2009

"EFNEP...Making An Impact"
Improving Nutrition and Health for 40 Years

2008

"EFNEP ...The Race to Win"
Nationally ---------$65,556,867
North Carolina---------$321,725
Endowment ---------endowed!

“EFNEP...2008
  The Race to Win”

4,869 Families
258 Pregnant Teens
10,331 Youth
2008

EFNEP...The Race to Win

97.8% of families improved their dietary intake in at least one food group
45.4% of families improved their amount of daily physical activity

93% of families improved at least one food resource management skill
94% of families improved at least one nutrition practice
79% of families improved at least one food safety practice

77% of youth increased the variety of foods they eat,
82% of youth increased their knowledge of nutrition,
87% of youth increased their ability to select low-cost, nutritious foods and snacks, and
56% of youth increased their food preparations skills and food safety practices
• Celebration of Impacts made the past 40 years

• Highlight Current Program Successes using a Planned Marketing Approach

• Promote the future relevance of EFNEP in meeting nutrition education needs
OBJECTIVES

• Understand the importance of marketing EFNEP

• Understand the importance of continued outreach and impact to a marketing plan

• Understand the value of collecting and tracking program successes
2009

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OBJECTIVES

• Develop an individualized plan for 40 things to celebrate EFNEP’s 40th Anniversary

• Develop individualized program outreach and impact goals for 2009

• Develop a framework for a 40th Anniversary Celebration for EFNEP
The Importance of Marketing
- The process of identifying the current and emerging educational issues and needs of our publics.
- Creating educational programs to meet those issues and needs.
- Communicating the impacts of those programs.
The Importance of Marketing

- Focus on the participant and their need
- Maximizes our return for the effort and resources expended for the program
- A way of thinking
- A source of empowerment

Keys to EFNEP Marketing Success

- Achieving Outreach Goals
- Achieving Program Impact Goals
Keys to EFNEP Marketing Success

- Achieving Outreach Goals
- Achieving Program Impact Goals

- Making the Success Personal
Keys to EFNEP Marketing Success

- Making the Success Personal

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- Marketing Focus communicating Impact
- Plan for Celebrating 40th Anniversary
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- New Marketing Video
- 40th Anniversary logo
- 40th Anniversary stationary, invitations, bookmarks
- News articles

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- EFNEP Champions
- EFNEP Celebration
- New Funding
- New curriculum for engaging adults and youth together as families

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- EFNEP 40th Anniversary Promotional Magazine
- EFNEP feature in “Our State” magazine
- Radio PSA’s to help you promote your program
- A Marketing packet to help you with program promotional events and presentations
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Develop individualized program outreach and impact goals for 2009
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CUSTOMER FOCUSED PROGRAMMING

- How will we reach our customers?
- How will we proactively respond to changes in our customers?
- How will we uniquely meet our customers’ needs?
- How will we form collaborative relationships that will help strengthen our program?

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CUSTOMER-FOCUSED PROGRAMMING

- What resources will be needed?
- What support do we need from the county?
- What support do we need from the state?
- What support do we need from other agencies?
- What support do we need from our federal partner

Develop a framework for a 40th Anniversary Celebration for EFNEP
1. Develop a list of ideas
2. Draft a plan
3. Meet with your CED first
4. Establish a local planning committee
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Question 1 of 4

- What are the needs and expectations of primary customers?

Question 2 of 4

- What aspects of what we do are working well in our community?
Question 3 of 4

- What aspects are working less well?

Question 4 of 4

- What should be our priorities for the next 3-5 years?

- It's surprising how much you can accomplish if you don't care who gets the credit.

  Abraham Lincoln
RACE TO WIN

- Develop 5-7 goals for each of the following and list your recommendations for action to WIN THE RACE for NC EFNEP.
  - State Program
  - Unit
  - Personal Work Performance