



EFNEP

Building for the Future

**2017 National Coordinators'
Conference**

**Building Strong
Partnerships to
Meet the Needs
of All**





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BUY EAT LIVE HEALTHY

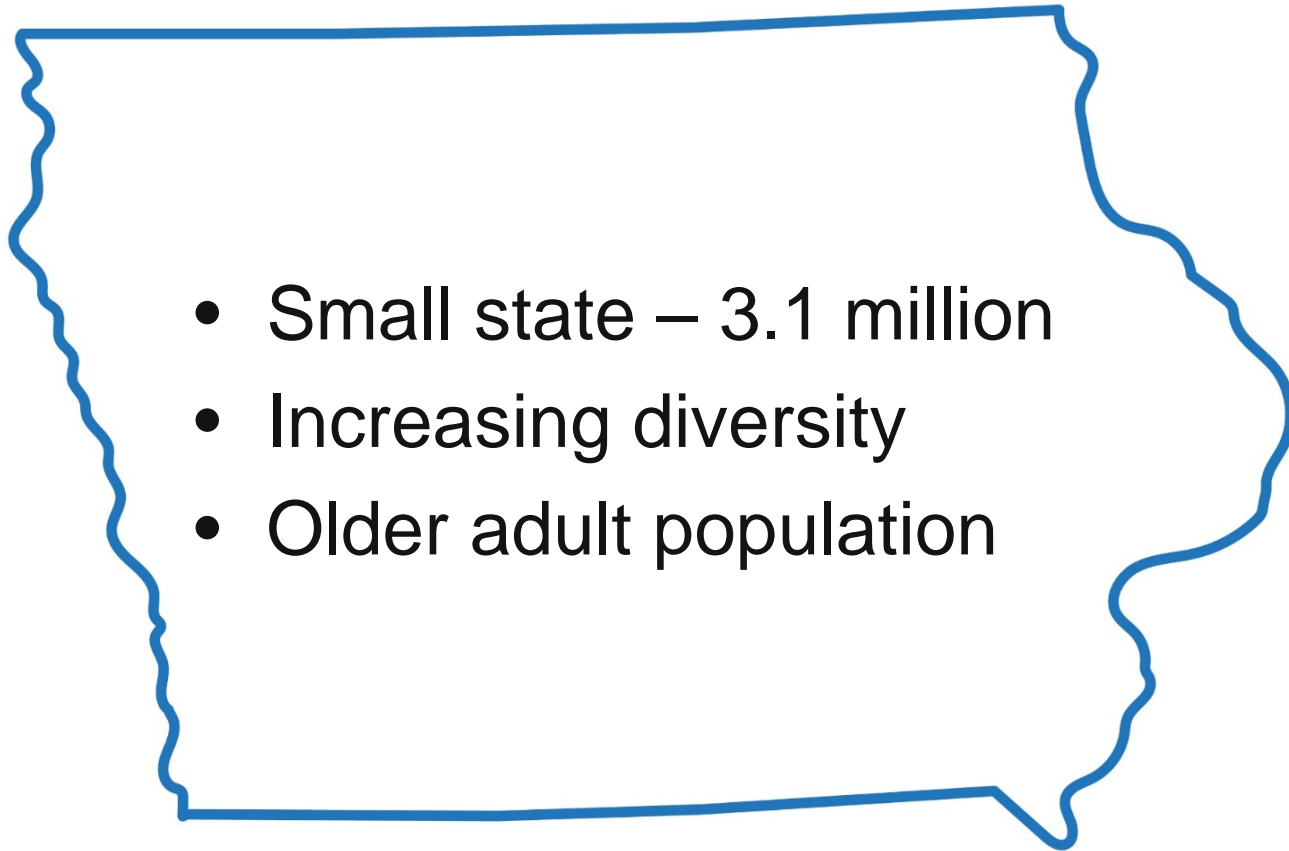
EFNEP | EXPANDED FOOD & NUTRITION EDUCATION PROGRAM
FNP | FAMILY NUTRITION PROGRAM

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Snapshot





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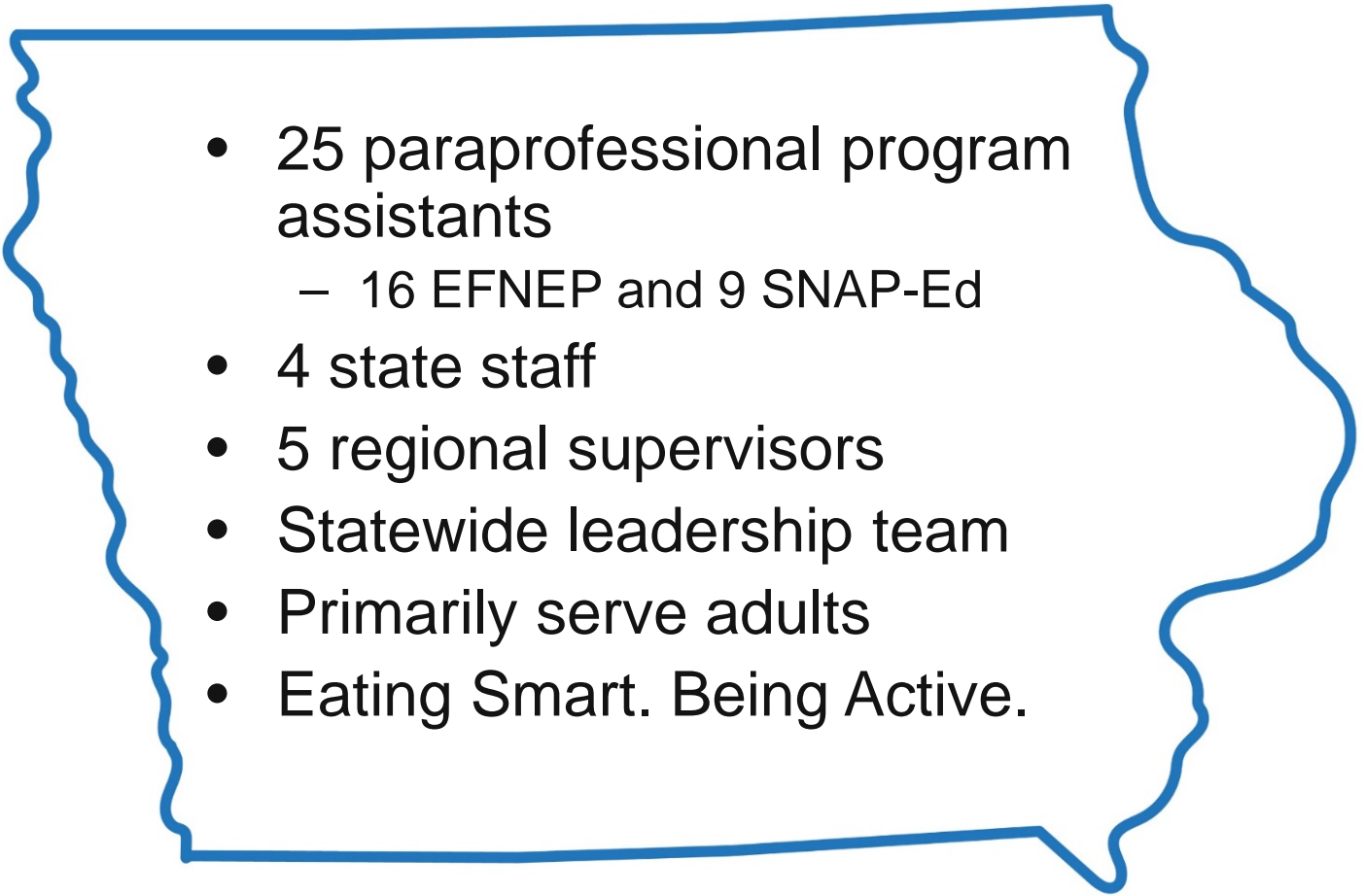
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BUY EAT LIVE HEALTHY

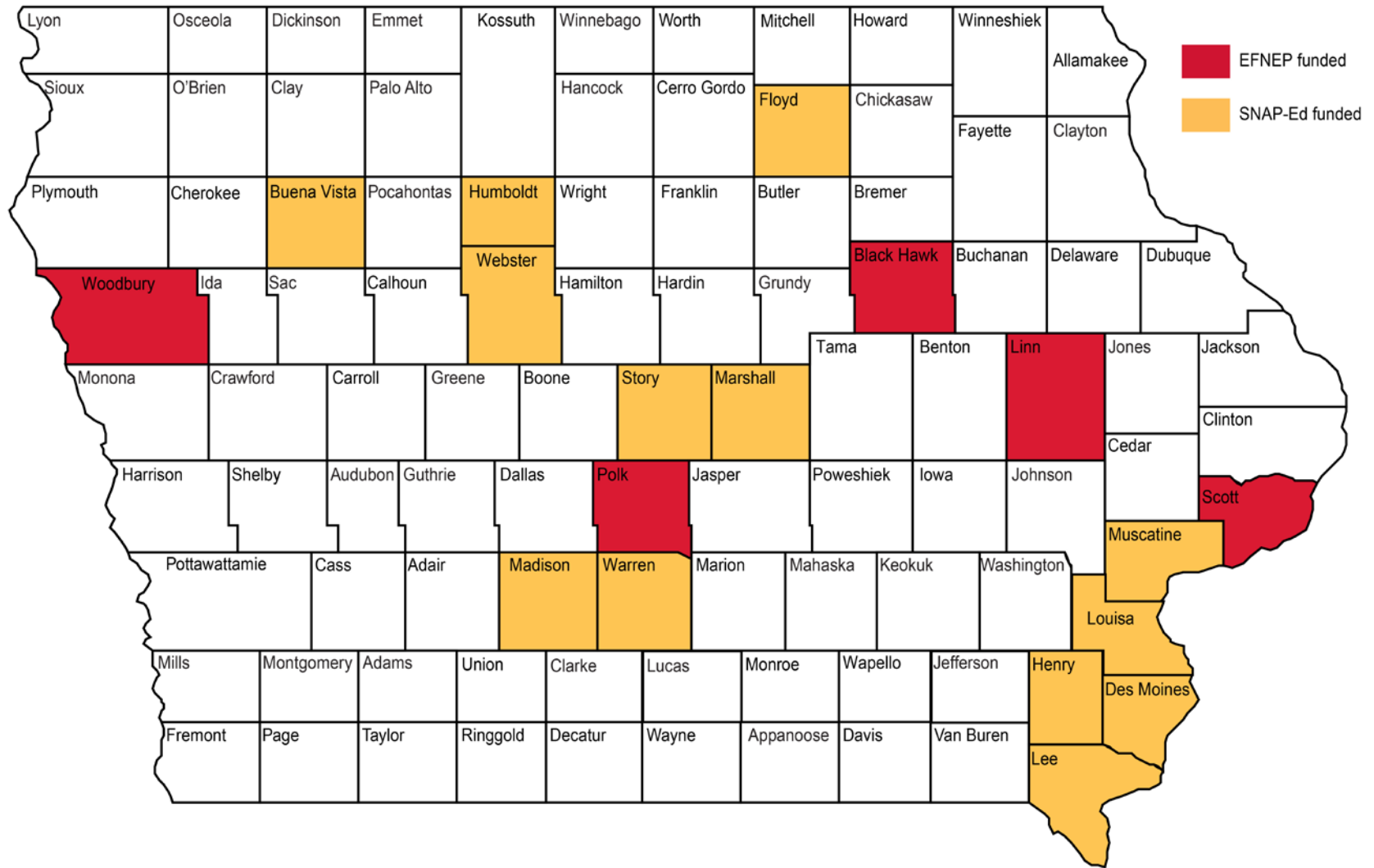
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Snapshot

- 
- 25 paraprofessional program assistants
 - 16 EFNEP and 9 SNAP-Ed
 - 4 state staff
 - 5 regional supervisors
 - Statewide leadership team
 - Primarily serve adults
 - Eating Smart. Being Active.

Buy. Eat. Live Healthy 2017



State Nutrition Education Leadership Team

- Critical system for
 - Sharing successes and opportunities
 - Addressing statewide challenges
 - Making connections
 - Moral support
- Connect by phone every other week
- Two days face-to-face annually
- Uniform training across the state





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Roadmap

- Training
- Connections and Partnerships
- Resources
- Let's hear from you
- Question and answer period



Training

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Training Structure

- Monthly
 - Supervisor determined + training sent from campus
- Regional
 - Annual larger group trainings
- In-service
 - Annual in-service on campus
 - Staff recognition
 - Professional development, speakers, information sessions



Critical Components



- Cultural competency
 - Understand traditions and food culture
 - Grocery store tours
- Food safety
 - Meet families where they are at
 - Culturally appropriate
- Measuring system
 - Difficult transition
 - Picture recipes

Personal Development

- Growth Mindset
 - Positive outlook
 - ‘I can’t do this’ **vs.** ‘I haven’t done it yet’
- Emotional Intelligence
 - Attitudes and emotions are contagious
 - Emotional intelligence and participant retention
- We learn the most from our families!

Connections and Partnerships



Recruiting at Agencies



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Healthy People. Environments. Economies.

www.extension.iastate.edu

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Agency Partnerships

- Key to learning about immigrants in our community
- Serve as a way to find out about resources available for translation, collaboration and building partnerships
- Many opportunities exist to learn about new immigrants through agency meetings
- Build cultural understanding



Connections and Partnerships

- Do your homework – understand what they do and how you can help them.
- Take notes. Include dates.
- Encourage eligible staff to go through the program.
- Engage mavens – often older women or people held in high esteem.
- Practice persistence.
- Remember names. Pay attention.
- Keep Program Assistants informed.

Cultural Connections

- Encouragement from a trusted friend is more valuable than any recruiting we can do.
- Getting to know people from different cultures in your community ('vouching')
- Social media – join Facebook groups
- Going to events they host/advertise

Case Study #1

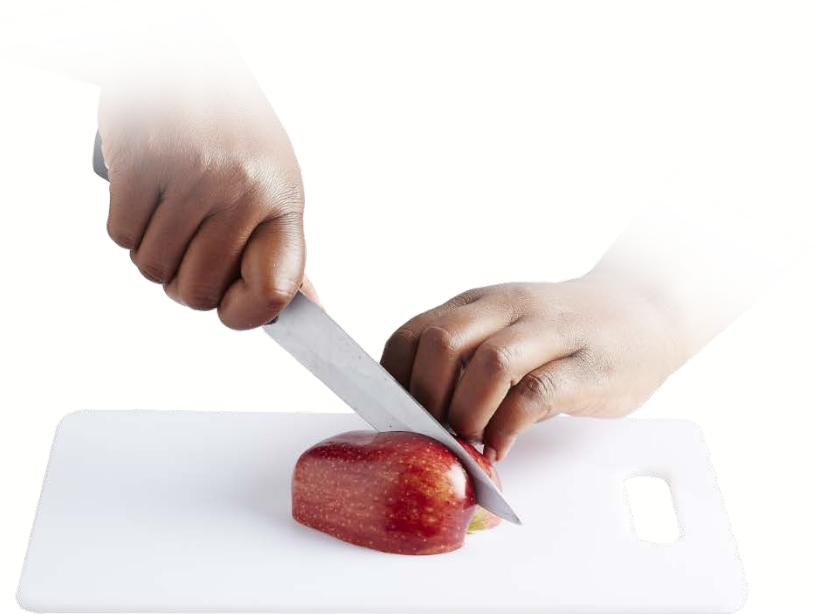
- Liberata is a middle aged Burmese woman we met through a partnership with the Health Dept.
- Our first contact with her was as a translator for one of our first Burmese group classes several years ago. She has stayed in contact with our program and her role now is to tell the new women who come to the Burmese Stork's Nest, 'they need to take the EFNEP program'.
- Because of her status in the community, as a respected elder—the women do enroll! Our program Assistant, Gail, says she is a wonderful advocate for her Burmese classes.

Case Study #2

- Oakridge Neighborhood
 - primarily families from East Africa
- Adaptation to lessons to suit group preferences
 - Focus on group goals
 - Tight knit community
- Positive behavior change
 - Increased physical activity

Resources

- Pictorial recipes
- Auto translation of web-based content
- Minimal use of language in videos
- Financial resources for translation
- Spanish language material





Crunchy Apple Roll-Up

PREPARATION

TOOLS



INGREDIENTS



WASH



STEP-BY-STEP

1 PREPARE THE APPLE



WASH WITH WATER.



DRY WITH PAPER TOWEL.



CUT IN HALF.



CUT IN HALF AGAIN.



CUT OFF AND DISCARD
THE CORE.



THINLY SLICE.

2 ASSEMBLE THE ROLL-UP



MEASURE 1 TBSP.
PEANUT BUTTER.



SPREAD THE PEANUT BUTTER.



ADD APPLE SLICES
AND CEREAL.



ROLL UP.



CUT IN HALF.

Crunchy Apple Roll-Up

INGREDIENTS

- 1/2 medium apple
- 1 tablespoon peanut butter
- 1 whole wheat tortilla
- 2 to 3 tablespoons crispy rice cereal

INSTRUCTIONS

1. Wash an apple under cool running water. Dry with a paper towel. Cut the apple in half through the core. Cut one half in half. Cut off and discard the core. (Store remaining apple half in a sealed plastic bag in the refrigerator.) Thinly slice the apple half.
2. Spread peanut butter over tortilla. Spread apple slices in an even layer over peanut butter. Sprinkle with cereal. Roll up tightly and cut in half.



x 2

MAKES 2 SERVINGS



Nutrition Facts

Serving Size 1/2 roll-up
Servings Per Recipe 2

Amount Per Serving

Calories 150 Calories from Fat 50

% of Daily Value*

Total Fat	6g	9%
Saturated Fat	1g	5%
Trans Fat	0g	
Cholesterol	0g	0%
Sodium	210g	9%
Total Carbohydrate	21g	7%
Dietary Fiber	3g	12%
Sugar	5g	
Protein	4g	

Vitamin A	2%	•	Vitamin C	6%
Calcium	0%	•	Iron	4%

This program is funded by USDA's Supplemental Nutrition Assistance Program, EFNEP and Iowa State University Extension and Outreach. USDA is an equal opportunity provider and employer. The Supplemental Nutrition Assistance Program, known in Iowa as Food Assistance, provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more visit www.yesfood.iowa.gov.

... and justice for all.

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**SPEND SMART.
EAT SMART.**

Recipes

How-to Videos

Grocery budget
calculator

Financial Resources

- Translation services
- Spanish-language materials
- Resource development, recruitment materials



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Let's hear from you...

Discuss and share back

- What unique benefits does EFNEP offer to immigrants and refugees?
- How can we support existing agencies serving families who are immigrants or refugees?
- How might we position EFNEP differently when recruiting with this audience?

Thank you!

- **Program assistants!**

- Renee Sweers
- Holly Van Heel
- Felicia Marable-Williams
- Jody Gatewood
- Justine Hoover
- Stacia Sanny
- Kristin Taylor

- Dr. Deb Sellers
- Dr. Connie Beecher
- ISU Nutrition and Wellness Specialists
- County leadership and colleagues
- Community partners
- Student staff

Hold for quotes/anecdotes

- *“I really enjoy my work with immigrant families! They are hungry for learning and use our classes to help them learn English.”*

-Gail, EFNEP Program Assistant

- *“I enjoy being able to teach the families new information and love learning about their culture as we go through the program. It is exciting and rewarding helping them adjust.”*

- Star, EFNEP Program Assistant

What questions do you have?





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WHAT WE WANT

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Thank you!