EFNEP
Connecting the Pieces
2016 National Coordinators’ Conference
March 14-17, 2016 - Arlington, VA
“EFNEP Building Relationships for Recruitment and Retention”

Leslie Speller-Henderson, EFNEP Program Coordinator
Shea Austin, Area EFNEP Specialist
Tennessee State University
Write down your most pressing recruitment and retention needs.

Share your top need with others at your table.
What need was mentioned most often?
Recruiting and Retaining Participants

Who are our participants?
What is it that we are asking them to do?
Why should they do it?
How much input do they get to give?
Recruiting and Retaining Participants

Will they be taught or will we all learn together?

Is there follow up or contact with participants outside of class? Does the program solicit information on why participants are stopping out and use that to inform and expand services?
Reasons Adult Learners Stay

• Relationship
• Improved skills
• Reduces role strain
• Increases resources
• Provides social support
• Touches on their passion/Engages them
• Meets immediate needs
• Welcoming orientation where participants set a goal & outlines expectations of program
• Learning feels less like school and more like an adult activity
Reasons Adult Learners Leave

• Adults vote with their feet & have a right to reject learning.

• Learning does not feel immediately applicable to their situation.

• They are experiencing time poverty issues.

• They do not feel that they are contributing their experiences to the learning.

• They have had negative experiences in classroom settings.
Motivation and Adult Education

• *Motivation* is viewed by adult learners as a personally owned problem.

• *Demotivation* is viewed by adult learners as a teacher owned problem.
# Building Relationships-Banking Model

<table>
<thead>
<tr>
<th>Deposits</th>
<th>Withdrawals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seeking first to understand</td>
<td>Seeking to be understood</td>
</tr>
<tr>
<td>Keeping Promises</td>
<td>Breaking Promises</td>
</tr>
<tr>
<td>Kindness, Courtesies</td>
<td>Unkindness, Discourtesies</td>
</tr>
<tr>
<td>Clarifying Expectations</td>
<td>Violating Expectations</td>
</tr>
<tr>
<td>Loyalty to the Absent</td>
<td>Disloyalty, Duplicity</td>
</tr>
<tr>
<td>Apologies</td>
<td>Pride, Conceit, Arrogance</td>
</tr>
<tr>
<td>Open to feedback</td>
<td>Reject feedback</td>
</tr>
<tr>
<td>Respect (co-learn, adult voice)</td>
<td>Disrespect (Do as I say, parent voice)</td>
</tr>
</tbody>
</table>
Participant Life Cycle Activity:

Working at your table, create a participant life cycle for participants in your EFNEP Program.

- **Map out each step** of the process from the participant’s point of view.
- **Show how** people enter and exit the program.
- **Indicate how long** each process takes.
- **Identify the current behavior** that will allow the participant to progress smoothly through your organization as he/she takes each step.
Participant Life Cycle Activity:

• *Draw a line* through the behaviors that your organization can abandon as expectations.
• *Circle the behaviors* that your organization will maintain as expectations.
No significant learning occurs without a significant relationship.

-Richard Comer
Tips for Recruitment

• Title I
• Community College
• Veterans
• Group Homes
• Faith Based Organizations
• Workplace
• Community Centers
• Volunteers
• Word of Mouth
Write three action steps to improve relationships with EFNEP participants and Program Assistants.
References:


EFNEP Champion Parents:
A Rewarding Approach for Recruitment and Retention of Parents in Baltimore City, Maryland.

Presented by:
Maribet Brute, MPH
University of Maryland Extension- EFNEP
Baltimore City
Group Activity

Think and discuss about the reasons EFNEP participants lose interest of the program
Why EFNEP Champion Parents?

- Low participant recruitment and retention rate
- Need to build relationships with participants
- Need to recognize participants’ efforts
- Increase volume of parent volunteers
- Help increase teaching satisfaction levels of educators
What is an EFNEP Champion Parent?

• A rewarding approach by recognizing parents who made an effort to eat healthy, be physically active and maintain a healthy lifestyle. These parents are expected to serve as role models for peers and advocates for healthy lifestyles.
  • Pilot program
  • Stories will be published on the State website and serve as potential volunteers to promote EFNEP among community partners

• Strategy adapted from *Champions for Change* campaign from California Department of Public Health, NEOP
  • Purpose: The Campaign was designed to support and reinforce local interventions aimed at individuals living in households at or below the 185% Federal Poverty Level.
  • Media campaign to help increase fruits and vegetables consumption
    • *Champions for Change* parents were chosen from focus groups
Selection Criteria At-a-Glance

• Actively participate during workshops
• Complete all the lessons in the series
• Show an overall improvement in diet, food resource management practices, food safety practices and physical activity levels
• Complete entry and exit forms
Criteria Selection Process

• Parents selected at the end of each workshop series (6th or 8th session)
• Completion of Entry and Exit forms
  • Food Safety and Food Resource Management Practices
  • Physical Activity Levels
• WebNEERS
  • Diet Quality
• Attend all workshops sessions
Criteria Selection Process

- Food Resource Management Practices (Checklist)
  - Meet 3 out 4 practices as “Almost always” or “Most of the time”
Criteria Selection Process

• Food Safety (Checklist)

<table>
<thead>
<tr>
<th>Question</th>
<th>Never</th>
<th>Seldom</th>
<th>Sometimes</th>
<th>Almost always</th>
<th>Most of the time</th>
</tr>
</thead>
<tbody>
<tr>
<td>5) How often do you let meat and dairy foods sit out for more than two hours without refrigeration?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6) How often do you thaw frozen foods at room temperature?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13) How often do you wash your hands in warm soapy water before preparing food?</td>
<td></td>
<td></td>
<td></td>
<td>Almost always</td>
<td>Most of the time</td>
</tr>
</tbody>
</table>

• Meet 2 out of 3 food safety practices as “Almost Always” or “Most of the time”
Criteria Selection Process

• Nutrition Practices (Food Recall)
  • Diet Quality
    • To show an *increase* in consumption of 25% or more from each of the food groups

• SoFAS, Sodium, Refined Grains, Saturated Fat
  • To show a *decrease* in consumption of 25%
Criteria Selection Process

• Physical Activity Level

In addition to your regular daily activities, how much time do you spend doing physical activity?

- Less than 30 minutes each day
- 30 to 60 minutes each day
- More than 60 minutes each day

• Increase or stay in 30-60 minutes/day
Criteria Selection Process

- Evaluation of participation and volunteer
  - Track volunteer hours
  - Not involved in direct education
What’s the outcome?
EFNEP Champion
Parent
Rachnee Tune
Daysprings Housing

“I learned ways to eat healthier and use better types of grains. To look at labels it plays a big factor in eating. Also to eat what I want and stay healthy.”

*Signed Photo/Internet/Video release form on file
### Data

- **Entry**: Diet Quality

<table>
<thead>
<tr>
<th>Foods</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whole Grains</td>
<td>0%</td>
</tr>
<tr>
<td>Vegetables</td>
<td>30%</td>
</tr>
<tr>
<td>Fruits</td>
<td>227%</td>
</tr>
<tr>
<td>Dairy</td>
<td>12%</td>
</tr>
<tr>
<td>Protein Foods</td>
<td>259%</td>
</tr>
</tbody>
</table>

---

*EFNEP Connecting the Pieces*

2016 National Coordinators' Conference
March 14-17, 2016 - Arlington, VA
• **Exit** - Diet Quality

<table>
<thead>
<tr>
<th>Foods</th>
<th>0%</th>
<th>100%</th>
<th>200%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whole Grains</td>
<td></td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>Vegetables</td>
<td></td>
<td>92%</td>
<td></td>
</tr>
<tr>
<td>Fruits</td>
<td></td>
<td>277%</td>
<td></td>
</tr>
<tr>
<td>Dairy</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Protein Foods</td>
<td></td>
<td>150%</td>
<td></td>
</tr>
</tbody>
</table>
Data

- **Entry** - Diet Quality

![Bar chart showing dietary components and percentages](chart.jpg)

- Calories from Solid Fats & Added Sugars: 264%
- Refined Grains: 178%
- Sodium: 258%
- Saturated Fat: 109%

0% to 100% (Limit)
Data

- Exit: Diet Quality

- Calories from Solid Fats & Added Sugars: 41%
- Refined Grains: 118%
- Sodium: 129%
- Saturated Fat: 54%
EFNEP Champion
Parent
Michael Brogdon
Helping Up Mission

“I learned that healthy eating can add years to my life. I changed a lot of my eating habits. I can see a lot of improvements in the changes I have made in the way I feel and look.”

*Signed Photo/Internet/Video release form on file
# Data - Food Resource Management Practices

## Entry

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1)</strong> How often do you plan meals ahead of time?</td>
<td>Never</td>
<td>Seldom</td>
<td>Sometimes</td>
</tr>
<tr>
<td><strong>2)</strong> How often do you compare prices before you buy food?</td>
<td>Never</td>
<td>Seldom</td>
<td>Sometimes</td>
</tr>
<tr>
<td><strong>3)</strong> How often do you run out of food before the end of the month?</td>
<td>Never</td>
<td>Seldom</td>
<td>Sometimes</td>
</tr>
<tr>
<td><strong>4)</strong> How often do you shop with a grocery list?</td>
<td>Never</td>
<td>Seldom</td>
<td>Sometimes</td>
</tr>
</tbody>
</table>

## Exit

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1)</strong> How often do you plan meals ahead of time?</td>
<td>Never</td>
<td>Seldom</td>
<td>Sometimes</td>
</tr>
<tr>
<td><strong>2)</strong> How often do you compare prices before you buy food?</td>
<td>Never</td>
<td>Seldom</td>
<td>Sometimes</td>
</tr>
<tr>
<td><strong>3)</strong> How often do you run out of food before the end of the month?</td>
<td>Never</td>
<td>Seldom</td>
<td>Sometimes</td>
</tr>
<tr>
<td><strong>4)</strong> How often do you shop with a grocery list?</td>
<td>Never</td>
<td>Seldom</td>
<td>Sometimes</td>
</tr>
</tbody>
</table>
## Data - Food Safety Practices

### Entry

<table>
<thead>
<tr>
<th></th>
<th>Question</th>
<th>Never</th>
<th>Seldom</th>
<th>Sometimes</th>
<th>Almost always</th>
<th>Most of the time</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>How often do you let meat and dairy foods sit out for more than two hours without refrigeration?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>How often do you thaw frozen foods at room temperature?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>How often do you wash your hands in warm soapy water before preparing food?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Data - Food Safety Practices

### Exit

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5)</td>
<td>How often do you let meat and dairy foods sit out for more than two hours without refrigeration?</td>
<td>Never</td>
<td>Seldom</td>
<td>Sometimes</td>
</tr>
<tr>
<td>6)</td>
<td>How often do you thaw frozen foods at room temperature?</td>
<td>Never</td>
<td>Seldom</td>
<td>Sometimes</td>
</tr>
<tr>
<td>13)</td>
<td>How often do you wash your hands in warm soapy water before preparing food?</td>
<td>Never</td>
<td>Seldom</td>
<td>Sometimes</td>
</tr>
</tbody>
</table>
Potential Leads

• Benefits for parents:
  • Lifestyle changes
  • Empowerment
  • Truthfulness
  • Change of Parenting skills

• Recruit other parents
  • Role models

• Serve as a example to recruit and retain participants

• Opportunity to expand options in volunteerism
Thank you!

Maribet Brute, MPH
(410) 856-1850, ext. 122
mbrute@umd.edu

Visit us online at:
https://extension.umd.edu/baltimore-city/expanded-food-nutrition-education-program-efnep