It Takes a Village…

- Austin Brooks   Virginia
- Emily Foley   North Carolina
- Jean Anne Fischer   Nebraska
- Imelda Galdamez   Michigan
- Lorelei Jones   North Carolina
- Lisa Martin   Kansas
- Jennifer McCaffrey   Illinois
- Mira Mehta   Maryland
- Shewana McSwain   North Carolina
- Joan Paddock   New York
- Beth Peralta   Illinois

2017 National Coordinators' Conference

EFNEP
Building for the Future

Goals of Using Technology in EFNEP

- Increase EFNEP graduation rate.

- Expand reach to new audiences.

- Assist EFNEP with staying relevant to different learning styles and how audiences want to learn.

EFNEP
Building for the Future

When you hear the phrase....

EFNEP and Technology

What comes to mind?

EFNEP
Building for the Future

Maintaining EFNEP Integrity

- Program delivery priority of EFNEP is peer educators with knowledge and experience of low income communities as the best method for reaching our nation's poorest families.
- Dosage and paraprofessional contact needed for optimal program outcomes.
- Learner-centered focus.
- Innovative teaching techniques and hands-on learning that can support and/or enhance programs.
- Collection of information such as recalls, surveys, signatures, etc.
- Cultural competence – multi languages.
- Validity and evidence base with practical application of current research.
- High quality of teaching—review and update peer educator training protocol.
- Coordination, collaboration and engagement with community partners and stakeholders.

EFNEP
Building for the Future

Overview of Work to Date

- Literature review
- Survey of EFNEP participants and staff
- Pilot projects
  - Texting
  - Video conference delivery
  - Online supplemental lesson
- Draft of technology framework and contribution to policy document

EFNEP
Building for the Future

2016 - 2017 Progress

- Poster at SNEB

- Integrated Technology and Social Media Framework

- Feedback Survey from Coordinators

- Poster at 2017 EFNEP Coordinators meeting

- Updated Social Media Tool Kit and Website

EFNEP
Building for the Future

www.efnepdigitalresources.org

EFNEP DIGITAL RESOURCES

Resources   Education   Toolkit   News   Contact

When it comes to building a **healthier** community, we're all on the same **team**

The Expanded Food and Nutrition Education Program (EFNEP) works throughout the country to meet the needs of low-income families, and to help them get out of the poverty cycle. While peer educators' interactive lessons with EFNEP participants remain essential, digital marketing and social media strategies have also become important to aid EFNEP's community outreach efforts. But where do you even begin to create a social media strategy that will help you reach your target audience?

To meet this need, EFNEP representatives from across the country came together to create tools and resources to educate other EFNEP programs about using digital marketing and social media strategies to communicate with participants and potential participants. Find resources, educational materials, and tools to help you succeed in promoting your EFNEP programs using social media and digital marketing here on our website.

EFNEP Technology Conceptual Map
9 - 2016

Engagement Strategies

Enhance Learning Strategies

Client Enroll Face to Face

(complete entry paperwork, data about how referred to EFNEP)

In person Lessons

Client Graduation Face to Face

(complete graduation paperwork, and submit qualitative story)

Social Media used to Recruit

Intentional Online

(blended)

Online lessons as a make up

Social Media/Web to highlight success/refer

Let's Dive In!

Technology Lit Review Bingo

EFNEP
Building for the Future

Technology Literature Review

T1 : Social Media

- Bower, G.G., Frimming, R.E., & Polsgrove, M.J. (2011). Evaluation of a health and fitness social media experience. Journal of Health Education, 42(4), 222-227. doi: 10.1080/193250 37.2011.10599191
- Bramlett, M.A., & Harrison, J.A. (2012). Safe Eats: An Evaluation of the Use of Social Media for Food Safety Education. Journal of Food Protection, 75(8), 1458-1463. doi: 10.4315/0362-028X.11-551
- Cavallo, D.N., Tate, D.F., Ries, A.V., Brown, J.D., DeVellis, R.F., & Ammerman, A.S. (2012). A Social Media-Based Physical Activity Intervention: A Randomized Controlled Trial. American Journal of Preventative Medicine, 43(5), 527-532. doi: 10.1016/j.amepre.2012.07.019
- Ferrara, C.M., Ackerson, L.K., Krieger, R., Fahey, A., Maloof, E., Marley, S., Moran, C., & Simone, K. (2015). Feasibility of a social networking site to promote physical activity in adults. *International Journal of Health Promotion and Education,* 53(2), 58-67. doi: 10.1080/14635240.2014.932672
- Korda, A., & Itani, Z. (2011). Harnessing Social Media for Health Promotion and Behavior Change. *Health Promotion Practice.* 14(1), 15-23. doi: 10.1177/1524839911405850

Technology Literature Review

T1 : Social Media (cont'd)

- Leak, T.M., Benavente, L., Goodell, L.S., Lassiter, A., Jones, L., & Bowen, S. (2014). EFNEP Graduates' Perspectives on Social Media to Supplement Nutrition Education: Focus Group Findings From Active Users. *Journal of Nutrition Education and Behavior,* 46(3), 203-208.

- Lohse, B., & Wamboldt, P. (2013). Purposive Facebook Recruitment Endows Cost-Effective Nutrition Education Evaluation. *JMIR Research Protocols,* 2(2), E27. doi: 10.2196/resprot.2713

- Rutsaert, P., Regan, A., & Pieniak, Z. (2013). The use of social media in food risk and benefit communication. *Trends in Food Science and Technology,* 30, 84–91.

- Shan, L., Panagiotopoulos, P., Regan, A., De Brun, A., Barnett, J., Wall, P., & McConnon, A. (2014). Interactive communication with the public: Qualitative exploration of the use of social media by food and health organizations. *Journal of Nutrition Education and Behavior,* 47(1), 104-8

- Torgan, C.E. (2012). Leveraging Social Media Technologies to Help Clients Achieve Behavior Change Goals. *ACSM's Fitness Journal,* 16(6), 18-24.

- Brinkman, P., Kinsey, J. & Henneman, A. (2017). Increasing the Capacity of Social Media to Extend Your Outreach. Journal of Extension, 55(1).

2017 National Coordinators' Conference

EFNEP
Building for the Future

Technology Literature Review

T1 : Social Media (cont'd)

- Grieve, R., Indian, M., Witeveen, K., Tolan, G.A., & Marrington, J. (2013). Face-to-face or Facebook: Can social connectedness be derived online? Computers in Human Behavior 29, 604–609.

- Oha, H.J., Lauckner, C., Boehmer, J., Fewins-Bliss, R., & Li, K. (2013). Facebooking for health: An examination into the solicitation and effects of health-related social support on social networking sites. Computers in Human Behavior 29, 2072–2080.

- Frimming RE, Polsgrove MJ, Bower GG. (2011). Evaluation of a health and fitness social media experience. American Journal of Health Education. 42(4):222-227.

- Tobey, L.N., & Manore, M.M. (2014). Social Media and Nutrition Education: The Food Hero Experience. Journal of Nutrition Education and Behavior. 46(2).

- Mains, et. al. (2013). Effective use of Facebook for extension professionals. *J Extension, 51(5),* 5TOT6. Accessed 11/21/13 at: http://www.joe.org/joe/2013october/tt6.php.

Technology Literature Review

T2 : Educational Videos

- Cox, R.H., White, A.H., & Gaylord, C.K. (2003). A video lesson series is effective in changing the dietary intakes and food-related behaviors of low-income homemakers. Journal of the American Dietetic Association. 103(11), 1488-1493).

Emerging evidence

- Davis, R.L. (2011). Short nutritional videos and knowledge change in a population of low-income individuals in a community outreach setting. *Master's Thesis.*
- Ajie, W. (2013). Computer-based nutrition education for adolescents: systematic review and focus on embedded videos. *Master's Thesis.*

EFNEP
Building for the Future

Technology Literature Review

R3 : Online Recruiting

- Lohse, B. (2013). Facebook is an Effective Strategy to Recruit Low-income Women to Online Nutrition Education. *Journal of Nutrition Education and Behavior*, 45(1), 69-76.

- Leonard, A., Hutchesson, M., Patterson, A., Chalmers, K., & Collins, C. (2014). Recruitment and retention of young women into nutrition research studies: practical considerations. Trials. 15(23).

2017 National Coordinators' Conference

EFNEP
Building for the Future

Technology Literature Review

L1: **Text Messaging**

- Patrick, K., Raab, F., Adams, M.A., Dillon, L., Zabinski, M., Rock, C.L., Griswold, W.G., & Norman, G.J. (2009). A Text Message-Based Intervention for Weight Loss: Randomized Controlled Trial. *Journal of Medical Internet Research*, 11(1), e1. doi: 10.2196/jmir.1100
- Hingle, M., Nichter, M., Medeiros, M., & Grace, S. (2012). Texting for Health: The Use of Participatory Methods to Develop Healthy Lifestyle Messages for Teens. Journal of Nutrition Education and Behavior. 45(1), 12-19.
- Linares, A. & Mihos, K. (2013). Effectiveness of a Text Message Pilot Program Targeting Low-Income Latinos' Dietary Behavior. Journal of Nutrition Education and Behavior. 45(4), S3-4.

EFNEP
Building for the Future

2017 National Coordinators' Conference

Technology Literature Review

R2 : Online Lessons

- Bensley, R. J., Hovis, A., Horton, K. D., Loyo, J. J., Bensley, K. M., Phillips, D., & Desmangles, C. (2014). Accessibility and Preferred Use of Online Web Applications Among WIC Participants with Internet Access. Journal of Nutrition Education and Behavior. 46(3), S87-92.

- Bensley, R. J., Anders, J. V., Brusk, J. J., Mercer, N., & Rivas, J. (2011). Impact of Internet vs Traditional Special Supplemental Nutrition Program for Women, Infants, and Children Nutrition Education on Fruit and Vegetable Intake. Journal of the American Dietetic Association. 111(5), 749-755.

- Franzen-Castle, L. & Versch, R. (2014). Transitioning Nutrition Education Program Delivery to Online Formats. Journal of Nutrition Education and Behavior. 46(5), 454-455.

- Neuenschwander, L. M., Abbot, A., & Mobley, A. R. (2013). Comparison of a Web-Based vs In-Person Nutrition Education Program for Low-Income Adults. Journal of the Academy of Nutrition and Dietetics. 113(1), 120-126.

- Wantland, D. J., Portillo, C. J., Holzemer, W. L., Slaughter, R. & McGhee, E. M. (2004). The Effectiveness of Web-Based vs .Non-Web-Based Interventions: A Meta-Analysis of Behavioral Change Outcomes. Journal of Medical Internet Research. 6(4), e40.

Technology Literature Review

R2 : Online Lessons

- Dickinson, W.P., Glasgow, R.E., Fisher, L., Dickinson, L.M., Christensen, S.M., Estabrooks, P.A., & Miller, B.F. (2013). Use of a website to accomplish health behavior change: if you build if, will they come? And will it work if they do? Journal of the American Board of Family Medicine, 26(2), 168-176.
- Gold, B.C., Burke, S., Pintauro, S., Buzzell, P. & Harvey-Berino, J. (2077). Weight loss one the web: A pilot study comparing a structured behavioral intervention to a commercial program. *Obesity,* 15(1), 155-164.
- Lustria, M.L.A., Noar, S.M., Cortese, J., Van Stee, S.K., Gleuckauf, R.L., & Lee, J. (2013). A Meta-Analysis of Web-Delivered Tailored Health Behavior Change Interventions. *Journal of Health Communication,* 18, 1039-2013.
- Rader, H.B., & Gannon, G. (2015). Going the Distance Part 3: Teaching an Extension Course Using a Combination of Distance-Delivery Methods. *Journal of Extension*, 53(1), 1RIB2.

EFNEP
Building for the Future

Technology Literature Review

R2 : Online Lessons

- Verheijden, M.W., Jans, M.P., Hildebrandt, V.H., & Hopman-Rock, M. (2007). Rates and determinants of repeated participation in a web-based behavior change program for healthy body weight and healthy lifestyle. *Journal of Medical Internet Research,* 22(9), E1.

- Wantland, D. J., Portillo, C. J., Holzemer, W. L., Slaughter, R. & McGhee, E. M. (2004). The Effectiveness of Web-Based vs .Non-Web-Based Interventions: A Meta-Analysis of Behavioral Change Outcomes. *Journal of Medical Internet Research*, 6(4), e40. Retrieved from http://dx.doi.org/10.2196%2Fjmir.6.4.e40

- Campbell, C., Koszewski, W.M., & Behrends, D. (2013). The Effectiveness of Distance Education, Using Blended Method of Delivery for Limited-Resource Audiences in the Nutrition Education Program. *Journal of Extension*, 51(4).

- Yang, H.H. (2013). New World, New Learning: Trends and Issues of E-Learning. Procedia - Social and Behavioral Sciences. 77, 429 – 442.

EFNEP

Building for the Future

Technology Literature Review

L3 : Interactive Online Tools

- Franzen-Castle, et. al. (2013). "Reduce" your work load, "re-use" existing extension print materials, and "recycle" to new digital platforms. *J Extension. 51(4),* 4TOT2. Accessed 11/21/13 at: http://www.joe.org/joe/2013august/pdf/JOE_v51_4tt2.pdf.
- Hongu, N., Martinez, C.L., Billias, N.N., Wyatt, M.A., Turner, R.J., & Manore, M.M. (2014). The Cooperative Extension system's use of USDA's online food and physical activity tracker- super tracker. Journal of Extension. 52(5).

2017 National Coordinators' Conference

EFNEP
Building for the Future

Technology Literature Review

R1 : Email

- Block, G., Sternfeld, B., Block, C.H., Block, T.J., Norris, J., Hopkins, D., Quesenberr, C.P., Husson, G., & Clancy, H.A. (2008). Development of Alive! (A Lifestyle Intervention Via Email) and Its Effect on Health-related Quality of Life, Presenteeism, and Other Behavioral Outcomes: Randomized Controlled Trial. Journal of Medical Internet Research, 10(4), e43. doi: 10.2196/jmir.1112
- Block, G., Block, T., Wakimoto, P., & Block, C.H. (2004). Demonstration of an e-mailed worksite nutrition intervention program. Preventing Chronic Disease, 1(4), A06.
- Garden-Robinson, J., Eighmy, M., & Reule, A. (2013). Shape Up for Spring: A Comparison of Email and Facebook as Means of Delivering Nutrition and Fitness Education. *Journal of Nutrition Education and Behavior*, 45(4), S67.

Technology Literature Review

T3 : Smartphone Apps

- Albrecht, J.A., Larvick, C., Litchfield, R.E., & Weishaar, C. (2012). Leftovers and Other Food Safety Information for iPhone/iPad Application ("Smartphone" Technology). *Journal of Nutrition Education and Behavior*, 4(5), 469-471.

- Carter, M.C., Burley, V.J., Nykjaer, C., & Cade, J.E. (2013). My Meal Mate Smartphone Application for Weight Loss: Pilot Randomized Controlled Trial. *Journal of Medical Internet Research*, 15(4), E32.

- Wharton, C.M., Johnston, C.S., Cunningham, B.K., & Sterner, D. (2014). Dietary Self-Monitoring, But Not Dietary Quality, Improves With Use of Smartphone App Technology in an 8-Week Weight Loss Trial. *Journal of Nutrition Education and Behavior*, 46(5), 440-444.

- Yang, C.H., Maher, J.P., & Conroy, D.E. (2015). Implementation of Behavior Change Techniques in Mobile Applications for Physical Activity. *American Journal of Preventative Medicine,* 48(4), 452-455.

- Braun, R., Catalani, C., Wimbush, J., & Israelski, D. (2013). Community Health Workers and Mobile Technology: A Systematic Review of the Literature. PLOS ONE. 8(6), e65772.

Technology Literature Review

L2 : Video Chats or Livestreaming

Emerging evidence
- Alley, S., Jennings, C., Plotnikoff, R.C. & Vandelanotte, C. (2014). *My Activity Coach*-Using video-coaching to assist a web-based computer-tailored physical activity intervention: a randomised control trial protocol. BMC Public Health. 14:738.

EFNEP
Building for the Future

Technology Spectrum

Easy Implementation

Medium

High

EFNEP
Building for the Future

Suggested Parameters

- Paraprofessional -key to client success
- Goal: Client retention and graduation
- Outcomes: same as with or without technology
- Must maintain a minimum number of in-person lessons and hours
- Experiential activities are still priority
- Use evidence based practices and resources
- Abides by policy documents

EFNEP
Building for the Future

Low Technology Category

- Can implement immediately
- Requires little to no training
- Uses existing approved resources—WIC Shopper, SuperTracker

Examples:

– Digital media and social media during lessons
– Email/text messages for reminders to increase client retention
– Email/text messages to reinforce learning concepts and skill building between lessons.

EFNEP
Building for the Future

Medium Technology Category

- Needs moderate planning time
- Requires moderate training needs
- Needs moderate resources to implement

Examples:

- Online make-up lessons
- Social media engagement-program and client interaction
- Social media recruitment and post graduate follow up
- Enhanced learning with social media/interactive technology—videos, quizzes, games, apps

EFNEP
Building for the Future

High Technology Category

- Requires multiple steps/people to implement
- Requires additional resources
- Requires additional training and skills
- May need new recruitment/educational technology content
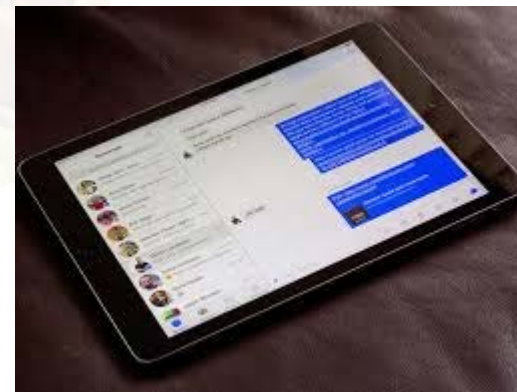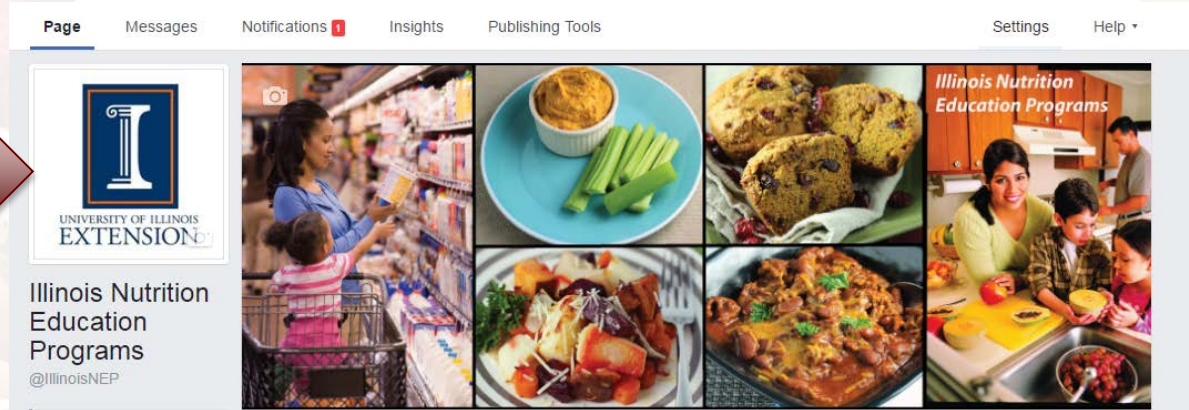
Examples:
- Blended lessons—in-person and online
- Interactive lessons with quizzes and experiential activities
- Online group meetings such as Google Hangout or Facebook Live

EFNEP
Building for the Future

What could a lesson look like?

1 hour of programming make up lesson

EFNEP
Building for the Future

Where do we go from here..

- Technology Policy document – late Spring
- Information and training sessions, 2017-2018
- Soft roll - written into annual program plan
- Further research to establish best practices
- Data collection to document effectiveness

EFNEP
Building for the Future

Your Feedback

- Training needs
  - self-paced video modules
  - live webinars
  - resource guides group discussions/ sharing with colleagues
  - session(s) at regional EFNEP conference
  - session(s) at National EFNEP Conference

EFNEP
Building for the Future

Annual Plan Considerations

- Read the policy document

- Consider the parameters

- Maintain EFNEP integrity components

- Start small – pilot

- Outline how you will monitor

2017 National Coordinators' Conference

EFNEP
Building for the Future

We Need to Hear from You

- Training
- Technical Assistance
- Resources to Share

- Interested in being involved? Join us!

EFNEP
Building for the Future