



KEY MESSAGES

The Issue

- The growing diversity of the U.S. requires a cultural responsiveness to disparate health outcomes. Different cultures have varying perceptions around health and nutrition, physical activity and the risks associated with obesity.
- Food insecurity and nutritional deficiency disproportionately affect minorities, immigrants, rural populations and other underserved communities. Households with limited resources tend to spend less on food overall and much less on healthy foods lower in calories and higher in nutrition.
- Studies show that overweight and obese children are far more likely to continue this lifestyle into adulthood, leading to a higher risk of heart disease, type 2 diabetes, stroke, cancer and osteoarthritis.

The Program

- National 4-H Council and the Walmart Foundation developed the 4-H Healthy Habits program to teach skills in nutrition and food access to underserved, disadvantaged youth and families.
- The 4-H Healthy Habits program uses a four-pronged approach to strategically leverage the 4-H system to address food access, nutrition and health equity for underserved youth and families across the country:
 - Deploys university-backed, impactful programming
 - Reaches diverse audiences through local partnerships
 - Engages youth voice for more impactful delivery and clear messaging
 - Provides a system of sustainability to enable continued impact for underserved youth and their families in urban and rural communities
- The program aims to reach 101,000 youth and family members in Alaska, Arizona, Arkansas, California, Delaware, Florida, Georgia, Idaho, Illinois, Iowa, Louisiana, Michigan, Mississippi, Missouri, Nebraska, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, South Carolina, South Dakota, Tennessee, Texas, Utah, Virginia, Washington, West Virginia, Puerto Rico and the Virgin Islands.

The Approach

- Leveraging the proven influence of young people, 4-H Healthy Habits engages teens to empower their peers and families today and to help establish sustainable habits for their families and communities tomorrow.
- The program employs a “Teens as Teachers” approach with teens educating younger youth and empowering their parents and families to make healthy food choices. This approach develops career exploration and those valuable “soft” skills in the teens to enhance their future.
- For the long-term, the program enables youth at a critical age for growing skills and establishing behaviors that become sustainable, healthy habits for their families and communities tomorrow.