



EFNEP

Connecting the Pieces

2016 National Coordinators' Conference
March 14-17, 2016 - Arlington, VA

MSU Extension in Flint
Helping from within

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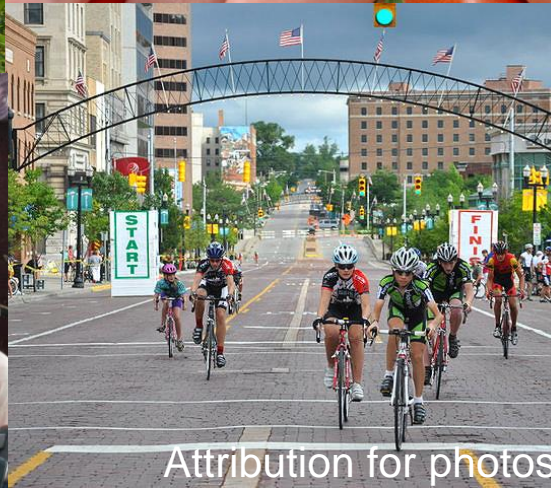
What is Flint?

- 41% of Flint residents live below the poverty line
- Unemployment is nearly double the national average
- 27.9% of jobs are in the educational services, healthcare or social assistance area
- According to FBI statistics, Flint has been one of the top five most violent cities per capita in America
- One of the highest obesity rates in MI



What is Flint?

- Culturally diverse population
- Restaurants
- Museums
- Universities
- Flint Farmers' Market



Attribution for photos: Michigan Municipal League- Flickr

MSUE is Flint!

- The first MSU Extension Ag Agent was in Flint in 1913
- First Home Demonstration Agent in 1917
- First 4-H agent in 1918



Timeline

April 2014

City switches
water source to
Flint River

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Water was
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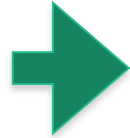
Sept 2014

City issues 3 boil
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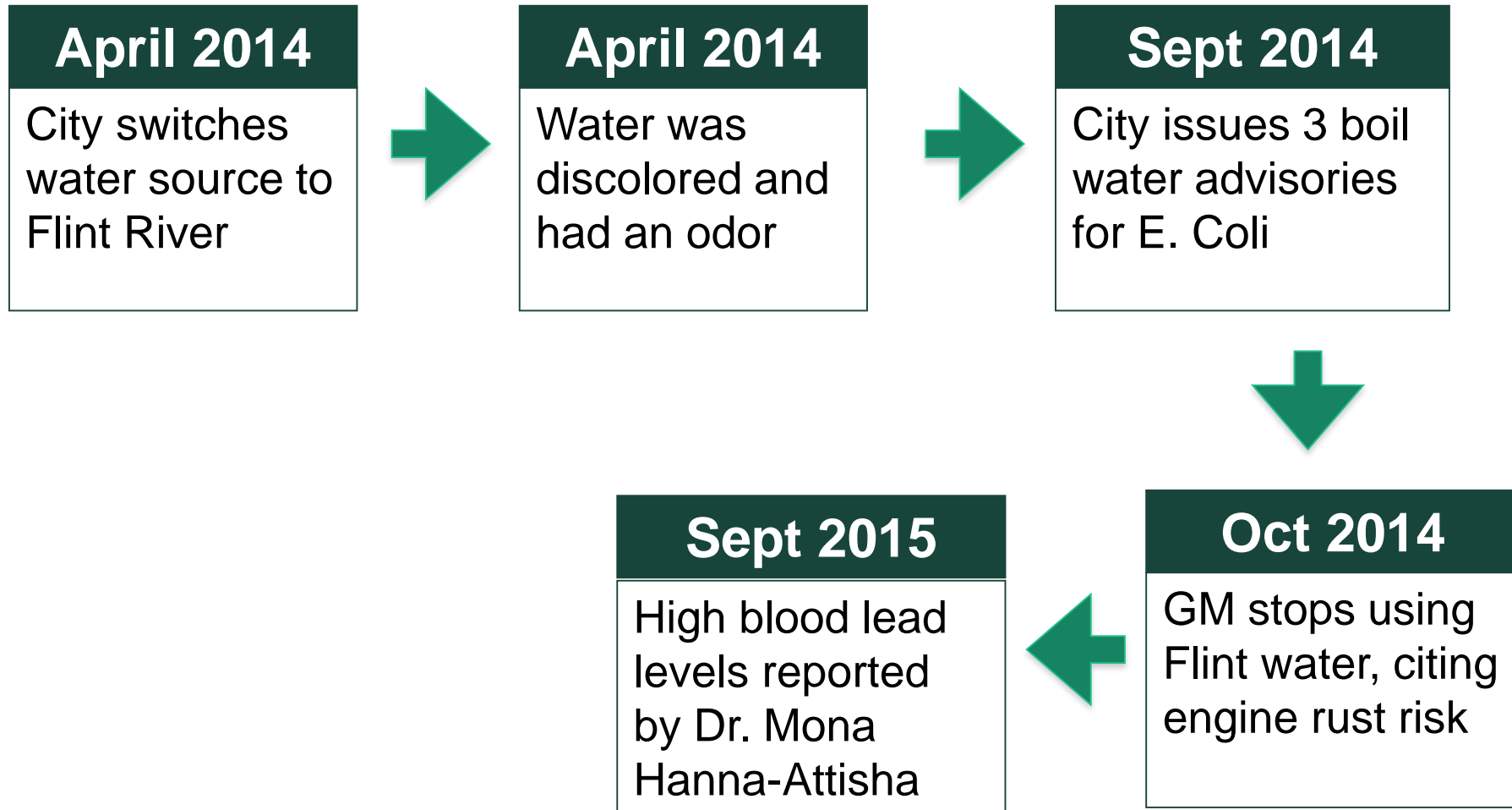
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Oct 2014

GM stops using
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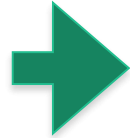
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Oct 2015-Jan 2016

October 2015– January 2016: City of Flint, Genesee County, State of Michigan, and President Obama declares health emergency



Sept 2015

High blood lead levels reported by Dr. Mona Hanna-Attisha



Oct 2014

GM stops using Flint water, citing engine rust risk

Flint Water Crisis: How did we get here?

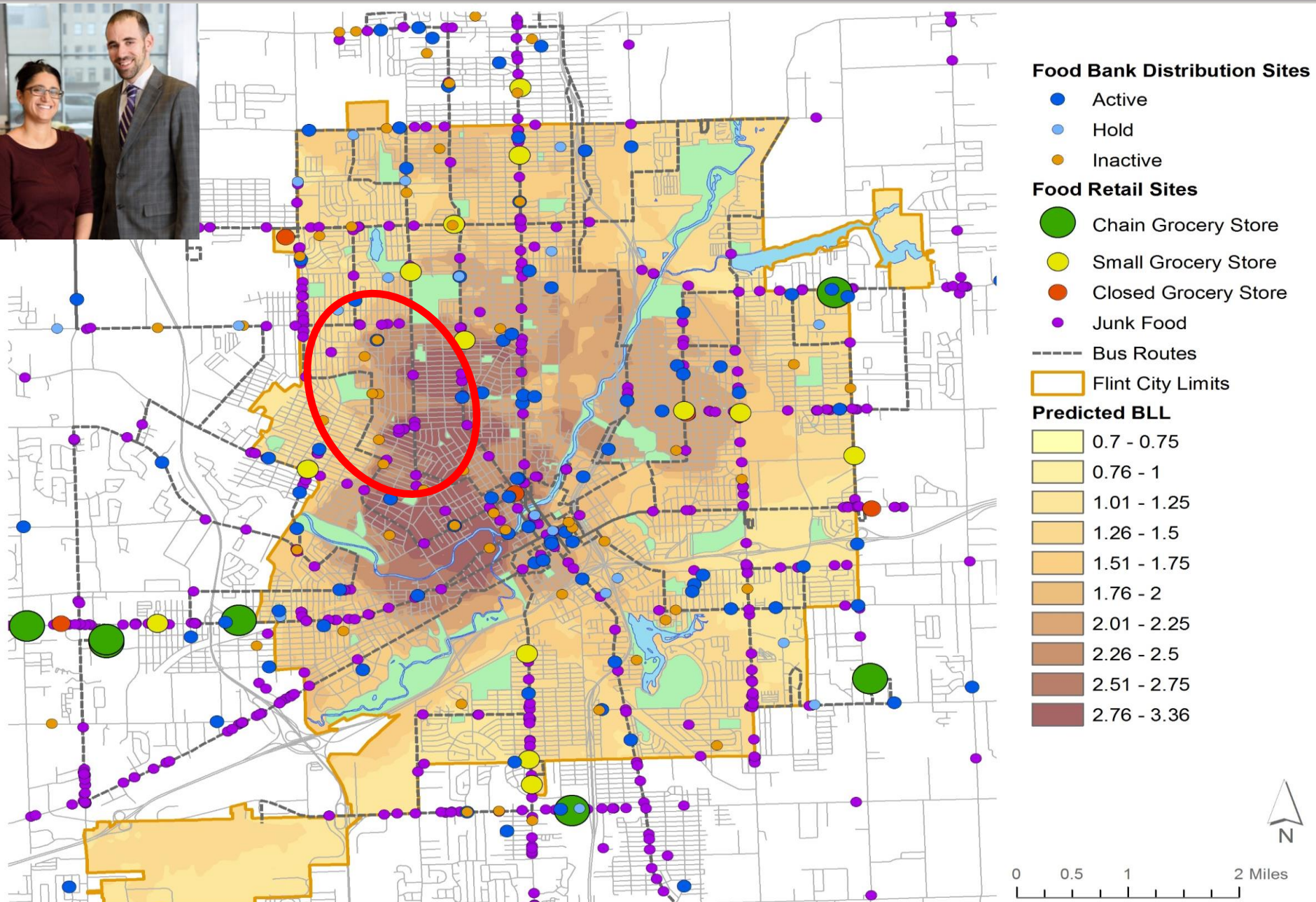


Gladyes Williamson
Flint resident

Why we care about lead

- There is **no** safe blood lead level
- Children absorb lead more readily than adults
- Blood lead levels of 5 ug/dL or more considered elevated
- Lead is a potent neurotoxin with lifelong multigenerational impacts
- Decreases IQ
- More likely to exhibit ADHD and delinquent behaviors





MSUE- Genesee County

- 15 MSU Extensions education professionals throughout Genesee County and many more who deliver programming on a regular basis
- Trust built on a foundation of helping Flint residents since 1913
- Strong partnerships with county government, health and nutrition, agriculture, 4-H and in early childhood development
- Able to mobilize resources and adjust programming to match ever-changing local needs

Adapting Nutrition Education

- Nutrition classes and taste-testings focus on recipes that contain iron, calcium, and vitamin C
- Six-week Cooking Matters classes with free bags of groceries
- Nutrition-focused hotline will be added to MSU Extension's current Master Gardener and Soils and Pesticide hotlines
- PSE initiatives with worksites, schools, and child care providers to improve practices related to nutrition and physical activity



Increasing Partnerships and Outreach

- Cooking Demos at the Flint Farmers' Market in partnership with Hurley Medical Center.
- Information fairs
- Health fairs
- Neighborhood meetings
- Churches
- Community Events



PARTNER COOKING DEMOS
at the Flint Farmers' Market

Lead-specific nutrition resources

- Recipe booklet focuses on low-cost nutritious meals distributed to 10,000 families
- Streamlined 'Fight Lead With Nutrition' fact sheet was; distributed 24,000 copies
- Soon translated in Spanish, Chinese, Arabic, and American Sign Language

FIGHT LEAD WITH NUTRITION

The foods we prepare and serve to our families can help limit the effects of our kids' exposure to lead! Three steps you can take in choosing and preparing food can make a difference:

1. When preparing food, be sure to wash and cook it with filtered water.
2. Serve your kids small, healthy snacks between meals.
3. Serve foods that are high in a few really important nutrients: iron, calcium and vitamin C!

LEAD-FIGHTING NUTRIENTS

CALCIUM

Calcium keeps your bones strong and the lead out! Calcium-rich foods include:

- Milk and milk products, like cheese and yogurt
- Green leafy vegetables, such as spinach, kale, and collard greens
- Calcium-enriched orange juice
- Tofu
- Canned salmon and sardines (both with the bones in)

VITAMIN C

Vitamin C works with iron to keep too much lead from getting into your body. Good sources of vitamin C include:

- Citrus fruits, like oranges and grapefruit and their juices
- Tomatoes and tomato juice
- Peppers
- Other fruits like kiwi, strawberries and melons

IRON

Iron keeps too much lead from getting into your body. Foods high in iron include:

- Lean red meats, fish (tuna and salmon) and chicken
- Green leafy vegetables, such as spinach, kale and collard greens
- Iron-fortified cereal, bread and pasta
- Dried fruit, such as raisins and prunes
- Beans

LEAD FACTS

Lead isn't good for anyone's health and is especially bad for small children. Keep your family lead-safe by avoiding contact with it. If you live in the city of Flint, or get water from the city's water system, be sure to use an NSF-certified filter for drinking, cooking and mixing baby formula. Make sure to change the filter cartridge by the date printed on the package. Remember that you and your children can also be exposed to lead from old paint, dust, dirt, pottery, make-up, toys and some home remedies.

If you have any concerns about lead or your child's diet, talk with your doctor.

LEAD RESOURCES

- Genesee County Health Department Lead Program www.gchd.us; phone: 810-257-3833
- Michigan Department of Environmental Quality (DEQ): www.mi.gov/FlintWater
- Michigan Department of Health and Human Services (DHHS) Childhood Lead Poisoning Prevention Program: www.michigan.gov/lead; phone: 888-322-4433
- U.S. Centers for Disease Control and Prevention (CDC): www.cdc.gov/nceh/lead
- U.S. Environmental Protection Agency (EPA): www.epa.gov/lead

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MSU Extension Website

- Robust web presence with specific tools: msue.msu.edu/lead
- Hub for resources
 - Events
 - Educational articles
 - Fact sheets



MICHIGAN STATE UNIVERSITY

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**EXTENSION**

Michigan State University Extension helps people improve their lives by bringing the vast knowledge resources of MSU directly to individuals, communities and businesses.

Fight Lead Exposure

MSU Extension is committed to addressing the current challenges facing the residents in Flint and throughout Michigan related to elevated exposure to lead. Here you can find many resources and programs that help you understand the issue of lead exposure, lead poisoning and programs that can help you and your family combat the effects of lead.



Leveraging social media

Related posts: 11

- Reach: 40,487 people
- Engagement: 1,827
- Shares: 382



MSUE Genesee County shared Michigan Academy of Nutrition and Dietetics's post.

Published by Erin E Powell [?] · February 5 · 🌐



Michigan Academy of Nutrition and Dietetics

February 5 · 🌐

Detroit Free Press quotes Michigan Academy, Registered Dietitian Nutritionist Erin Powell and Beth Thayer on how to fight lead exposure with nutritious foods! #eatright



Fight lead exposure with nutrient-rich foods

Consuming foods rich in three key nutrients: calcium, iron and vitamin C, can prevent lead from being absorbed in the body.

FREEP.COM

Leveraging traditional media

- Combined circulation: 13.4 million
- Combined unique website visitors per month: 405 million
- Total media pick-ups: 76



ELLE

The New York Times The Washington Post

POLITICO

People

Bloomberg
NEWS

The Atlantic

The Detroit News

Empower Flint smartphone app



Additional programming

- Master Gardener and Edible Flint: growing healthy food in lead-contaminated soils and water
- 4-H dog, rabbit and cavy clubs discussed caring for animals exposed to lead
- Using play to combat early childhood lead effects



**FIGHT LEAD EFFECTS
WITH LEARNING & PLAY**



Looking Forward:

We don't know what we don't know

- Adults and children
- Community economic development
- Toxic stress
- Water corrosion
- Overall the psychological effects



Key Lessons Learned

- Extension:
 - trusted resource
 - dynamic and can quickly mobilize to meet emerging issues
 - solid core programming
 - access to researchers through the University
- Good dietary quality
- Thinking out of the box is critical



Welcome to Flint- video



Michigan State University Extension

Health and Nutrition

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