Using EFNEP Outcomes Data

Program Management Tool
Program Promotion and Outreach Tool

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The Ohio State University
Using EFNEP Outcomes Data

Program Management
- Evaluate the program and provide accountability.
- Maintain program integrity.
- Program planning to improve our EFNEP program impact.

Program Outreach and Promotion
- Expand EFNEP program outreach and impact in our state.
Using EFNEP Outcomes Data

How we use EFNEP Outcomes Data

As a Program Management Tool

As a Program Outreach and Promotion Tool
  Extension/University
  County and State

What benefits do we find for the program after using the Outcomes Data

As a Program Management Tool

As a Program Outreach and Promotion Tool
  Extension/University
  County and State

Conclusions
Outcomes Data as a Program Management Tool

Program Assistants and Educators: Personal –PA Reports.
- Visit from the State Team once a year, ongoing coaching from Supervisor as needed.

County Level. County Reports.
- Once a year visit, usually during November or December. Quarterly quick review.

State Level. State Report.
- Once a year brief presentation during our Annual Community Nutrition Conference in November showing EFNEP general results.

National Level. NEERS 5 Report.
- Annual Feedback from EFNEP National Leadership.

Program Performance Improvement Setting Goals and Priorities. Program Evaluation.
Percentage Reading Food Labels to Select Foods
Ohio EFNEP, FY 2010, n=3229

Percentage Reading Food Labels to Select Foods
EFNEP County, FY 2010, n=292
After participating in EFNEP, Ohio, FY 2010:

90% of participants showed improvement in one or more Nutrition Practices

Acceptable Nutrition practices

At entry: 12% of participants
At exit: 39% of participants

+9%, +7%, +12%, +6%

Nutrition Practices Improvement
Ohio EFNEP FY 2010, n=3232

After participating in EFNEP, Cuyahoga, FY 2010:

88% of participants showed improvement in one or more Nutrition Practices

Acceptable Nutrition practices

At entry: 13% of participants
At exit: 35% of participants

+9%, +7%, +12%, +6%

Nutrition Practices Improvement
EFNEP County, FY 2010, n=1088
Food Resource Management, M/C/G 2010

Bar chart showing improvements in food management:
- Plan meals: Pre 2.9, Post 3.9**
- Compare prices: Pre 3.5, Post 4.3**
- Out of Food: Pre 2.1, Post 2.8**
- Grocery List: Pre 2.8, Post 3.9**

Numbers of participants:
- Plan meals: n=292
- Compare prices: n=292
- Out of Food: n=290
- Grocery List: n=291
Outcomes Data as a Program Management Tool
Results of County Visits and Reports

- Review of program policies. Determine strengths and challenges the county faces.
- Encourage and celebrate successes.
- Generate sharing of positive ideas.
- Select local training or professional development areas.
- Set next year’s goals and priority areas.
- Generate sharing of solutions.

Program Performance Improvement
Setting Goals and Priorities. Program Evaluation.
II. Behavior Change By Question

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If % of Behavior Improvement is > than State=1 point, > than County=1 point

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Outcomes Data as a Program Management Tool
Results of Program Assistants’ Personal Reports

- "Gauge how effective their teaching is and what, if any, changes they need to make"

Review of participants eligibility criteria, importance of data completeness and accuracy.

A tool for setting following year’s personal goals and prioritizing areas that need strengthened.

A guide for educators and program specialists to provide program assistant coaching.

Part of their annual performance review.

How many graduates per FTE? Are we making behavior change? Using BCL, 24 HFR Successes and challenges Determine goals.

Do the participants have children or pregnant? Are they limited income?
Do we know their race, ethnicity and age?
Do we have BCL and 24 HFR for most of them?
Percentage of youth groups evaluated.
### County, PA Behavior Change Improvement Compared to State

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<td>44%</td>
<td>0</td>
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<td>1</td>
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</tr>
<tr>
<td>9 Reads Labels</td>
<td>62%</td>
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<td>0</td>
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<td>0</td>
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<td>0</td>
</tr>
<tr>
<td>10 Breakfast</td>
<td>36%</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
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</table>

**Total Above State Improvement**

<table>
<thead>
<tr>
<th></th>
<th>PA1</th>
<th>PA2</th>
<th>PA3</th>
<th>PQ4</th>
<th>PA5</th>
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## BEHAVIOR CHECKLIST SUMMARY REPORT

**County:** OH035 CUYAHOGA  |  **Reporting Period:** 10/01/09 - 09/30/10

### II. Behavior Change By Question

#### CUYAHOGA, PA BEHAVIOR CHANGE IMPROVEMENT COMPARED TO COUNTY

<table>
<thead>
<tr>
<th>Q</th>
<th>County Name</th>
<th>PA1</th>
<th>PA2</th>
<th>PA3</th>
<th>PQ4</th>
<th>PA5</th>
<th>PA6</th>
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<tr>
<td>1</td>
<td>Plan Meals</td>
<td>45%</td>
<td>37%</td>
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<td>55%</td>
<td>52%</td>
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<td>31%</td>
<td>43%</td>
<td>43%</td>
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<td>43%</td>
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<tr>
<td>3</td>
<td>Out of Food</td>
<td>38%</td>
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<td>42%</td>
<td>45%</td>
<td>32%</td>
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<td>4</td>
<td>Use Grocery List</td>
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<td>44%</td>
<td>45%</td>
<td>49%</td>
<td>40%</td>
</tr>
<tr>
<td>5</td>
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<td>24%</td>
<td>36%</td>
<td>21%</td>
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<td>51%</td>
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<td>45%</td>
</tr>
<tr>
<td>7</td>
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<td>59%</td>
<td>41%</td>
<td>44%</td>
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<tr>
<td>8</td>
<td>Adding No Salt</td>
<td>41%</td>
<td>37%</td>
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<td>39%</td>
<td>29%</td>
<td>45%</td>
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<tr>
<td>9</td>
<td>Reads Labels</td>
<td>57%</td>
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<td>57%</td>
<td>73%</td>
<td>54%</td>
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<td>10</td>
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**ABOVE COUNTY AVERAGE = 1 POINT**

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<th>PA3</th>
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<tr>
<td>Plan Meals</td>
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<td>Out of Food</td>
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</tr>
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<tr>
<td>Thaw Foods</td>
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<td>0</td>
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<tr>
<td>Healthy Foods</td>
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</tr>
<tr>
<td>Adding No Salt</td>
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<td>0</td>
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</table>

**TOTAL ABOVE COUNTY IMPROVEMENT**

<table>
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<tr>
<th>PA1</th>
<th>PA2</th>
<th>PA3</th>
<th>PQ4</th>
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<tbody>
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<td>6</td>
<td>6</td>
<td>7</td>
<td>4</td>
<td>3</td>
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</table>
Outcomes Data use as an Outreach and Promotion Tool
Extension and University System - Internal

County Office
• County Director invited to our Annual Visit, aware of EFNEP county outcomes
• Annual e mail with County Outcomes summary
• Power Point presentation with County Outcomes for county webpage
• County EFNEP Highlights page
• Copied on some Success Stories

Regional Extension Director
• Annual e mail with County Outcomes summary
• Copy of Graphs with County Outcomes
• Copied on Success Stories

FCS Director / Department of Nutrition Chair
• Annual e mail with County Outcomes summary
• Copy of Graphs with County Outcomes
• Copied on Success Stories

OSU Extension Director / College Dean
• Invited and Welcome speaker on our SNAP-Ed / EFNEP Annual Conference
• Copied on selected Success Stories
• Power point presentation with State Outcomes
• Annual e mail with State Outcomes summary

Create awareness of EFNEP at the local, county and state level. Increase Program visibility.
• The Cooperative State Research, Education, and Extension Service (CSREES) Expanded Food and Nutrition Education Program (EFNEP) operates in 18 counties in Ohio. **EFNEP targets low-income youth and low-income families with young children** and is designed to assist participants in acquiring the knowledge, skills, attitudes, and **changed behavior necessary to achieve nutritionally sound diets**; contribute to the participant's personal development; and improve the total family diet and nutritional well-being. The programs are delivered as a series of lessons taught by paraprofessionals and volunteers, many of whom are indigenous to the target population.

• A total of 492 adults and 3,507 youth were reached by our EFNEP program in this Ohio County in 2009, impacting 1,715 people in participants’ families;

• **EFNEP graduated 233 low income adults with children.** Each adult participant received an average of 6 lessons on how to select more nutritional foods and gain skills in food production, preparation, storage, safety and sanitation. Adults also learn better methods to manage their food budgets and related resources such as Food Stamps.

• **Food resource management practices results:** 77% of adult participants showed improvement in one or more food resource management practices (i.e. more often planned meals in advance, compared prices when shopping, used a list for grocery shopping or less often ran out of food before the end of the month).

• **Nutrition practices results:** 87% of adult participants showed improvement in one or more nutrition practices (i.e. they more often planned meals in advance, thought about healthy food choices when deciding what to feed their family, used the “Nutrition Facts on food labels to make food choices or prepared foods without adding salt). 35% of participants reported that their children ate breakfast more often.

• **Food safety practices results:** 54% of adult participants showed improvement in one or more of the food safety practices (i.e. thawing and storing foods properly).

• **Physical activity practices:** 21% of adult participants increased their physical activity.
Outcomes Data use as an Outreach and Promotion Tool

Extension and University System

- EFNEP
- Department of Human Nutrition
  - Internal emails for and from Department Chair
- College of Education and Human Ecology
  - EHE news
  - Magazine to Alumni and public: Inspire
- OSU Extension: College of Food, Agricultural, and Environmental Sciences
  - Magazine to Alumni and public: Impact
  - Annual Extension Conference
- The Ohio State University
  - Webpage
90% of participants showed improvement in one or more nutrition practices

<table>
<thead>
<tr>
<th>Practice</th>
<th>Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy Foods</td>
<td>49%</td>
</tr>
<tr>
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<tr>
<td>Breakfast</td>
<td>36%</td>
</tr>
</tbody>
</table>

Short power point with outcomes presented in graphics is provided to each county to include in their webpage and is available in the EFNEP state page.
"Participating in EFNEP changed the way I eat, changed the way I shop — it changed my life, period."

David Harris Jr.
Coshocton, OH
Participant in OSU Extension's Expanded Food and Nutrition Education Program

Dad leads family in improving eating, food shopping, activity

Dave Harris Jr. knew he needed a serious lifestyle adjustment. OSU Extension’s Expanded Food and Nutrition Education Program was just the ticket. Dave, a Coshocton County father of four and wife Kim made profound changes since taking the class. It’s water, not pop for Dave: “I sued to drink two cans a day.” Never a vegetable lover, he now enjoys green beans, broccoli and cauliflower. Whenever possible, he walks instead of driving.
The whole family watches portions and examines labels. “At the store, my son saw one cereal with 12 grams of sugar (per serving). He put it back.” Dave is losing weight – and is saving grocery money. “The class changed everything – the way I eat, the way I shop. It changed my life, period.”
Keeping families nutritionally fit, financially fit in tough times

By Janet Ciccone

Educational programs from OSU Extension Family and Consumer Sciences rescue many families from the brink.

The college’s outreach arm, OSU Extension Family and Consumer Sciences (FCS), reaches out from our departments of Consumer Sciences and Human Nutrition to both urban and rural Ohioans. Last year, 154,847 Ohioans participated in programs taught by the Healthy People team. The Healthy Finances team taught 40,366 Ohioans new money management skills. The following stories about FCS programs show that knowledge really is power.

Healthy nutrition pays off, even in the pocketbook

Martha Zarate of Columbus, Ohio, worried about her husband Juan and 11-year-old daughter Alma. Terrible headaches tormented them. Zarate’s health suffered as well. Her knees hurt so much that kneeling in church caused agony. Managing the housework and her 1-year-old, not to mention their six other children, was impossible.

The family doctor warned Zarate to change their eating habits. She tried but found advice contradictory.

Then Zarate saw a flyer at a church offering a class in healthful eating. She met Claudia Byrne, an educator with OSU Extension’s Expanded Food and Nutrition Education Program (EFNEP). Two months later, her life had improved radically.

"Wow, you look great. What have you been doing?" a friend said at church.

"I’ve been getting educated," Zarate said with pride. I’ve lost 15 pounds and two dress sizes."

Like 90 percent of participants responding to EFNEP’s follow-up surveys, Zarate improved her family’s nutrition through the classes. Ohio EFNEP, celebrating its 40th anniversary this year, serves eight rural Appalachian counties and 11 metro counties, helping families with lessons about how to select more nutritious foods and build skills in preparation, storage, food safety and sanitation.

"Claudia taught me to stop frying foods," Zarate said, with Byrne translating from Spanish.

"I stopped buying high-calorie, low-nutrient choices like cookies and chips. I serve fewer tortillas and offer more vegetables and fruit to

Alumni volunteers help families finance kids’ college

Filling out the federal FAFSA college financial aid paperwork can be so intimidating, many give up. That’s why Katherine Fyffe McCaun (‘88), Julia Seitz (‘07), and Betty Van (‘08) volunteer with I Know I Can, the college support program at Columbus City Schools. The alumni of the Family Financial Management program visited high schools this year and paired up with families to help fill out the form and make sure it was submitted.

"In a struggling economy, many families may be out of jobs and don’t have the funds to send their children to college," McCaun said. "It’s rewarding to know we have helped some students achieve their dreams."
EFNEP Outcomes Data as Outreach and Promotion Tool
Results in Extension and University System

Creates a greater awareness of EFNEP

Highlights current program successes

Promotes the relevance of EFNEP in meeting nutrition education needs for limited resource families and youth

Gives them tools to promote Extension relevance and maintain county and state budget for Extension
## EFNEP Outcomes Data as Outreach and Promotion Tool

### County EFNEP Outcomes

<table>
<thead>
<tr>
<th>General Public</th>
<th>Collaborating Community Agency</th>
<th>County Commissioner</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Newspaper stories that show EFNEP impacts. Usually they use a personal story to attract attention and then present some quantitative data.</td>
<td>• EFNEP County Highlights and stories from participants when we present our program.</td>
<td>• EFNEP County Highlights and stories from participants when we present our program.</td>
</tr>
<tr>
<td></td>
<td>• Provide an outcomes report from their clients at the end of the year to those agencies that collaborate with us</td>
<td>• Public Value Statements.</td>
</tr>
</tbody>
</table>
Seventy one percent of participants had positive changes when it came to food resource management and 92 percent had positive outcomes when it came to nutrition practices. Thirty six percent of participants reported that their children ate breakfast more often, 54 percent showed improvement in food safety practices and 35.7 percent said they had increased their physical activity.
Kim,

Thank you very much for your presentation for Aaron Schmidt, Congressional Assistant. You made it fun.

Throughout the day Aaron kept commenting about the sugar content of drinks and your presentation.

You did a great job!

Sincerely,

Sarah Jane Lindsey
Extension Educator
4-H, Youth Development

OSU Extension embraces human diversity and is committed to ensuring that all educational programs conducted by OSU Extension are available to clients on a non-discriminatory basis, without regard to race, color, age, gender identity or expression, disability, religion, sexual orientation, national origin, or veteran's status.

Keith L. Smith, Associate Vice President for Agricultural Administration and Director, OSU Extension TDD No. 800-589-2222 (Ohio only) or 814-292-1658

for taking time to show me Octon. I hope I wasn't an imposition on you.

to have an opportunity to see some of the great OSU Extension does to the community, and enjoy my trip and it was a great experience thanks to you. I do anything to return the favor.

Sincerely, Aaron

PS: I haven't drunk a single soda since that class.
I am sure you agree that we must keep working to better educate children and adults about the importance of proper nutrition. The Expanded Food and Nutrition Education Program (EFNEP) plays a critical role in doing just that by assisting limited-resource youth and families in acquiring the knowledge, skills, and changed behavior necessary for nutritionally sound diets.

Nutrition education will continue to be a priority during my remaining time in the Senate and as a member of the Appropriations Committee, I will take an active role in funding the EFNEP through the fiscal year 2010 appropriations process.
EFNEP Outcomes Data as Outreach and Promotion Tool
For Agencies, Collaborators, other Stakeholders

EFNEP Outcomes : Public Value Statements

Describe the issue, situation, or problem statements.

Provide a solution to the problem.

What did EFNEP do to solve the problem?

What happened to the audience or participants as a result of what EFNEP did: changes in knowledge, skills, practices, behaviors?

Were there other benefits: quality of life, cost savings, policy changes?
Frame Public Value Statements

According to what EFNEP does:

• Food Resource Management
• Food Safety
• Nutrition Education
• Overweight and Obesity, Physical Activity
Food Safety

The Centers for Disease Control and Prevention (CDC) estimates that each year roughly one out of six Americans (or 48 million people) get sick, 128,000 are hospitalized and 3,000 die of foodborne illnesses. Foodborne illness is caused by consuming contaminated foods or beverages.

- Foodborne illnesses costs the country a total of about $152 billion a year, according to a report released in March 2010 by the Produce Safety Project at Georgetown University. The report calculated the cumulative costs of illnesses from a wide variety of foodborne pathogens, including E.coli, listeria, salmonella and a number of others.
- Ohio reportedly loses $5.84 billion a year to foodborne illness (7th highest cost in the nation), an average of $1,837 per case. The cost of medical care alone is $374 million. Other costs of foodborne illness in Ohio include quality of life costs ($3.55 billion), and $1.9 billion due to lost life expectancy.

Raw foods of animal origin (raw meat and poultry, raw eggs, unpasteurized milk, and raw shellfish) are the most likely to be contaminated. Many different disease-causing microbes, or pathogens, can contaminate foods, so there are many different foodborne infections. Fruits and vegetables consumed raw are also of particular concern.
Preventing foodborne illness happens in many ways, one of which is education about proper food handling. Improper washing, cleaning, cooking, thawing and storage techniques allow the microbes that cause the illnesses to flourish, creating greater probability of foodborne illness. Following practices in the home such as washing hands, rinsing vegetables and fruits, and cooking and storing properly can prevent foodborne illnesses.

EFNEP teaches participants the four basic food safety recommendations to follow when preparing and eating foods in order to reduce the risk of food borne illnesses (Clean, Separate, Cook and Chill). Our results show that sixty-five percent of Ohio EFNEP graduates more often properly thawed and/or stored perishable food items after completing the program. These and other new behaviors they follow have the potential to decrease hospitalizations and lost productivity due to food borne illness. After participating in EFNEP:

- 32% more often followed the recommended practices of not allowing meat and dairy foods to sit out for more than two hours. Furthermore, 26% ALWAYS follow the recommended practice.
- 58% more often followed the recommended practice of not thawing foods at room temperature. Furthermore, 33% ALWAYS follow the recommended practice.
- 55% more often followed the recommended practice of using a thermometer to check when meat is cooked.
- 85% ALWAYS followed the recommended practice of hand washing before preparing food and 74% ALWAYS followed the recommended practice of washing utensils and surfaces that had touched raw meat, seafood or chicken before continuing to use them for cooking.
- 73% of our participants at exit demonstrated acceptable food safety practices (thawing and storing food properly).

Sources:
Health-Related Costs from Foodborne Illness in the United States,
http://www.makeourfoodsafe.org/cost_map.
Using EFNEP Outcomes Data for Program Management helps to:

- Assess training and professional development needs
- Set goals and objectives for the following year
- Describe program evaluation and accountability
- Provide an element on the performance review process
Using EFNEP Outcomes Data for Program Outreach and Promotion helps to:

- Create awareness of EFNEP at the local, county and state level. Increase program visibility.
- Promote EFNEP at the county level, generate agency collaboration and recruit more participants.
- Facilitate EFNEP inclusion and work in the Extension and OSU Human Nutrition Department structure.
- Generate County and State public officials (county commissioners, legislators) continuous EFNEP support.
Focus on our customers and their needs.
- Participants
- Extension and University
- Agencies
- Legislators and stakeholders

How EFNEP can address those needs.
- What we can do. What we can offer in terms of knowledge, skills and abilities.
- What our results are. Show how we are effective in what we do.
  SHOW OUTCOMES.

Communicate. Disseminate the information by different channels.