

# 2015 NATIONAL COORDINATOR'S CONFERENCE

EXPANDED FOOD AND NUTRITION EDUCATION PROGRAM (EFNEP)



## Agriculture and Food Research Initiative (AFRI) Funding Opportunities

**Deirdra Chester, PhD, RDN**  
**National Program Leader**  
**Applied Nutrition Research**

**HYATT REGENCY CRYSTAL CITY**  
2799 JEFFERSON DAVIS HWY, ARLINGTON, VA  
MARCH 16-19, 2015





United States  
Department of  
Agriculture

National Institute  
of Food  
and Agriculture

# Agriculture and Food Research Initiative

- AFRI is the USDA competitive grant program designed to provide fundamental and applied research, education and extension projects in food and agricultural sciences. There are two key program areas:
- Challenge Area Programs-Integrated
- Foundational Programs- Basic Research



# AFRI Childhood Obesity Prevention Program – Integrated Research, Education, and Extension to Prevent Childhood Obesity

- Schedule:
  - Application Deadline: 04/30/2015
- Type: Standard, Conference and FASE
- Must be fully integrated – include Research, Education and Extension
- Program Area Code: A2101
  - Award Amount: \$1 million a year for up to 5 years (1 award)
- Program Area Code: A2111
  - Award Amount: \$200,000 per year for up to 5 years (2 awards)



- Program Area Priority
  - Generate new knowledge of behavioral (not metabolic), social, cultural, and/or environmental factors including the food environment
  - Develop and implement effective family, peer, community, and/or school-based interventions
  - Prevent overweight and obesity and promote healthy behaviors in children and adolescents
  - Ages 2 – 19 years (or any subset of this age group)



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# Program Area: Childhood Obesity Prevention FY 2014

- Number of Proposals – 92
- Number of Awards – 17 (including seed and/or equipment)
- Success rate – 16%
- Average Award Size - \$3,741,376



# Connection with EFNEP

- High priority is given to projects that involve populations eligible for USDA nutrition education and food assistance programs
  - EFNEP
  - SNAP
  - Child Nutrition Programs



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# Program Contact, Childhood Obesity Prevention

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# Community Food Projects Competitive Grants Program

## Primary Goals

- Meet the food needs of low-income individuals,
- Increase the self-reliance of communities, and
- Promote comprehensive responses to local food, farm, and nutrition issues.



# Food Insecurity Nutrition Incentive Grants Program

## Primary Goal

- **FINI GRANT PROGRAM:** to support projects to increase the purchase of fruits and vegetables among low-income consumers participating in the Supplemental Nutrition Assistance Program (SNAP) by providing incentives at the point of purchase.

# Program Area Description: FINI Pilot Projects (FPP)

- FINI Pilot Projects (FPP)
  - Not to exceed \$100,000
- FINI Projects (FP)
  - Not to exceed \$500,000 and up to 4 years
- FINI Large Scale Projects (FLSP)
  - \$500,000 or greater and up to 4 years



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# Program Contact

## Community Food Projects

## FINI Grants Program

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**EFNEP**  
Expanded Food and Nutrition Education

## CYFAR: Children, Youth, and Families at Risk Program

**Bonita Williams, Ph.D.**  
**National Program Leader,**  
**Vulnerable Populations**  
**Institute of Youth, Family and**  
**Community,**  
**Division of Youth and 4-H**

# Legislative Authority and Background

- Funding for the Children, Youth, and Families At-Risk Sustainable Community Projects (CYFAR SCP) is authorized under section 3(d) of the Smith-Lever Act of May 8, 1914, as amended (7 U.S.C. 341, et seq.). Section 7403 of the Food, Conservation, and Energy Act (FCEA) of **2008 amends section 3(d) of the Smith-Lever Act of 1914 (7 U.S.C. 343(d)) in regards to eligibility.** The eligibility to compete for CYFAR funding is broadened to include 1890 Land-grant Colleges and Universities, including Tuskegee University and West Virginia State University. Eligibility is also provided to the University of the District of Columbia.
- Legislation indicates payments for youth-at-risk programs under section 3(d) of the Smith–Lever Act.

# CYFAR

Children, Youth  
and Families  
At Risk  
Program

Funding program to improve the quality and quantity of comprehensive community-based programs for at-risk children, youth, and families supported by the Cooperative Extension System.

The CYFAR program **mission** is to marshal resources of the Land-Grant and Cooperative Extension Systems to develop and deliver educational programs that equip limited resource families and youth who are at-risk for not meeting basic human needs with the skills they need to lead positive, productive, contributing lives.

# CYFAR's Longevity

- Since 1991, Youth at-Risk (YAR), State Strengthening (STST) and New Communities Projects (NCP) have served as the NIFA mechanism for funding community-based projects and expanding statewide capacity for supporting and sustaining programming for at-risk youth and families. These programs have been funded in all states and three territories.

# **CYFAR is an Extension Project**

- \$8.35 Million
- SCP Projects

Individual SCP

Joint SCP

# POVERTY RISK FACTOR

## FACTOID

Children represent a disproportionate share of the poor in the United States; they are **22 percent** of the total population, but **36 percent** of the poor population.

In 2010 (U.S. Census), 16.4 million children, or **22.0 percent**, were poor.

# CYFAR And Poverty Threshold

- (a) At least 45 percent of the population in targeted communities must be living at or below 185% of the Federal poverty level; or
- (b) A minimum of 50 percent of participants at each site must meet one or more of the following characteristics: family qualifies for a public assistance program; family income falls below the Federal poverty threshold;

# **USDA Science: Organizing Research Around Problem Solving**

# CYFAR PROGRAM PARTICIPANT CONSIDERATION

Critical issues and demographic trends impacting children and families in the state should be examined when making outcome and audience decisions.

## SOME EXAMPLE AUDIENCES

- Migrant workers' children;
- New immigrant children and families;
- Children in families coping with military deployments, separations, and reunions;
- Children and youth facing issues of drugs, violence, crime, teen pregnancies, sexually transmitted diseases, AIDS, obesity, isolation, poverty and poor school achievement



# OBESITY

## As a Problem Issue in the US

### CYFAR EXAMPLE

- Youth need *information and skills to perform physical fitness activities*
- Parents need to understand *the impact of dietary choices in the home*
- Youth need to develop an *increased willingness to consume healthier foods*



United States Department of Agriculture  
National Institute of Food and Agriculture

- 42 funded projects in 40 states
- 9,818 participants (Youth/Adults)
- 147 community sites across the U.S. and U.S. Territories.
- Poverty Risk Rate Average 70.3%

# Four National Outcomes

National CYFAR Outcomes for all proposed community sites.

## Early Childhood

Children will have their basic physical, emotional and intellectual needs met. Babies will be born healthy.

## School Age (K-8)

School age youth will demonstrate knowledge, skills, attitudes and behavior necessary for fulfilling contributing lives.

## Teen

Teens will demonstrate knowledge, skills, attitudes and behavior necessary for fulfilling contributing lives.

## Parent/Family

Parents will take primary responsibility for meeting their children's physical, social, emotional and intellectual needs and providing moral guidance and direction. Families will promote positive, productive, and contributing lives for all family members.

# Bronfenbrenner's Ecological Model

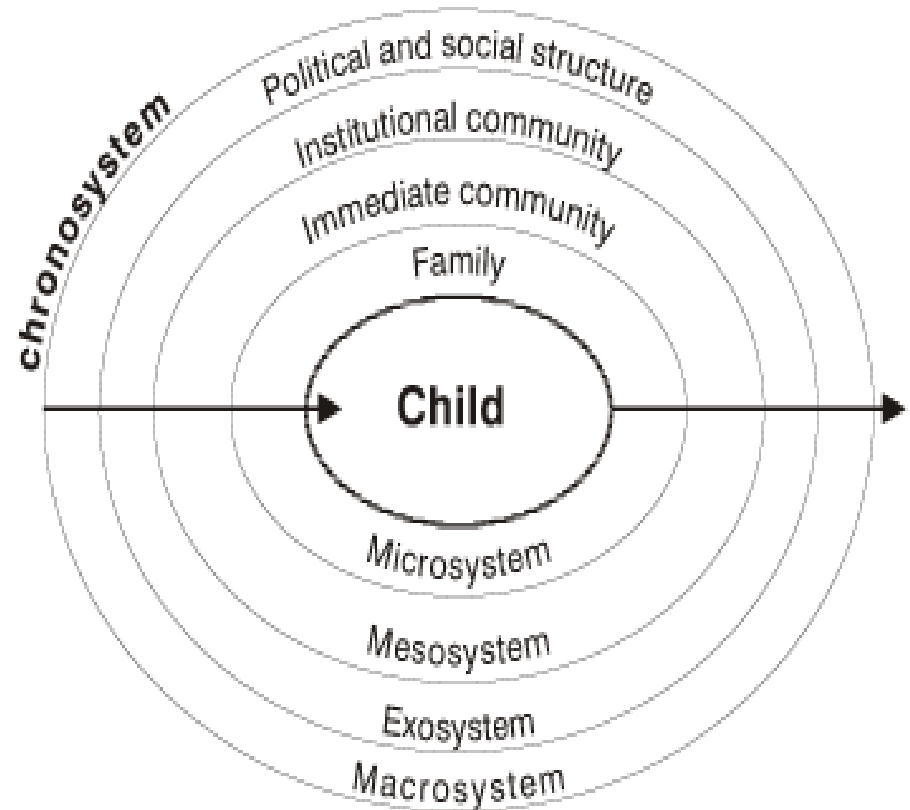
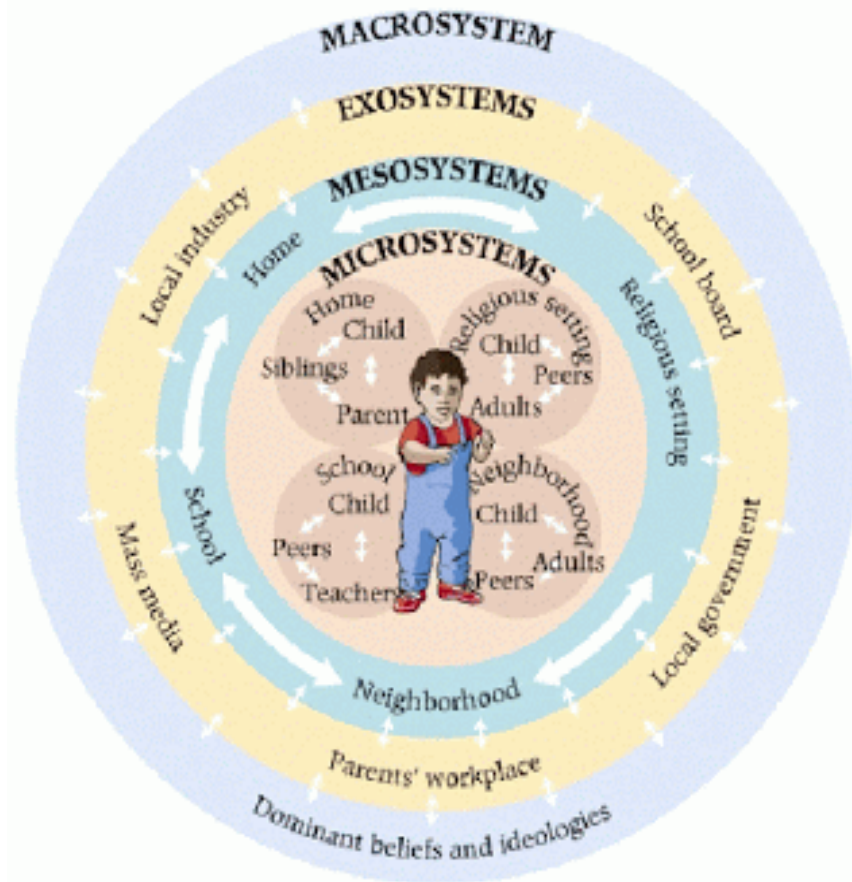


Figure 1 - Ecological theory of development<sup>15</sup>

# POVERTY RISK FACTOR

Total Number of Children Pre K:	80%
Total Number of Children K-6:	72%
Total Number Youth Grade 7 - 12:	68%
Parents/Adults	40%
<b>Average Poverty Rate</b>	<b>70%</b>

# CYFAR PROGRAM PARTICIPANTS

## Race/Ethnicity

**YOUTH/PARENTS**

**TOTAL PARTICIPANTS-9818**

**Adults 23 %**

**Youth 77 %**

**Caucasian/White = 4861**

**50%**

**Minority = 4957**

**50%**

Hispanic or Latino	2555
White	4861
Black or African-American	2897
American Indian or Alaska Native	502
Asian	97
Native Hawaiian or Other Pacific Islander	195
Persons indicating more than one race	375

# SOME REPORTED CYFAR OUTCOMES

- *Change in attitude regarding teamwork*
- *Engagement in resolving issues in their communities*
- *Understanding the concept of an individual's carbon footprint*
- *Correctly identifying four greenhouse gases*
- *Gaining awareness of the empowerment of community involvement*
- ***Increased willingness to consume healthier foods***
- *Greater parental engagement with their children on setting and obtaining common educational goals*
- *Increased positive affect*
- ***Improved dietary choices in the home***
- *Increase knowledge and skills in emotional literacy*
- *Gaining understanding of actions and decisions and occupational choice*
- *Learning how to solve problems through logic*
- *Increased desires to pursue college degrees*
- ***Increased knowledge and performance of physical fitness activities***
- *Improved self-esteem by developing relationship(s) with professional role model(s)*

# CYFAR Website

<http://www.csrees.usda.gov/nea/family/cyfar/cyfar.html>

# THANK YOU!

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## “Food & Money” Making Every Dollar Count

Susan Shockey, Ph.D.  
USDA/NIFA

National Program Leader,  
Family & Consumer Economics

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Expanded Food and Nutrition Education

# USDA - NIFA FAMILY & CONSUMER SCIENCES

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Strengthening Families, Farms, Communities and the  
Economy

# What is the most expensive food in your refrigerator?

- Meat
- Fish
- Cheese & Dairy
- Vegetables
- Champagne/ Wine
- Other





That was a trick question!!



**Answer:**

The food you throw out





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# NIFA LAND-GRANT COLLEGES AND UNIVERSITIES



# Working Together as Partners (Federal, State, & Local)



# Additional Resources on



## Financial Security for All

[http://www.extension.org/personal\\_finance](http://www.extension.org/personal_finance)

# Personal Finance

## Connect with us



## Welcome

eXtension is an interactive learning environment delivering research-based information emerging from America's land-grant university system.

Select a different institution

State or Zip

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## Personal Finance Webinars

Join us for free webinars featuring experts in personal finance. During our upcoming live webinars, you can interact with presenters and pose your own...>Read More

## More about this Resource Area

[LEARN MORE](#)

## Resources

### Hot Topics:

- Money Smart Week

## Our People



## Upcoming Webinars

March 17

## Latest Tweets

Tweets

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# COOPERATIVE EXTENSION RESOURCES

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# Signature Program

Cooperative Extension's  
major health finance initiative is  
*Small Steps to Health and Wealth™*.

**This program is designed:**

- **to motivate consumers**
- **to implement behavior change strategies**
- **that simultaneously improve their health and personal finances.**



# About Making Every Dollar Count

The [Making Every Dollar Count](#) program helps participants learn how to make their money work. The program provides tools to help families gain control of their money. It includes eight lessons in English and Spanish:

1. Setting Goals
2. Making Choices
3. Stretch Your Dollars
4. Budgeting Basics

# Making Every **Dollar** Count

[listen](#)[español](#)

## Welcome!

**Are you in control of your money? Or is your money in control of you? The Making Every Dollar Count program helps you learn how to make your money work for you. The program gives you the tools you need to help you gain control of your money. It may just be the answer you've been looking for.**

Making Every Dollar Count is made up of eight lessons:

(click on titles for descriptions)

[1. Setting Goals](#)

[2. Making Choices](#)

[3. Stretch Your Dollars](#)

[4. Budgeting Basics](#)

[5. Paying Bills on Time](#)

[6. When You Can't Pay Cash](#)

[7. Saving Money on Food](#)

[8. Food Advertising](#)

If you're ready to get started, click on one of the green buttons below:

FIRST TIME VISITOR

RETURNING LEARNER

WATCH  
INTRODUCTORY VIDEO



# Making Every **Dollar** Count

[listen](#)[español](#)

- 2 MAKING CHOICES
- 3 STRETCH YOUR DOLLARS
- 4 BUDGETING BASICS
- 5 PAYING YOUR BILLS ON TIME
- 6 WHEN YOU CAN'T PAY CASH
- 7 **SAVING MONEY ON FOOD**
- 8 FOOD ADVERTISING

[intro](#)[easy ways to save](#)[make it and save](#)

For example:

If your family earns \$20,000 a year, then you probably spend close to \$3,000 to feed your family. That's \$250 each month. Over 30 years you will spend \$90,000 to feed your family!

You certainly want to get the best buy for all that money. This lesson will give tips and ideas for buying nutritious foods for less money.

[◀ back](#)[continue ▶](#)

# Making Every Dollar Count

[listen](#)[español](#)[2 MAKING CHOICES](#)[3 STRETCH YOUR DOLLARS](#)[4 BUDGETING BASICS](#)[5 PAYING YOUR BILLS ON TIME](#)[6 WHEN YOU CAN'T PAY CASH](#)[7 SAVING MONEY ON FOOD](#)[8 FOOD ADVERTISING](#)[intro](#)[easy ways to save](#)[make it and save](#)

## Section 1 – Easy Ways to Save

We all need to buy food, so finding ways to save money on food can really help stretch our dollars. Let's look at some ways to save on the **food we eat at home**.

Look below. Mark those ideas you think will work for you.

Food at Home	Things I'm Already Doing	Things I'm Willing to Try
Make food from scratch	<input type="radio"/>	<input type="radio"/>
Use food before it spoils	<input type="radio"/>	<input type="radio"/>
Grow a garden	<input type="radio"/>	<input type="radio"/>
Bring lunch from home	<input type="radio"/>	<input type="radio"/>
Shop at discount stores	<input type="radio"/>	<input type="radio"/>
Use store savings cards	<input type="radio"/>	<input type="radio"/>
Use unit pricing to get best price	<input type="radio"/>	<input type="radio"/>
Shop on a full stomach	<input type="radio"/>	<input type="radio"/>
Shop when store is not crowded	<input type="radio"/>	<input type="radio"/>
Shop alone	<input type="radio"/>	<input type="radio"/>
Use coupons wisely	<input type="radio"/>	<input type="radio"/>
Use store ads to plan meals	<input type="radio"/>	<input type="radio"/>



# Money Talks

Should I Be Listening?

THE FOOD COURT  
VOLLEYING FOR THE BEST DEAL

SNACK ATTACK ON MY WALLET

Hunger Attack!  
Satisfy Your Appetite—Protect Your Wallet

# Money TALKS

CUÍDA TU DINERO



## Teen Guides

### Money Talks: Should I be Listening?

My Money Personality  
Savings Made Simple  
Shopping Savvy  
Car Costs  
Hunger Attack!  
Privacy Please  
¡Ataque de hambre!

### Money Talks: Should I be Banking?

Savings Accounts  
Checking Accounts  
eBanking  
¡Ponte trucha con tu cuenta  
de cheques!

### Money Talks: Should I be Charging?

Keys to Credit  
Credit Cards  
¿Cuál tarjeta de crédito te  
conviene?

### Money Talks: Should I be Working?

Job Personality

## Play Games™



### Money TALKS

### Food Costs Quiz

1 of 6

1) Mini-pizzas are selling "2 for \$7," so,

- A. I can buy one pizza for \$3.50
- B. I must buy two pizzas.
- C. Do these pizzas have pepperoni?

**Incorrect - Try Again**

A) Stores can list the price of food items in multiples - such as 3 for \$1 or 4 for \$5. However, you can buy just what you need. So, if you only want one mini-pizza, you can buy it for \$3.50.

**Next Question »**

# NATIONAL SOCIAL MEDIA CAMPAIGNS

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# America Saves Week & Cooperative Extension





# MONEY SMART WEEK

[Resources](#)[Kids](#)[Find Events](#)[Partner Organizations](#)[U Blog](#)[About Us](#)[FAQS](#)[Contact](#)[Visa 2015](#)

## FAQS

### FAQS

#### **What is Money Smart Week?**

Money Smart Week is a public awareness campaign designed to help consumers better manage their personal finances. This is achieved through the collaboration and coordination effort of organizations across the country including businesses, financial institutions, schools, libraries, not-for-profits, government agencies and the media. These groups come together once a year to stress the importance of financial literacy, inform consumers about where they can get help and provide free educational seminars and activities throughout the week. Programming is offered to all demographics and income levels and covers all facets of personal finance from establishing a budget to first time home buying to estate planning. The effort was created by the Federal Reserve Bank of Chicago in 2002.

#### **When is Money Smart Week?**

Money Smart Week will be held from April 18th - 25th, 2015!

#### **How did Money Smart Week start?**

Since 2001, organizations have partnered with the Federal Reserve Bank of Chicago to present Money Smart financial literacy programs. What started as the annual Money Smart Week each spring has blossomed into educational programming throughout the year at various locations across the country.

#### **What are some topics that will be discussed?**

Money Smart partners include community groups, financial institutions, government departments and schools; all present educational activities to promote financial awareness.

Topics include: Budgeting, understanding credit and much more.

[Sign in with Facebook](#)[Sign in with Twitter](#)[Sign in with Email](#)



# MONEY SMART WEEK®



[ABOUT US ▼](#) [MONEY SMART KIDS ▼](#) [PARTNER ▼](#) [NATIONAL PARTNERS ▼](#) [CHAIRPERSON ▼](#) [FAQ ▼](#) [PARTNER FORMS](#)



**United States Department of Agriculture  
National Institute of Food and Agriculture**

*"Strengthening Families, Farms, Communities and the Economy"*

The Federal Reserve Bank of Chicago began partnering with the USDA in 2011 as part of the expansion of Money Smart Week®. The National Institute of Food and Agriculture (NIFA) is an agency within the US. Department of Agriculture (USDA), part of the executive branch of the Federal Government.



**Signup**

or sign in with Facebook, Twitter or email

## PARTNERS



**REGISTER**



**LOGIN**



**Money Smart Week**

**f Like**

23,362 people like Money Smart Week



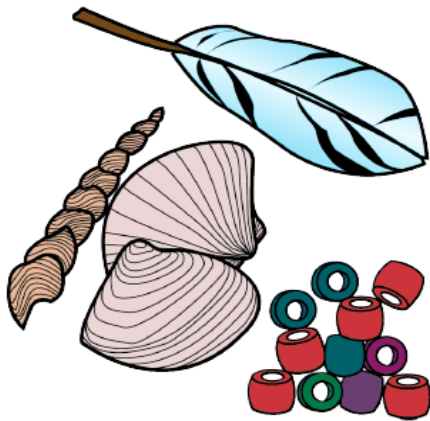
**f** Facebook social plugin

# FEDERAL GOVERNMENT PARTNERS

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## TIMELINE: THE HISTORY OF MONEY



**Feathers, shells,  
beads**

**PAST**



**Gems, precious  
metals, coins**



**Money Today**

**PRESENT**



Contact us (855) 411-2372

HOME

INSIDE THE  
CFPB

GET  
ASSISTANCE

PARTICIPATE

LAW &  
REGULATION

SUBMIT A  
COMPLAINT

HOME > ASK CFPB



example: how do I lower my interest rate



## Mortgages

housing counseling lender  
reverse mortgage GFE servicer  
housing counselor  
Good Faith Estimate mortgage closing  
broker foreclosure insurance  
mortgage payment

## Money transfers

money transfers remittances  
overseas remittance transfers  
international wire money  
send money abroad ACH  
Automated Clearing House (ACH)  
Automated Clearing House network  
Bitcoin credit union

## Other categories

Debt collection Auto loans  
Bank accounts and services  
Credit reports and scores  
Prepaid cards Credit cards  
Student loans Payday loans  
Money basics

## Especially for

Servicemembers Students  
Older Americans Parents

COMMONLY ASKED QUESTIONS

# FAMILY AND CONSUMER ECONOMICS

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National Program Leader

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# 2015 NATIONAL COORDINATOR'S CONFERENCE

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## *Rural Health & Safety*

Aida Balsano, Ph.D.

NIFA/USDA

National Program Leader

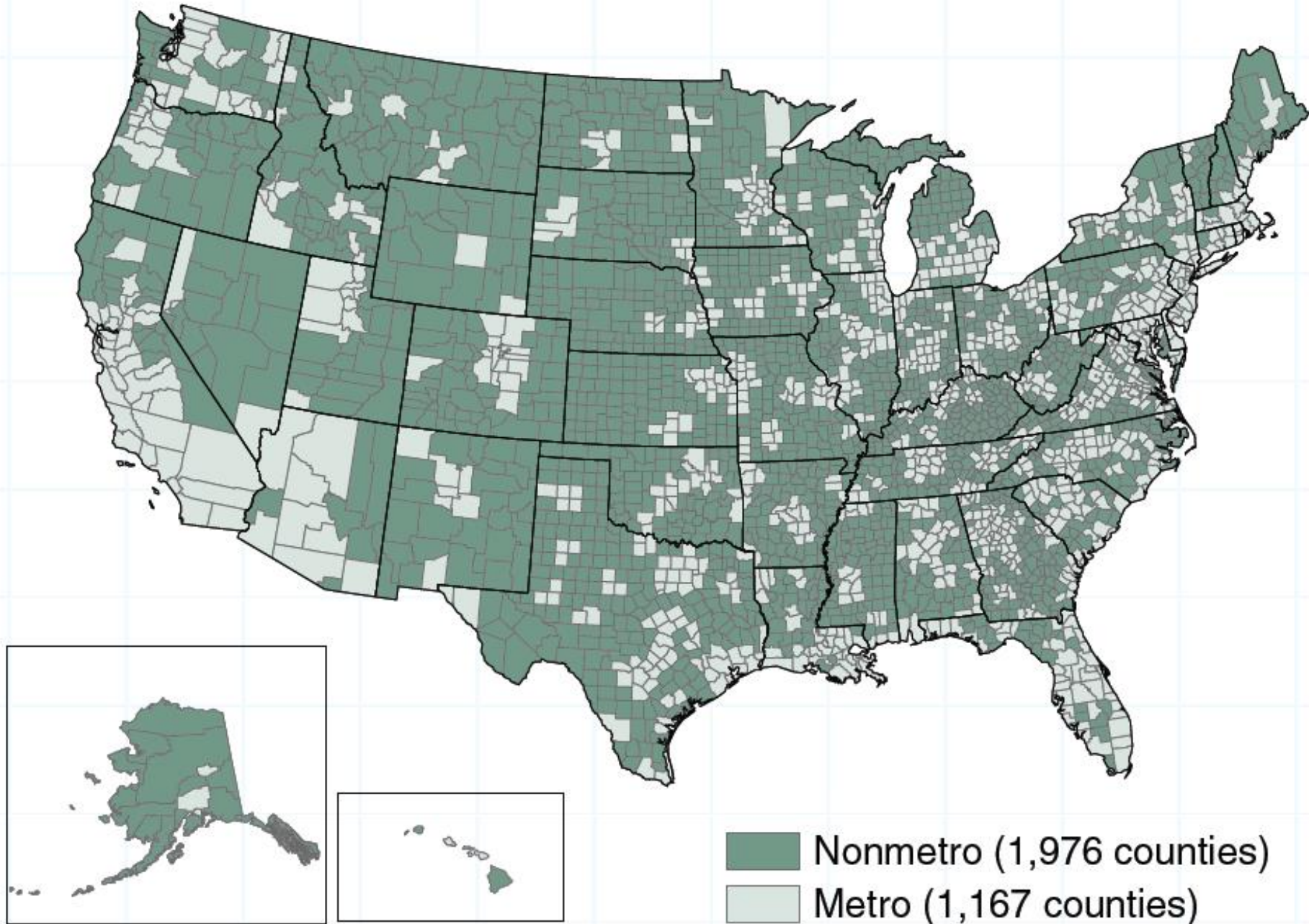
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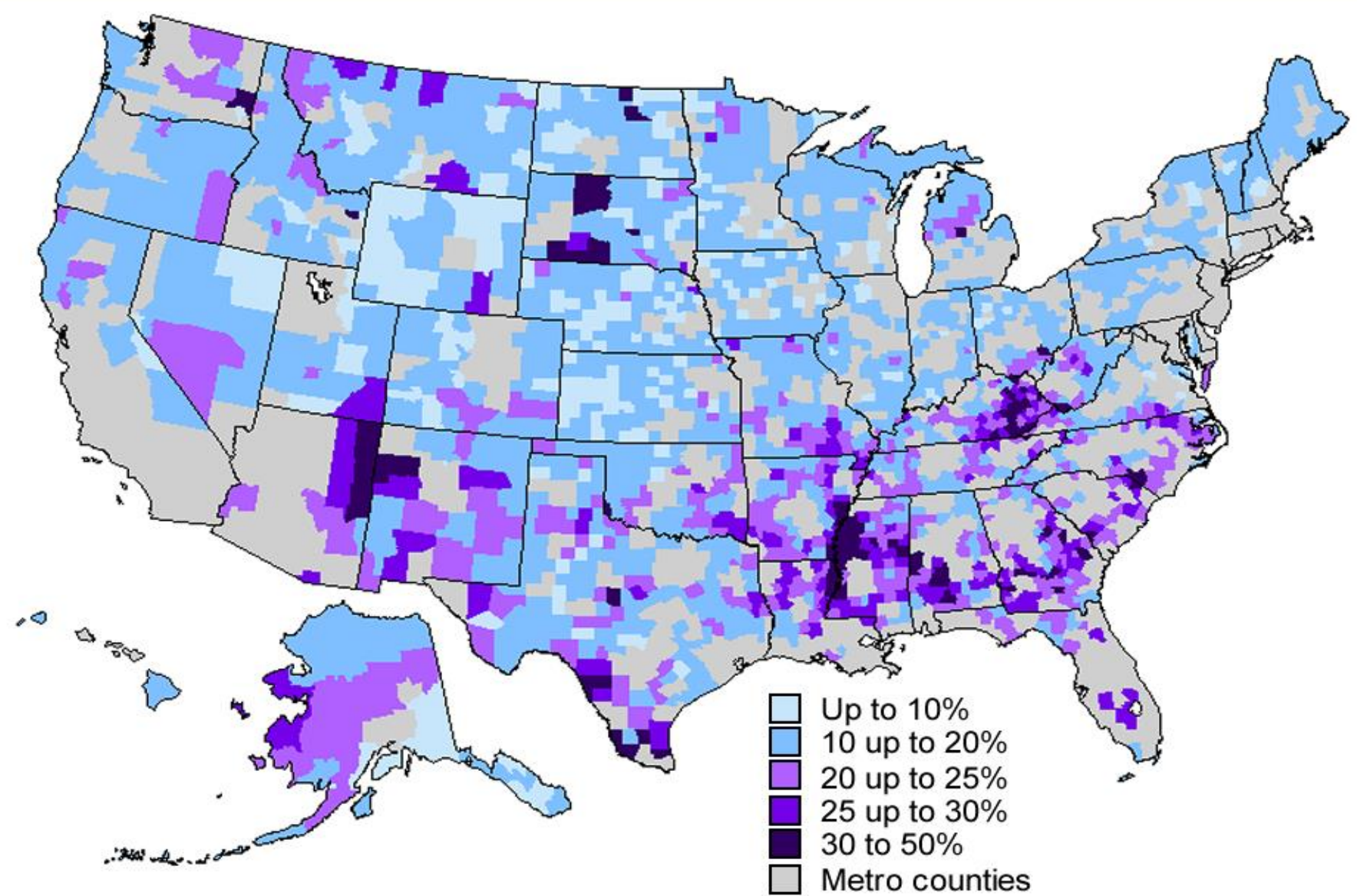
# *Rural Matters*

- Close to 46 million people - about 15% of U.S. residents - live in rural (nonmetro) counties.
- Rural areas supply water, food, fiber, recreation, etc. for the rural and urban parts of the country.
- Americans enjoy abundant, affordable and safe food supply thanks in large part to America's farm and ranch families and communities.



Source: USDA, Economic Research Service using data from U.S. Census Bureau.

Nonmetro poverty rates, 2008-12 average



Source: USDA, Economic Research Service using data from U.S. Census Bureau, 2008-12 American Community Survey

# *Rural Health and Safety*

- Rural counties more likely to report fair to poor health than urban counties (19.5% vs. 15.6%).
- Chronic diseases, mental illness, environmental and occupational injuries, and obesity are higher in rural communities.
- In 2011, the fatality rate for agricultural workers was 7 times higher than the fatality rate for all workers in private industry (24.9 deaths vs. 3.5 deaths per 100,000).
- Rural Americans are more likely to delay care or skip health treatment because of the cost.
- 77% of rural counties in the U.S. have shortage of primary care health professional.

# *Paths to Rural Vitality*

- Population inclusiveness
- Strategic cross-disciplinary and transdisciplinary approaches
- Deliberate multi-institution/agency partnerships
- Common health and safety indicators
- Regional connectedness, networking and marketing

# *Competitive Grants Programs at NIFA*

- *Rural Health and Safety Education (RHSE)*
  - Health education outreach via Cooperative Extension
  - Focus on scaling-up new or established projects
  - Eligibility: 1862, 1890, and 1994 LGUs
  - \$1.4 million available in FY 2015
- *AgrAbility (a.k.a. Assistive Technology Program for Farmers with Disabilities)*
  - 20 State Projects
  - 1 National AgrAbility Project
  - Funding for up to 4 years
  - Eligibility: 1862 and 1890 LGUs, in partnership with a disability org.
  - \$4.2 million available in FY 2015

# *Contact Information*

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*National Program Leader*

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**EFNEP**  
Expanded Food and Nutrition Education

## DFCS Snapshot

Caroline E. Crocoll, Ph.D.

Director,

Division of

Family & Consumer Sciences

NIFA/USDA

# Overview

- FCS in Context
- Themes in Ag
- Grant Programs
- Special Initiatives
- Contact

# VISION

- Families, farms, communities, and the economy are strengthened through DFCS science-based knowledge in food, agriculture, natural resources and human sciences.

# MISSION

- To focus on the human dimensions of food and agriculture in addressing priority issues through **scientific research and its application; strategic partnerships; Extension education; and the preparation of the next generation** of Family and Consumer Sciences professionals.

# TAGLINE

*Strengthening Families,  
Communities,  
and the Economy*

# Themes in Ag

- Research, Education & Extension
  - Family Well-Being (FCS) *Beverly Samuel-Team Lead*
    - Financial Capability
    - Housing and Community Living
    - Healthy Relationships
  - Rural Vitality *Brent Elrod-Team Lead*
    - Workforce Development
    - Community and Economic Development
    - Rural Health and Safety

# Grant Programs

- AgrAbility-- Assistive Technology Program for Farmers with Disabilities
- Agricultural Marketing Service Writing Workshops and Technical Assistance
- Agricultural Marketing Service Mapping Local and Regional Foods at the State Level
- Extension Risk Management Education
- Farm Business Management and Benchmarking
- Food and Ag Defense Initiative (EDEN)
- HUD Healthy Homes
- Military Partnerships Grants
- National Technology for Ag Extension (eXtension)
- Regional Rural Development Centers
- Rural Health and Safety Education
- SAMHSA CAPE Community Assessment/Education to Promote Behavioral Health Planning and Evaluation
- Smith Lever Special Needs Grants
- Youth Farm Safety Education Certification

# Special Initiatives

- Master Family & Consumer Sciences Volunteer Program
- Small Steps to Health and Wealth
- FCS Visiting Scholars
- Disaster Preparedness and Response
- Adult Development and Aging

# Contact

- Caroline E. Crocoll, Ph.D.
- Director, Division of Family & Consumer Sciences
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