

2015 NATIONAL COORDINATOR'S CONFERENCE

EXPANDED FOOD AND NUTRITION EDUCATION PROGRAM (EFNEP)



Educating not Advocating: Hills Visits for a Lasting Impression

Jane Schuchardt, Executive Director,
Cooperative Extension /ECOP
March 16, 2015

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



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Cultivating Relationships with the 114th Congress and other Stakeholders

Candance Gabel, University of Missouri
Janice Smiley, Oregon State University
March 16, 2015

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Same story with all stakeholders!

- Relationships
- Communication
- Relationships
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- Relationships
- Communication
- Relationships.....

We have what they want!

EFNEP Works!!



EFNEP FAMILIES

**Get better value with
their food dollar**



**Learn to eat healthful
food and get active**



**Have better
health**



EFNEP FUNDING WORKS



THANKS FOR YOUR SUPPORT !

Purpose of EFNEP

- Helps low-income families improve their nutritional well being
- Works with community partners, informing key decision makers and stakeholders
- Contributes to personal development of participants and program staff

Priorities of EFNEP

- Diet Quality and Physical Activity
- Food Resource Management
- Food Safety
- Food Security

Who is a Stakeholder?

- Someone who is involved with an organization and has an interest in its success
- Decision makers who have ownership for supporting Extension programs
- Constituents that benefit from those programs

Stakeholders

- Community Leaders
- County Officeholders
- Extension Director
- Local, State and National Partners
- State and Federal Legislators

Questions – Stakeholders

1. How many of you know your local agency administrators?
2. Better yet – how many of them support your program?
3. How many of them do you support?

Questions – State and Federal

- How many of you know your state legislators?
- How many of you know your federal legislators?
- How many of them know you?

It is equally important for you to know them
and them to know you!!

How EFNEP gets its money

- USDA-NIFA works on budget proposal
- Budget sent to OMB
- OMB provides “passback” to USDA-NIFA
- President’s budget sent to Congress

How EFNEP gets its money

- Congressional Q & A and hearings with USDA-NIFA
- House and Senate Agriculture Appropriation Committees review USDA-NIFA request – send recommendations
- House & Senate Appropriation Committees – send one joint recommendation

How EFNEP gets its money

- Single bill goes forward for President's signature
- President signs bill – USDA-NIFA budget available for use – EFNEP budget distributed

How EFNEP gets its money

Which group in D.C. advocates for USDA-NIFA priority areas and overall budget?

Association of Public & Land Grant Universities (APLU)

- Cornerstone Government Affairs watches budget line items closely, including EFNEP

Who are the important players this year on the:

- House Agriculture Appropriations Committee?
- Senate Agriculture Appropriations Committee?

The U.S. House of Representatives

- ❑ Hal Rogers (R-KY)
- ❑ Chairman, Committee on Appropriations



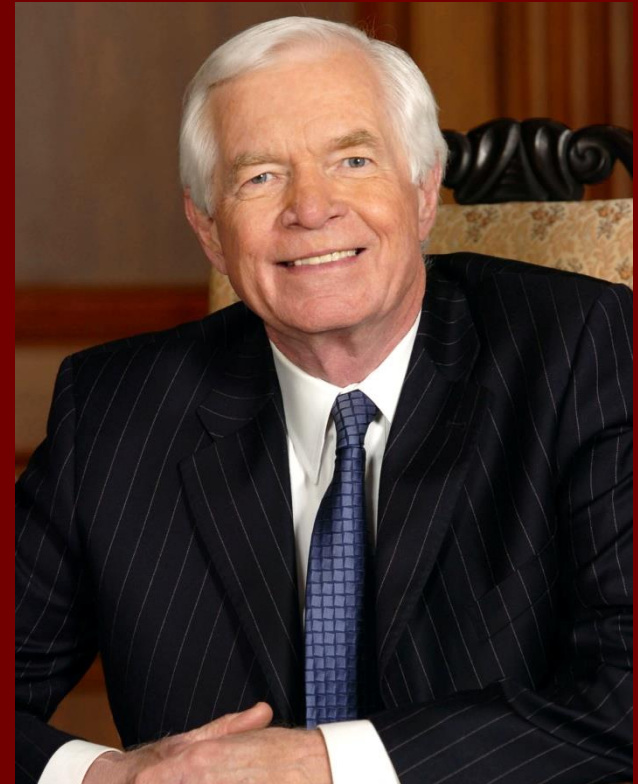
The U.S. House of Representatives

- ❑ Robert Aderholt (R-AL)
- ❑ Chairman, Agriculture Sub Committee



The U.S. Senate

- ❑ Thad Cochran (R-MS)
- ❑ Chairman, Committee on Appropriations



The U.S. Senate

- ❑ Jerry Moran (R-KS)
- ❑ Chairman, Agriculture Sub Committee



Your Message

- Use common language
- Be concise and clarify your message
- Have your elevator speech – 30 seconds
- Have your stump speech – 3 points – 7-10 min.
- Make it personal – Share a success story

PASSION

BELIEVE IN WHAT YOU DO

Training and Preparation is the Key

- Do your homework, learn about your legislator
- Find something or someone that you have in common
- Use volunteers from the area that they represent to talk about your program
- Staffers have the ear of the legislator

Training and Preparation is the Key

- Make a good first impression
- Continue to make an impression
- Invite them to visit a program
- Follow-up your visit with a thank you letter, postcard, or e-mail

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Sue Snider, University of Delaware
Jo Britt-Rankin, University of Missouri
Debra Garrard, Oklahoma State University
Lorelei Jones, North Carolina State University

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