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**EFNEP**  
stepping up to the  
★ **PLATE** ★

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National 2013  
EFNEP Meeting



Evaluation  
Collaboration  
Program  
Integrity



March 11-14, 2013 | The Fairfax at Embassy Row

# Exploring the Use of Social Media in EFNEP

Ashley Fondren, Mississippi State

Austin Brooks, Virginia Tech

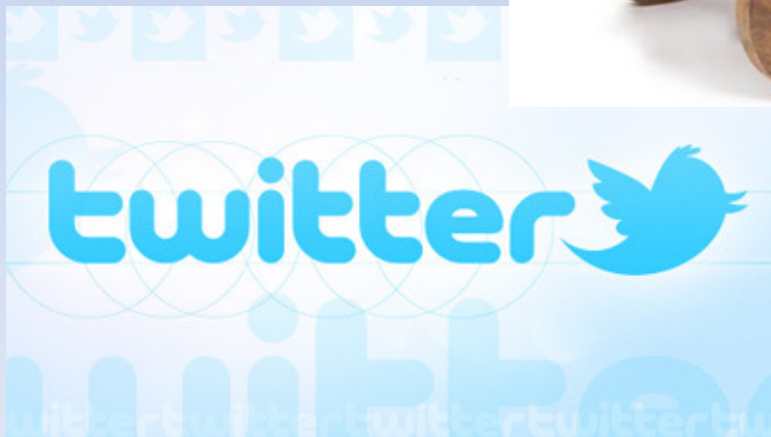
Lorelei Jones, North Carolina State



facebook®



Instagram



You Tube™

# Southern Region Social Media Committee

Can Social Media help

EFNEP:

- Recruit?
- Reinforce?
- Remind?
- Relate?
- Retain?

Other driving questions:

- Who?
- What?
- When?
- Where?
- How?

# Social Media Committee explored...

- Multiple perspectives (EFNEP participant, peer educator, & professional)
- Existing social media policy
- EFNEP's current social media presence
  - How others are using/evaluating social media
- EFNEP Social Media Strategies

# Perspective - Professional

## Social Media Use

No [24]



Yes [17]

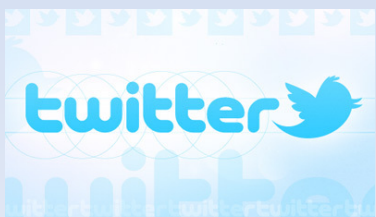
Provide nutrition info to reinforce face-to-face meetings

Recruit EFNEP participants

Communicate with EFNEP staff

Most used social media sites...

facebook



## Maintenance

- State-level professional
- County-level professional
- Paraprofessional
- Other



# Do professionals think paraprofessionals use social media?

Professionals' perspective of  
paraprofessional social media use



- Yes
- No
- I don't know

social media used by  
paraprofessionals...

facebook®



You Tube™

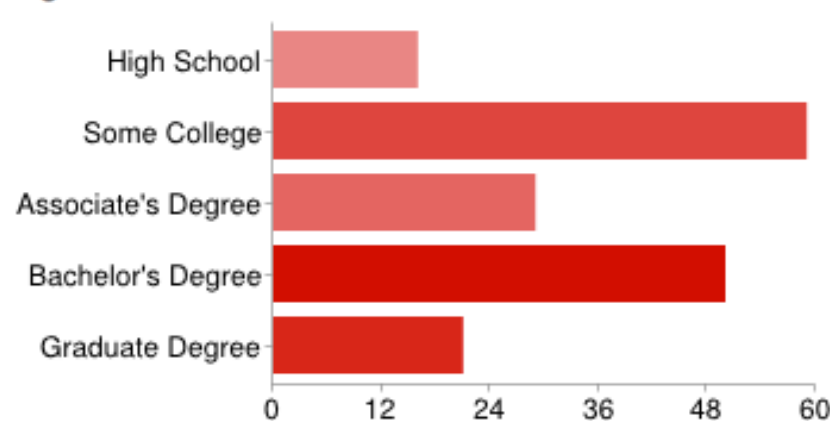


# Paraprofessional Demographics

97% of respondents were female

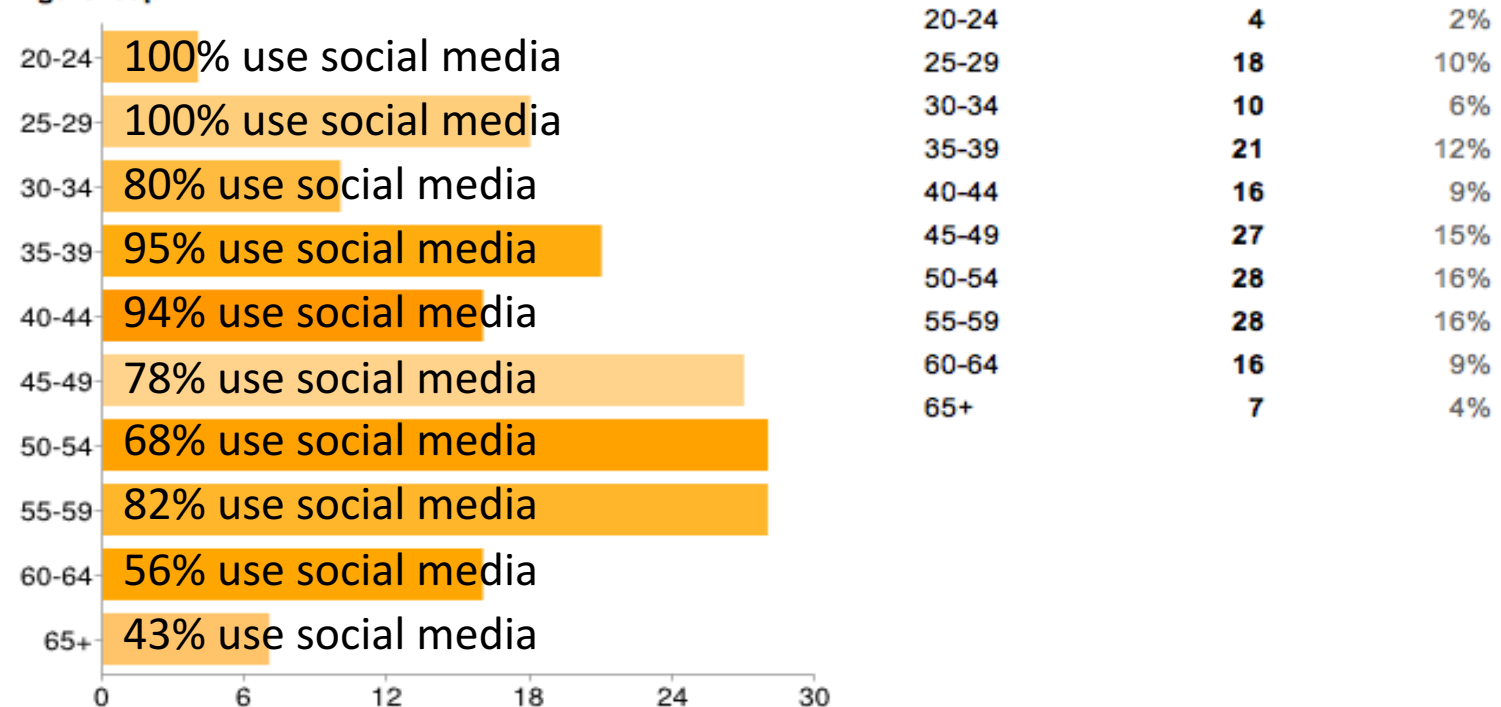
80% have a personal social media account

## Highest Level Education



High School	16	9%
Some College	59	34%
Associate's Degree	29	16%
Bachelor's Degree	50	28%
Graduate Degree	21	12%

## Age Group





# Literature says...

- Facebook is an effective strategy to recruit low-income women to online nutrition education (B. Lohse)
- Incorporating social media can help increase website usage (S.L. Francis, P. Martin, K. Taylor)
- Paraprofessionals' perceptions – advantage: reach more disadvantaged families, disadvantage: Internet access is inconsistent and wide range of computer literacy (Singleterry, Horodynski)
- 5-year Retrospective look at the IFIC Food & Health Survey show health practitioners should focus on understanding the individual needs of Americans rather than just delivering information. There needs to be connectivity and a sense of trust between the public and health professional. (Hornick et al)

- RULES**
1. Turn off cell phones
  2. One person speaks at a time
  3. Allow everyone the opportunity to speak
  4. Respect what other people say



# Major Themes from Focus Groups

- **Theme 1: CONTENT**
- **Theme 2: APPEARANCE**
- **Theme 3: MAINTENANCE**
- **Theme 4: TRUST**

# Theme 1: CONTENT

*Participants stated they would like to see:*

- ☐ Recipes, including EFNEP recipes, new recipes, and the ability to share recipes with other participants
- ☐ Nutrition tips and health information, including information for special populations
- ☐ Information about deals and promotions (e.g., sales and coupons)

## Theme 2: APPEARANCE

“[It should be] an exciting page, you know, you don’t want to visit a boring...site you know, [where] all you doing is just sitting there just reading everything...make it vibrant, make it live.”



## Theme 3: MAINTENANCE

**“It would have to be daily maintenance; I’m not going to come back a week later, and not have the answer, ‘cause I would rather go to Google.”**

## Theme 4: TRUST

**“[I don’t have concerns about receiving information through YouTube] just as long as it’s legitimate and researched.”**

# Case Study: Virginia Family Nutrition Program

## Theme 4: Trust

- Based on feedback from Program Assistants, we created “local” Facebook pages
  - More trust with a face clients recognize
- Co-admin “local” pages with PA
  - PA brings personal relationship
  - RD brings credibility

## Theme 3: Maintenance

- Fresh Content, served twice daily, 7 days a week!
  - Same posts on state & local pages
  - PA’s post events as needed
- Monitoring constantly
  - I try to respond within 12 hrs
  - During the work day, almost instantaneously
- Analytics weekly
  - Detailed analysis on stats
- Quarterly reports
  - More general analysis on progress

# Case Study: Virginia Family Nutrition Program

## Theme 1: Content

- Importance of adhering to Guidance in content
  - Research-based
  - Reflect USDA Recommendations aka Dietary Guidelines
  - Current knowledge on nutrient requirements
  - Unbiased
  - No specific product mentions

\*Success Stories and Recipes are our most popular posts

## Theme 2: Appearance



The screenshot shows a Facebook conversation thread. At the top, a user asks for suggestions on how to slowly incorporate fish into diets for people who are fish-adverse, noting they know they need to eat more but can't stand the taste. They request recommendations for very mild fish and tips on preparation. Below this, Kaye Stiltner, representing the VA Family Nutrition Program, responds. She thanks the user and offers to look up recipes. She then provides a list of recipes, including talapia and catfish, and links to specific recipe pages. She also mentions tuna and salmon as stronger flavored options but suggests using them in mixed dishes to 'mask' their flavor. The thread continues with several other users responding, including one who says 'i say go with salmon or crab cakes or fish cakes' and another who says 'SA, Don't forget, shrimp is fish too. You like shrimp, don't you?'. The final response is from Sally Ann Bowen, who says 'Salmon is a little too "fishy" for me. :9'.

Can you post some suggestions on how to slowly incorporate fish into the diets of us fish-adverse people? I KNOW I need to eat more of it, but I can't stand that "fish" taste. I hope you can recommend some VERY mild fish that I could start with and some tips on preparation. THX!

Like · Comment · February 13 at 2:07pm

**Kaye Stiltner, VA Family Nutrition Program** Thanks for your question. Let me look up some recipes for you and get back to you. Great question!

February 13 at 2:34pm · Like

**Kaye Stiltner, VA Family Nutrition Program** SallyAnn, here are a few of our recipes that feature fish. My recommendation is to start with milder flavor fish, such as talapia (which conveniently is also fairly low-price) or catfish. Try these recipes using talapia or catfish: <http://bit.ly/YY5Hwu> & <http://bit.ly/WJCM0C> Tuna and Salmon are stronger flavored fish, but try using them in mixed dishes to help "mask" their flavor. These are good recipes to try for tuna and salmon: <http://bit.ly/12Ai3eJ> & <http://bit.ly/Wu707V> Let me know how those turn out for you. If it's still not something you like, let me know and I keep searching, until we find a recipe that will convert you to a fish-lover!

<http://bit.ly/YY5Hwu>  
[www.intra.ext.vt.edu](http://www.intra.ext.vt.edu)

February 13 at 4:51pm · Like · Remove Preview

Thank you!

February 13 at 5:06pm · Like

i say go with salmon or crab cakes or fish cakes 😊

February 13 at 5:08pm · Like

SA, Don't forget, shrimp is fish too. You like shrimp, don't you?

February 13 at 5:19pm via mobile · Like

SallyAnn Bowen I like shrimp, crab, and lobster, but I didn't think shellfish counted toward the "healthy fish" category...??

February 13 at 6:41pm · Like

SallyAnn Bowen Salmon is a little too "fishy" for me. :9

February 13 at 6:41pm · Like

# Case Study: Virginia Family Nutrition Program

## Community Partners and Stakeholders

Develop collaborative communication plan to:

1. share FNP content through CP&S social media channels
2. Share CP&S content through FNP social media channels

In order to put forth a unified message through multiple media streams, increasing the exposure to calls to action and likelihood of behavior change in our target population(s)

## Future Expansion of Social Media

- Electronic Newsletter Series
  - Use to promote social media
- Updated Website (in the works)
- Blog (Phase 2 of website revision)
- Online Recipe Database
- Pinterest
  - once recipes online
- Better utilization of YouTube
  - Need additional resources for video production



# Case Study: Virginia Family Nutrition Program

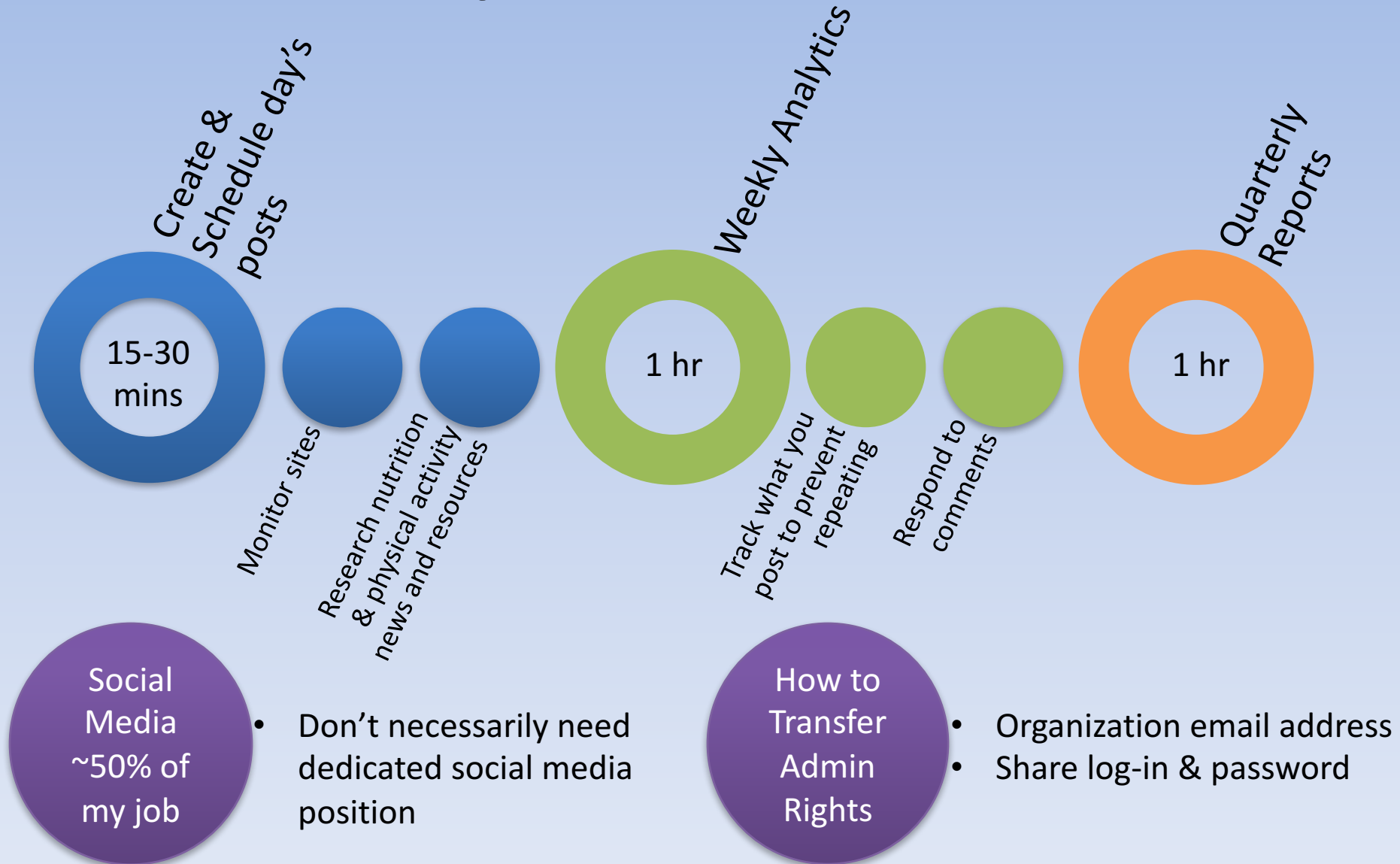
## Successes

- 153% growth in Facebook audience in 1<sup>st</sup> 3 months, 45.7% growth in 2<sup>nd</sup> 3 months
- Facebook Highlight- 20 comment discussion on post by follower
- 50 followers in 1<sup>st</sup> 3 months, 155% growth in Twitter audience in 2<sup>nd</sup> 3 months
- Twitter Highlight- Retweeted by @OrganWiseGuys, @ACEfitness and @EatHealthyInfo (by AND)
- 6 “local” Facebook Pages to date
  - PAs “buying in” to social media
- Collaboration with Food Safety Specialist in VCE to promote her resources for seafood safety and handling

## Challenges

- Reaching target audience
  - Need better promotion, particularly by PAs
- Measuring impact
  - How to assess behavior change due to social media
  - Further, how to assess public value of FNP’s social media
- Funding
  - Scrapped plan for App
- Technical expertise
  - Don’t be intimidated!

# Case Study: Virginia Family Nutrition Program





# Social Media Guidelines:

*Things to consider when starting your own Facebook page*

## **Be honest.**

Don't post anonymously, use pseudonyms or false screen names.

## **Protect EFNEP participants.**

EFNEP participants should never be cited or referenced without their explicit approval.

## **Stay positive.**

Avoid arguments and make sure what you say is factually correct.

## **Don't forget your day job.**

Make sure that social media does not interfere with your job or other commitments.

# Tips for Facebook posts

## **Quality matters.**

Use a spell-checker. Write in simple language.

Remember your audience is not only participants, but also community partners, university faculty, and other professionals.

## **Be concise.**

Avoid writing lengthy posts or posts with jargon.

## **Be engaged.**

Encourage colleagues to engage with the page; if someone posts an accomplishment, respond with positive feedback. If someone asks a question, be sure it is addressed quickly.



# Facebook post ideas:

- If you are grocery shopping and see a sale on a healthy item, identify the store location and sale (e.g. “I’m at the *local grocery store* on Western Blvd and they have broccoli for \$1.12/lb!).
- If you are craving an unhealthy food, but chose a healthy alternative snack (e.g. “I was craving *fast food* driving home from work—but instead snacked on a bag of carrot sticks I had packed in my purse!)
- My kids loved the mashed potato and cauliflower I made for dinner from this week’s Recipe of the Week!
- My goal this week is to go for a walk after dinner every night! Does anyone want to join me in the challenge?

# February 2013

Monday	Tuesday	Wednesday	Thursday	Friday
				1 For added exercise, briskly walk to the bus stop then get off one stop early
4 Visual cues can help with portion sizes—a serving of meat or fish should be the size of a deck of cards and half a cup of mashed potato, rice, or pasta is about the size of a traditional light bulb.	5 Recipe	6 Buy vegetables and fruits in their simplest form. Pre-cut, pre-washed, ready-to-eat, and processed foods are convenient, but often cost much more than when purchased in their basic forms.	7 “Strength is the ability to break a chocolate bar into four pieces with your bare hands—and then eat just one of the pieces.” –Judith Viorst	8 In a crunch and need to buy fast food? WedMD gives some suggestions <a href="http://www.webmd.com/food-recipes/features/10-best-fast-food-meals">http://www.webmd.com/food-recipes/features/10-best-fast-food-meals</a>
11 It might not be your child’s first choice, but doing household chores is a very effective way to get exercise. Mopping, sweeping, taking out trash, dusting or vacuuming burns a surprising number of calories.	12 Recipe	13 Safety Tip: Rinse fruits before preparing or eating them. Under clean, running water, rub fruits briskly to remove dirt and surface microorganisms. After rinsing, dry with a clean towel.	14 <i>Valentines Day</i>  <i>Instead of buying candy for your loved ones, take a moment and write them a love letter.</i>	15 Still occasionally craving a soda or other unhealthy beverage? Drink an equal amount water just before opening the beverage. This will limit your craving and help to offset the negatives.
18 <i>Herbs</i> are a salt free way to lift a dish from okay to fabulous!	19 Recipe	20 Did you know skipping meals slows down your metabolism and increases your hunger? Being healthy doesn’t mean being hungry.	21 Are your kids exhausted after school? Daily exercise is important for health & academic success. After some physical activity & a healthy snack, kids are more alert and focused to get homework done.	22 Have you planned your meals and shopping list for next week? Planning ahead makes your life easier and healthier!
25 Remember, even if you plan to peel vegetables or fruit before eating, it is still important to wash it first.	26 Catching up with a family member or friend? Go for a walk with them or walk while you’re talking on your cell phone.	27 Recipe	28 If you’re hardly drinking any water, it will take time to make it a habit. Try drinking a glass in the morning after you brush your teeth and before meals. Then slowly incorporate some of these habits so that you are reaching your daily goal of drinking lots of water.	

<p>13</p> <p>Safety Tip: Rinse fruits before preparing or eating them. Under clean, running water, rub fruits briskly to remove dirt and surface microorganisms. After rinsing, dry with a clean towel.</p>	<p>14 <i>Valentine's Day</i></p> <p><i>Instead of buying candy for your loved ones, take a moment and write them a love letter.</i></p>	<p>15</p> <p>Still occasionally craving a soda or other unhealthy beverage? Drink an equal amount water just before opening the beverage. This will limit your craving and help to offset the negatives.</p>
<p>20</p> <p>Did you know skipping meals slows down your metabolism and increases your hunger? Being healthy doesn't mean being hungry.</p>	<p>21</p> <p>Are your kids exhausted after school? Daily exercise is important for health &amp; academic success. After some physical activity &amp; a healthy snack, kids are more alert and focused to get homework done.</p>	<p>22</p> <p>Have you planned your meals and shopping list for next week? Planning ahead makes your life easier and healthier!</p>

# Southern Region Social Media Committee – what we've learned

Can Social Media help EFNEP:

- Recruit...
- Reinforce...
- Remind...
- Relate...
- Retain...



**YES!!!**

# Southern Region Social Media Committee Members

Ashley Fondren, MS State,  
Chair

Lorelei Jones, NC State

Austin Brooks, Virginia Tech

Caitlin Pardue, NC State

Debra Cotterill, Univ. of KY

Kristen Welch, Clemson

Judy Midkiff, Virginia Tech

Jackie Walters, Univ. of KY

Special thanks to:

Tashara Leak, former  
graduate student, NC  
State

Tony Benavente, NC State

Melissa Maulding, Purdue

Stephanie Blake, NIFA

Helen Chipman, NIFA



**ANY QUESTIONS???**

