



Food and Nutrition Website Impact Statement for 2007

Situation:

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

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

Inputs:

A team of eight 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 and Food Safety resources and Extension bulletins to clients and nutrition professionals. Team members do the research, updates, and write-ups for selected links in the areas of:

- Commodity/Industry Trade Groups
- Diet and Disease
- Dietary Guidance & MyPyramid
- Emergency Preparedness/Bioterrorism
- Food Composition/Nutrient Analysis
- Food Preparation
- Food Preservation
- Food Safety & Storage
- Food Security/Hunger
- Herbal Remedies and Dietary Supplements
- Nutrition Education
- Nutrition Misinformation/Fad-Diet Critiques
- Physical Activity/Sports Nutrition
- Other related information.

Activity Data:

- From October 2004-September 2007, web server software collected and compiled monthly data related to the site's activity. Unfortunately, data was not available for November 2006 because of software failure.

Outputs

- Site expansion and improvements include:
 - MyPyramid updates in bulletins.
 - Expanded closed section information for UW CES Nutrition & Food Safety Educators, including program dates and forms.
- Promotion: The group periodically promotes the site, and 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, for their use. This year, pens, shopping lists, and rubber spatulas were provided to clientele to promote the website. A business card template was created and is available for Educators within the closed section of the site.
- Activity data: From October 2006-September 2007, web server software collected and compiled monthly data related to the site's activity.

Outcome/Impacts:

Popular pages

Many visitors view the publications and Wyoming Food Safety Coalition (WFSC) portions of the site, as well as the main default page. The WFSC portion of the site includes a list of Coalition members as well as information on upcoming food safety training.

Use and trends

Data illustrates the use of the website and indicates trends October 2006-September 2007:

Total Number of Visitors

Table 1 shows the number of visitors to the website each month between October 2006 and September 2007. The 1711 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.

Number of Visitors

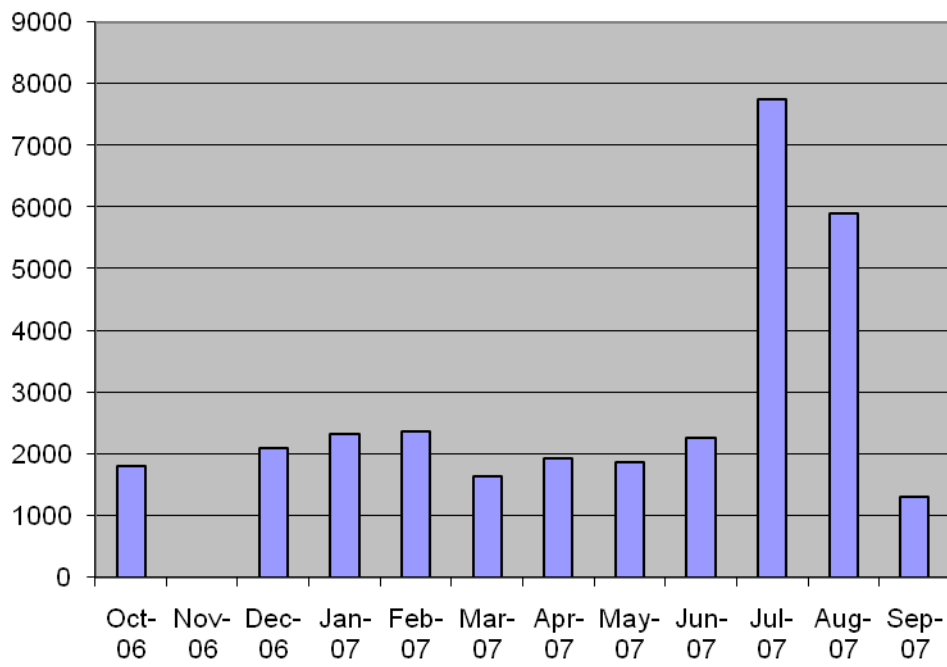


Table 1

<u>Month</u>	<u>Total # of Visitors</u>
October-06	1815
Nov.-06	N/A
Dec.-06	2102
January-07	2335
February-07	2367
March-07	1636
April-07	1928
May-07	1870
June-07	2272
July-07	7748
August-07	5910
Sept-07	1316

Table 2 shows that the total number of pages viewed during October 2006-September 2007 was at least 151,430, for an average of about 13,766 pages per month.

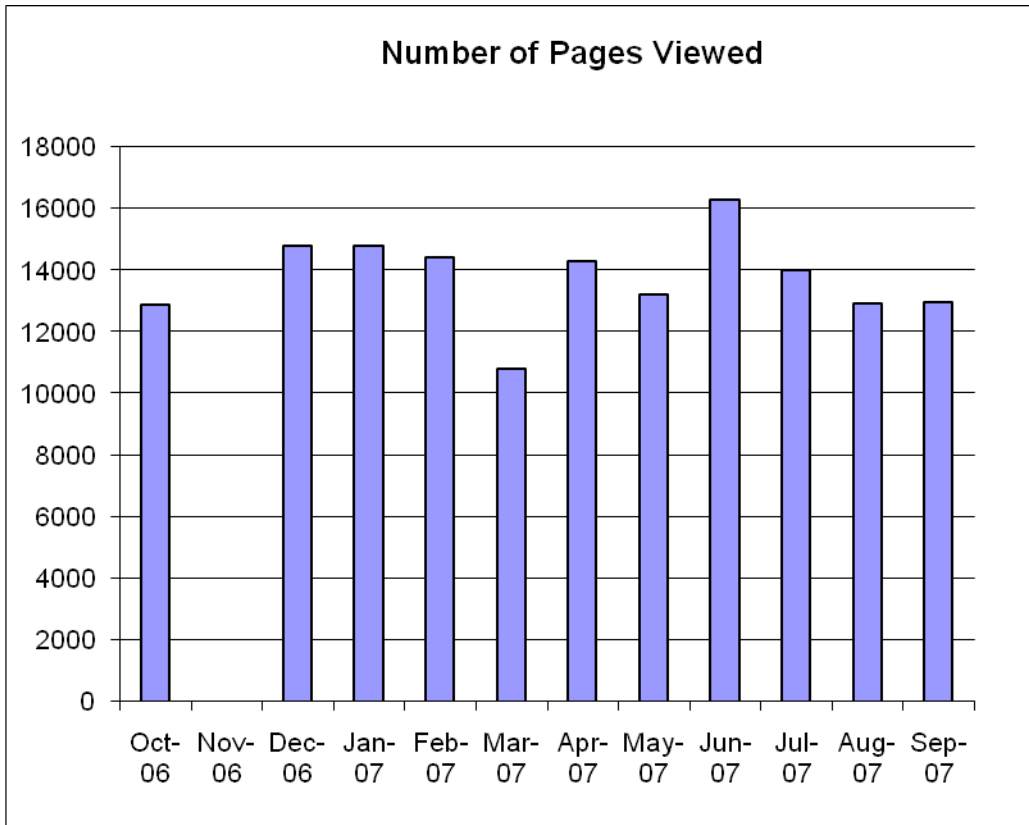


Table 2.

<u>Month</u>	<u>Total # of Pages Viewed</u>
October-06	12906
Nov.-06	N/A
Dec.-06	14803
January-07	14799
February-07	14442
March-07	10804
April-07	14289
May-07	13201
June-07	16281
July-07	14016
August-07	12930
Sept.-07	12959

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 2007, the average number of visitors has increased over six-fold, from approximately 450 to about 2711 per month (over 1700 for 1007; 1600 for 2006; 1019 for 2005).

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