



Food and Nutrition Website Impact Statement for 2006

Situation:

The Internet is an indispensable resource for professionals in most fields and for the general public. Although other avenues of communication and education remain important, offering information and programming via the Web is increasingly essential to comprehensive outreach.

A work group of county and state-based UW-CES educators is responsible for maintaining and expanding educational resources at the UW Extension Food and Nutrition web site www.uwyo.edu/cesnutrition/.

Inputs:

A team of six area- and state-based UW-CES Educators and computer experts maintain and update the UW Extension Food and Nutrition website, created in 1997, to provide reliable Nutrition, Food Safety and Health resources and Extension bulletins to clients and nutrition professionals. Team members do the research and write-ups for selected links in the areas of:

- Diet and Disease
- Dietary Guidance & MyPyramid
- Emergency Preparedness/Bioterrorism
- Food Composition
- Food Preparation
- Food Preservation
- Food Safety & Storage
- Food Security/Hunger
- Herbal Remedies and Dietary Supplements
- Nutrition Education
- Nutrition Misinformation/Fad-Diet Critiques
- Other related information.

Activity Data:

* From October 2005-September 2006, web server software collected and compiled monthly data related to the site's activity. Unfortunately, data was not available for December 2005, and for May 2006.

Outputs

- Site expansion and improvements: Examples include:
 - * MyPyramid links.
 - * A closed section for UW CES Nutrition & Food Safety Educators.
- Promotion: The group periodically promotes the site, its changes and features to UW-CES family & consumer sciences educators for distribution in their counties. Clientele are encouraged to access Extension bulletins linked to the site, as needed. This year, pens and shopping lists were provided to clientele to promote the website.
- Activity data: From October 2005-September 2006, web server software collected and compiled monthly data related to the site's activity.

Outcome/Impacts:

Popular pages

Most visitors enter the site via the main default page.

Use and trends

Data illustrates the use of the website and indicates trends October 2005-September 2006:

Total Number of Visitors

Table 1 shows the number of visitors to the website each month between October 2005 and September 2006. The 1410 average compares to an average of 1019 in 2005; 758 in 2004; 1,578 in 2002; 1240 in 2001, 1000 in 2000 and 450 in 1999.

Total Number of Pages Viewed

Once visitors reach the site, they can view numerous pages, such as Diet and Disease, Food Composition/Nutrient Analysis, Food Publications, Nutrition Misinformation/Fad Diet Critiques, and more.

Month	Total # of Visitors
October-05	1,170
November-05	1,152
December-05	not available
January-06	1,188
February-06	1,316
March-06	1,535
April-06	1,389
May-06	not available
June-06	1,225
July-06	1,435
August-06	1,544
September-06	1,752

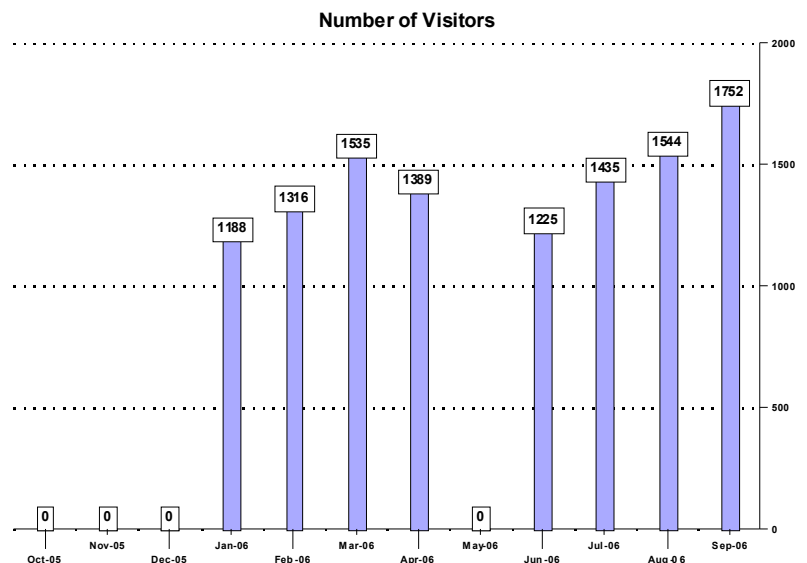


Table 1

Table 2 shows that the total number of pages viewed during October 2005-September 2006, FY 2006, was at least 121,675, for an average of 12,167 pages per month.

<u>Month</u>	<u># of Pages Viewed</u>
October-05	10,502
November-05	11,193
December-05	not available
January-06	11,173
February-06	10,296
March-06	13,904
April-06	12,221
May-06	not available
June-06	12,487
July-06	13,287
August-06	13,399
September-06	13,213

Table 2

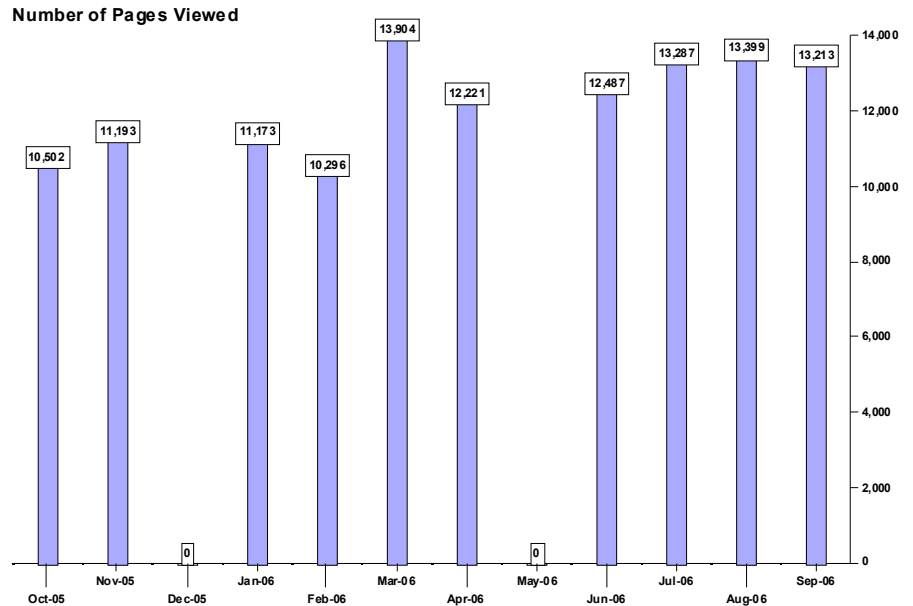
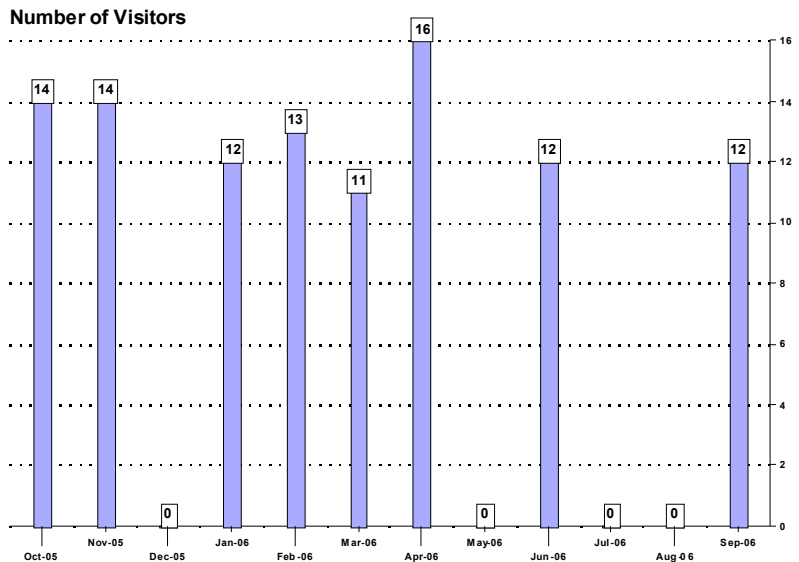


Table 3 shows Server Rank – out of 1000 University of Wyoming Sites

<u>Month</u>	<u>Rank of 1000</u>
October-05	14
November-05	14
December-05	not available
January-06	12
February-06	13
March-06	11
April-06	16
May-06	not available
June-06	12
July-06	not available
August-06	not available
September-06	12

Table 3



SUMMARY

The number of visitors to UW Extension's Food and Nutrition website appears to have stabilized at a level considerably higher than when activity data started being collected in 1999. From mid-1999 through FY 2006, the average number of visitors has increased over three-fold, from approximately 450 to over 1700 per month (1019 for 2004), 1600 for 2005.

Contact Information: Christine Pasley, BS, MEd
University Extension Educator, Nutrition and Food Safety
Cooperative Extension Service – Southeast Area
University of Wyoming
307-322-3667; chrisp@uwyo.edu

UW Food and Nutrition Website Team Members (2005-2006): Suzanne Pelican, Food and Nutrition Specialist; Phyllis B. Lewis, University Extension Educator (UEE), Big Horn Basin Area/Washakie County; Christine Pasley, UEE, Southeast Area/Platte County; Vicki Hayman, UEE, Northeast Area/Weston County; Pam Henderson, Computer Support Specialist; and Randy Anderson, Senior User Consultant, Agricultural Communications and Technology.