EFNEP stepping up to the PLATE
National 2013 EFNEP Meeting

RECRUITMENT: A WHOLE NEW BALLGAME
Development of Promotion/Recruitment Materials for EFNEP
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Purpose

Develop recruitment materials for two audiences:

1) Agency partners
   • Agencies serving adults
   • Agencies serving youth

2) Potential participants
Materials for Agencies

Conducted interviews with current and potential agency partners targeting:

- Youth
- Adults
- Pregnant and parenting teens
Materials for Agencies

- Interviewed current agency partners
- Drafted materials based on feedback
- Conducted interviews with potential agency partners using drafted materials
- Finalized materials based on feedback
Adult Agency Brochure

What is EFNEP?
A research-based program that works with your organization to:
- Assist limited-resource families in acquiring knowledge, skills, attitudes and changed behavior necessary for nutritionally sound diets.
- Contribute to personal development and improvement of the total family diet and nutritional well-being.

Who is eligible for EFNEP?
Individuals who are eligible for assistance programs such as Supplemental Nutrition Assistance Program (SNAP), WIC, or Head Start, are also eligible for EFNEP.

Expanded Food and Nutrition Education Program
Exceptional, hands-on nutrition education for adults

What does EFNEP provide?
- An 8-10 lesson, interactive, research-based nutrition curriculum
- Adaptable material to meet each participant's needs
- Lessons delivered in small groups or one-on-one sessions
- Participants receive:
  - Water bottle
  - Grocery shopping list
  - Produce brush
  - Measuring cups and spoons
  - Stretch band and physical activity booklet
  - Food thermometer
  - Recipe booklet
  - Graduation certificate

Participants learn how to...
- Read food labels
- Save money on groceries
- Make healthy food choices
- Be more active
- Optional lessons are available addressing nutrition during pregnancy, feeding a new baby, introducing solid foods, and feeding young children.

What participants had to say...
- Participant from El Paso County:
  "I look at nutrition labels for fat and sugars. I try to eat more vegetables by adding them to my menu and eat smaller portions rather than eating till full."

- Participant from El Paso County:
  "I personally like the classes because I learned some easy and nutritious recipes, as well as how to properly use the thermometer.

- Participant from Denver County:
  "My success has been great! I've started to eat healthier and I don't eat out as much. I've also started cooking which is a huge change for me, but I am trying!"

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Youth Agency Brochure

What is EFNEP?
A research-based program that works with your organization to:
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- Contribute to personal development and improvement of the total family diet and nutritional well-being.

Who is eligible for EFNEP?
At schools and after school programs where at least one half of the kids are on free and reduced lunch, all of the kids are eligible for EFNEP.

EFNEP
Expanded Food and Nutrition Education Program
For more information, please visit www.efep.colostate.edu
Local Contact Information

Colorado State University Extension

What they learn...
- Key concepts of MyPlate
- How to keep food safe
- How digestion works

What they do...
- Taste a variety of healthy foods
- Be active in fun, creative ways
- Read labels to make healthy food choices
- and more!

What they learn...
- How much they should eat from each food group
- How digestion works
- How to read a food label
- How to keep food safe

What they do...
- Plan healthy snacks and meals
- Choose a healthy snack by reading a food label
- Practice taking food temperatures to be sure food is safe to eat
- and more!

Kids love EFNEP!

“They learned a lot from you and had some good, healthy snacks!”
— Student from Bernal County

“Thank you for coming to our class. I learned that grains are good for you. I liked when we made pizza.”
— Student from Pueblo County

LEARN
Development of Recruitment Materials for Potential Participants

- Conducted focus groups with participants completing EFNEP
- Drafted materials based on feedback
- Conducted focus groups with potential participants with drafted materials
- Finalized materials based on feedback
What is EFNEP?
The Expanded Food and Nutrition Education Program (EFNEP) provides nutrition education through a series of lessons. Each group meets once a week, for eight to ten weeks. Best of all, EFNEP is free for those who are eligible!

Who can attend?
If you are eligible for programs such as Supplemental Nutrition Assistance Program (SNAP), WIC, or Head Start, you are eligible for EFNEP.

With EFNEP lessons, you will receive nutrition information, recipes, and:
- Water bottle
- Grocery shopping list
- Produce brush
- Measuring cups and spoons
- Starch hand and physical activity booklet
- Food thermometer
- Recipe booklet
- Graduation certificate

EFNEP participants learn about healthy eating and being active. Each lesson lasts about 60 to 90 minutes. Lessons are taught one-on-one or in groups.

You'll learn about . . .
- Healthy eating and cooking for less
- Saving money at the grocery store
- Keeping food safe
- Being active
- Cooking
- Planning meals
And, you'll prepare and taste new recipes at each lesson.

EFNEP also offers four optional lessons. You can attend one or all of these lessons:
- Eating Smart and Being Active Dieting Program
- Feeding Your New Baby
- Feeding Your Baby Solid Foods
- Feeding Young Children

What participants had to say...
*“I’ve learned important skills in the kitchen, how to properly cook and then eat, how to eat healthier, and how to shop smarter.”*
*“The classes have helped me to have more stamina.”*
*“You can’t ask for a better way to learn about food, making your children healthier, and meeting new people!”*
Recruiting EFNEP Participants: Process and Materials

Lauren Burdock, MS; Garrick Auld, PhD, RD; Kathryn McGirr, MS, RD; Nancy Ann Banman, PhD, Susan S. Baker, EdD.

INTRODUCTION
In response to hunger in the United States, the Expanded Food and Nutrition Education Program (EFNEP) was created in 1969 to provide information about nutritious food choices, healthy eating, food budgeting, and physical activity to adults and children with limited income. This Expanded Food and Nutrition Education Program is taught by paraprofessionals who come from the target population. According to Colorado State University EFNEP, families are usually referred to EFNEP by program participants and graduates, community agencies affiliated with EFNEP, and EFNEP also refers children and youth. To recruit participants, Colorado EFNEP did not use any printed materials to recruit potential EFNEP participants, similar to the lack of recruitment materials for potential EFNEP Agency partners.

METHODS
Participant recruitment materials were developed using existing EFNEP recruitment materials as examples, as feedback from current and potential EFNEP participants, social networking tools, and bulletin boards created by partners from the state EFNEP agencies, were incorporated into the development of the recruitment materials. By including multiple colors, redaction rules, and limited information on the materials, developers aimed to increase the readability and acceptability of the materials by the target audience.

RESULTS
Four focus groups had common themes within and across language groups. Phase I participants were asked what they learned from EFNEP, learning about program benefits, such as improved nutrition knowledge and learning to eat healthy. Finally, results from Phase II were analyzed and used to develop the brochures. EFNEP paraprofessionals were asked to review the materials and provide feedback.

Conclusions
- The brochures used in EFNEP in different states indicated that the information on saving money and learning to eat nutritiously would attract people to the program.
- Participants also liked pictures of people participating in the program because it gave a better idea of what occurs during EFNEP classes.
- Overall, the groups preferred a brochure that contained quotes from EFNEP participants, an exploration of the EFNEP, and the benefits of participating. The Phase I focus group data were used to construct 2 draft brochures in both English and Spanish.

In Phase II, Cooking Matters participants were asked their opinions about the draft brochures developed after Phase I. Participants liked the information about EFNEP, the description of the customizable “Active” Active sequence, the optional lessons for pregnant women and new parents, and the incentive of receiving free loans and scholarships for attending EFNEP. People suggested adding more pictures of ethnically diverse participants and pictures of real food instead of clip art.

The brochure design, participants, potential white backgrounds with color accents, larger fonts, larger images, more pictures, and more information about the program, input from EFNEP paraprofessionals was also included, leading to the final
Additional Recruitment Materials

• Developed a “brand”
• Additional materials developed
  – Posters
  – Banners
  – Flyers
  – Lock boxes
Display Board

What is EFNEP?
The Expanded Food and Nutrition Education Program (EFNEP) provides hands-on nutrition education through a series of lessons. Each group meets once a week for eight to ten weeks. Best of all, EFNEP is free for those who are eligible!

Who can attend?
If you are eligible for programs such as Supplemental Nutrition Assistance Program (SNAP), WIC, or Head Start, you are eligible for EFNEP.

EFNEP
Expanded Food and Nutrition Education Program

Learn about:
- Healthy eating and cooking for less
- Saving money at the grocery store
- Keeping food safe
- Planning meals
- Being active
- Cooking

Maternal/Infant topics:
- Eating Smart and Being Active During Pregnancy
- Feeding Your New Baby
- Feeding Your Baby
- Solid Foods
- Feeding Young Children

What people say about EFNEP...
“I’ve learned important skills in the kitchen, how to properly cook and freeze meat, how to eat healthier, and how to认hew anymore.”
“The classes have helped me to have more savings.”
“You can’t ask for a better way to learn about food, making your children healthy, and meeting new people!”

You’ll get:
- Cookbook
- Water Bottle
- Sbac, 1 Spac
- Produce brush
- Food thermometer
- Grocery shopping list
- Measuring cups and spoons
Learn about...

- Healthy eating and cooking for less
- Saving money at the grocery store
- Keeping food safe
- Being active
- Cooking
- Planning meals
Banners
Customized Flyers

EFNEP

What:

A fun and interactive 8-week program to learn about...

- Healthy eating and cooking for less
- Planning meals
- Saving money at the grocery store
- Keeping food safe
- Being active

Each week you’ll prepare and taste new recipes!

Participants receive:

- Water bottle
- Grocery shopping list
- Produce brush
- Measuring cups and spoons
- Stretch band and physical activity booklet
- Food thermometer
- Cookbook
- Graduate certificate

Who:

For More Information:

Expanded Food and Nutrition Education Program

Colorado State University Extension

This material was adapted by EFNEP, Expanded Food and Nutrition Education Program, and is being distributed by EFNEP.

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Lock Boxes and Referral Pads
Promotion/Recruitment
Materials Available for Your Use

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Development of Promotion/Recruitment Materials for EFNEP

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