

2015 NATIONAL COORDINATOR'S CONFERENCE

EXPANDED FOOD AND NUTRITION EDUCATION PROGRAM (EFNEP)



Social Media and Me: Innovative Strategies for EFNEP

Jamie Seger, The Ohio State University
Erin Braunscheidel Duru,
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HYATT REGENCY CRYSTAL CITY
2799 JEFFERSON DAVIS HWY, ARLINGTON, VA
MARCH 16-19, 2015



EFNEP
Expanded Food and Nutrition Education

March 18, 2015

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Social Media Content and Strategy

Jamie Seger, MEd
The Ohio State University

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The Increasing Importance of Content & Strategy:

best practices
and lessons learned



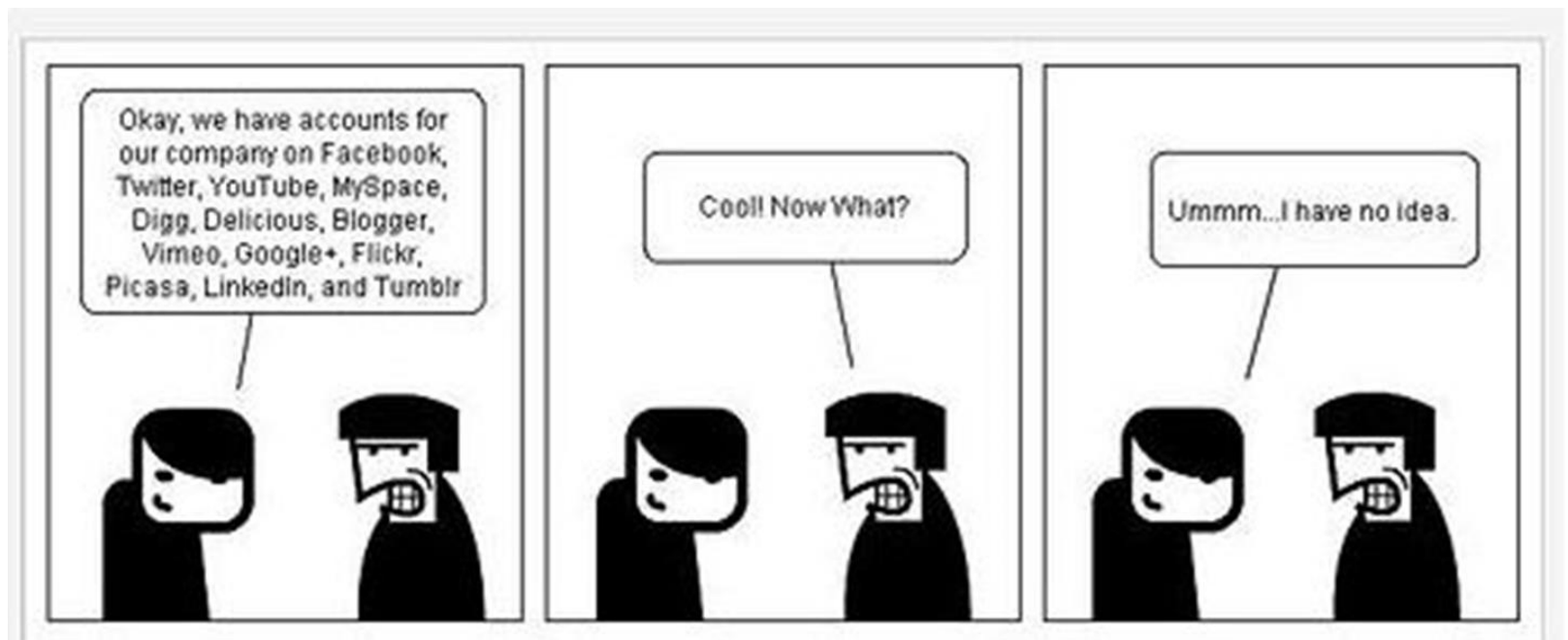
EFNEP Conference / March 18th, 2015

Jamie Seger, Ohio State University Extension Program Director, Educational Technology

THERE ARE MANY CHANNELS COMPETING FOR ATTENTION



THERE ARE MANY CHANNELS COMPETING FOR ATTENTION



AUDIENCE IS ALSO CONNECTED TO EACH OTHER



AUDIENCE IS ALSO CONNECTED TO EACH OTHER





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SOCIAL MEDIA STRATEGY



Who is my audience? What do they care about?



#SpotTheCow



Calcium keeps you Moo-ving!



Calcium Keeps OSU
Moo-ving
Community

Create Call-to-Action

Like Liked ▼

Message



Timeline

About

Photos

Likes

More ▼





Calcium Keeps OSU Moo-ving

[Ads Manager](#)[Export Data](#)[Overview](#)[Likes](#)[Reach](#)[Visits](#)[Posts](#)[People](#)[Your Fans](#)[People Reached](#)[People Engaged](#)

The people who like your Page

Women

80%

Your Fans

46%

All Facebook

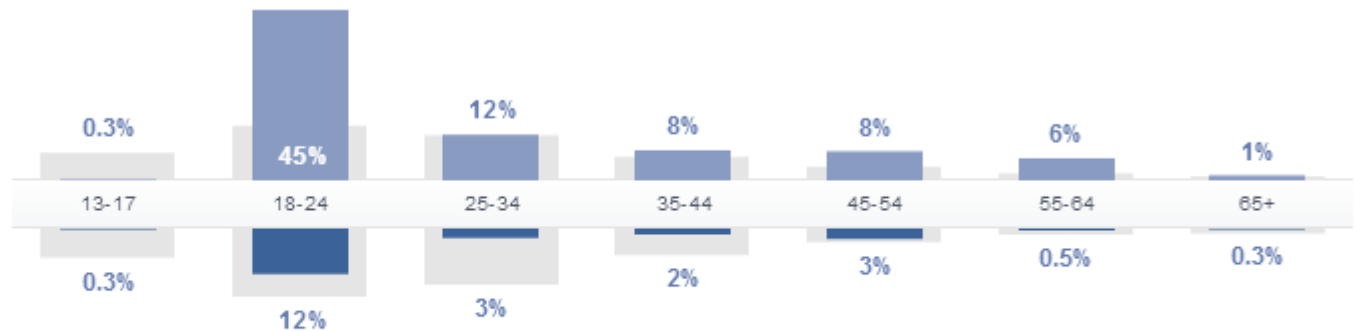
Men

20%

Your Fans

54%

All Facebook





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What does Extension want me to talk about?



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COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES



Audience Needs

- Canning Food
- Food
- Lawn Care
- Gardening
- Family Finances
- Negotiating Leases
- Nutrition
- Mommies
- The bug eating my tomatoes

Organization Priorities

- University Discovery Themes
- Extension Signature Programs
- College Priority areas
 - Water Quality
 - Shale Energy
 - Food Security

Prime
Social Media
Content



Back to the Kitchen



T · H · E
OHIO
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EXTENSION



CAMPAIGN COMPONENTS

- Literature Review
- Social Media Toolkit
- Campaign Timeline
- Posting Schedule (Calendar)
- Evaluation Plan
- Marketing/Recruitment E-Mails & Materials to FCS Professionals
- Campaign Promo YouTube Video
- Press Release
- Basecamp Project Site
- Facebook Group Page



Hide calendar list

September 2012

Today



Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	September 1
			Sometime during this time frame post information so that followers know you will be shari...			<ul style="list-style-type: none"> Campaign Begins! Post information and/or stats on family mealtime in relationship to obesity and nutrition
			1 To-do <input type="checkbox"/> Post your Facebook URL's for...		5 To-dos <input type="checkbox"/> Edit and print off the... <input type="checkbox"/> Upload the Facebook Back to... <input type="checkbox"/> Listen to the WebEx training... <input type="checkbox"/> If you're utilizing Twitter, upload... <input type="checkbox"/> Share promo video link on...	
2	3	4	5	6	7	8
<ul style="list-style-type: none"> Share information on the importance of family meals 	<ul style="list-style-type: none"> Share an easy weeknight dinner recipe of your choice 	<ul style="list-style-type: none"> Post a poll or ask followers what their biggest barriers are to cooking/eating more family meals. Later in the day, share tips for making home meals for busy families 	<ul style="list-style-type: none"> Share the Fooducate app for iPhone and Android phones 	<ul style="list-style-type: none"> Share tips for cooking with kids and how to get them into the kitchen over the weekend 	<ul style="list-style-type: none"> Post a fun question, poll, funny photo, etc. today. Like "what will your family be eating this weekend?" etc. 	<ul style="list-style-type: none"> Post a healthy snack recipe that kids can help make, "Have a few minutes to spare this afternoon? Make this healthy snack with your kids!"
9	10	11	12	13	14	15
<ul style="list-style-type: none"> "Off" Day 	<ul style="list-style-type: none"> Share information from MyPate about the importance of fruit and vegetables at mealtime. 	<ul style="list-style-type: none"> Post information on how sharing cooking responsibilities with partners/spouses can increase the likelihood of more frequent and healthy family meals and can also strengthen relationships 	<ul style="list-style-type: none"> Ask "what's for dinner tonight?" and challenge followers to think beyond the basics or the usual by creating a poll with typical options "macaroni & cheese", "hot dogs", "chicken nuggets", and "Other: we're eating well tonight!" as the final option 	<ul style="list-style-type: none"> Share iPad and other mobile apps for kids 	<ul style="list-style-type: none"> Post some Friday Fun at the end of the day, photo, question, silly recipe, etc. 	<ul style="list-style-type: none"> Ask followers what their favorite food app is.
16	17	18	19	20	21	22
<ul style="list-style-type: none"> "Off Day" 	<ul style="list-style-type: none"> Ask "Have you been eating more family meals this month?" Post helpful tips and suggestions on how to squeeze more family meals into busy schedules 	<ul style="list-style-type: none"> Share the "Bring Back the Family Meal" Pinterest Board 	<ul style="list-style-type: none"> Post information about the added benefits of adding exercise into daily routines 	<ul style="list-style-type: none"> Share information about bulk and freezer cooking and how it can save time, money, and allow families to eat more often and more healthy meals 	<ul style="list-style-type: none"> Post some Friday Fun: question, poll, photo, etc. at the end of the day 	<ul style="list-style-type: none"> Share the "Eat Better, Eat Together" Facebook page



What is/are my Objective(s)?

- Change behavior
- Take action
- Raise awareness
- Give money

MILK IS A SLAM DUNK

SAM THOMPSON
BASKETBALL

8oz MILK = 8g PROTEIN

Whether he's dunking basketballs on the court or cookies at home, Sam's secret weapon is milk. Why milk? For its high-quality protein. Every 8oz glass of milk has 8g of protein that your body needs to be strong and healthy.

Swap your soda!

Baker Hall
Baker Systems Engineering
Drackett Tower
Jones Tower
Morrison Tower
OSU Ice Rink
Paterson Hall
Taylor Tower

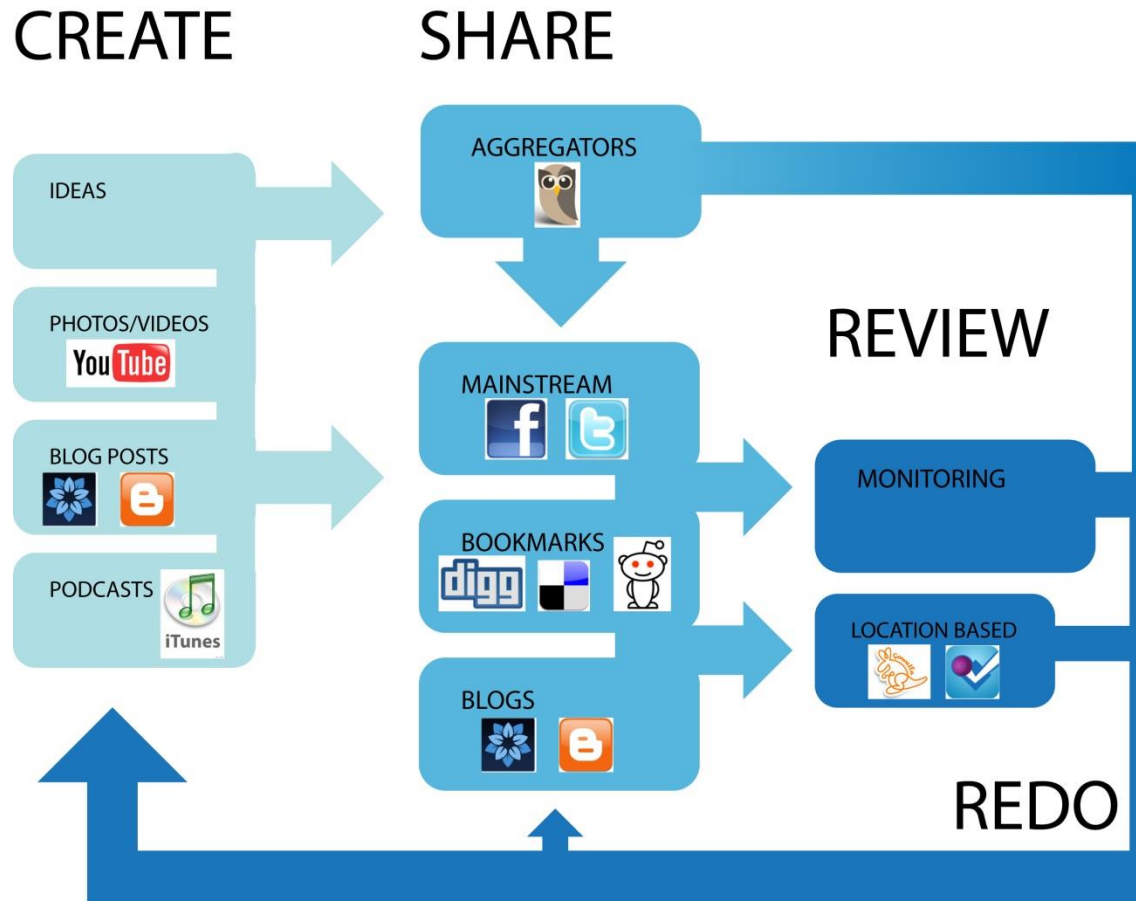
#SpotTheCow

facebook/CalciumKeepsOSUMooing



What sharable content can I create? What is my content “Hub?”

- Blog
- Video
- Photos
- Web Sites
- “Content Curators”



OSU.EDU

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Family and Consumer Sciences

LIVE SMART OHIO

OHIO STATE UNIVERSITY EXTENSION



THE OHIO STATE UNIVERSITY



Food

LIVE SMART OHIO



Mind & Body

LIVE SMART OHIO



Money

LIVE SMART OHIO



Family & Relationships

LIVE SMART OHIO



Recent Posts

Family and Relationships

Food

Mind and Body

Money

All

What should I do if I receive a foreclosure notice?

The short answer to this question is to call the Ohio Housing Finance Agency at 1-888-404-4674 right away! The...

March Madness: Looking at Ohio's Foreclosures

A simple scan of court cases today compared to those of three years ago will let you see...

Spilt Milk – To Cry or Not to Cry

As a child, I remember one night when I had a hard time falling asleep. My mom had...

Cutting Hair and Picking Noses Helps Build Fine Motor Coordination

Every parent dreads the moment when their three year-old shows them his or her nice new haircut, and...

What is the Timeline for Foreclosure?

This is second blog on foreclosure. After learning what foreclosure is about last week, What is Foreclosure? we...

Test Anxiety!

This time of year students face a multitude of standardized tests. These tests are much longer in duration...

Are Child Savings Accounts the Magic Bullet?

Have you heard that having a savings account in your child's name

What is foreclosure?

What is foreclosure? Foreclosure is a process that many of us have heard and read about, especially with...



What social networks does my audience use?



PEW RESEARCH CENTER

The Landscape of Social Media Users

	% of internet users who....	The service is especially appealing to ...
Use Any Social Networking Site	67%	Adults ages 18-29, women
Use Facebook	67	Women, adults ages 18-29
Use Twitter	16	Adults ages 18-29, African-Americans, urban residents
Use Pinterest	15	Women, adults under 50, whites, those with some college education
Use Instagram	13	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6	Adults ages 18-29

Source: Pew Research Center's Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users. Facebook figures are based on Pew Research Center's Internet & American Life Project Omnibus Survey, December 13-16, 2012. Margin of error for Facebook data is +/- 2.9 percentage points for results based on internet users (n=860).

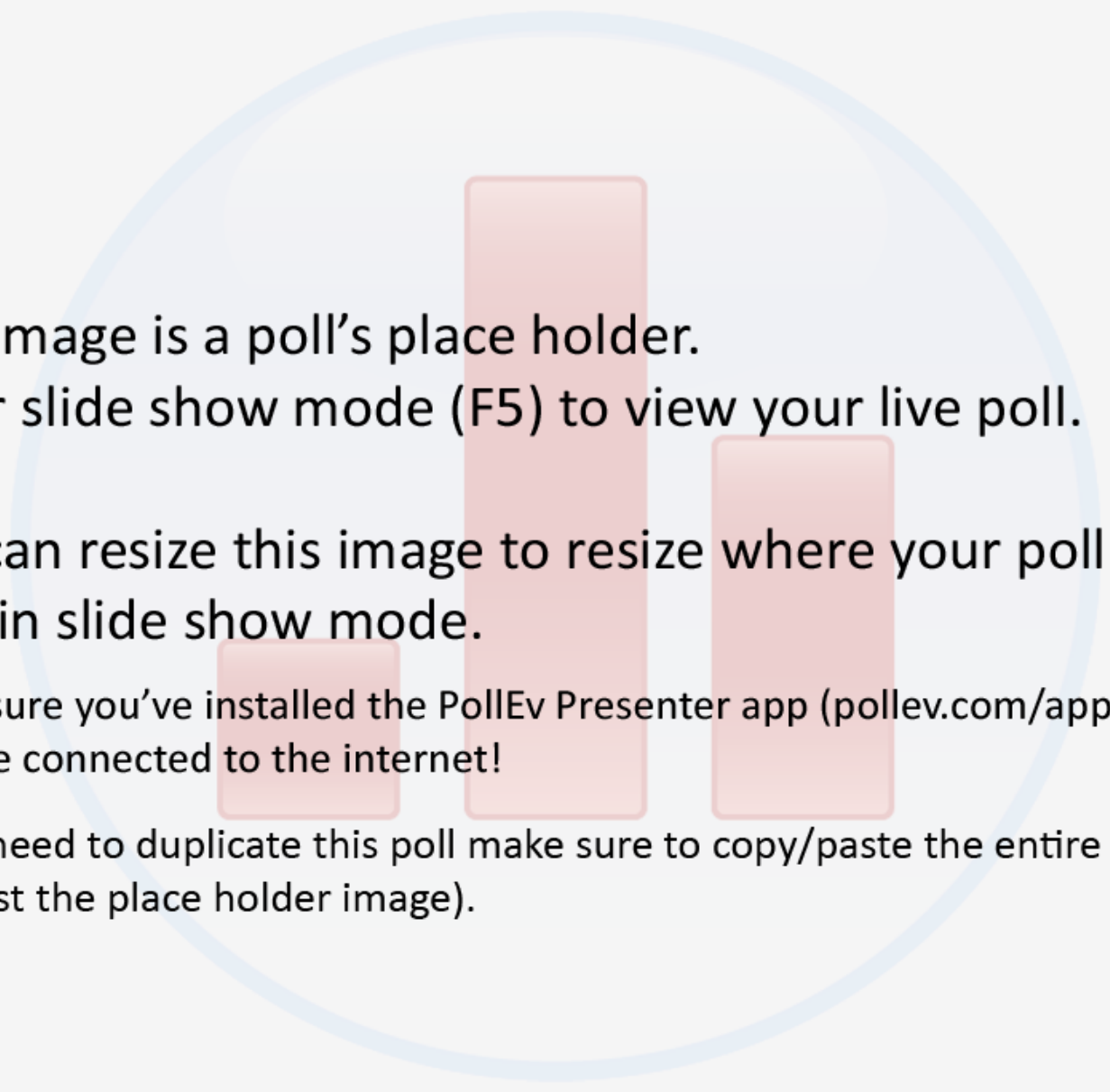
<http://go.osu.edu/pewsmdemo>



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<http://go.osu.edu/EFNEPToolkit>





This image is a poll's place holder.
Enter slide show mode (F5) to view your live poll.

You can resize this image to resize where your poll will load in slide show mode.

Make sure you've installed the PollEv Presenter app (pollev.com/app) and are connected to the internet!

If you need to duplicate this poll make sure to copy/paste the entire slide (not just the place holder image).



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extedtechs.org

#EdTechLN

TweetUps

*1st and 3rd Thursday
every month @ 2pm EST*



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Utilizing Mobile Technology to Engage Low-Income Parents in Child Nutrition

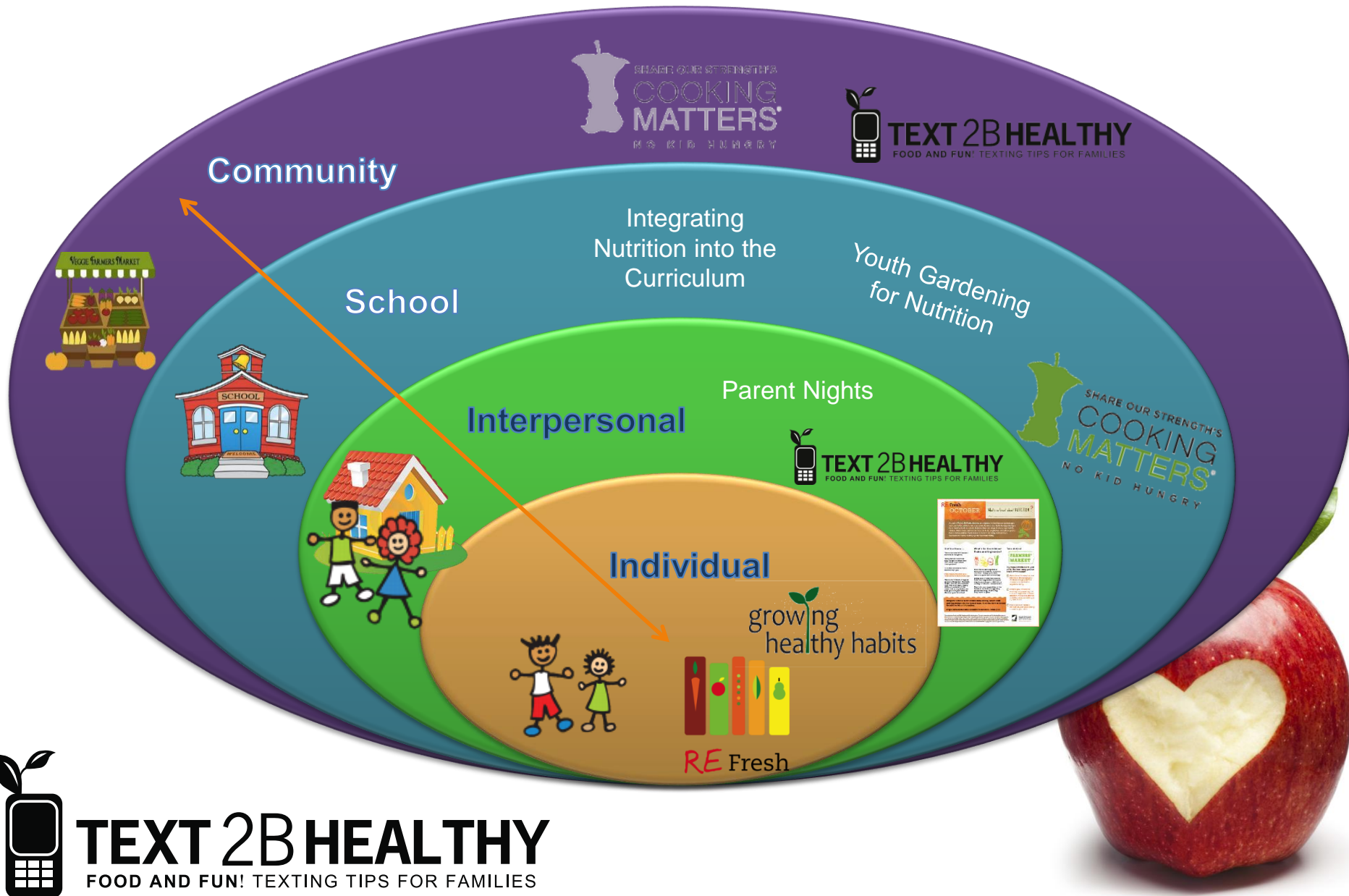
Erin Braunscheidel Duru MHS, RD, LDN
University of Maryland Extension
Food Supplement Nutrition Education

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EFNEP
Expanded Food and Nutrition Education

Social-Ecological Model



Who Texts?

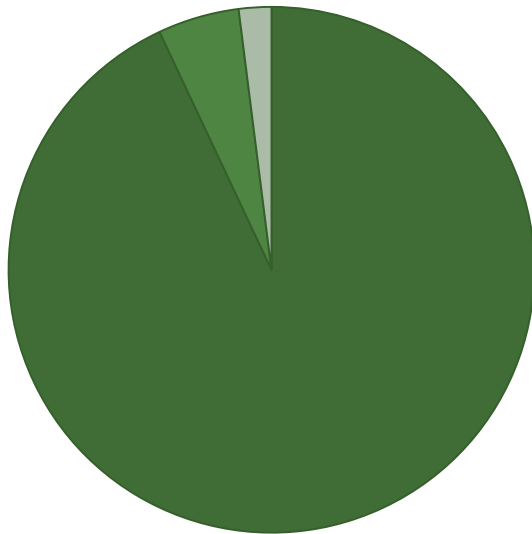
- U.S. adults
 - 91% own a cell phone (Pew, 2013)
 - 56% smart phone
 - 80% use text messages
- Lower income audiences (Smith, 2011)
 - 78% of those who make <\$30,000
- Racial and ethnic minorities (Pew, 2013)
 - 93% of Black and 88% of Latino persons use cell phones
- Parents (Ahlers-Schmidt et al., 2010)
 - 96% can receive text messages, 81% have unlimited texting plans



TEXT 2B HEALTHY
FOOD AND FUN! TEXTING TIPS FOR FAMILIES

Maryland FSNE (Year 3) Cell Characteristics

- 99.57% had a cell phone
- 96.54% can send and receive text messages
- 85% had a cell with email/internet
- 93% have unlimited plan:



Text Plan Type

- Unlimited
- Monthly fee
- Per message fee



Benefits of Text Messages

- Access to a diverse audience (DHHS, 2013)
 - Hard-to-reach populations
- Relatively low cost to researchers and participants (Fjeldsoe et al., 2009)
- Easily and quickly sent to a large audience
- Perceived as personal and informal (Gold et al., 2010)
- Easy to incorporate into everyday life
 - Remote (for researchers)
 - Instant & in context (for participants)
 - Reduce participant burden (Marshall et al., 2013)
- Real-time, interactive evaluation



Targeted Messages

- Elementary schools can help us to know about....
 - Retail
 - Recreation
 - Libraries
 - Weather
 - School schedules, testing, events
 - Lunch menus
 - Local events

.....without even knowing your name!



TEXT 2B HEALTHY
FOOD AND FUN! TEXTING TIPS FOR FAMILIES



Fall is squash season! Acorn squash is on sale now at Giant. Try our Apple-Filled Squash recipe this weekend. Kids will love it! www.eatsmartmd.blogspot.com

School Meals

It's National School Lunch Week! To celebrate encourage your child to try a healthy food. Yough Glades is serving broccoli and orange wedges tomorrow!

Retail

Fresh berries like strawberries & blackberries are in season now. Visit the Catonsville Market for fresh local fruits & veggies. You can even use EBT cards!



Lansdowne K students had a lesson today on seeds, soil & sun. All students took home a newsletter. Check the backpack for more info on growing plants at home.

School Activities

Looking for a family activity to do this weekend? Visit the Y on 33rd St. for Y Healthy Kids Day Saturday from 10 a.m.-1 p.m. Free activities & healthy snacks!

Local Community Events & Physical Activity

Oakland Library hosts a Dr. Seuss Party Monday @ 630pm. Bring your child & get a free book! Call to register. While there, find a book on fruits & veggies!

Text2BHealthy Program Reach

- Currently over 2500 participants enrolled, reaching 25%-35% of each school's parent population
- 6 Maryland Counties and Baltimore City
- 92.5% program retention rate



TEXT2BHEALTHY
FOOD AND FUN! TEXTING TIPS FOR FAMILIES

Program Recruitment

- Backpack flyers
- Posters
- Incentives
- Events (paper, tablet enrollment)
- Pre/Post Survey-Recruitment Link
- Text2BHealthy Website
- School channels to promote
 - Newsletters, robocalls, parent nights, etc.



ADD Contact

Date: 2013-11-1

Cell Phone Number

Email Address (Optional: Only if You Do NOT Want Text Msgs)

Last Name

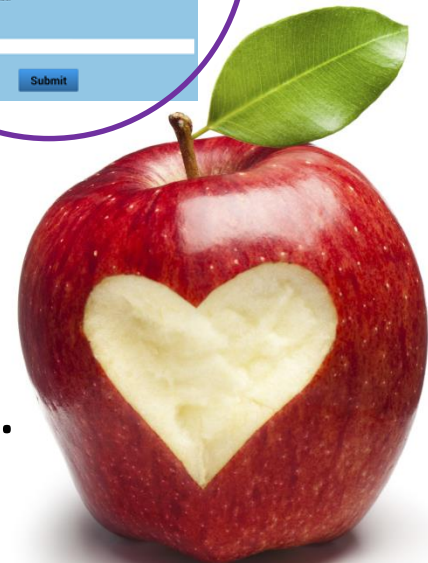
First Name

Parent/Guardian or Staff Member

School Name

School 1

Submit



TEXT2BHEALTHY
FOOD AND FUN! TEXTING TIPS FOR FAMILIES

Green – self-enrollment method
Purple – manual enrollment method

Enrollment Barriers

- 26% of non-participants reported not knowing how to enroll or unsuccessful attempts to enroll
- Concern about cost of texting
- Apprehensive about program content
- Disabled short codes
- Knowledge of how to send a message to someone not in address book
- Enrollment of non-targeted individuals

*Consider Drop-Outs



TEXT2BHEALTHY
FOOD AND FUN! TEXTING TIPS FOR FAMILIES



Enrollment by Method

Enrollment Types			
	Year One	Year Two	Year Three
Self-enrollment	187 (90.8%)	367 (31.9%)	311 (12.6%)
Manual enrollment	19 (9.2%)	778 (67.7%)	2128 (87.0%)
Web enrollment	N/A	4 (0.3%)	7 (0.4%)
Total enrollment	206	1149	2446



TEXT 2B HEALTHY
FOOD AND FUN! TEXTING TIPS FOR FAMILIES

Evaluation Objectives

Process

- Recruitment and retention strategies
- Message content, timing, usefulness
- Feasibility of texted evaluation questions
- Cell/texting behavior
 - Texting frequency, preferences
 - Number and type of devices, plans

Main Outcome

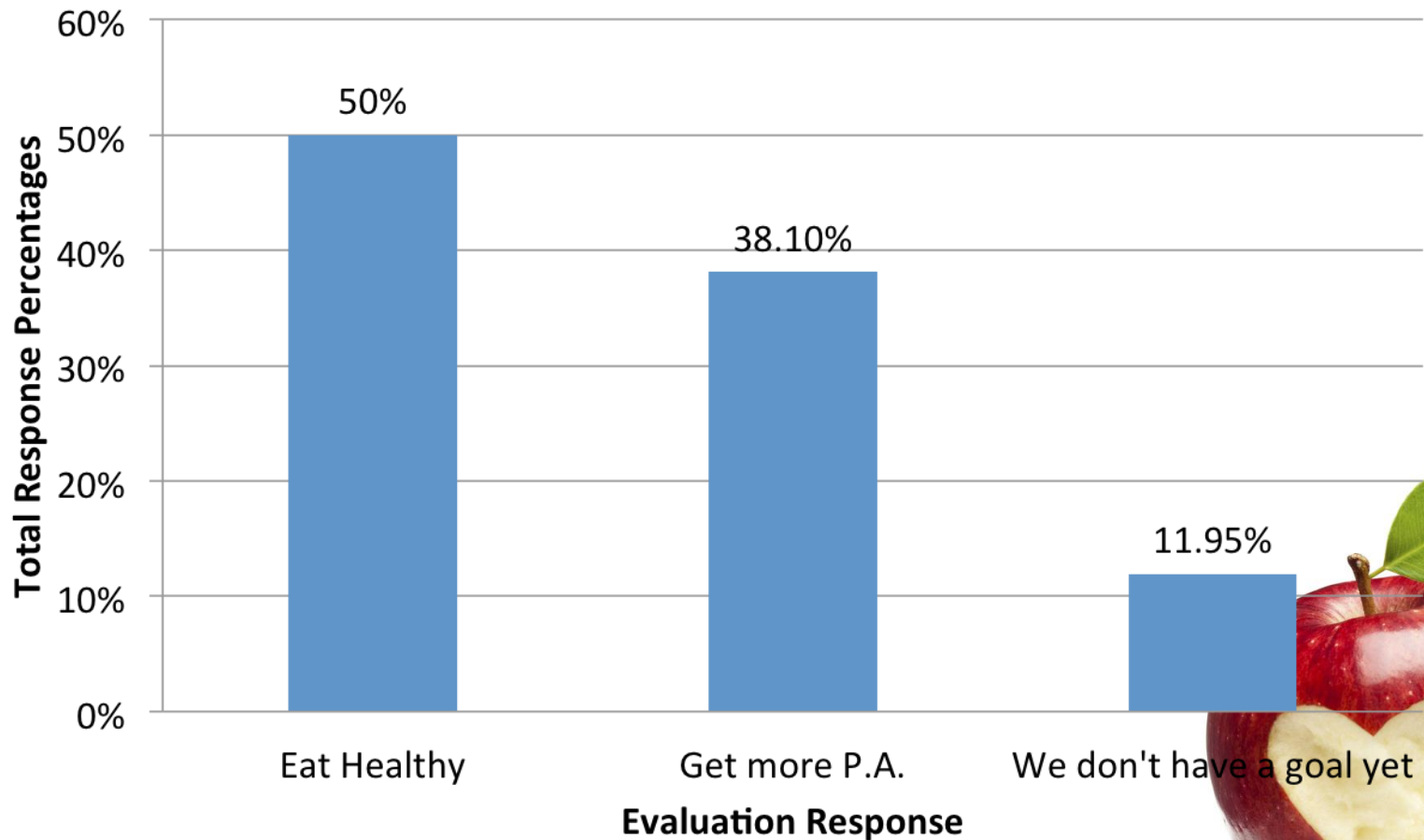
- Parent and child fruit/vegetable consumption
- Parent and child physical activity



TEXT 2B HEALTHY
FOOD AND FUN! TEXTING TIPS FOR FAMILIES

Last week, we sent a New Year's food & fitness challenge. Text back with your family's goal.

New Year's Eval Total Responses



TEXT 2B HEALTHY
FOOD AND FUN! TEXTING TIPS FOR FAMILIES



Text2BHealthy Results

ALMOST 40%

of T2BH parents are eating fruits and veggies as snacks more often at the end of the year than they were at the beginning, and

74% of parents are now eating fruits and vegetables as snacks often or every day!



Youth Behavior Change

School Only vs. School + Text2BHealthy

	School Only Increase	School + T2BH Increase	Comparison
Eating fruit for lunch	X	X	No difference
Eating vegetables for lunch		X	No difference
# vegetables eaten yesterday		X	Intervention had greater increase
# fruits eaten yesterday		X	Intervention had greater increase
Amount of 100% fruit juice consumed yesterday		X	No difference
Confidence in preparing fruits and vegetables at home	X	X	Intervention had greater increase
Preference for fruits		X	Intervention had greater increase
Preference for vegetables		X	Intervention had greater increase
Preference for whole grains		X	Intervention had greater increase

Recommendations for Implementation

- Seek substantial buy-in from partners
 - Can help reach audience, promote and incentivize enrollment, and connect program to other activities
- In-person enrollment is critical!
 - Offer to collect mobile phone numbers and manage enrollment for parents; have alternatives
- Focus group test materials, messages
 - Widespread use of cell phones (smart phones, in particular) and text messaging
 - Suggestions for appropriate messages (no textisms, personalized)
 - Preferences for timing of messages



TEXT 2B HEALTHY
FOOD AND FUN! TEXTING TIPS FOR FAMILIES

Acknowledgements

- **Maryland FSNE:** Lisa Lachenmayr, Laryessa Worthington, Kate Speirs, Sally Ann Kamen, Amy Bortnick, Ying Yip, Michelle Wilson, Nicole Finkbeiner
- **UMD SPH:** Stephanie Grutzmacher, BreAnna Davis, Kat Downes, Greg Loeb, Andrea Lystrup, Lauren Messina, Kaitlyn Moberly, Ash Munger, Deirdre Quinn, Kate Richard, Yassaman Vafai, Lindsey Zemeir
- Participating FSNE educators, schools, and families

Contact Information:

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This project was funded by USDA's Supplemental Nutrition Assistance Program in cooperation with the Maryland Department of Human Resources and the University of Maryland.

**TEXT 2B HEALTHY**
FOOD AND FUN! TEXTING TIPS FOR FAMILIES



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Solutions in your community

SCHOOL OF
PUBLIC HEALTH

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Food Hero Social Media: Implementation & Measurement Update

Lauren Tobey, MS, RD
SNAP-Ed Project Coordinator
College of Public Health & Human Sciences

Oregon State
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Available Resources – Food Hero and Social Media



- *Social media and nutrition education: the food hero experience.*

Five Key Practice-Based Suggestions

Tobey LN and Manore MM. JNEB. 2014 Mar-Apr; 46(2):128-33.

- *Society of Nutrition Education and Behavior website webinars:*

Two archived webinars: Food Hero and social media



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Social Media (SM) Update Today:

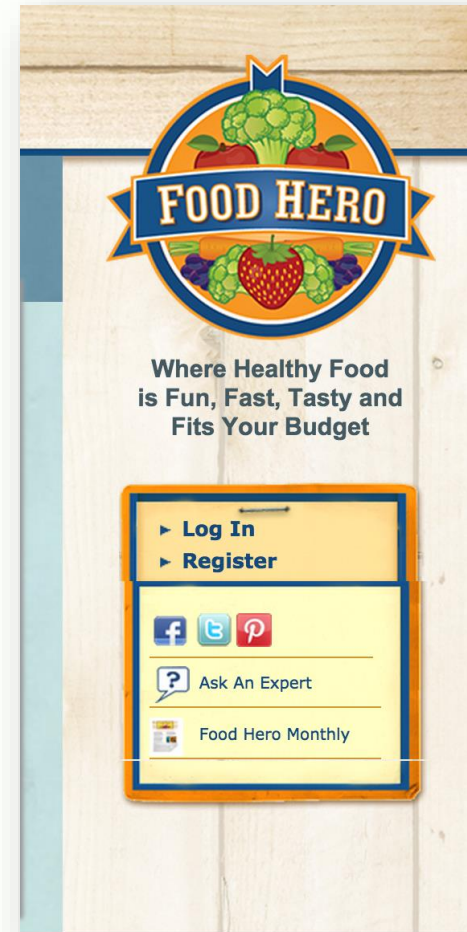
Campaign Background → SM Implementation → SM Measurement



Food Hero Campaign Delivery Channels

1. **Community Kits***
 - Individual and PSE strategies
2. **Website* - www.foodhero.org**
 - 111,000+ user per month
3. **Monthly Message* - Oregon Harvest**
 - Social media, daily
4. **Media* - buys and partnerships**
 - Web and Grocery focus

*All channels have digital components



Food Hero Social Marketing Campaign ABC's

Empower Oregon SNAP eligible moms to champion fruit and vegetable intake (in all forms) for themselves, their families and communities.

- ❖ Secondary audiences = moms kids + champion partners (community/state)
- ❖ Low-cost, tasty and fast **recipes**
- ❖ Friendly, inspiring, actionable
- ✓ Now, strong focus : individual + **PSE** (policy, systems and environment)



Where did Food Hero come from?

2009-2010 Initial Formative Research



Focus
Groups
(8 groups,
n=50)



Phone
Surveys
(n=2289)



Existing
Evidence



Existing Evidence – Is social media a good fit for EFNEP?

Of internet users with a household income < \$30,000/yr

- **79% use social networking sites**



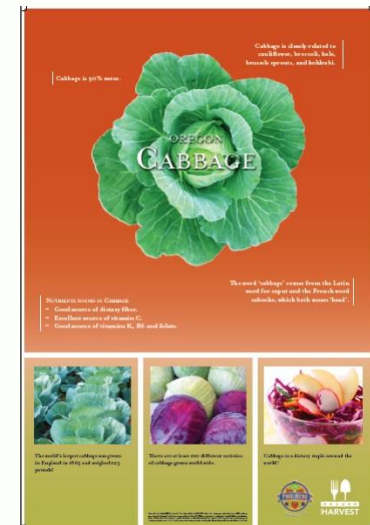
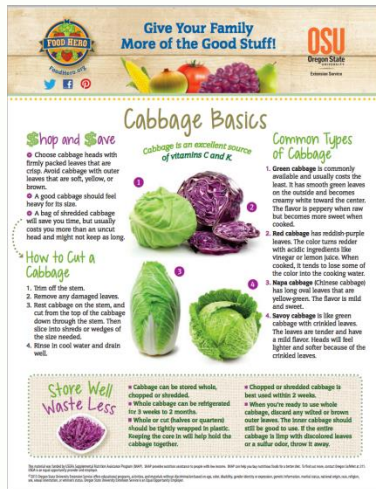
- **77% use Facebook**
- 28% Instagram
- 22% use Pinterest
- 20% use Twitter
- 15% use LinkedIn



Food Hero Social Media Implementation

Three Key Points:

- ❖ Daily engagement + posting → social media coordinator
- ❖ Two-way communication → like phone/email/in person/website
- ❖ With every campaign material strategically consider social media



Food Hero Social Media Measurement Tools

1. Site Measurement Tools:

- Facebook Insights, Pinterest Analytics, Google Analytics, Share This

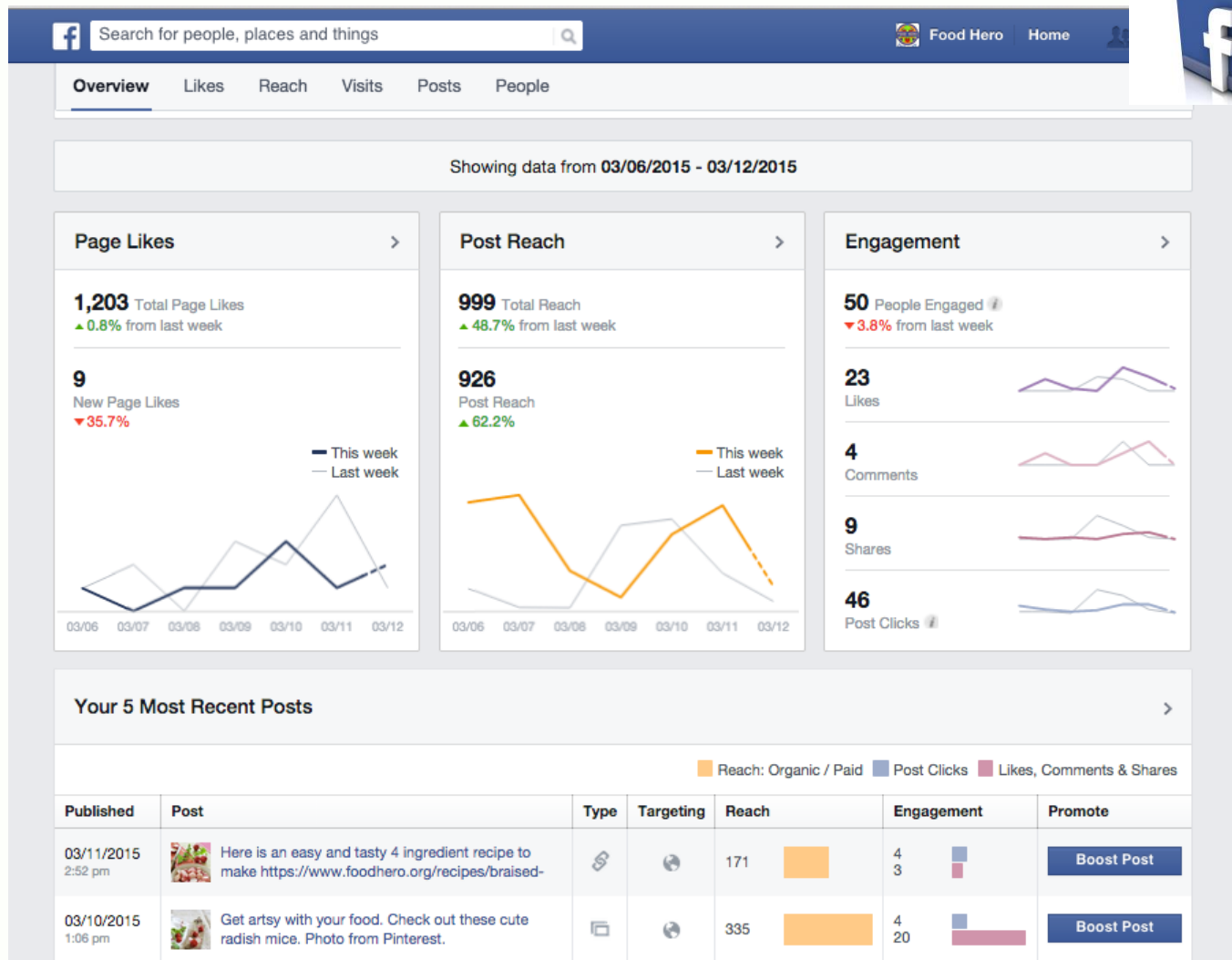
2. Intercept Survey – April release on website

3. Phone Survey – August start



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Facebook Insights – Overview Page



Share This Widget – <http://sharethis.com>

The screenshot shows the Food Hero website interface. At the top, there's a navigation bar with links like 'Home', 'Recipes', 'Tips & Tools', and 'Español'. Below this, a search bar and a 'Find people and pages' button are visible. The main content area features a recipe for 'Favorite Pancakes (without eggs)'. The recipe includes a list of ingredients (1 1/4 cups all-purpose flour, 1 tablespoon baking powder, 1 tablespoon sugar, 1/4 teaspoon salt, 1 cup non-fat or 1% milk, 2 tablespoons vegetable oil, 2 tablespoons water) and a list of directions (1. Mix together flour, baking powder, sugar and salt in medium bowl. 2. Combine milk, oil and water. Add to dry ingredients. 3. Stir just until moistened. 4. Bake on a hot, lightly greased griddle. 5. Pancakes are ready to turn when tops are bubbly all over, a few bubbles have burst, and the edges begin to appear dry. Use a quick flip with a broad spatula to turn pancakes. Turn only once. 6. Continue to bake until bottoms are brown and dry. 7. Refrigerate leftovers within 2 hours. Notes: Top with applesauce, fresh fruit or yogurt. A social sharing widget is located at the bottom right of the recipe, showing options to Email, Tweet, and Pinterest. A dashed arrow points from this widget to a larger, more detailed version of the widget on the right side of the page.

Favorite Pancakes (without eggs)

Ingredients

- 1 1/4 cups **all-purpose flour**
- 1 tablespoon **baking powder**
- 1 tablespoon **sugar**
- 1/4 teaspoon **salt**
- 1 cup non-fat or 1% **milk**
- 2 tablespoons **vegetable oil**
- 2 tablespoons **water**

Directions

1. Mix together flour, baking powder, sugar and salt in medium bowl.
2. Combine milk, oil and water. Add to dry ingredients.
3. Stir just until moistened.
4. Bake on a hot, lightly greased griddle.
5. Pancakes are ready to turn when tops are bubbly all over, a few bubbles have burst, and the edges begin to appear dry. Use a quick flip with a broad spatula to turn pancakes. Turn only once.
6. Continue to bake until bottoms are brown and dry.
7. Refrigerate leftovers within 2 hours.

Notes

- Top with applesauce, fresh fruit or yogurt.

Social Sharing Widget:

- Email: 121
- Tweet: 72
- Pinterest: 29K
- Facebook Share: 1190

This block shows a detailed view of the social sharing widget. It includes buttons for Email, Tweet, and Pinterest, each with a corresponding count. There is also a Facebook Share button with a count of 1190. The widget is designed to be easily integrated into a website's layout.

Email: 121

Tweet: 72

Pinterest: 29K

Facebook Share: 1190



Google Analytics and Social Media



Feb 14, 2015 - Mar 16, 2015 ▼

Social Network	Sessions	% Sessions
1. Pinterest	25,827	95.66%
2. Facebook	752	2.79%
3. Tumblr	393	1.46%

Shared URL ?	Sessions	↓	Pageviews
1. foodhero.org/recipes/favorite-pancakes-without-eggs	8,563 (31.74%)		9,768 (31.24%)
2. www.foodhero.org/recipes/chicken-and-dumpling-casserole	6,430 (23.83%)		7,280 (23.28%)
3. www.foodhero.org/node/82	2,804 (10.39%)		3,086 (9.87%)
4. www.foodhero.org/recipes/favorite-pancakes-without-eggs	905 (3.35%)		1,037 (3.32%)
5. www.foodhero.org/recipes/fruit-pizza	802 (2.97%)		916 (2.93%)
6. foodhero.org/recipes/fruit-smoothie-1-yogurt	687 (2.55%)		798 (2.55%)
7. www.foodhero.org/recipes/chicken-enchilada-soup	663 (2.46%)		737 (2.36%)
8. www.foodhero.org/recipes/easy-meatballs	604 (2.24%)		668 (2.14%)
9. www.foodhero.org/recipes/apple-spice-baked-oatmeal	567 (2.10%)		699 (2.24%)
10. www.foodhero.org/recipes/chicken-broccoli-cheese-sketlet-meal	534 (1.98%)		595 (1.90%)

Fresh Veggie Pizza

Ingredients

- 1 package low-fat **crescent rolls**
- 4 ounces non-fat **cream cheese**
- 1/4 cup non-fat **mayonnaise**
- 1/2 cup non-fat **sour cream**
- 1/2 teaspoon dried **basil** (or thyme)
- 1/2 cup **broccoli**, chopped
- 1/2 cup **cauliflower**, chopped
- 1/4 cup **green pepper**, finely chopped
- 1/2 cup **carrot**, finely chopped
- 1/3 cup low-fat shredded **cheddar cheese**

Directions

1. Heat oven to 350° F.
2. Unroll the crescent rolls and place them on a baking sheet to bake. Bake for 10 minutes.



More Information

1. **Email:** lauren.tobey@oregonstate.edu
2. **Follow Us:** www.foodhero.org
3. **Google Site:** <https://sites.google.com/site/nebsmp/>



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QUESTIONS?

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EFNEP
Expanded Food and Nutrition Education

EFNEP Social Media Committee: Coordinators Needs Assessment & Future Directions

Austin Brooks, MS, RD
Project Associate, Virginia Tech

Emily Foley, MS
Extension Associate, NC State
EFNEP Social Media Committee

Social Media Committee

- Meet Every 3rd Monday at 11 am Central/ 12 pm Eastern via [Webex](#).
- Created [National Guidelines for Social Media in EFNEP](#) and [EFNEP Social Media Toolkit](#)
- Recently conducted Needs Assessment of EFNEP Coordinators
 - See results [here](#).
 - Identified areas of concern and your questions
- Working with [David Cavallo](#), Social Media Consultant to the RNECE-South.

Join a Working Group

- Best Practices for Social Media in EFNEP
 - Including evaluation
 - Contact: Austin Brooks anb1044@vt.edu
- Toolkit Maintenance
 - Revamping and adding new resources, including vetted posts and training materials
 - Contact: Emily Foley ejfoley@ncsu.edu
- Publications and Presentations
 - Translating Social Media Committee's work and aligning with research
 - Contact: Lisa Benavente labenave@ncsu.edu

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