

University of Kentucky  
Nutrition Education Program  
EFNEP Technology Proposal

Introduction:

The University of Kentucky Nutrition Education Program (NEP) developed a Facebook page in 2012 with content development and management overseen by several professional staff. Since 2012, the social media outreach of the University of Kentucky NEP has expanded to include a state page, individual county pages (managed by agents and paraprofessional assistants with content delivered each month by state staff), a blog, Pinterest and YouTube. These channels support and complement each other with the primary purpose of outreach, dissemination of research-based information, and reinforcement of skills learned in the classes. Content includes USDA MyPlate tips and recipes as well as EFNEP content from the available digital resources site. Secondary purposes of the social media platforms include a visible presence and means by which to keep community partners informed.

Research and focus group results have shown that our target audience in Kentucky (similar to many states) has access and regular use of smartphones. As the usage continues to increase, it is imperative that the University of Kentucky NEP find ways to use technology to complement the existing structure of the program. As such, Kentucky's strategies for next year include the utilization of Facebook in a pilot as an educational opportunity through the Facebook Live feature.

Objective:

To deliver the Healthy Choices for Every Body curriculum using a hybrid delivery approach that combines a traditional face-to-face learning model with online classes via Facebook Live. . The Healthy Choices for Every Body curriculum is evidence-based and its effectiveness was tested in a quasi-experimental study using propensity score matching. (Adedokun, O.A., Plonski, P., Jenkins-Howard, B., Cotterill, D., & Vail, A. (2018)<sup>1</sup>.

The digital media system incorporates the development of a Facebook Live pilot that will engage participants, that may otherwise be unreachable for all in-person classes, during enrollment and post-graduation. This is a one-year pilot that will include both EFNEP and SNAP-Ed paraprofessional Program Assistants in Kentucky.

University of Kentucky EFNEP Technology Plan:

Low Level Implementation:

- Use Facebook and blog as recruitment and communication tool
- Continue to increase outreach efforts through current technology channels

---

<sup>1</sup> Healthy Choices for Every Body Adult Curriculum Improves Participants' Food Resource Management Skills and Food Safety Practices. Journal of Nutrition Education & Behavior, 50(6), 638-644.)

#### Medium Level Implementation:

- Social media engagement to reinforce learning concepts
- Enhanced learning strategies using interactive technology – videos, quizzes, games, and apps
- Engagement through social media to engage participants in post-graduation follow-up and sharing of continued success
- Develop new video content to reinforce learning concepts

#### High Level Pilot:

- EFNEP Hybrid delivery via combination of face to face with online Facebook Live program.

#### Strategies of High Level Pilot:

The plan to include a Facebook Live hybrid pilot for the 2<sup>nd</sup> year will support the identified goals and maintain the fidelity and integrity as stipulated per the EFNEP policy *for Use of Contemporary Technology in Conjunction with the Paraprofessional Model addendum posted in June 2017*. Specifically, the University of Kentucky NEP, through staff support, the Facebook Live committee, and other means available plans to have the Facebook Live pilot align with the essential elements outlined in the *Use of Contemporary Technology* which includes:

- Targeting of EFNEP audience through recruitment efforts that are in-person contacts and referrals
- Content is the same quality, accuracy and appropriateness as that of in-person classes
- Requirement of three in-person contacts with participant
- Privacy, confidentiality and security measures taken to ensure that privacy is protected through online class structure

Paraprofessional Program Assistants for the pilot would be selected from the Kentucky Senior group whom have 5 or more years of experience with EFNEP delivery and consistently received an exceeds expectations on their annual performance evaluation. They would also be required to be a user of social media. Three paraprofessional program assistants in three different regions of Kentucky would do the pilot scope of work. Each of the three paraprofessionals would have one pilot group with an anticipated N of 10 per group. The projected thirty participants would be statistically significant but still only one percent (1%) of the UK EFNEP anticipated 2020 reach.

Regional Agents will work with FCS Supervisors to monitor EFNEP Paraprofessional Program Assistant compliance with federal and university policies and time spent engaging in technology. It is an important message to convey to Paraprofessional Program Assistants that Facebook Live is not a replacement to in-person classes, but rather a tool used in conjunction with in person classes to reach families that may otherwise be unreachable for the duration of a series of in-person classes, whether from rural county logistics, sickness or other barriers. The Facebook Live classes are not pre-recorded and consist of all

lesson components from the evidence-based *Healthy Choices for Every Body* curriculum used in the traditional in person classes.

Paraprofessional Program Assistants would require at least three in person classes; the first class for enrollment and baseline food recall and entry questionnaire, a midpoint class for in-person food demonstration or recipe tasting, and the final class to complete their post-questionnaire and food recall and receive program incentive materials.

The Facebook Live classes provides a unique opportunity for supervisors to review and monitor to ensure that the classes maintain the integrity and fidelity as well as an area of opportunity to further strengthen class teachings. The lessons would be on a weekly schedule with the opportunity to view it “live” or for a predetermined time thereafter. Analytics would be used by the Paraprofessional Program Assistant to determine which participants still needed to watch the lesson and reminders would be sent via text and/or email as follow-ups. Pre, mid-point and post-surveys would be conducted at in-person classes which will include making of one or more of the recipes with the participants.

With the specialized nature of the way in which this pilot will be conducted, Facebook Live is also unique in its “live” component as compared to online classes. The live component allows for the features of an in-person class to remain viable. For example, none of the classes will be pre-recorded. This lends itself to a more personable, conversational presentation that UK NEP has identified as resonating with participants. Additionally, a facilitator will be present to field any questions that participants may ask during the Facebook Live class. This allows for a more interactive, class-like structure.

As the EFNEP technology, policy states for high-level implementation, additional training and skills are required for the EFNEP Program Assistants. The University of Kentucky NEP recognizes the need for additional, specific training of those participating in the pilot and will provide training through state staff, university faculty and Extension Specialist support. With a Facebook Live committee established, this committee will be tasked with ensuring that the standards of the pilot meet the federal guidelines and align with the overarching program objectives. The Live sessions will be modeled after in-person classes in their presentation, content and content delivery, length of time and interactive nature through a facilitator who can screen questions that may be asked during the Live presentation.

With respect to the privacy, confidentiality and security measures taken during the pilot, as is the case with traditional classes, USDA and university media release guidelines are applicable. In addition, caution will be taken to follow additional university policies and participants are required to opt-in to the program rather than being added by a Paraprofessional. Participants in the pilot will be members of a closed group as part of the privacy and security measures.

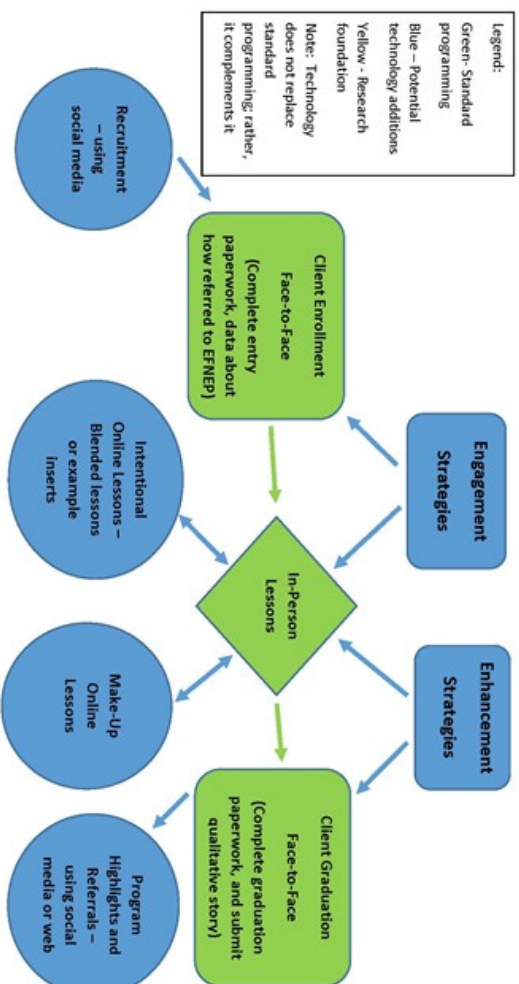
#### Evaluation:

As the supporting document, *Use of Contemporary Technology in Conjunction with the Paraprofessional Model addendum*, states, medium and high implementation strategies, such as this Facebook Live pilot, need to be tested to determine how they work within the existing conventional framework. The evaluation process of the pilot will be of significant importance as we ascertain the direction of the pilot in possible future iterations.

The University of Kentucky's NEP will conduct process and outcome evaluation activities to determine the effectiveness of delivering the Healthy Choices for Every Body curriculum via the hybrid model. NEP's hypothesis is that the hybrid curriculum delivery approach will elicit similar outcomes as the traditional face-to-face delivery approach. NEP will establish Facebook Live sub-groups within WebNEERS to facilitate meaningful comparisons of outreach, retention, graduation and expected outcomes between participants in the Facebook Live approach versus those in the traditional face-to-face approach. Evaluation will involve the following:

- Statistical comparison of retention and graduation rates between participants in the hybrid model and those in the traditional face-to-face group.
- Statistical comparison of expected program outcomes (e.g., enhanced food resource management skills, improved food safety practices, and enhanced diet quality) between participants in the hybrid versus traditional group. Data for this component will come from participant responses to the entry and exit Food and Physical Activity Questionnaire and the 24 Hour Food Recall instrument.

EFNEP Technology Conceptual Map  
April 2017



Strengthening the Evidence and Determining Best Practices through Research



**EFNEP**  
EXPANDED FOOD AND NUTRITION  
EDUCATION PROGRAM



University of Kentucky  
College of Agriculture,  
Food and Environment  
Cooperative Extension Service

## Nutrition Education Program Facebook LIVE Guidelines

### 1. Getting started

#### a) Equipment

At minimum, you will need a smartphone, tripod and microphone. If you have questions about equipment needs for Facebook Live, please contact Katie Shultz at (859) 258-5298. If you have questions about funding for the purchase of equipment, please contact Marisa Aull at (859) 323-9928.

#### b) Recruitment

A primary objective and goal of the Facebook Live pilot is to engage participants that may otherwise be unreachable for the duration of a series of in-person classes, whether from rural county logistics, sickness or other barriers. Participants must meet the standard requirements including income eligibility and county residence. The recommended number of participants per live event is 10-12. You are free to use traditional participant recruitment efforts that are in-person contacts and referrals, in addition to social media channels. You are encouraged to recruit via posts to your county NEP Facebook page and with the customizable NEP promotional flyer provided.

#### c) Evaluation

NEP will conduct process and outcome evaluation activities to determine the effectiveness of delivering the Healthy Choices for Every Body curriculum via Facebook Live. Data for this component will come from participant responses to the entry and exit Food and Physical Activity Questionnaire and the 24 Hour Food Recall instrument. You will create subgroups for your participants in WebNEERS called "Facebook Live County". Program participants will have the option of completing paperwork online via a Qualtrics survey.

The NEP state office will create an online Qualtrics survey. You will be provided with a shareable link and a pdf. You may share the link with your participants and/or post a pdf version for them to download/print/complete and return to you.

Entry recalls:

- Pre-record a video of you doing a food recall that participants can follow along with during the first session to ensure accurate completion of forms. (This is the ONLY allowable pre-recorded video).
- Choose the options you want to offer for paperwork completion:
  - Post a link of the UK Qualtrics Survey for participants to complete and submit via their computer or mobile device
  - Post a pdf of the UK Qualtrics Survey for participants to print and return to you via email, hand delivery or mail (allow sufficient time for mail)
  - Allow participants to stop by and complete paperwork in person with assistance

Exit recalls:

- The final session will be an in-person meeting, so the following options are suggested:
  - Post a link to the online UK Qualtrics Survey for participants to complete and submit via their computer or mobile device
  - Provide a paper copy for participants to complete in person

2. Put together a plan

- Target 10-12 individuals
- Lessons must be taught individually; combining lessons is not allowed
- Classes should last 38- 45 minutes to an hour
- No classes should be pre-recorded
- Food demonstrations should be included in each class for SNAP-Ed program; and at least one Facebook Live food demo class and one in-person food demo class for EFNEP Hybrid program.
- Graduation requirements are the same as traditional classes – completion of 7 required lessons. Participants who miss a class have the opportunity to go back and watch the missed lesson.
- Prepare and gather program resources
  - PowerPoint slides – use as necessary
  - Handouts – provide/post electronic copies and distribute hard copies at in person meeting(s)
  - Recipes – use only the recipes in the HCEB binder
  - Speaker notes – use as necessary
  - Background notes – post link to resources
  - Publications – provide/post electronic copies and distribute hard copies at in person meeting(s)
- Secure a facilitator to field any questions that participants may ask during the class.
- Draft a compelling (click-worthy) description for the live session.
- Prepare your setting
- Test your internet connection and equipment
- Create a few practice videos
- Create subgroups for your participants in WebNEERS labeled “Facebook Live *County*”

3. Engagement

Be personable and enthusiastic, and be prepared to embrace small mistakes or things that don’t go perfectly. Ask questions strategically throughout the lesson to ensure active engagement, as well as to verify participation (e.g.

FOR INTERNAL USE ONLY

“What is your favorite fruit”). Secure a facilitator (your FCS Agent) to field any questions that participants ask during the class. Follow-up with anyone who registered, but did not participant live or watch the video within 24 hours of posting. For SNAP-Ed program, schedule an in-person meeting following final class to distribute reinforcement items and collect Exit Recall data. For EFNEP Hybrid program, schedule three in-person meetings (first class, third class and final class).

#### 4. Privacy and confidentiality

Private secret Facebook groups will be created and participants will be members of this private (“secret”) group. Similar to traditional classes, USDA and university media release guidelines are applicable. In addition, caution will be taken to follow additional university policies regarding social media and participants are required to opt-in to the program rather than being added by a Paraprofessional. If you have questions about creating groups, please contact Katie Shoultz at (859) 258-5298.

##### Setting up your group:

- Under your personal profile, create a NEP Page for your county (i.e., \_\_\_\_\_ County Nutrition Education Program)
- Make your FCS Agent an Admin for the page
- Create new group within that page
- Name the group “County Facebook Live Healthy Choices for Every Body”
- Select privacy as Secret group
- Add your FCS Agent as a member
- Make your FCS Agent an Admin for the group
- Modify Group Settings to Only Admin can add members to the group
- You are now ready to add members who have shown an interest in the program

#### 5. Curriculum modifications

Content should be of the same quality, accuracy and appropriateness as that of in-person classes. All 7 lessons must be included and combining lessons is not allowed. However, due to the nature of the online structure, some minor modifications may be necessary. If you have questions about the curriculum, please contact Brook Jenkins at (859) 258-0904.

#### 6. Going live

Classes should last 38-45 minutes to an hour and no classes should be pre-recorded. You should secure a facilitator who will be present to field any questions that participants may ask during the class. Prepare your setting with limited distractions and an attractive background. Secure all needed supplies, props, visuals, and technical equipment. Scan and upload the lesson material. Before going live, you should test everything by creating a practice video (you can do this by going to your own Facebook profile, and selecting Only Me before recording). This will allow you to become more comfortable on cameral and help ensure the lighting, sound, filming, etc. are all up to your standards. Prior to each Facebook Live session, be sure to upload the appropriate lesson materials and send out reminders to the group with scheduled go LIVE time.

**Note: When you go live with our first lesson, only those who have entry paperwork submitted should remain a member of the Facebook Live group and be allowed to participate.**



Set up tips:

- Create a pleasing backdrop with UK tablecloths, incentive items, posters
- **You must display Justice for All poster in video at all times**
- Wear your UK apron
- Setup your work station:
  - Can use a flipchart, notes, or follow with power point
  - Use UK tablecloth with all items for the lesson and food demonstrations organized neatly
    - Double check to verify that you have all the items necessary for your demonstration before starting (e.g. measuring cups, spoons, spatula, bowls, etc.)
  - Keep paper towels handy, and trash can under the table to discard items
  - Additional lighting is not required, but may enhance the video quality

7. Other considerations

- Lesson materials have been saved as .jpegs in color – participants are more likely to view pictures vs. downloading a file. These can be accessed through the OneDrive account provided to pilot participants.
- Upload the recipe you will be demonstrating as a .jpeg file AFTER the live session
- Keep a sign-in sheet to record who has watched which lesson
- Consider donating the live demo food to a local group

FOR INTERNAL USE ONLY

Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, or physical or mental disability.



## Facebook Live

### How to Create a County NEP Page and Closed Group

## How to Create a Facebook Page

### Step 1: Go to "Create Page" Link

Go to <https://www.facebook.com/pages/create/>

**Community or Public Figure**

Connect with people in your community and share news about what's important to you with a free Facebook Page.

**Page Name**

Name your Page

**Category**

Add a category to describe your Page ?

When you create a Page on Facebook the Pages, Groups and Events Policies apply.

[Continue](#)

### Step 2 : Choose a Page Type

Click to choose: **Company, Organization or Institution**

### Step 3: Choose a Category

Click to choose: **Education**

### Step 4: Choose a Business Name

Enter: **XXXX County Nutrition Education Program**

*\*use the name of your county. For example, Fayette County Nutrition Education Program.*

#### FOR INTERNAL USE ONLY

Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, or physical or mental disability.

Category: **Education Website**

Username: **@XCNEP**

*\*use the initials of your county plus NEP if possible. For example, Fayette County would be @FCNEP; Edmonson County would be @ECNEP*

## **Step 5: Agree to Facebook Pages Terms**

## **Step 6: Click "Get Started"**

## **Step 7: Set Up Page**

Add a Short Description:

The goal of NEP is to educate limited resource families with young children and SNAP clientele to plan nutritious meals on a limited budget. Administered by the University of Kentucky Cooperative Extension Service, an equal opportunity university.

Add Story:

The Kentucky Nutrition Education Program (KYNEP) encompass two separate USDA programs: The Expanded Food and Nutrition Education Program (EFNEP), and the Supplemental Nutrition Assistance Program (SNAP-Ed). Both programs are administered by the University of Kentucky Cooperative Extension Service, and target low income families and individuals with nutrition education. The goals of both are to educate limited resource families with young children and SNAP eligible individuals to plan nutritious meals on a limited budget, acquire safe food handling practices, improve food preparation skills and change behavior necessary to have a healthy lifestyle.

Administered by the University of Kentucky Cooperative Extension Service, an equal opportunity university.

Add Contact info:

Your phone number and email address.

## **FOR INTERNAL USE ONLY**

Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, or physical or mental disability.

## Step 8: Add Profile Picture

Upload picture provided by NEP

## Step 9: Add a Cover picture

Upload picture provided by NEP

## Step 10: Edit/Manage Settings

We recommend making your FCS Agent an Admin if you're not friends with the person you're adding, they'll have to accept your invite before they can start helping you manage your Page.) You should have at least 2 admins who can manage the page.

1. Click Settings at the top of your Page
2. Click Page Roles in the left column
3. Type a name or email in the box and select the person from the list that appears
4. Click Editor to select a role from the dropdown menu
5. Click Add to enter your password to confirm

## How to Create a Facebook Group

### Step 1: Find "Add Group"

From the Facebook County Nutrition Education Program "Home page" you just created, go to Explore - Groups section on the left side menu and click on, "Groups."

You'll be taken to a page that displays the option to create a group as well as showing you some:

- Pending Invites
- Favorites
- Your Groups
- Groups You Manage

Facebook also offers an alternate way to create a new group:

- From your profile page, Select "Create" and from the drop down list choose, "Group."

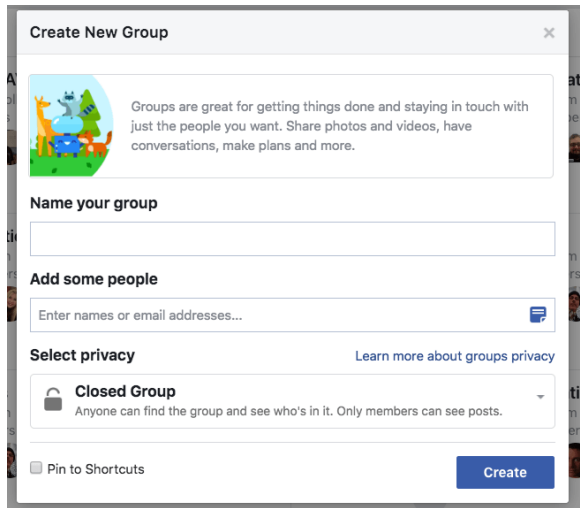
### FOR INTERNAL USE ONLY

Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, or physical or mental disability.

## Step 2: Click "Create Group"

To begin the process of creating a group, click "Create Group" in the upper right hand corner.

Once you choose that option, a lightbox will open where you can begin to add your Facebook group details

A screenshot of the Facebook 'Create New Group' lightbox. The title bar says 'Create New Group' with a close button. Below the title is a circular icon with animals and a text box that says 'Groups are great for getting things done and staying in touch with just the people you want. Share photos and videos, have conversations, make plans and more.' Below this is a section 'Name your group' with a text input field. Then a section 'Add some people' with a text input field labeled 'Enter names or email addresses...' and a small Facebook icon. Below that is a 'Select privacy' section with a dropdown menu currently set to 'Closed Group' and a link 'Learn more about groups privacy'. At the bottom left is a checkbox 'Pin to Shortcuts' and at the bottom right is a blue 'Create' button.

## Step 3: Name Your Group

The first thing you need to do is Name your group. This name will be searchable, so make it something people can easily find.

Enter: **XXXX County Facebook Live Healthy Choices for Every Body**

*\*use the name of your county. For example, Fayette County Facebook Live Healthy Choices for Every Body*

## Step 4: Add Members

The second thing you need to do is Add a person. Facebook actually requires you add at least 1 friend to the group at this stage before you can proceed.

Add some people: **We recommend adding your FCS agent during this step**

## Step 5: Choose Privacy Setting

Next, you will need to Select privacy setting. There can be confusion about what privacy setting a group should have-- Open, Closed or Secret:

### FOR INTERNAL USE ONLY

Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, or physical or mental disability.

	Open	Closed	Secret
Who can join?	Anyone can join or be added by a member	Anyone can ask to join or be added	Anyone, but they have to be added
Who can see the group name and who's in it?	Anyone	Anyone	Only members
Who can see posts in the group?	Anyone	Only members	Only members
Who can find the group in search?	Anyone	Anyone	Only members
Who can see stories about the group on Facebook (like in News Feed and search)?	Anyone	Anyone	Only members

Select privacy: **Select "Closed group" from the dropdown options**

**Create New Group**

Groups are great for getting things done and staying in touch with just the people you want. Share photos and videos, have conversations, make plans and more.

**Name your group**

**Add some people**

Enter names or email addresses...

**Select privacy** [Learn more about groups privacy](#)

**Closed group**  
Anyone can find the group and see who runs it. Only members can see who's in it and what they post.

☐ Pin to Shortcuts **Create**

## Step 6: Click Create

After you choose your privacy setting, click the "Create" button.

### FOR INTERNAL USE ONLY

Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, or physical or mental disability.

## Step 7: Add Your Cover Image

Facebook will now give you the option to add your creative graphic for your header or cover image.

Upload photo provided by NEP

## Step 8: Complete "About" Section

Your about section is important for 2 reasons:

- Gives prospective members an idea what your group is about
- Can display any "rules" you may have about the group

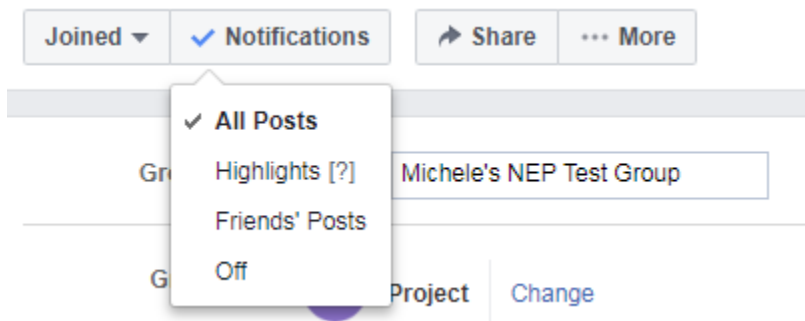
Description: Welcome to the XXXX County Facebook Live Healthy Choices for Every Body program. Members of this group will participate in live lessons, live food demonstrations and receive free kitchen tools upon completion of 7 required lessons and Entry & Exit Paperwork. This program is administered by the University of Kentucky Cooperative Extension Service, an equal opportunity university.

Group Type: Project

## Step 9: Edit Notifications

As an admin you should turn the notifications on to receive all updates when anyone posts -- just in case someone spams the group & you want to respond quickly.

You do this by clicking on the "Notifications" tab and then clicking on "All Posts":

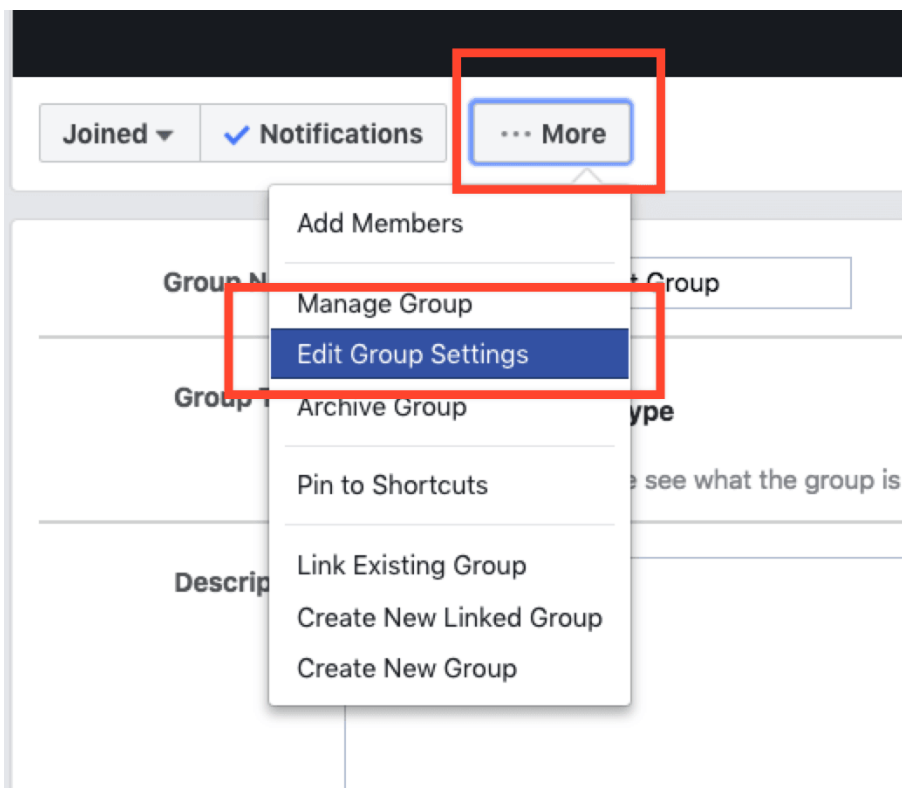


## Step 9: Edit Group Settings

You do this by clicking on the "More" tab and then clicking "Edit Group Settings":

### FOR INTERNAL USE ONLY

Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, or physical or mental disability.



Once on the edit page, you will have many options to change, including:

- **Group Name:** *as previously noted*
- **Group Type:** *as previously noted*
- **Description:** *as previously noted*
- **Locations:** Add your city, state
- **Tags (up to 5 tags):** Food, Nutrition, SNAP
- **Linked Pages:** *don't need to change anything*
- **Color:** *don't need to change anything*
- **Web and Email Address:** *don't need to change anything*
- **Privacy Settings:** *as previously noted (Closed group)*
- **Badges:** *don't need to change anything*
- **Sections:** *don't need to change anything*
- **Membership Approval:** Only admins and moderators
- **Chat creation permissions:** Members, moderators and admins can create chats
- **Membership Preapprovals:** *don't need to change anything*
- **Membership Requests:** *don't need to change anything*
- **Membership Requests from Pages:** Don't allow Pages to join
- **Posting Permissions:** Anyone in the group
- **Post Approval:** All group posts must be approved by an admin or a moderator
- **Story Posting Permissions:** Only admins

FOR INTERNAL USE ONLY

Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, or physical or mental disability.



- **Story Post Approval:** Photos and videos added to the group story must be approved by an admin or a moderator

Once you are done and happy with the settings, click "Save".

**Your Group is Ready to Go!** Now you can post updates inside the groups.

## A Few Group Features to Point Out

**Messages/Chat-** One of the great things about groups is you can initiate a group chat/message with either all members of a group or select members.

This is especially useful when you have an announcement to make or need to quickly collaborate on an item/issue.

**Events-** A feature probably not used often enough in Groups is Events. Inside the group you can create events that only members can see & RSVP for.

Just click on the "Events" tab to the left and then "Create Event" & the lightbox below will load to create your event.

**Files-** Inside groups you can share files of any kind as well as create Documents which group members can add to & collaborate on.

Think of this as your own little workspace within Facebook -- or perhaps a replacement for apps like Basecamp or Dropbox.



University of Kentucky  
College of Agriculture,  
Food and Environment  
Cooperative Extension Service

# EAT BETTER FOR LESS

Facebook Live: Free Live  
Nutrition Classes and Cooking  
Demos

If interested, search for:  
County  
Nutrition Education Program  
Page. LIKE the page, and send  
a message saying you would  
like to join OR

2. Search and join:  
County Facebook LIVE Healthy  
Choices for Every Body

## PROGRAM PERKS:

- ☒ Get new recipes to use at home
- ☒ Money-saving tips at the grocery
- ☒ Prepare great tasting foods your family will love
- ☒ Kitchen tools to help you prepare food at home



**THERE IS NO COST TO PARTICIPATE!**



This institution is an equal opportunity provider.  
This material was funded by USDA's Supplemental  
Nutrition Assistance Program — SNAP.

**Cooperative Extension Service**  
Agriculture and Natural Resources  
Family and Consumer Sciences  
4-H Youth Development  
Community and Economic Development

Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, or physical or mental disability. University of Kentucky, Kentucky State University, U.S. Department of Agriculture, and Kentucky Counties, Cooperating.  
LEXINGTON, KY 40546



Disabilities  
accommodated  
with prior notification.

Use: Immediate

Time: 35 seconds

Title: Facebook Live Healthy Choices for Every Body

Contact: COUNTY AGENT OR ASSISTANT, PHONE

Facebook Live Healthy Choices for Every Body classes are coming to (COUNTY NAME). Eating better for you and your family can be difficult and put a strain on your grocery budget. The University of Kentucky Cooperative Extension Service makes the healthy choice the easy-and-affordable choice for Kentuckians. Through the Nutrition Education Program's Healthy Choices for Every Body Facebook Live series, participants focus on building a healthier plate, preparing easy meals that taste great and saving money on groceries. Through the convenience of Facebook Live, participants can tune in anywhere, anytime, for free online nutrition classes and cooking demonstrations and receive tips and resources for making healthy lifestyle changes, and motivation to make improvements in their health and future. Class registration is open through (DATE). To find out more or register, contact (FCS AGENT or ASSISTANT NAME) at the (COUNTY NAME) Extension office at (PHONE NUMBER) or (EMAIL).

###

*UK College of Agriculture, Food and Environment, through its land-grant mission, reaches across the commonwealth with teaching, research and extension to enhance the lives of Kentuckians.*



This institution is an equal opportunity provider.  
This material was funded by USDA's Supplemental Nutrition Assistance Program – SNAP.



## Facebook Live Healthy Choices for Every Body coming to (COUNTY NAME)

(CITY), Ky. (Month and Date, 2019) – Facebook Live Healthy Choices for Every Body classes are coming to (COUNTY NAME). Eating better for you and your family can be difficult and put a strain on your grocery budget. The University of Kentucky Cooperative Extension Service is here to help make the healthy choice the easy and affordable choice for Kentuckians.

Through the Nutrition Education Program's Healthy Choices for Every Body Facebook Live series, participants focus on building a healthier plate, preparing easy meals that taste great and save money on groceries.

Through the convenience of Facebook Live, participants can tune in anywhere, anytime, for free online nutrition classes and cooking demonstrations to receive tips and resources for making healthy lifestyle changes, and motivation to make improvements in their health and future.

Class registration is open through (DATE) by contacting (COUNTY EXTENSION OFFICE, PHONE NUMBER) or joining the Facebook group: COUNTY County Facebook Live Healthy Choices for Every Body.

###

*UK College of Agriculture, Food and Environment, through its land-grant mission, reaches across the commonwealth with teaching, research and extension to enhance the lives of Kentuckians.*



This institution is an equal opportunity provider.  
This material was funded by USDA's Supplemental Nutrition Assistance Program – SNAP.

