

EFNEP

Connecting the Pieces

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Innovations in EFNEP: Updates from the Technology & Social Media Committees

Jennifer McCaffrey

University of Illinois Extension

Austin Brooks

Virginia Cooperative Extension



Social Media Committee Background

- Started as a Southern Region Committee
 - Lorelei Jones (NC State) and Ashley Fondren (MS State)
- Formative research:
 - [EFNEP Graduates' Perspectives on Social Media to Supplement Nutrition Education: Focus Group Findings From Active Users](#)
 - [2012 EFNEP Professional and Paraprofessional Social Media Use Surveys](#)
- Led to the development of:
 - [National Guidelines for Social Media in EFNEP](#)
 - [EFNEP Social Media Toolkit](#)



Current Social Media Committee

- Co-Chairs: Emily Foley (NC State) and Austin Brooks (VA Tech)
- Working Groups
 - Best Practices
 - Social Media Communications Guidance Materials (Toolkit)
 - Publications and Presentations
- Funding from RNECE-South to create updated website to host Social Media Communications Guidance Materials (*Summer 2016 Launch*)



Recent Projects

- Added/Updated content for SMCGM/Toolkit
 - State Coordinators needs assessment survey
 - Social Media administration models
 - Overview of top 5 Social Media platforms
 - Facebook, Twitter, YouTube, Pinterest, Instagram
 - New and revised vetting instrument and vetted posts



Upcoming Projects

- Additional content for SMCGM/Toolkit
 - Facebook audience analysis protocol
 - Social Media “Reporting 101”
 - Best practices for paid promotions on Facebook
 - EFNEP Social Media directory
 - Training resources



EFNEP Technology Committee

EFNEP Technology Committee Mission

The EFNEP Technology Initiative will research, assess, plan, develop and implement technology strategies that will assist with recruiting, engaging, educating and graduating EFNEP clients. The strategies will be integrated with the peer-to-peer hands-on teaching and role-modeling that **maintains program integrity.**

Co-Chairs: Lisa Martin (Kansas) and Jennifer McCaffrey (Illinois)



Three main goals when utilizing technology

- Increase EFNEP graduation rate
- Expand reach to new audience
- Assist with EFNEP staying relevant for how audiences want to be engaged and learn



Committee Progress

- Literature Review
- Formative Assessment
 - Survey with EFNEP participants on how utilize technology for nutrition education and influence on behavior
 - Survey with EFNEP front line nutrition educators on use of technology
- Workgroups
 - Texting
 - Skype
 - Videos



Upcoming Projects

- Texting Study – do those who receive text messages between classes have a higher graduation rate than those who do not receive text
- Video integration – is the use of videos feasible as a supplemental lesson to aid in participants completion of EFNEP
- Best Practices Survey with SNAP-Ed LGU



Trends in Technology

Survey with 589 EFNEP or SNAP-Ed participants

- Do you use the internet?
 - 87% yes
- How often do you use the internet?
 - 67% use it everyday
- How do you access the internet?
 - 68% mobile phone



Accessing information on nutrition

- Utilize the internet to access nutrition information?
 - 65%

Most access:

- recipes
- healthy eating information

Have they made any changes?

- 59% reported yes

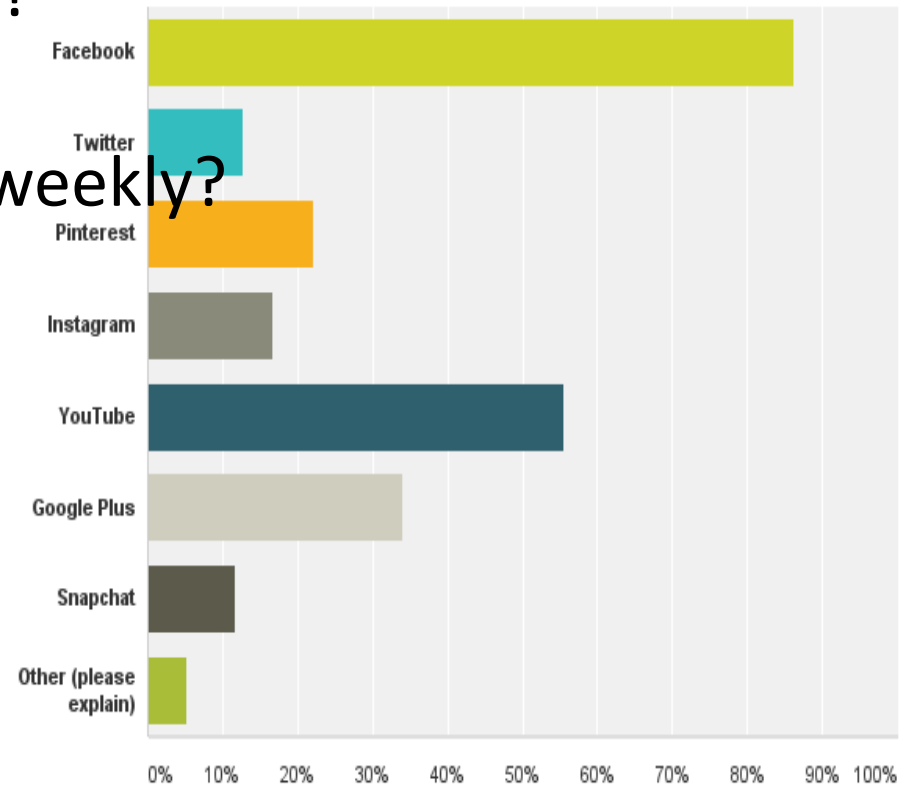


Social Media usage

- Do you use social media?
 - 80%
- Which sites do you use weekly?

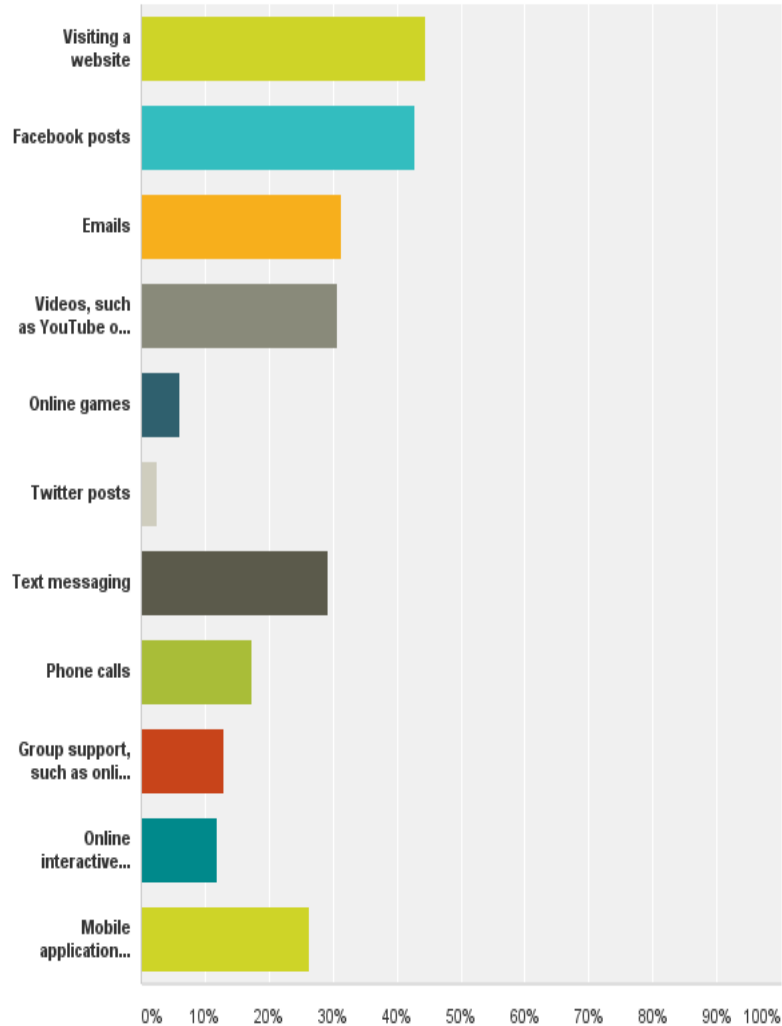
Q20 Select which social media sites that you use at least weekly (select all that apply):

Answered: 500 Skipped: 156



Q26 If you were to receive nutrition education in a method other than a classroom setting (using a form of technology), what format would you like to receive this in? Please select all that apply.

Answered: 570 Skipped: 86



Additional Supporting Evidence

- Mobile and Text Messaging
 - [Duggan, et al.](#)
 - [Fischer, et al.](#)
- Online Program Delivery
 - [Pagoto, et al.](#)
 - [Bensley, et al.](#)
- Engaging content
 - [Carboni, et al.](#)
- Data Mining
 - [Choudhury, et al.](#)
- Evidence-based Smartphone Apps
 - [Modave, et al.](#)
 - [Kim, et al.](#)



Discuss and Report Back

How do these trends
in Technology and Social Media
compare to what you are seeing
in your own state or program?



Breakout Groups

- Videos
- Texting/Email
- Pinterest/Recipes
- Facebook
- Online Lessons



Discuss and Report Back

- What is your interest in this project for your state?
- What value do you see in this project for your state?
- What resources and technical assistance would you like to see from the committees to assist your state in this project?



Questions?

Thank you for your participation!

