Applying the MAP-IT Program Planning Model to a Community Nutrition Fair

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Introduction

Adequate vegetable and fruit intake is associated with decreased risk for obesity, type 2 diabetes, cardiovascular disease, hypertension, stroke, and some cancers (American Cancer Society).

Do Idahoans meet daily goals for vegetable and fruit intake? Individuals ages 2 and older report (Centers for Disease Control and Prevention):

- **Vegetables**
  - Daily Recommended Intake: 2.5 cups
  - 20% consume less than one time daily
- **Fruits**
  - Daily Recommended Intake: 2 cups
  - 38% consume less than one time daily

A Nutrition Fair was implemented in 2016 to educate individuals in the Pocatello community about nutrition. Based on the success of the 2016 fair, a second fair was planned for 2019 with the following goals:

1. Educate community members about the importance of nutrition related to chronic disease prevention
2. Provide opportunities for collaboration
   - 1) Students, interns, and professionals
   - 2) Community partners
3. Improve 2016 outcomes by utilizing a program planning model

Activities

The MAP-IT framework is a tool that can be used to plan successful interventions and activities designed to target Healthy People 2020 objectives (Office of Disease Prevention and Health Promotion).

- **Mobilize**
  - Create planning team
  - Registered Dietitian Nutritionists, dietetic students, dietetic interns
  - Identify community partners and opportunities for collaboration

- **Assess**
  - Identify deficiencies related to nutrition in target population
  - Identify relevant Healthy People 2020 Nutrition and Weight Status objectives
  - Identify target population for Nutrition Fair based on assessment information: Who will our plan benefit, and how can we plan our intervention to meet the needs of the target population?

- **Plan**
  - Define objectives for Nutrition Fair
  - Design intervention activities to meet defined objectives
  - Develop timeline for planning and implementation
  - Create marketing plan
  - Create budget and identify funding sources
  - Grant received from Academy of Nutrition and Dietetics Foundation

- **Implement**
  - Recruit community partners and others to help implement planned activities
  - Follow identified timeline for completion
  - Market event
  - Recruited help from marketing experts
  - Implement Nutrition Fair

- **Track**
  - Administer evaluation surveys and evaluate results
  - Share results with others

Results

By utilizing the MAP-IT program planning model, the following outcomes were achieved:

1. Increased participation from 2016 event
   - 1. From community participants: Participation increased by 180%
   - 2. From community collaborators: Participation increased by 360%

2. Participants reported learning something new about nutrition and/or physical activity
   - 97% of participants ages 0-18
   - 96% of participants ages 19 and up

3. 2019 Nutrition Fair activities were successful at targeting Healthy People 2020 Nutrition and Weight Status objectives:

![Proportion of Adult Participants Who Reported Learning Something New About Targeted Healthy People 2020 Nutrition and Weight Status Objectives](chart.png)

- Fruits
- Vegetables
- Protein
- Dairy
- Whole Grains
- Fat
- Added Sugar
- Sodium
- Calcium
- Iron

References


Implications

Improved outcomes were successfully achieved through utilization of a program planning model. The MAP-IT framework is easy to understand and implement.

Healthy People 2020 Nutrition and Weight Status objectives were successfully targeted by planned intervention activities.

Participant qualitative responses were 100% positive. When planning community nutrition education activities for individuals of all ages, health educators should consider these participant responses to the question:

- “What was your favorite part of the Nutrition Fair?”
  - “Trying new foods, especially jack fruit.”
  - “All the information & the friendly people here! I feel more like I can control my eating better!”
  - “Nutrition counseling, Fueling and Fitness area, kid’s area, and the food demos.”
  - “I won some stuff!!!”
  - “Today I learned that green olives taste like rubber, but at least I tried something new.”

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