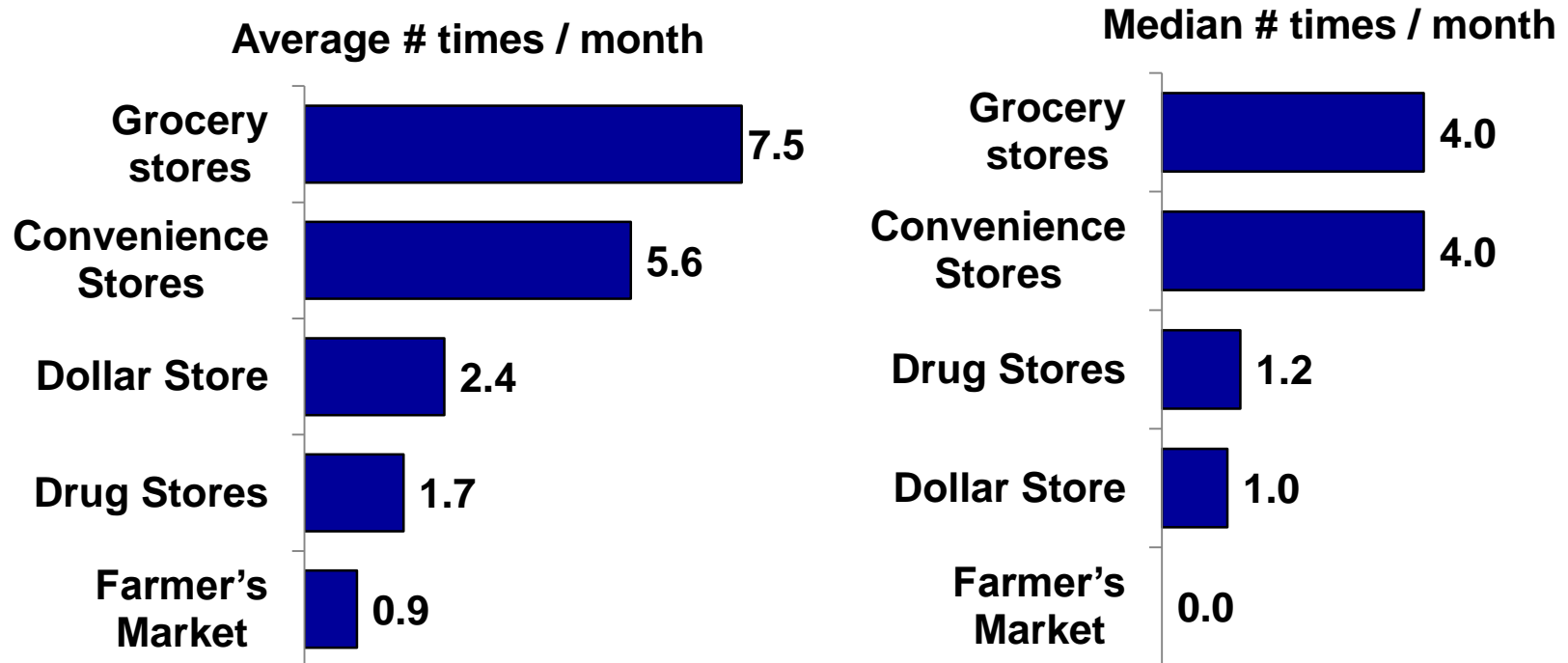
- Distance to a supermarket or large grocery store of
 - More than one mile in urban areas
 - more than 10 miles in rural areas
- More than 24 percent of census tracts in Arizona meet definition, compared to 8 percent nationally.

Source: Ver Ploeg, et al., (2009). "Access to Affordable and Nutritious Food – Measuring and Understanding Food Deserts and Their Consequences: Report to Congress" *Administrative Publication No. (AP-036)* 160 pp.



Grocery Shopping

In the past month, how often did you shop at each of the following



Source: Target Population Study 2012.

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Food Access Strategies

- Encourage use of farmers' market with SNAP and WIC access at key community outlets (1.04)
- Encourage participation in community and home gardens (1.05)
- Increase availability of healthy food retail, including mobile vendors, farmers' markets, corner/country stores, and grocery stores in low-income residential communities (1.08)

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Transportation to Work, 2012

Method	Eligible	Not eligible
<i>Walked</i>	4.8%	1.7%
<i>Bicycle</i>	2.0%	0.9%
<i>Bus, trolley, or streetcar</i>	5.3%	1.4%
Motorcycle	0.5%	0.6%
Car, truck or van	80.1%	88.9%
Other method	2.4%	0.8%
Worked at home	4.8%	5.6%
	100%	100%

Source: U.S. Census PUMS, Arizona (2012).

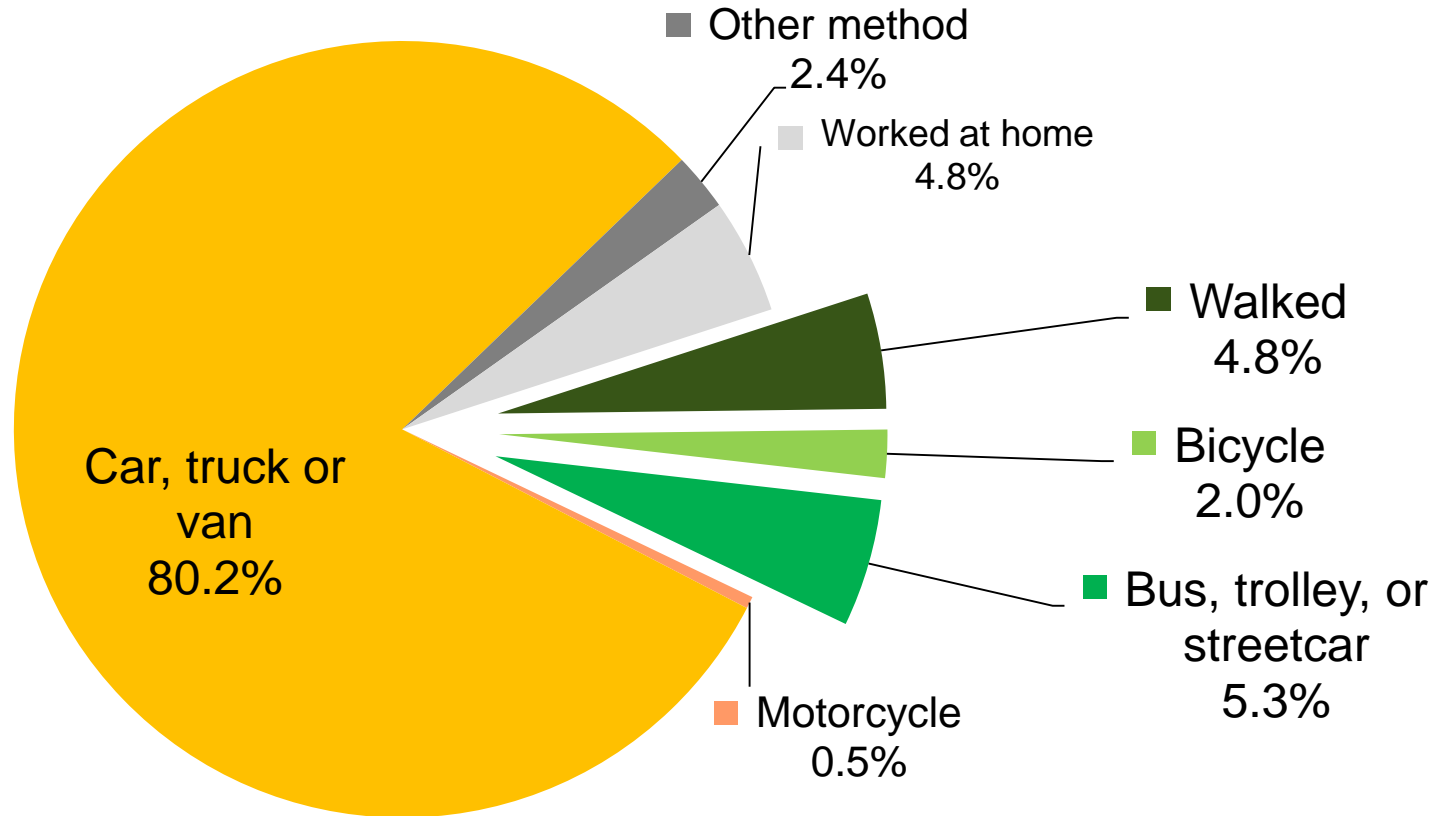
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Transportation to Work

12.1% of eligible population used an active form



Source: U.S. Census PUMS, Arizona (2012).

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Physical Activity/Active Transportation Strategies

- Assess current active living policies (such as sidewalks, commercial buildings, bike lanes, shared-use paths, greenways and recreational facilities policies) at the community level and provide recommendations to key stakeholders (1.11 and 4.03)

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Physical Activity/Active Transportation Strategies

- Build capacity to implement active living policy (such as sidewalks, commercial buildings, bike lanes, shared use paths, greenways and recreational facilities policies) at the community level and by community organizations (1.12 and 4.04)

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Implications for Planning

- What strikes you as new/most important?
- What was not mentioned that you think should be addressed?
- What should we be continuing or doing differently because of what we have learned?

