

# 2015 NATIONAL COORDINATOR'S CONFERENCE

EXPANDED FOOD AND NUTRITION EDUCATION PROGRAM (EFNEP)



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



**EFNEP**  
Expanded Food and Nutrition Education

## Health in America: A Framework for Extension's Second Century

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Cooperative Extension  
Co-chair ECOP Health  
Task Force



# Health in America: A Framework For Extension's Second Century



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# ECOP Health Task Force





# Inquiring Minds Want to Know

- Why did ECOP request recommendations for health and wellness programming
- What is the Health and Wellness Framework?
- How can Extension educators and administrators apply the framework?
- Are their plans for future building capacity actions?





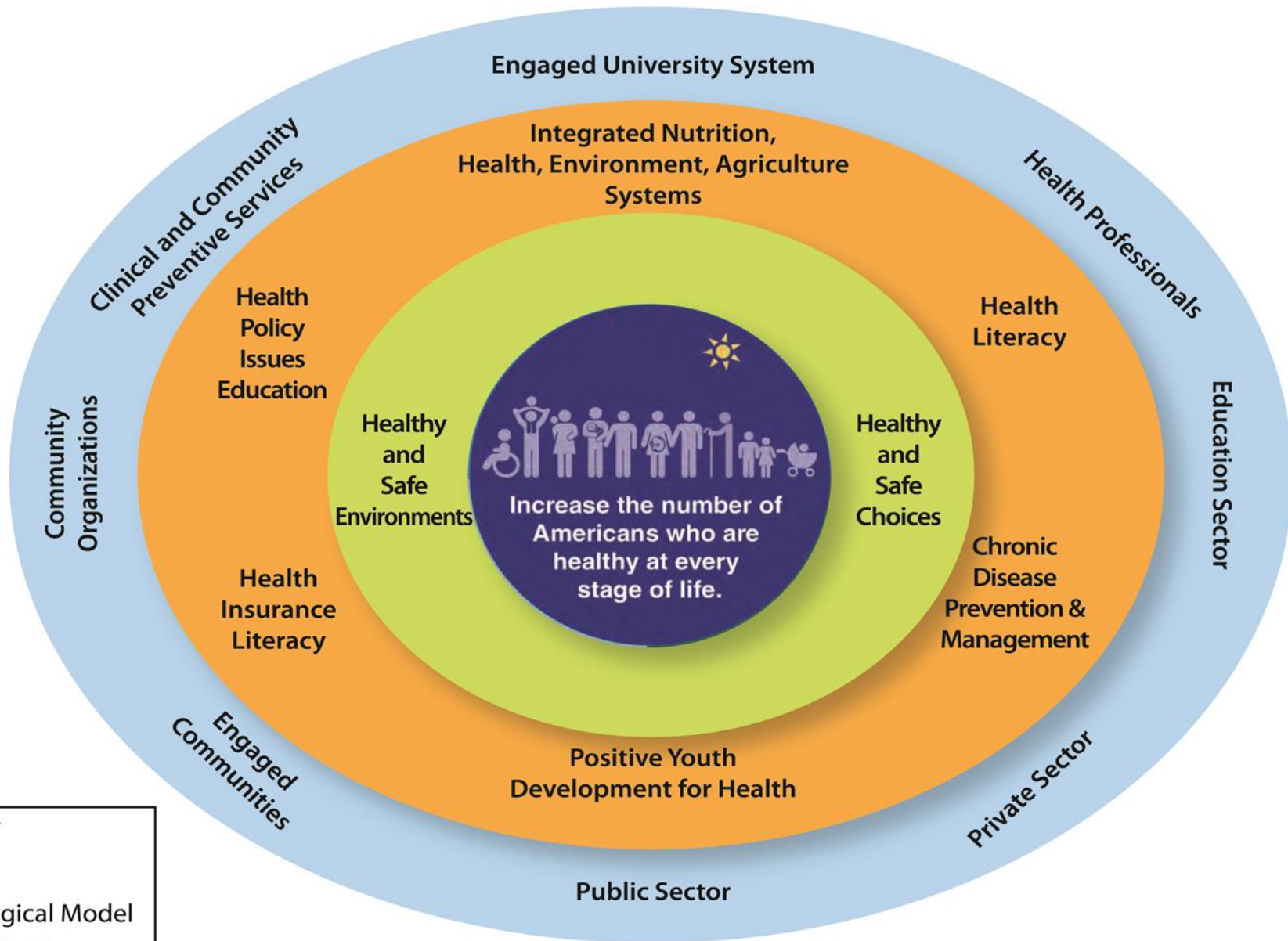
**Piecing Together the Framework for Health**

# National Prevention for Health



<http://www.surgeongeneral.gov/initiatives/prevention/strategy/index.html>

# Cooperative Extension's National Framework for Health & Wellness



## KEY

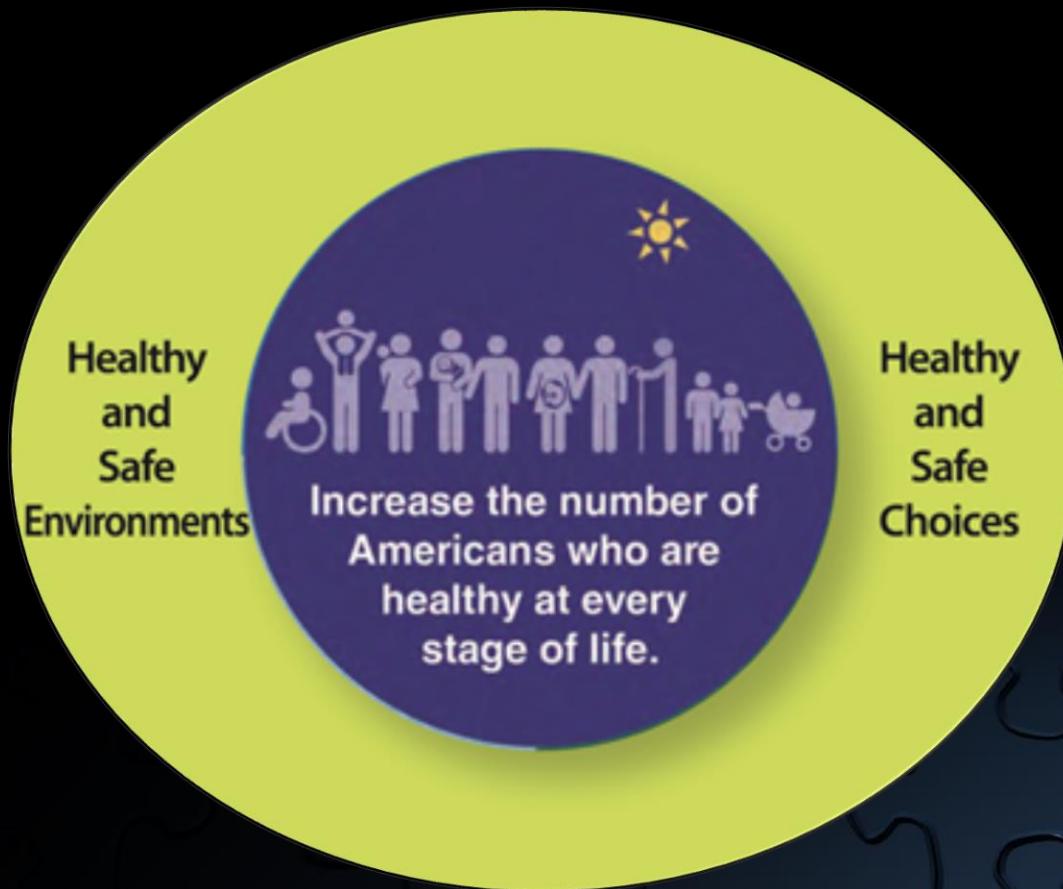
- Outcome
- Social-Ecological Model
- Extension Priorities
- Partners

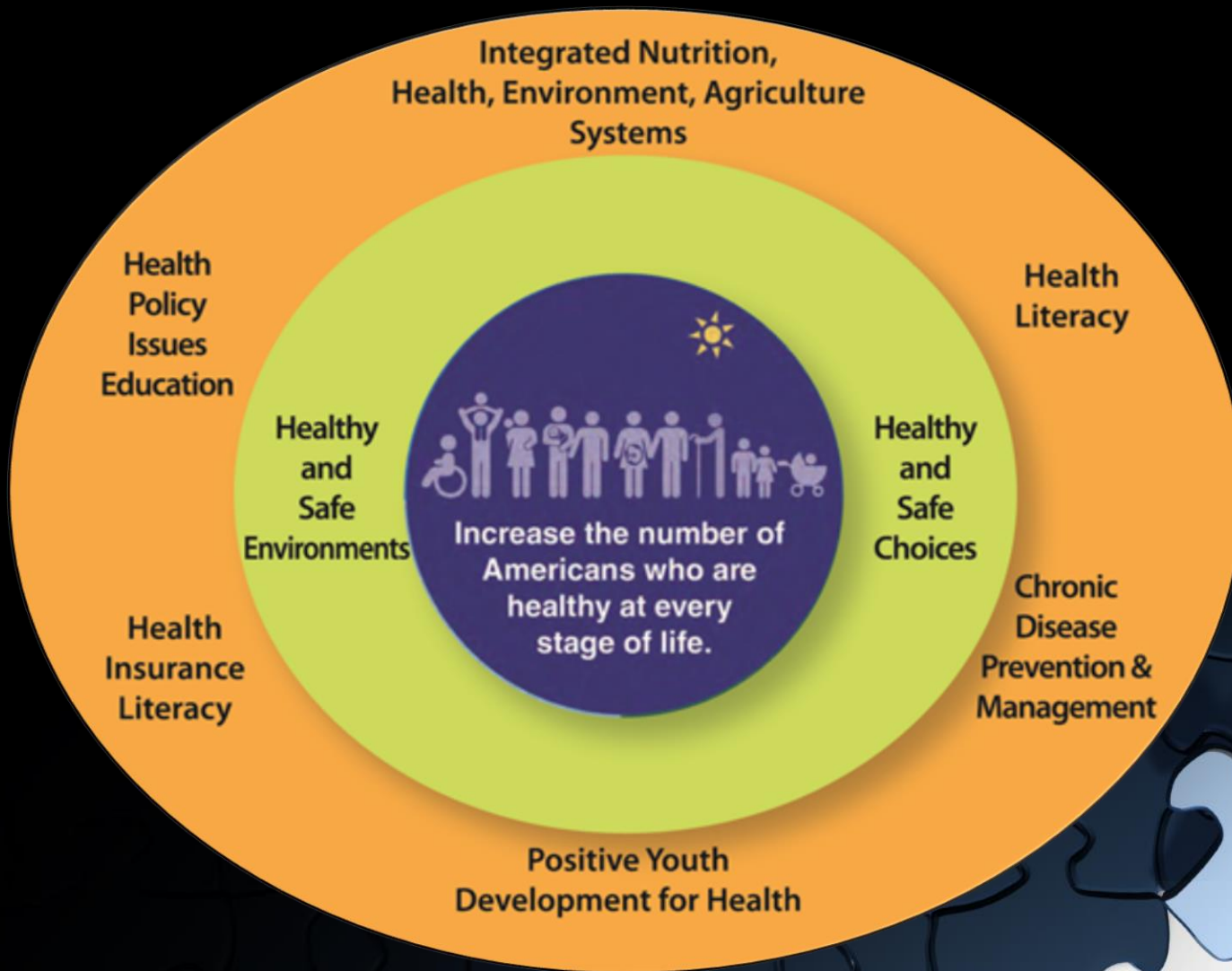
Based on the National Prevention Strategy Action Plan, U.S. Department of Health & Human Services











# Six Priority Areas



**Integrated Nutrition, Health,  
Environment and Agricultural Systems**



**Health Literacy**



**Health Insurance Literacy**





# Six Priority Areas



Chronic Disease Prevention and Management

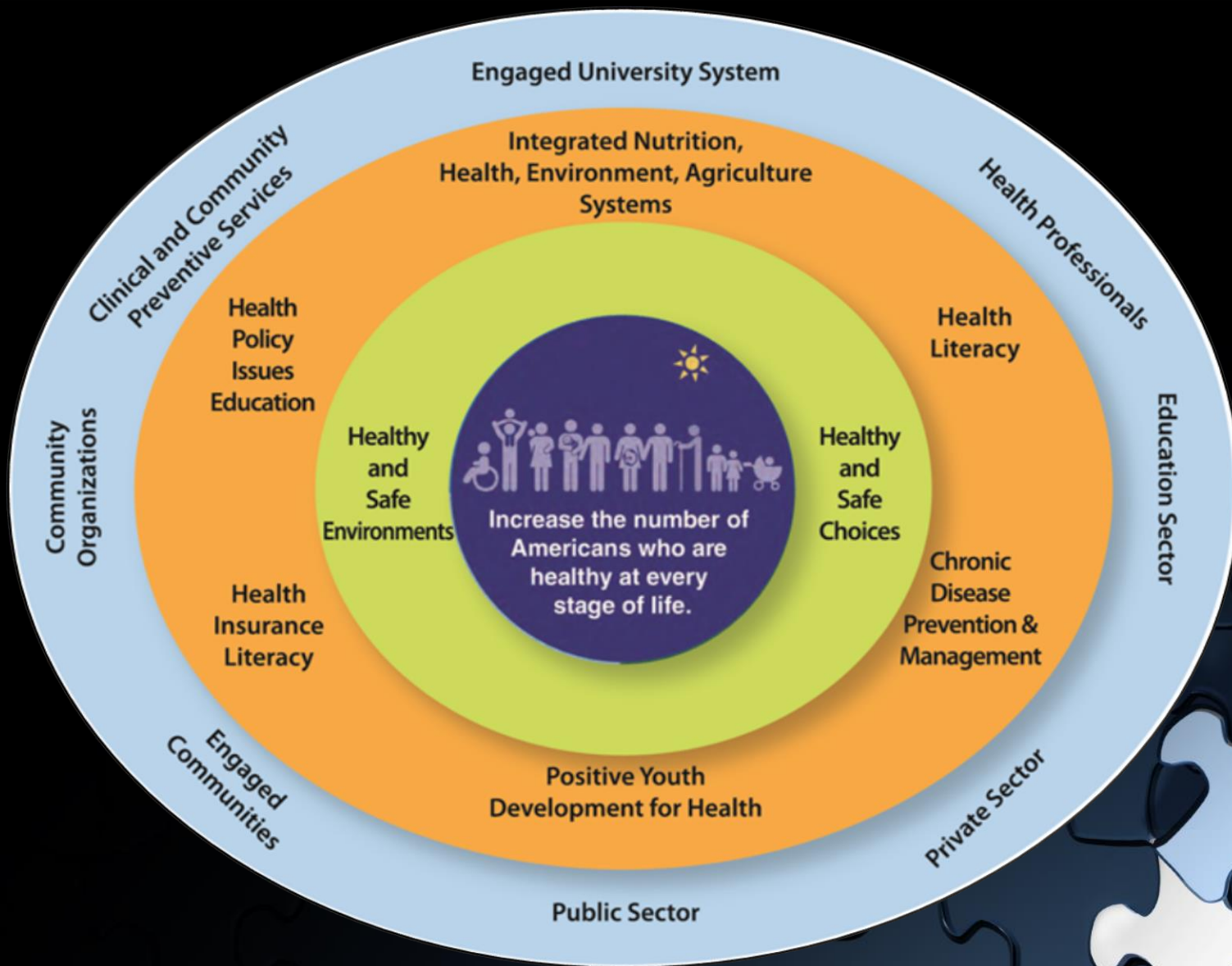


Positive Youth Development for Health



Health Policy Issues Education







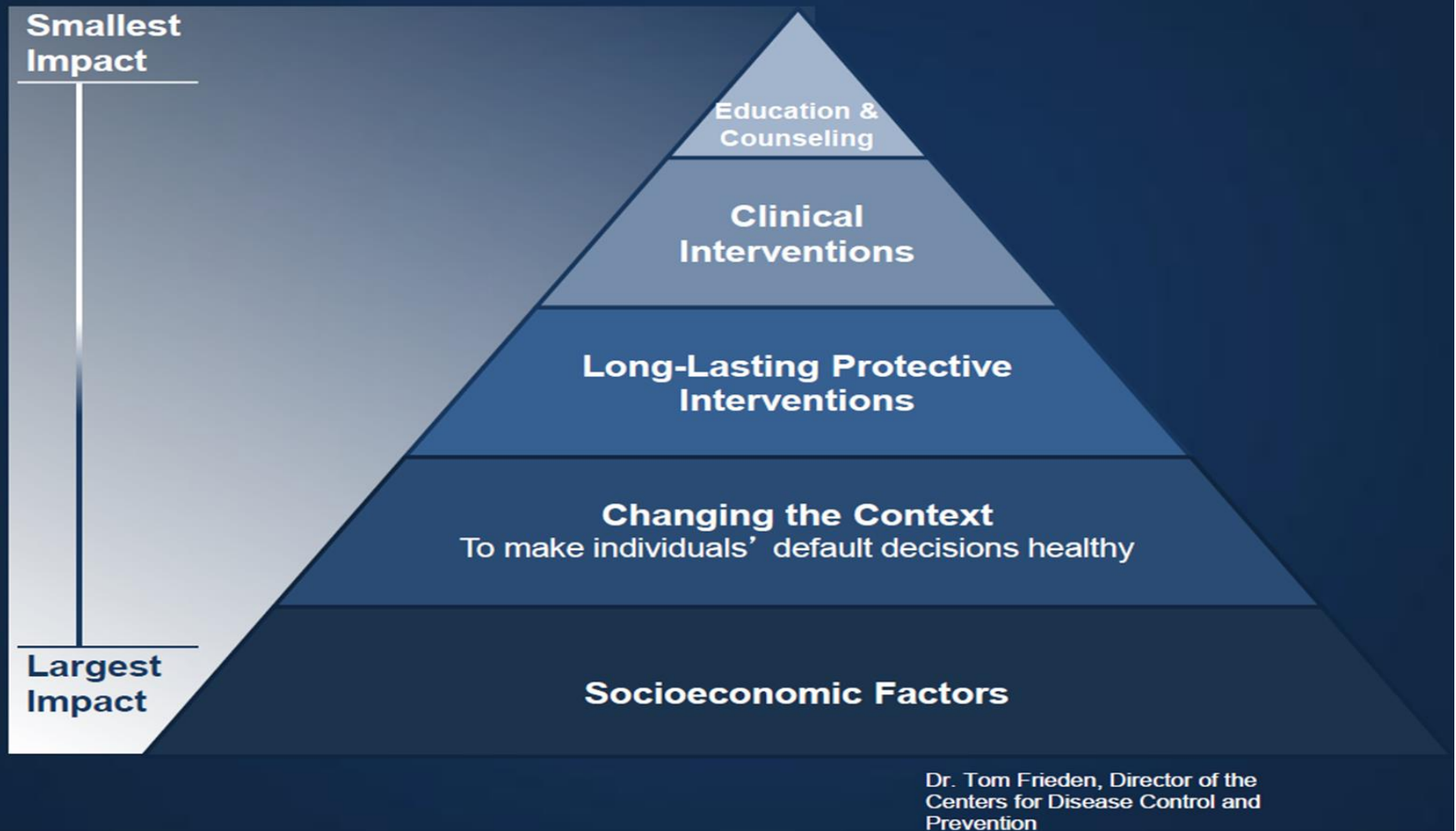


# A Simple Socio-Ecological Model



A Social-Ecological Model for Physical Activity - Adapted from Heise, L., Ellsberg, M., & Gottemoeller, M. (1999)

# Health Impact Pyramid





**Recommendations**



# Four Core Themes

- A. Strengthen organizational functioning
- B. Enhance leadership and professional development
- c. Increase strategic marketing and communications
- D. Build partnerships and acquire resources



# National Framework for Health and Wellness



Full report is available at:

<https://www.aplu.org/document.doc?id=5134>



# National Framework for Health and Wellness

## What Happened Next

March 2014

- Task Force Report Accepted by ECOP

July 2014

- Joint COPS approved plan
- Developed Joint Work Group

Fall 2014

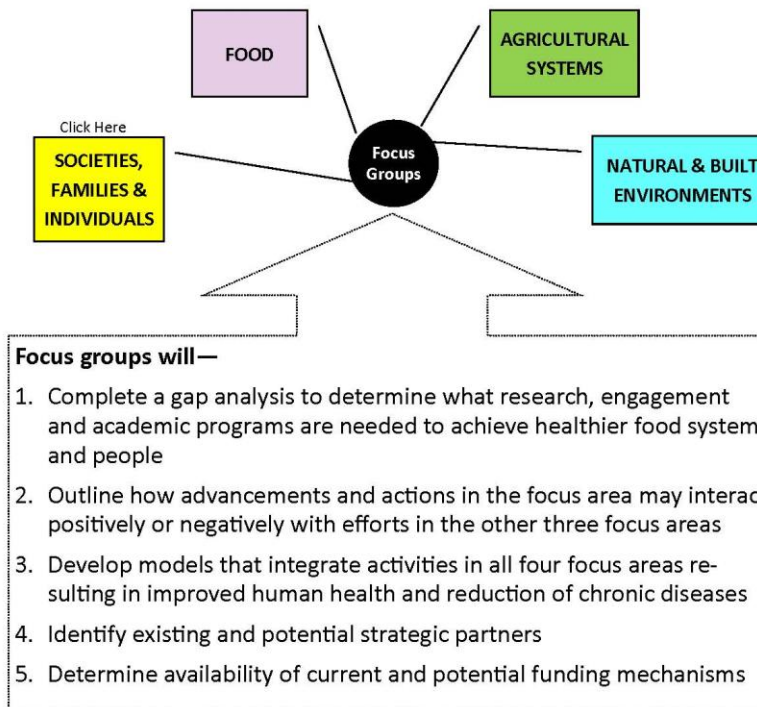
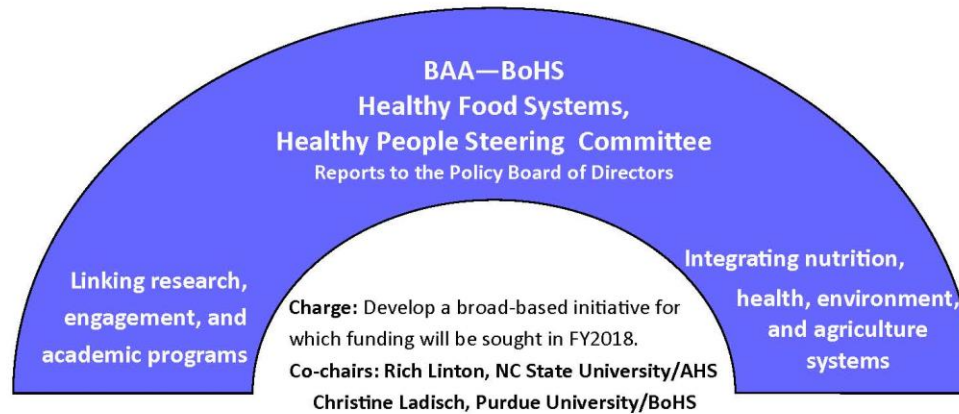
- Nominations for Work Teams
- Healthy Food Systems, Healthy People  
Steering Committee Structure

Spring 2015

- Steering Committee and Work Teams Meet







**DRAFT 12.15.14**

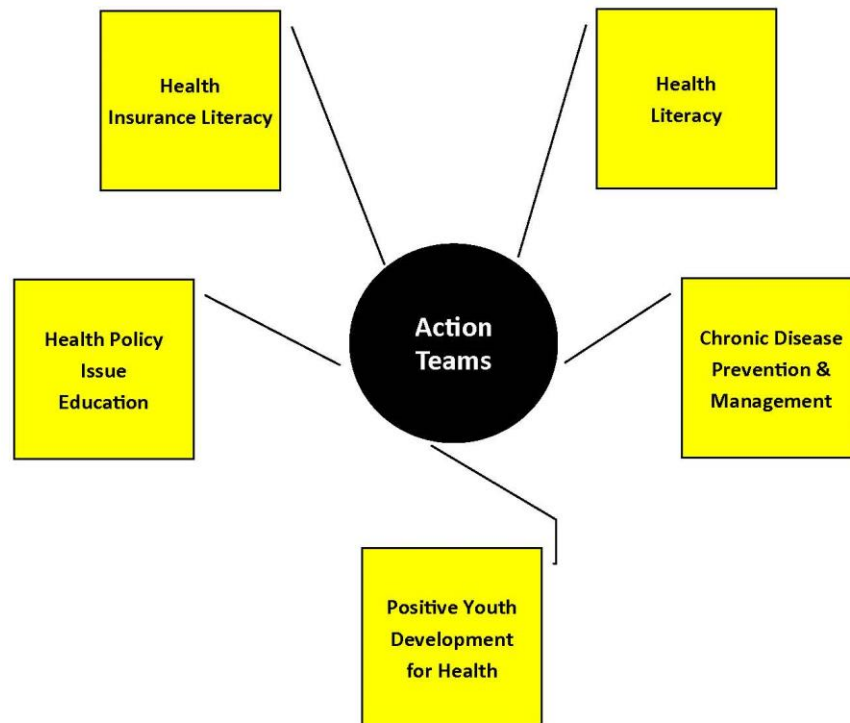
BAA—BoHS Healthy Food Systems, Healthy People Steering Committee

## Societies, Families & Individuals Focus Group

Co-chairs: Rick Klemme, University of Wisconsin, and  
Celvia Stovall, Alabama A&M University

**Action Teams will—**

1. Identify research-based programs and curriculum.
2. Identify gaps in knowledge leading to new research questions.
3. Develop new research-based programs and curriculums.
4. Initiate system-wide impact evaluation.
5. Provide professional development on program implementation and evaluation.
6. Identify and engage existing and new strategic partners.



**DRAFT 12.15.14**



*"... this same system... can do for the nation's health what it did for American agriculture." --*

#### **TIMELINE**

**(this will be reviewed and updated throughout the 3-year period)**

Last updated on 2.23.2015

April 17, 2015	Action Teams complete organizational meetings by this date
Late April 2015	Implementation Team conference call TBD, then continue meeting Quarterly
July 2015	Action Teams invite additional team members, if needed.
October 2015	Identify research-based programs and curriculum.
January 2016	Identify gaps in research-based programs and curriculum. Work with those assigned for fund development.
October 2016	Develop at least one new program, if needed, including evaluation strategies.
January 2017	Provide professional development on program development and evaluation.
Ongoing 2017	Continue efforts to bring programs to scale.
January 2018	Health programming is priority; Action Team task completed.



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