It Takes a Village…

• Austin Brooks Virginia
• Emily Foley North Carolina
• Jean Anne Fischer Nebraska
• Imelda Galdamez Michigan
• Lorelei Jones North Carolina
• Lisa Martin Kansas
• Jennifer McCaffrey Illinois
• Mira Mehta Maryland
• Shewana McSwain North Carolina
• Joan Paddock New York
• Beth Peralta Illinois

2017 National Coordinators’ Conference
Goals of Using Technology in EFNEP

• Increase EFNEP graduation rate.
• Expand reach to new audiences.
• Assist EFNEP with staying relevant to different learning styles and how audiences want to learn.
When you hear the phrase….

EFNEP and Technology

What comes to mind?
Maintaining EFNEP Integrity

- Program delivery priority of EFNEP is peer educators with knowledge and experience of low income communities as the best method for reaching our nation’s poorest families.
- Dosage and paraprofessional contact needed for optimal program outcomes.
- Learner-centered focus.
- Innovative teaching techniques and hands-on learning that can support and/or enhance programs.
- Collection of information such as recalls, surveys, signatures, etc.
- Cultural competence – multi languages.
- Validity and evidence base with practical application of current research.
- High quality of teaching—review and update peer educator training protocol.
- Coordination, collaboration and engagement with community partners and stakeholders.
Overview of Work to Date

• Literature review
• Survey of EFNEP participants and staff
• Pilot projects
  – Texting
  – Video conference delivery
  – Online supplemental lesson
• Draft of technology framework and contribution to policy document
2016 - 2017 Progress

• Poster at SNEB
• Integrated Technology and Social Media Framework
• Feedback Survey from Coordinators
• Poster at 2017 EFNEP Coordinators meeting
• Updated Social Media Tool Kit and Website
When it comes to building a healthier community, we're all on the same team.

The Expanded Food and Nutrition Education Program (EFNEP) works throughout the country to meet the needs of low-income families, and to help them get out of the poverty cycle. While peer educators' interactive lessons with EFNEP participants remain essential, digital marketing and social media strategies have also become important to aid EFNEP's community outreach efforts. But where do you even begin to create a social media strategy that will help you reach your target audience? To meet this need, EFNEP representatives from across the country came together to create tools and resources to educate other EFNEP programs about using digital marketing and social media strategies to communicate with participants and potential participants. Find resources, educational materials, and tools to help you succeed in promoting your EFNEP programs using social media and digital marketing here on our website.
EFNEP Technology Conceptual Map
9 - 2016

Engagement Strategies

Client Enroll Face to Face
(complete entry paperwork, data about how referred to EFNEP)

Social Media used to Recruit

Enhance Learning Strategies

In person Lessons

Intentional Online
(blended)

Online lessons as a make up

Client Graduation Face to Face
(complete graduation paperwork, and submit qualitative story)

Social Media/Web to highlight success/refer
Let’s Dive In!

Technology Lit Review Bingo

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Technology Literature Review

T1 : Social Media

Technology Literature Review

T1: Social Media (cont’d)


Technology Literature Review

T1: Social Media (cont’d)

Technology Literature Review

**T2: Educational Videos**

**Emerging evidence**

2017 National Coordinators’ Conference
Technology Literature Review

R3: Online Recruiting

• Lohse, B. (2013). Facebook is an Effective Strategy to Recruit Low-income Women to Online Nutrition Education. *Journal of Nutrition Education and Behavior*, 45(1), 69-76.

Technology Literature Review

L1: Text Messaging


Technology Literature Review

**R2 : Online Lessons**

Technology Literature Review

R2 : Online Lessons

Technology Literature Review

R2 : Online Lessons


L3: Interactive Online Tools


Technology Literature Review

R1: Email


Technology Literature Review

**T3 : Smartphone Apps**


Technology Literature Review

L2 : Video Chats or Livestreaming

Emerging evidence

Suggested Parameters

- Paraprofessional - key to client success
- Goal: Client retention and graduation
- Outcomes: same as with or without technology
- Must maintain a minimum number of in-person lessons and hours
- Experiential activities are still priority
- Use evidence based practices and resources
- Abides by policy documents
Low Technology Category

• Can implement immediately
• Requires little to no training
• Uses existing approved resources—WIC Shopper, SuperTracker

Examples:
– Digital media and social media during lessons
– Email/text messages for reminders to increase client retention
– Email/text messages to reinforce learning concepts and skill building between lessons.
Medium Technology Category

- Needs moderate planning time
- Requires moderate training needs
- Needs moderate resources to implement

Examples:
- Online make-up lessons
- Social media engagement-program and client interaction
- Social media recruitment and post graduate follow up
- Enhanced learning with social media/interactive technology—videos, quizzes, games, apps
High Technology Category

- Requires multiple steps/people to implement
- Requires additional resources
- Requires additional training and skills
- May need new recruitment/educational technology content

Examples:
- Blended lessons—in-person and online
- Interactive lessons with quizzes and experiential activities
- Online group meetings such as Google Hangout or Facebook Live
What could a lesson look like?

1 hour of programming make up lesson
Where do we go from here..

• Technology Policy document – late Spring
• Information and training sessions, 2017-2018
• Soft roll - written into annual program plan
• Further research to establish best practices
• Data collection to document effectiveness
Your Feedback

- Training needs
  - self-paced video modules
  - live webinars
  - resource guides group discussions/ sharing with colleagues
  - session(s) at regional EFNEP conference
  - session(s) at National EFNEP Conference
Annual Plan Considerations

• Read the policy document
• Consider the parameters
• Maintain EFNEP integrity components
• Start small – pilot
• Outline how you will monitor
We Need to Hear from You

• Training
• Technical Assistance
• Resources to Share

• Interested in being involved? Join us!