

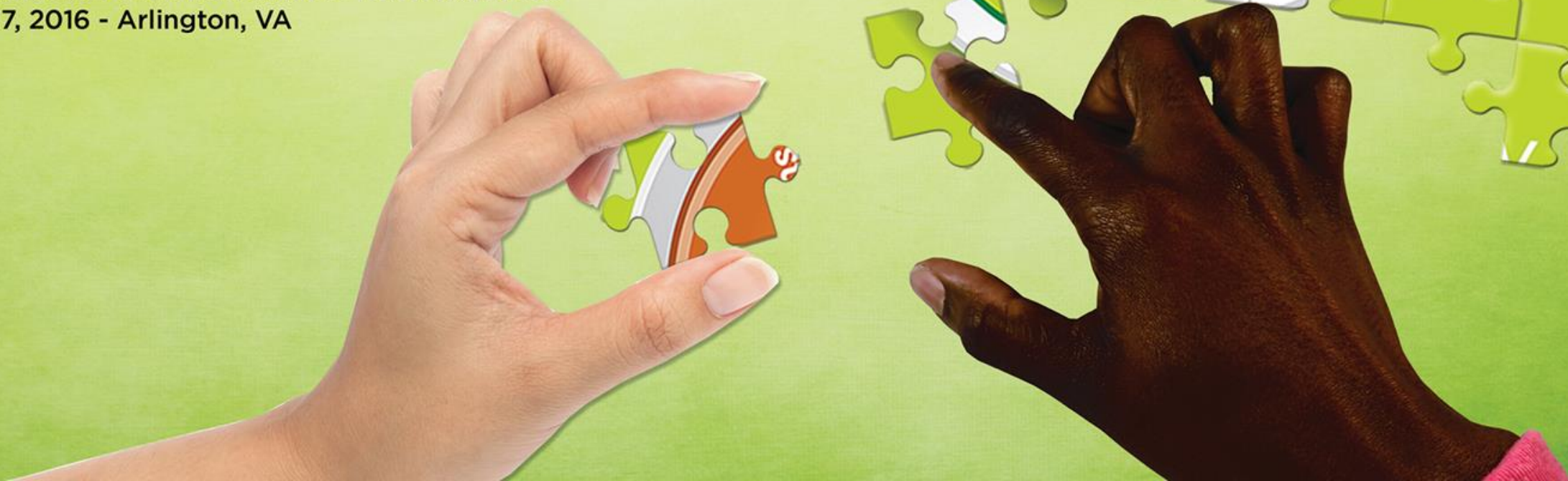


EFNEP

Connecting the Pieces

2016 National Coordinators' Conference

March 14-17, 2016 - Arlington, VA



“EFNEP Building Relationships for Recruitment and Retention”

Leslie Speller-Henderson, EFNEP Program Coordinator
Shea Austin, Area EFNEP Specialist
Tennessee State University



ICE BREAKER

Write down your most pressing recruitment and retention needs.

Share your top need with others at your table.
What need was mentioned most often?



Recruiting and Retaining Participants

Who are our participants?

What is it that we are asking them to do?

Why should they do it?

How much input do they get to give?



Recruiting and Retaining Participants

Will they be taught or will we all learn together?

Is there follow up or contact with participants outside of class? Does the program solicit information on why participants are *stopping out* and use that to inform and expand services?



Reasons Adult Learners Stay

- Relationship
- Improved skills
- Reduces role strain
- Increases resources
- Provides social support
- Touches on their passion/Engages them
- Meets immediate needs
- Welcoming orientation where participants set a goal & outlines expectations of program
- Learning feels less like school and more like an adult activity



Reasons Adult Learners Leave

- Adults vote with their feet & have a right to reject learning.
- Learning does not feel immediately applicable to their situation.
- They are experiencing time poverty issues.
- They do not feel that they are contributing their experiences to the learning.
- They have had negative experiences in classroom settings.



Motivation and Adult Education

- *Motivation* is viewed by adult learners as a personally owned problem.
- *Demotivation* is viewed by adult learners as a teacher owned problem.



Building Relationships-Banking Model

Deposits	Withdrawals
Seeking first to understand	Seeking to be understood
Keeping Promises	Breaking Promises
Kindness, Courtesies	Unkindness, Discourtesies
Clarifying Expectations	Violating Expectations
Loyalty to the Absent	Disloyalty, Duplicity
Apologies	Pride, Conceit, Arrogance
Open to feedback	Reject feedback
Respect (co-learn, adult voice)	Disrespect (Do as I say, parent voice)



Participant Life Cycle Activity:

Working at your table, *create* a participant life cycle for participants in your EFNEP Program.

- *Map out each step* of the process from the participant's point of view.
- *Show how* people enter and exit the program.
- *Indicate how long* each process takes.
- *Identify the current behavior* that will allow the participant to progress smoothly through your organization as he/she takes each step.



Participant Life Cycle Activity:

- *Draw a line* through the behaviors that your organization can abandon as expectations.
- *Circle the behaviors* that your organization will maintain as expectations.



No significant learning occurs without a significant relationship.

-Richard Comer



Tips for Recruitment

- Title I
- Community College
- Veterans
- Group Homes
- Faith Based Organizations
- Workplace
- Community Centers
- Volunteers
- Word of Mouth



Write three action steps to improve relationships with EFNEP participants and Program Assistants.



References:

- Apps, J. W. (1991). *Mastering the teaching of adults*. Malabar, FL: Kreiger.
- Biddle, J.K. (2012). *The three Rs of leadership*. Ypsilanti, MI: HighScope Press.
- Payne, R. & DeVol, P.E. (2006). *Bridges out of poverty: Strategies for professionals and communities*. Highlands, TX: aha! Process.
- Petty, T. & Thomas, C.C. (2014). Approaches to a successful adult education program. *College Student Journal*, 48(3), 473-490.
- Senge, P.M. (2006). *The fifth discipline*. New York: Doubleday.



EFNEP Champion Parents:

A Rewarding Approach for Recruitment and Retention of Parents in Baltimore City, Maryland.



Presented by:

Maribet Brute, MPH

University of Maryland Extension- EFNEP
Baltimore City



Group Activity

Think and discuss about the reasons EFNEP participants lose interest of the program



Why EFNEP Champion Parents?

- Low participant recruitment and retention rate
- Need to build relationships with participants
- Need to recognize participants' efforts
- Increase volume of parent volunteers
- Help increase teaching satisfaction levels of educators



What is an EFNEP Champion Parent?

- A rewarding approach by recognizing parents who made an effort to eat healthy, be physically active and maintain a healthy lifestyle. These parents are expected to serve as role models for peers and advocates for healthy lifestyles.
 - Pilot program
 - Stories will be published on the State website and serve as potential volunteers to promote EFNEP among community partners
- Strategy adapted from *Champions for Change* campaign from California Department of Public Health, NEOP
 - Purpose: The Campaign was designed to support and reinforce local interventions aimed at individuals living in households at or below the 185% Federal Poverty Level.
 - Media campaign to help increase fruits and vegetables consumption
 - *Champions for Change* parents were chosen from focus groups



Selection Criteria At-a-Glance

- Actively participate during workshops
- Complete *all* the lessons in the series
- Show an overall improvement in diet, food resource management practices, food safety practices and physical activity levels
- *Complete* entry and exit forms



Criteria Selection Process

- Parents selected at the end of each workshop series (6th or 8th session)
- Completion of Entry and Exit forms
 - Food Safety and Food Resource Management Practices
 - Physical Activity Levels
- WebNEERS
 - Diet Quality
- Attend *all* workshops sessions



Criteria Selection Process

- Food Resource Management Practices (Checklist)
 - Meet 3 out 4 practices as “Almost always” or “Most of the time”



	(1)	(2)	(3)	(4)	(5)
1) How often do you plan meals ahead of time?	Never	Seldom	Sometimes	Almost always	Most of the time
2) How often do you compare prices before you buy food?	Never	Seldom	Sometimes	Almost always	Most of the time
3) How often do you run out of food before the end of the month?	Never	Seldom	Sometimes	Almost always	Most of the time
4) How often do you shop with a grocery list?	Never	Seldom	Sometimes	Almost always	Most of the time



Criteria Selection Process

- Food Safety (Checklist)



5) How often do you let meat and dairy foods sit out for more than two hours without refrigeration?	Never	Seldom	Sometimes	Almost always	Most of the time
6) How often do you thaw frozen foods at room temperature?	Never	Seldom	Sometimes	Almost always	Most of the time
13) How often do you wash your hands in warm soapy water before preparing food?	Never	Seldom	Sometimes	Almost always or Most of the time	

- Meet 2 out of 3 food safety practices as “Almost Always” or “Most of the time”



Criteria Selection Process

- Nutrition Practices (Food Recall)
 - Diet Quality
 - To show an *increase* in consumption of 25% or more from each of the food groups
 - SoFAS, Sodium, Refined Grains, Saturated Fat
 - To show a *decrease* in consumption of 25%



Criteria Selection Process

- Physical Activity Level

In addition to your regular daily activities, how much time do you spend doing physical activity?

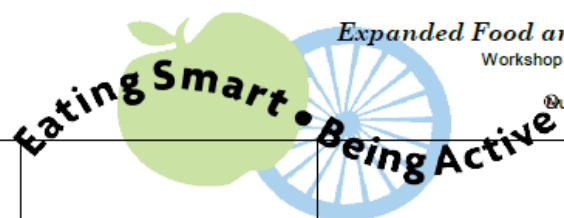
- ☐ Less than 30 minutes each day
- ☐ 30 to 60 minutes each day
- ☐ More than 60 minutes each day

- Increase or stay in 30-60 minutes/day



Criteria Selection Process

- Evaluation of participation and volunteer
 - Track volunteer hours
 - Not involved in direct education



Expanded Food and Nutrition Education Program (EFNEP)

Workshop Location: _____

Nutrition Ass't: _____

UNIVERSITY OF
MARYLAND
EXTENSION

Solutions in your community

	Name	Phone Number or Email Address	Topic/Date	Topic/Date	Topic/Date	Topic/Date	Topic/Date	Topic/Date	Topic/Date	Topic/Date	Topic/Date	Topic/Date	Topic/Date	Topic/Date	Topic/Date	Topic/Date	Volunteered? If parent volunteered, please type of # of hours
1																	
2																	
3																	
4																	
5																	
6																	
7																	
8																	
9																	
10																	
11																	
12																	
13																	
14																	
15																	
Totals																	

Time
"The University of Maryland is an Equal Opportunity Employer and Equal Access Programs"
"La Universidad de Maryland es una institución con Igualdad de Oportunidades de Empleo y con Igualdad de Acceso a Programas."
Day

What's the outcome?



EFNEP Champion Parent

Rachnee Tune

Daysprings Housing

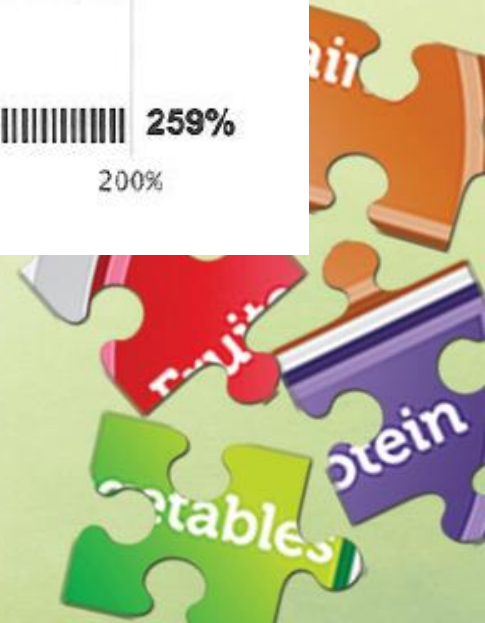
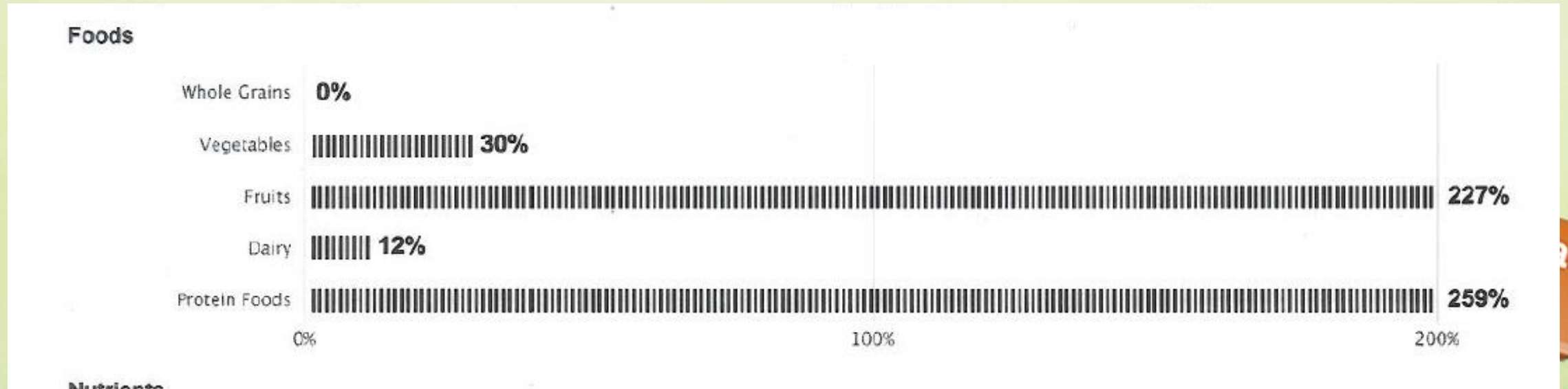
"I learned ways to eat healthier and use better types of grains. To look at labels it plays a big factor in eating. Also to eat what I want and stay healthy."

**Signed Photo/Internet/Video release form on file*



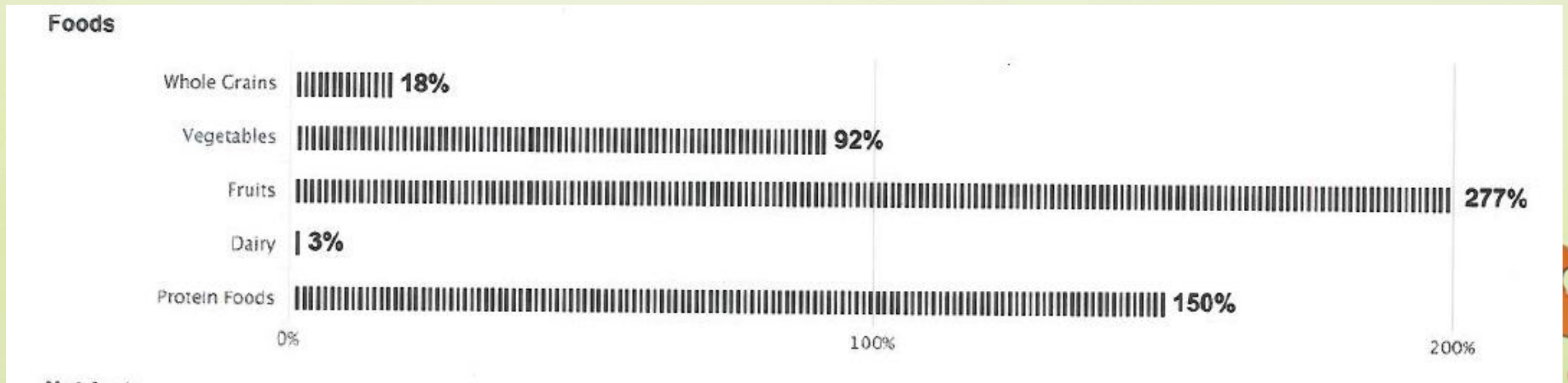
Data

- Entry- Diet Quality



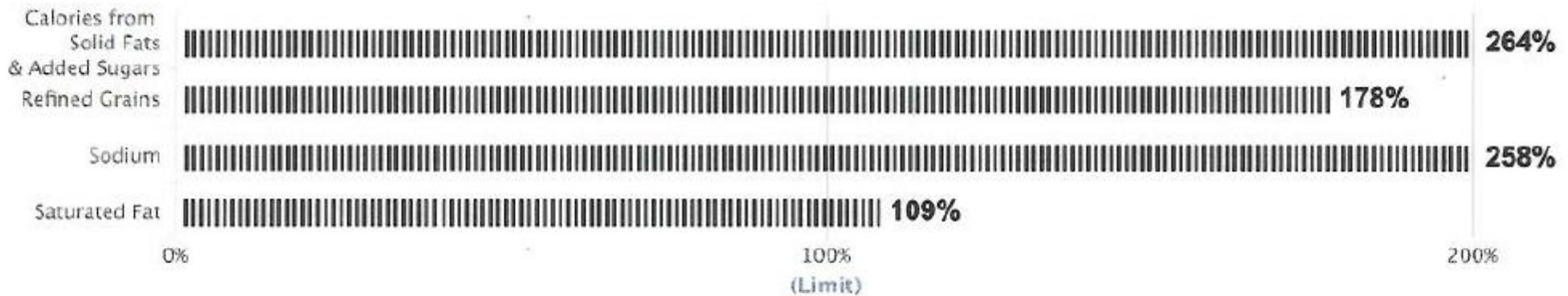
Data

- Exit- Diet Quality



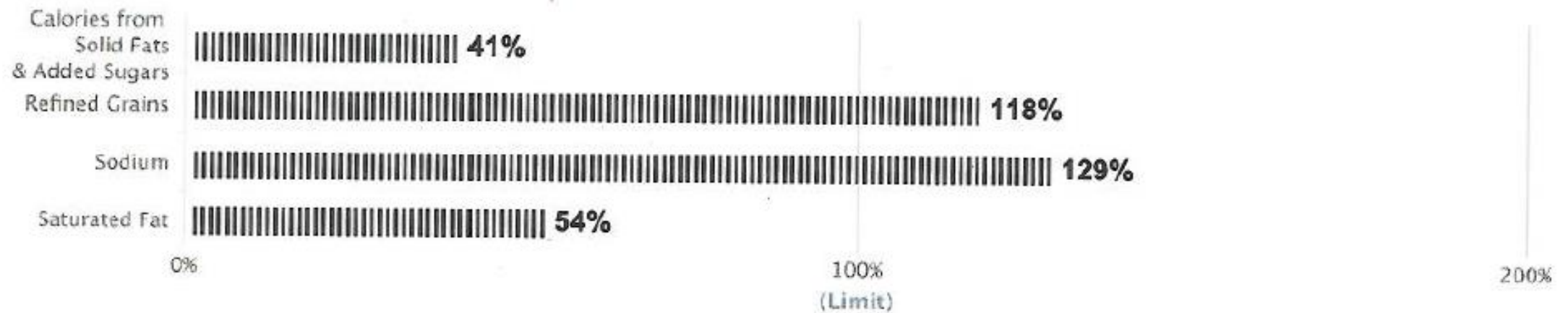
Data

- Entry- Diet Quality



Data

- Exit- Diet Quality



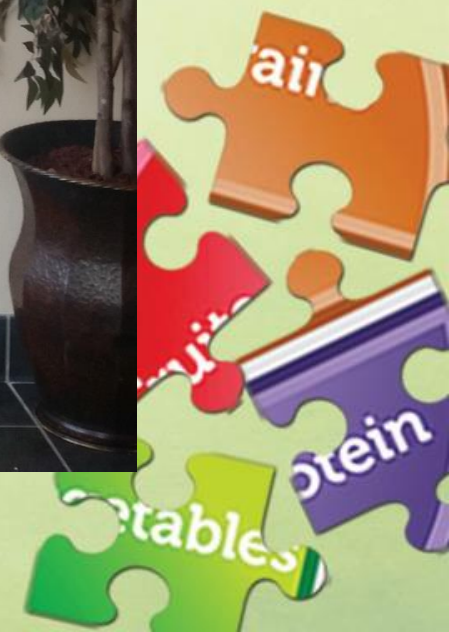
EFNEP Champion Parent

Michael Brogdon

Helping Up Mission

"I learned that healthy eating can add years to my life. I changed a lot of my eating habits. I can see a lot of improvements in the changes I have made in the way I feel and look."

**Signed Photo/Internet/Video release form on file*



Data - Food Resource Management Practices

Entry

1) How often do you plan meals ahead of time?	Never	Seldom	Sometimes	Almost always	Most of the time ✓
2) How often do you compare prices before you buy food?	Never	Seldom	Sometimes	Almost always	Most of the time ✓
3) How often do you run out of food before the end of the month?	Never ✓	Seldom	Sometimes	Almost always	Most of the time
4) How often do you shop with a grocery list?	Never	Seldom	Sometimes ✓	Almost always	Most of the time

Exit

1) How often do you plan meals ahead of time?	Never	Seldom	Sometimes	Almost always	Most of the time ✓
2) How often do you compare prices before you buy food?	Never	Seldom	Sometimes	Almost always	Most of the time ✓
3) How often do you run out of food before the end of the month?	Never	Seldom ✓	Sometimes	Almost always	Most of the time
4) How often do you shop with a grocery list?	Never	Seldom ✓	Sometimes	Almost always	Most of the time ✓



Data- Food Safety Practices

Entry

5)	How often do you let meat and dairy foods sit out for more than two hours without refrigeration?	Never	Seldom	Sometimes	Almost always	Most of the time
6)	How often do you thaw frozen foods at room temperature?	Never	Seldom	Sometimes	Almost always	Most of the time
13)	How often do you wash your hands in warm soapy water before preparing food?	Never	Seldom	Sometimes	Almost always or Most of the time	



Data- Food Safety Practices

Exit

5)	How often do you let meat and dairy foods sit out for more than two hours without refrigeration?	Never <input checked="" type="checkbox"/>	Seldom	Sometimes	Almost always	Most of the time
6)	How often do you thaw frozen foods at room temperature?	Never	Seldom	Sometimes	Almost always	Most of the time <input checked="" type="checkbox"/>

13)	How often do you wash your hands in warm soapy water before preparing food?	Never	Seldom	Sometimes	Almost always or Most of the time <input checked="" type="checkbox"/>
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Potential Leads

- Benefits for parents:
 - Lifestyle changes
 - Empowerment
 - Truthfulness
 - Change of Parenting skills
- Recruit other parents
 - Role models
- Serve as a example to recruit and retain participants
- Opportunity to expand options in volunteerism



Thank you!

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Visit us online at:
<https://extension.umd.edu/baltimore-city/expanded-food-nutrition-education-program-efnep>

