

—COOPERATIVE—
EXTENSION



EFNEP

Building for the Future

2017 National Coordinators' Conference



SPEND SMART. EAT SMART.

Welcome!

To prepare, please pull out your smart phone or tablet or come up to borrow one of ours.

Open spendsmart.extension.iastate.edu

and/or

Download the Spend Smart. Eat Smart. App from the App Store or Google Play (*it's free!*)

SPEND SMART. EAT SMART.

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Spend Smart. Eat Smart. On-Campus Team

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Online Suite of Resources

- Website
 - Recipes, videos and easily accessible nutrition information
- Weekly blog
- Social Media
 - Facebook, Twitter and Pinterest
- Mobile app (brand new)

Audience

- Families with low income
- Direct education participants and past participants
- Program staff and partners
- General consumers interested in eating healthy on a budget

Development

- Created as a response to the recession in the late 2000s.
- Dual focus of nutrition education and saving money at the grocery store.
- Significant partner input, meant to be a shared resource.

Purpose of Spend Smart. Eat Smart.

- Regularly updated source of research-based information on nutrition and food budget management as well as recipes and how-to videos
- Maintain connection with program participants
- Extend reach beyond direct programming
- Resource for staff and partners

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SPEND SMART.
EAT SMART.

Why make changes?

- Demand for mobile access
- Dramatic increase in following over the past year (*Facebook following doubled*)
- Need to remain relevant to users
- Changing demographics of audience
- Desire to build paperless resource collection

Changing times ...



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SPEND SMART. EAT SMART.

TOSTADA BAR

You can eat healthy and stick to a tight grocery budget.

With a little planning, savvy shopping and tasty recipes to cook at home, you'll be well on your way. The Spend Smart. Eat Smart. Team is here to help!

What's New?

- Responsive web design – mobile accessibility
- Refreshed content
- Streamlined functionality
- New media – less language dependence
- Companion mobile app for Apple and Android

Analytics (First 5 Months)

- Launched in November 2016 with about 22,000 page views per month, currently averaging 33,000 page views per month
- 14,600 new users via mobile and tablet since November 2016
- Grocery budget calculator and recipes are most used portions of site
- 2,140 views of new videos



PREPARE MELON

Learn how to slice and cube melon to eat alone, use in fruit salad or in the [Fruit Slush recipe](#).

RELATED VIDEOS



[Prepare winter squash](#)



[Make a fruit smoothie](#)



[Prepare kiwi](#)



[Prepare melon](#)



[Prepare a bell pepper](#)



[Drain ground beef](#)



[Prepare broccoli](#)



Eat healthy and save money
with Spend Smart. Eat Smart!

SPEND SMART. EAT SMART.

www.extension.iastate.edu/spendsmart



Savvy shopping is easy with our new app
—free at your app store.

SPEND SMART. EAT SMART.

www.extension.iastate.edu/spendsmart





SPEND SMART. EAT SMART. IS NOW IN THE PALM OF YOUR HAND AT THE GROCERY STORE!

New tools make it easier to eat healthy and stick to your budget:

Produce basics: Choose, clean, store and prepare fresh fruits and vegetables with ease.

Recipe finder: Keep track of your favorite recipes from the website.

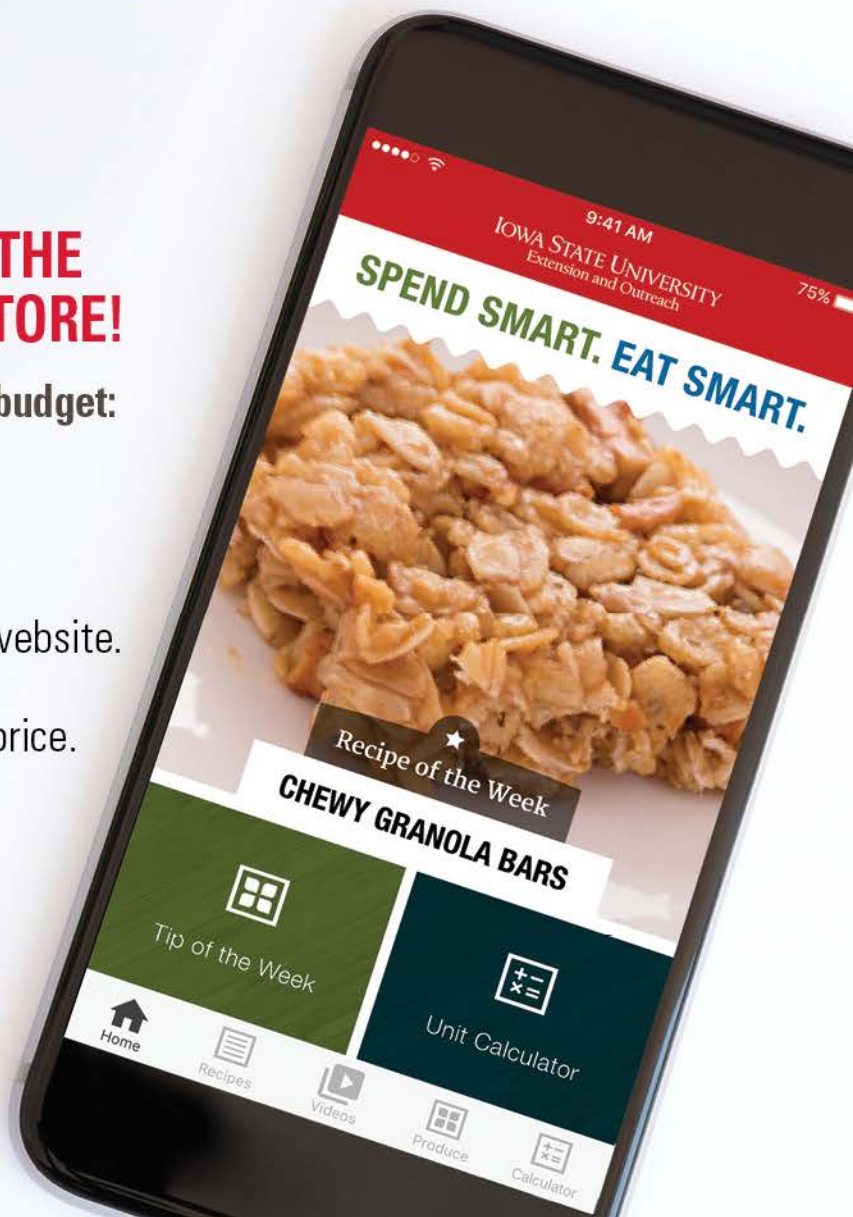
Unit price calculator: Compare products to find the best price.

Download for free today from your app store!



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What you don't see

- AA accessibility standard
 - Screen readers
 - Color and contrast
- Automatic live translation

The image features a white background with two red curtains on the left and right sides. The curtains are drawn back, revealing the text in the center. Each curtain has a dark red horizontal band across its middle. The text "Let's Take a Tour" is written in a black, serif font, centered between the curtains.

Let's Take a Tour

Thanks!



**FLYING
HIPPO**
BRAND+
DIGITAL

QUESTIONS

