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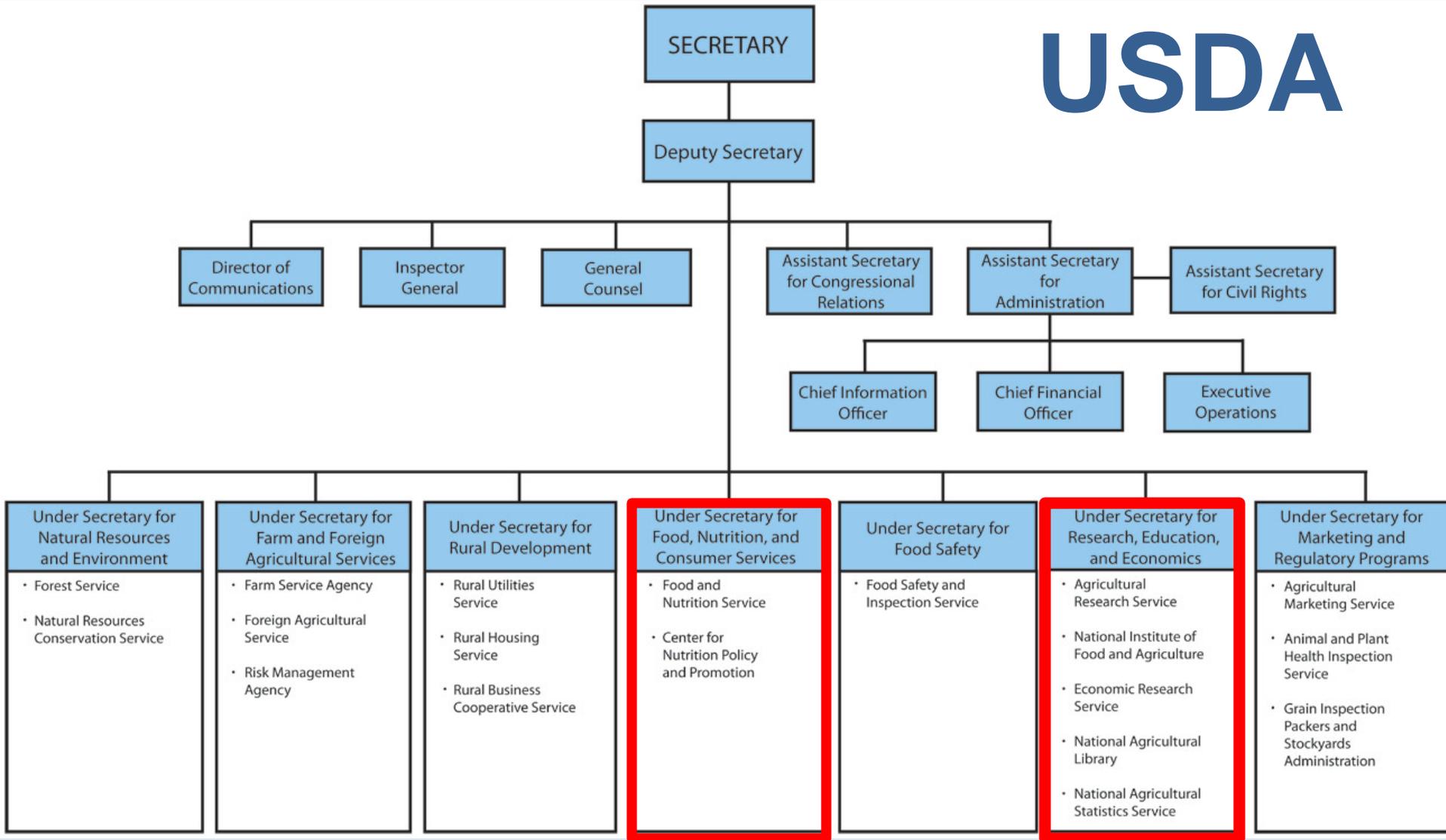
Introductory Remarks

National EFNEP Conference, Washington DC 1 March 2011

Helen Chipman, PhD, RD
National Program Leader, Food and Nutrition Education



USDA





Conference Purpose

Remarks

- Helen Chipman
- Robert Post
- Ralph Otto
- Dionne Toombs

- Q&A

Revisiting History

- An “ah ha” experience
- EFNEP’s Early history per Muriel Brink: “Expanded Food and Nutrition Education Program – A Precedent-Setting Program”
 - 1969-1971: The glory years
 - 1972-1979: Period of Refinement
 - 1980-1989: Challenges and More Challenges
 - 1990-1995: Revitalization of the Expanded Food and Nutrition Education Program
 - Since then ??? – history has not been clearly documented
- More than 40 years.... Delivering a program that is just as relevant, perhaps more relevant than when it began in the late 1960’s

Emerging National Vision

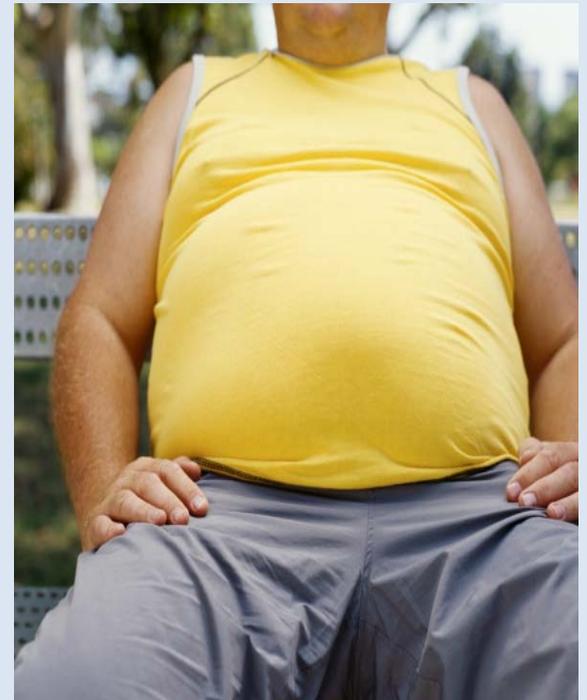
- EFNEP Addresses Both Complex National Challenges and Pressing Personal Concerns
- EFNEP is Recognized as a Premier Nutrition Education Program
- EFNEP's Influence Extends Across the Socio-Ecological Spectrum
- EFNEP Leads the Way

**Adapted from Helen's Presentation at the 2010 National Conference*

EFNEP Addresses Complex National Challenges and Pressing Personal Concerns

Our Vision:

- **EFNEP** helps resolve national concerns (*e.g., obesity, food insecurity, food safety outbreaks*)
- **EFNEP** prepares limited resource families to deal with disasters (*e.g., storms, floods, economic uncertainty*)

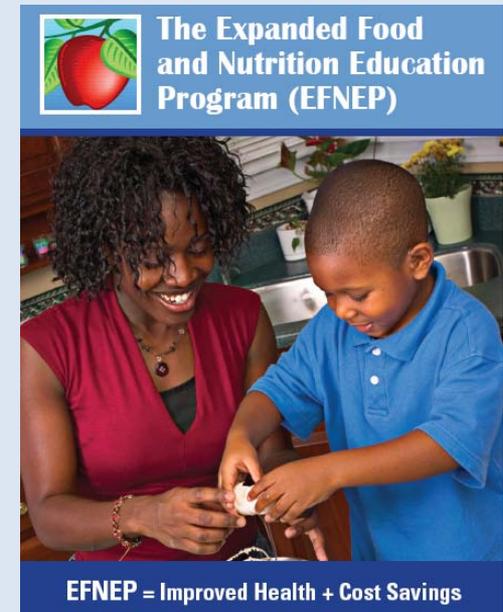


**Adapted from Helen's Presentation at the 2010 National EFNEP Conference*

EFNEP is Recognized as a Premier Nutrition Education Program

Our Vision:

- **EFNEP** is understood, valued, and considered essential
- **EFNEP** is well known within and outside of 
- **EFNEP** has strong advocates who tell our story, increase our reach, and go to bat for us



**Adapted from Helen's Presentation at the 2010 National Conference*

Specific Sessions

- Speakers – leading at high levels across government; leading within states and territories; friends from other agencies, leadership at NIFA, strengths of states
- Opportunity to learn, discuss, and apply
 - Commitment to the development and success of paraprofessional staff
 - Youth evaluation
 - Food recalls and the HEI
 - Communicating outcomes – strengthening our ability to capture and articulate the strengths and successes of our programs as well as to guide programming decisions

Specific Sessions (contd)

- Opportunity to learn, discuss, and apply (contd)
 - Structures and models – EFNEP is part of the national nutrition landscape
 - Exciting multistate work – web-based project, research committee, nutrition and health committee for program planning and guidance
 - Application of the Dietary Guidelines
 - Leadership through NIFA
- Policy on Thursday
- Record questions not addressed - will hold a follow-up webinar/conference call to discuss

Striking the Balance – Past, Present, and Future

- Tremendous legacy, and exceptional people now - to address the challenges and opportunities of our time
- Conference agenda
 - Learn of the work of NIFA and other Agencies that are fundamental to what we do... one example being the recently published Dietary Guidelines
 - See the good examples of collaborative work across states, and have opportunity for discussion and dialogue
 - Return to basics and build from there
- Landscape has changed, and continues to change.... call to action
- Our challenge: Understand and be a part of this changing landscape WITHOUT losing our focus and our sense of what we are about



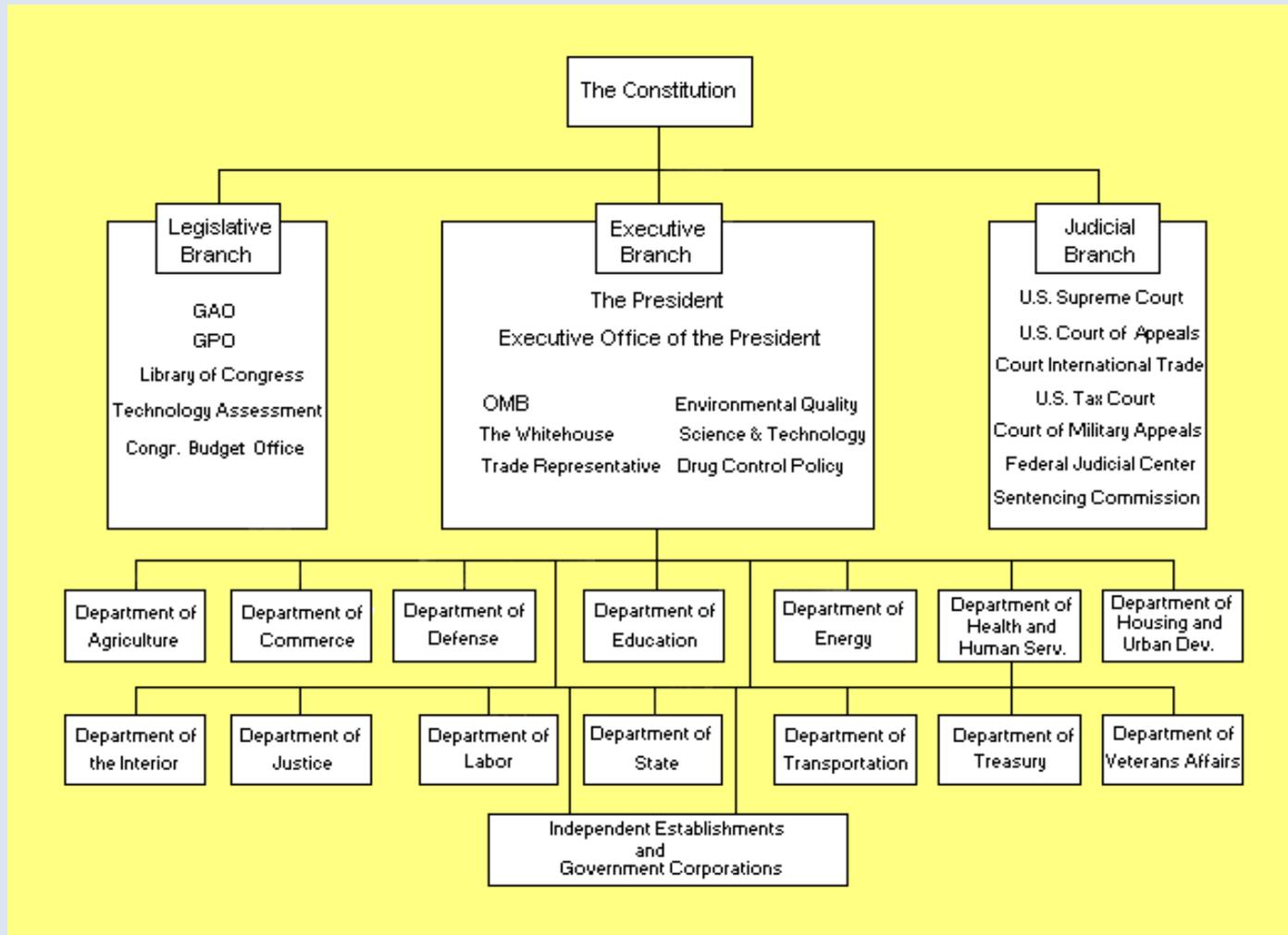
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National Perspective on Nutrition Education

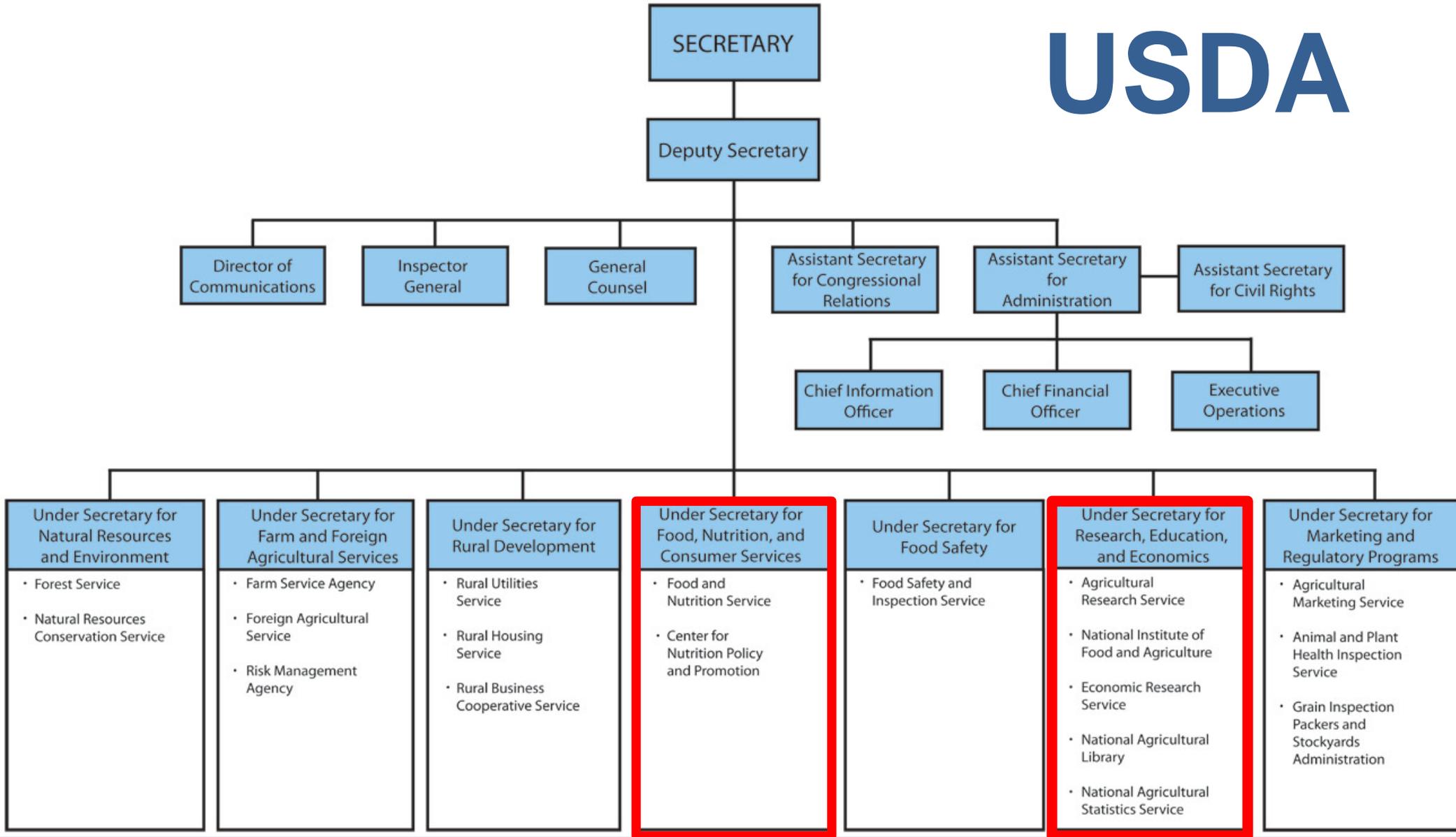
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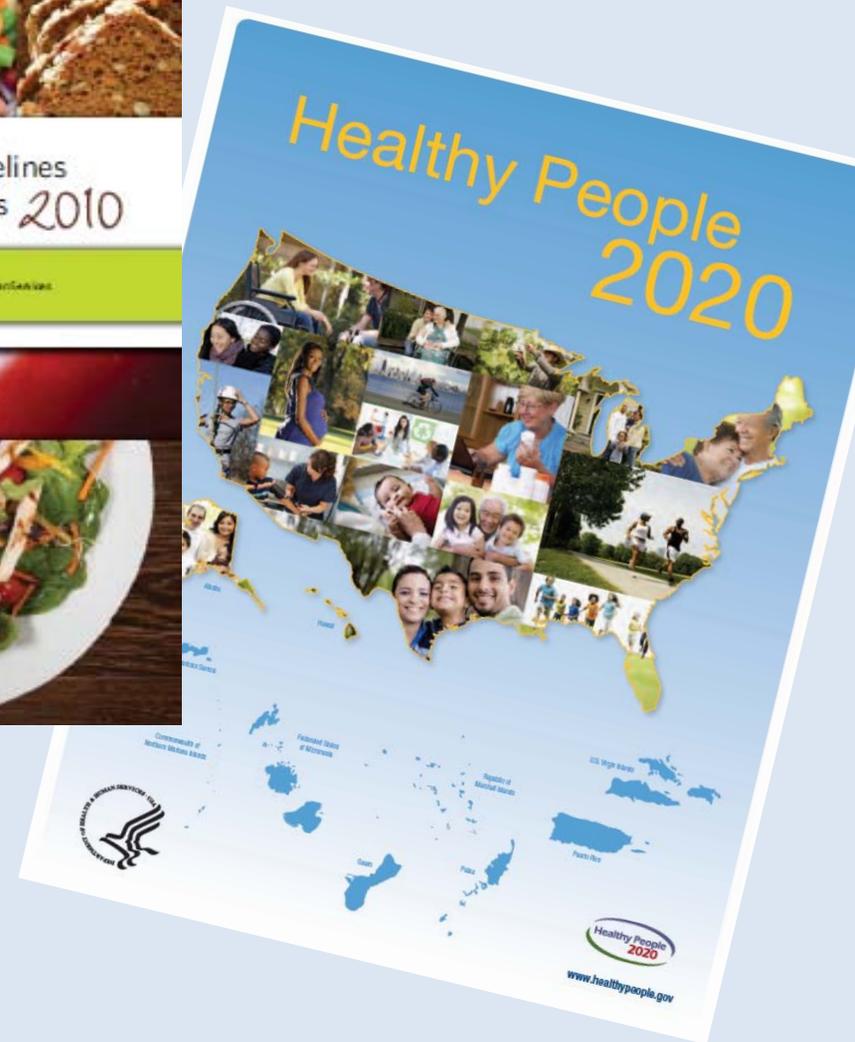
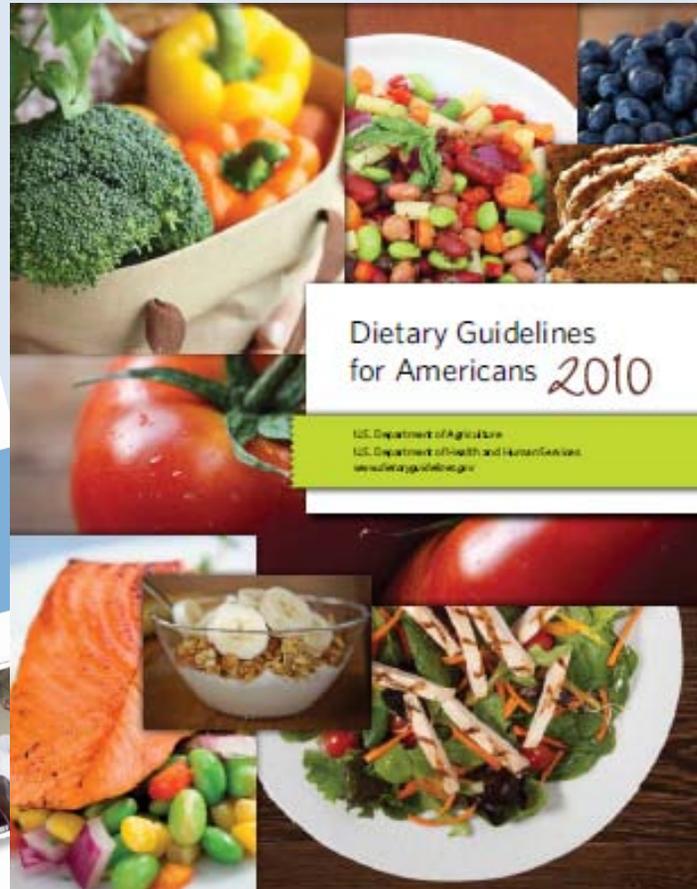
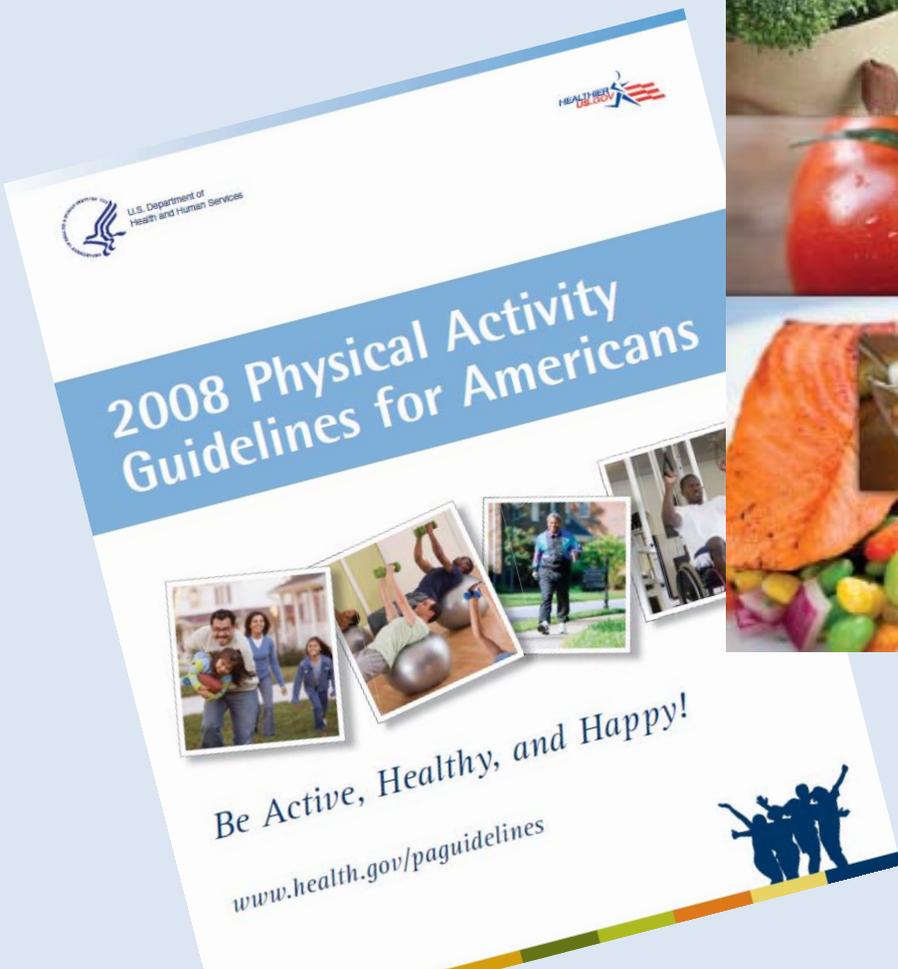
US Government Organizational Chart



USDA

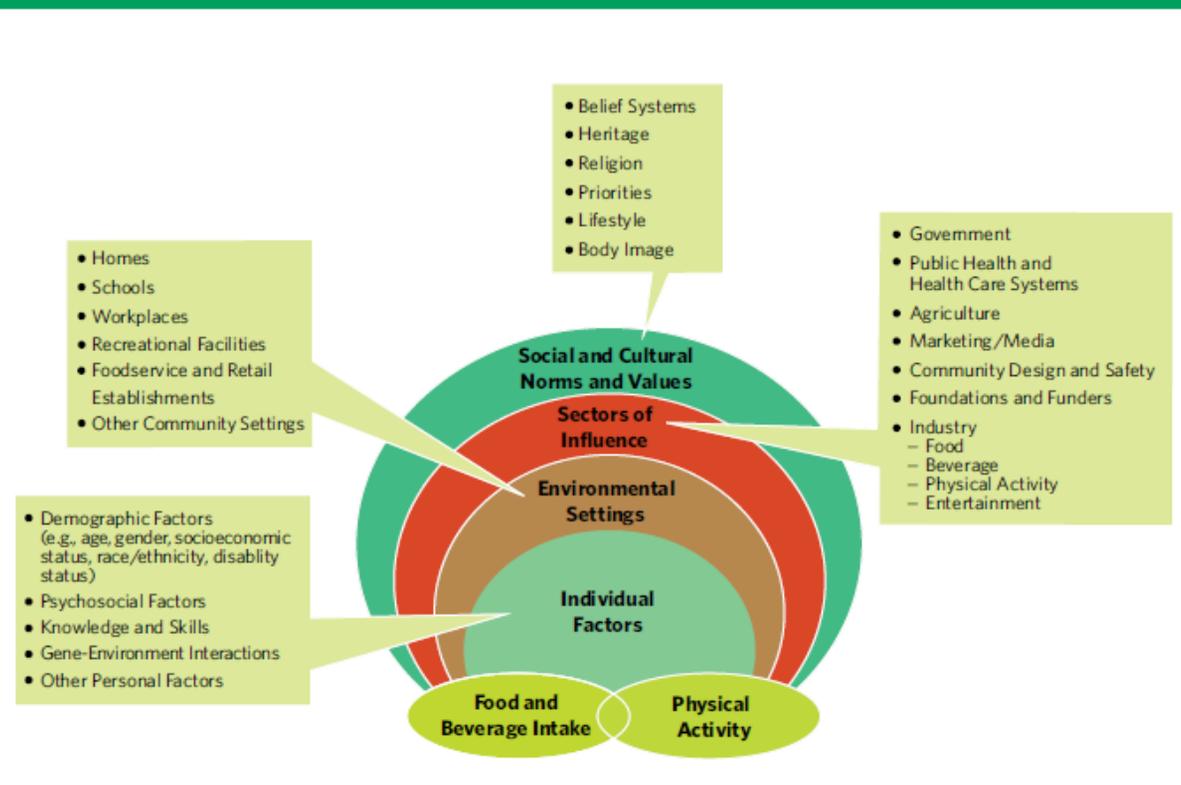


Federal Guidelines



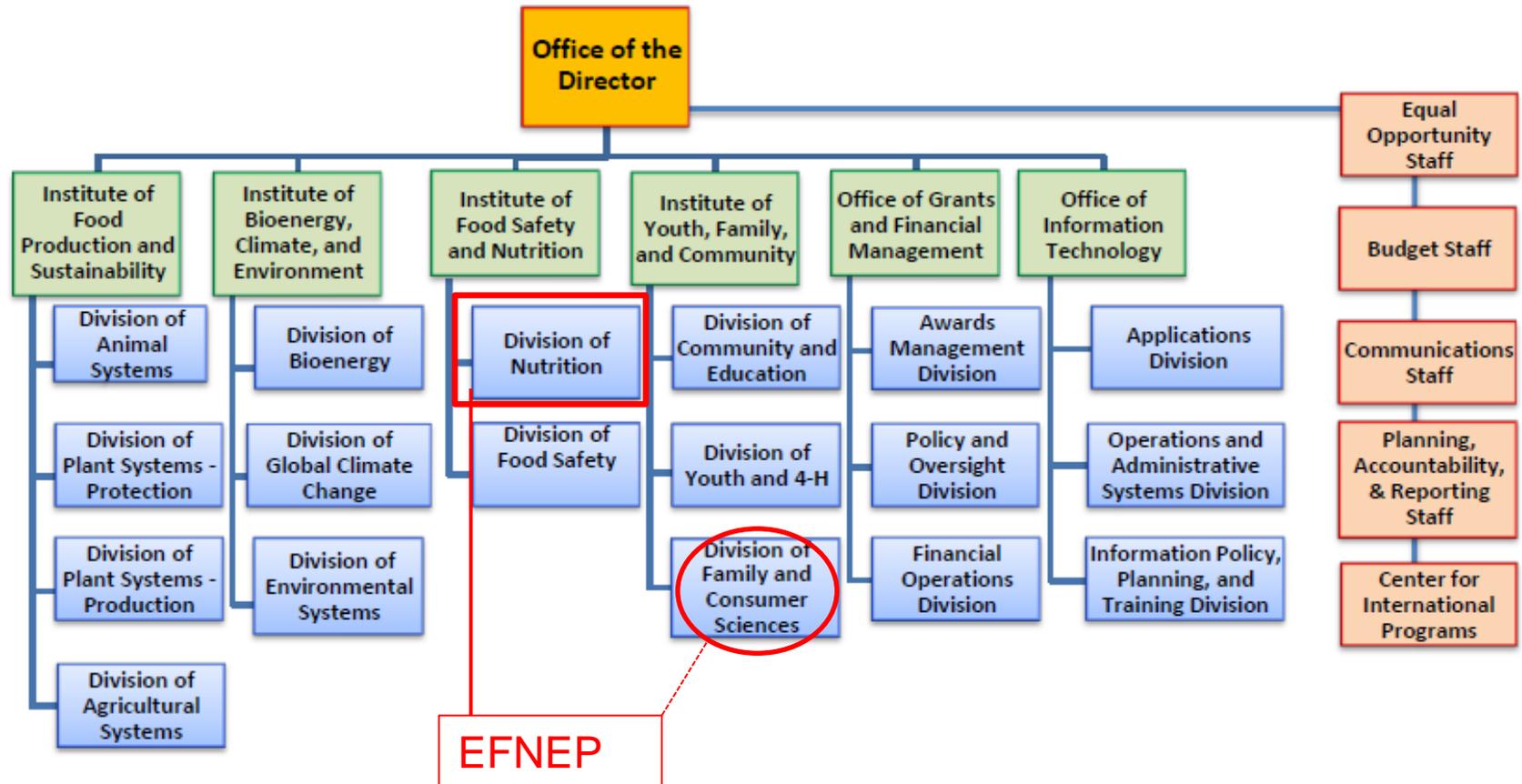
Social Ecological Framework, Source: Dietary Guidelines for Americans 2010, Chap. 6, pg. 56

FIGURE 6 1: A Social Ecological Framework for Nutrition and Physical Activity Decisions



Source: Adapted from: (1) Centers for Disease Control and Prevention. Division of Nutrition, Physical Activity, and Obesity. State Nutrition, Physical Activity and Obesity (NPAO) Program: Technical Assistance Manual. January 2008, page 36. Accessed April 21, 2010. http://www.cdc.gov/obesity/downloads/TA_Manual_1_31_08.pdf. (2) Institute of Medicine. Preventing Childhood Obesity: Health in the Balance. Washington (DC): The National Academies Press; 2005, page 85. (3) Story M, Kaphingst KM, Robinson-O'Brien R, Glanz K. Creating healthy food and eating environments: Policy and environmental approaches. *Annu Rev Public Health* 2008;29:253-272.

USDA/NIFA – Organizational Chart

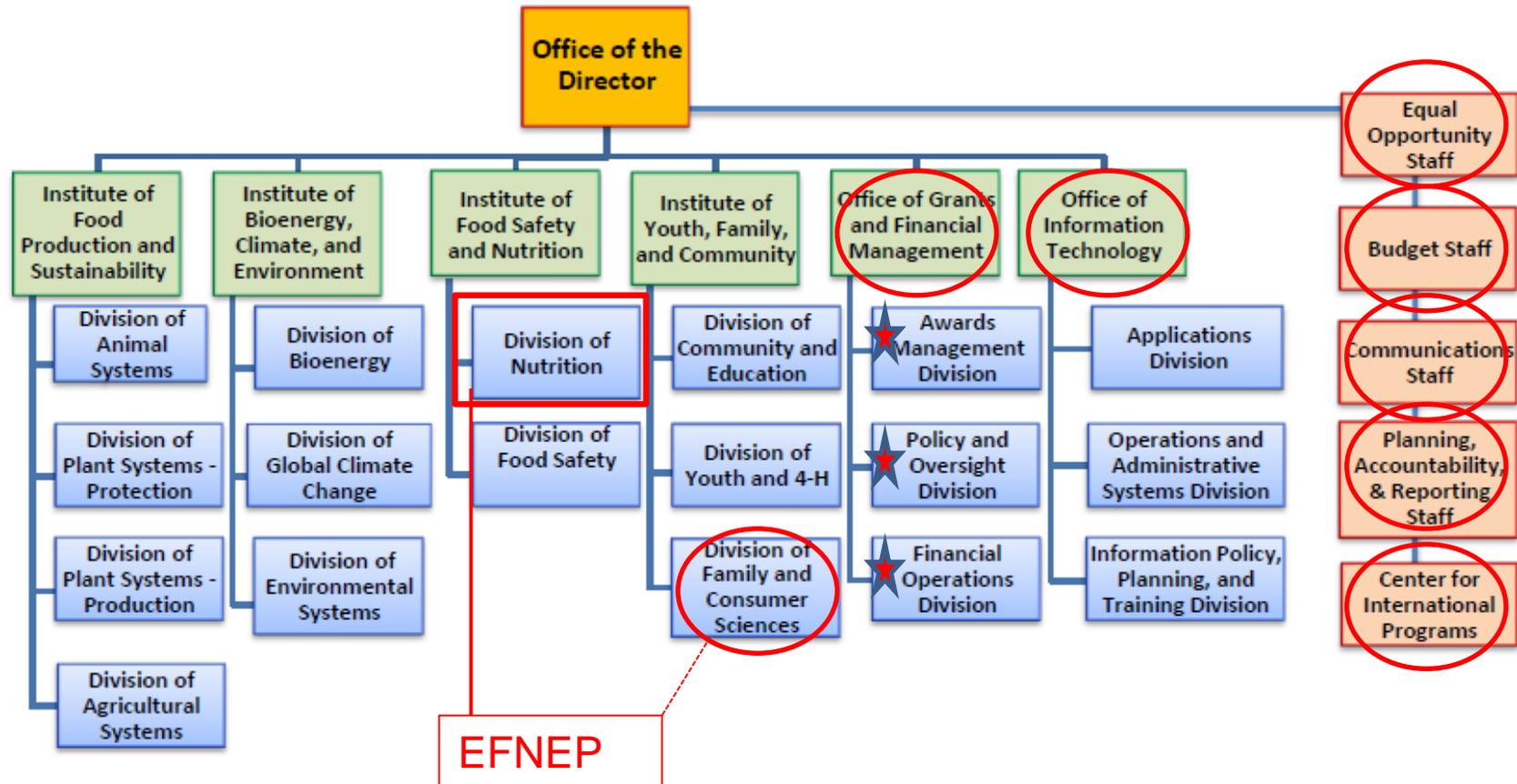




National Perspective On Nutrition Education

- Food Safety and Nutrition Institute – Nutrition Division
 - Dionne Toombs providing leadership
 - Susan Welsh – extension and research
 - Research and planning and guidance committees
- Youth, Family, and Community Institute – Family and Community Division
 - Caroline Crocoll providing leadership
 - Cindy Reeves Tuttle – health and wellness; with nutrition emphasis
 - Also 4-H, and military
- Other areas
 - International – what can we learn from domestic programs
 - Planning, Accountability and Reporting – outcomes and indicators project
- Beyond NIFA (USDA)
 - CNPP – hear more tomorrow am
 - FNS – SNAP-Ed Update and request
 - FNS – Nutrition Education and Advocacy Office
 - Schools and health project
- **Easy to feel pulled in many directions. This is our challenge; this is our opportunity... to work with others, have a presence and be at the table while also maintaining focus, purpose, and effectiveness!**

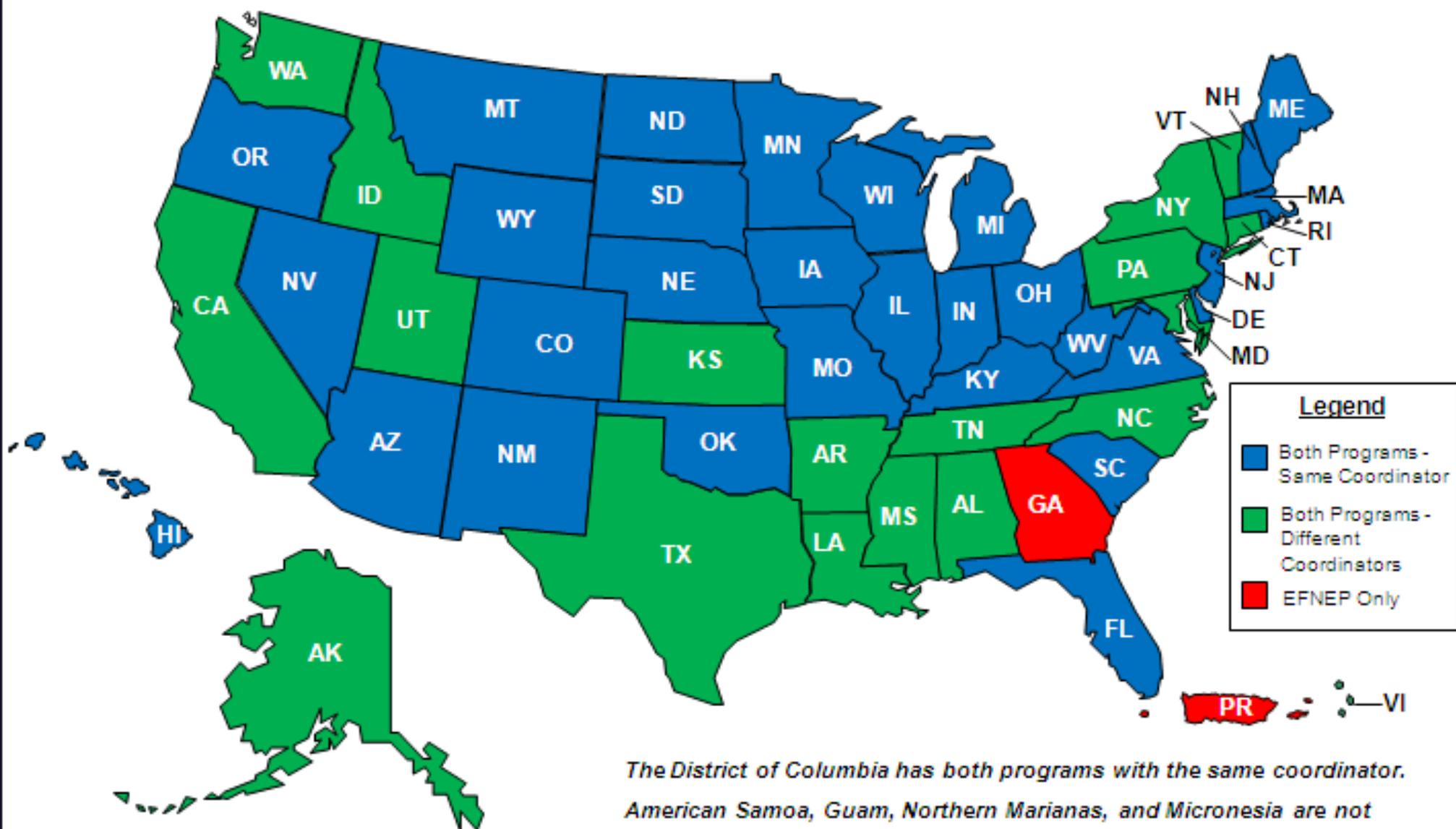
USDA/NIFA – Organizational Chart



What's Changed for EFNEP

- Foods and food products available
- Physical labor/leisure activities
- Economy
- Research and technological advances
- Built environment
- National priorities – greater emphasis on nutrition and health
- Call to action – many potential partners

2011 EFNEP and SNAP-Ed Leadership 1862 Land Grant Universities



The District of Columbia has both programs with the same coordinator.

American Samoa, Guam, Northern Marianas, and Micronesia are not pictured. SNAP-Ed Participation is unknown; they all have EFNEP.

**All 1890 Institutions have EFNEP. 1890 SNAP-Ed leadership is not captured on this map.*

EFNEP's Influence Extends Across the Socio-Ecological Spectrum

Our Vision:

- **EFNEP** helps families and communities make positive changes
- **EFNEP** demonstrates its community and societal impact through evaluation



**Adapted from Helen's Presentation at the 2010 National EFNEP Conference*



Community Nutrition Education (CNE) Logic Model Adaptation of Socio-Ecological Model

SOCIAL STRUCTURE, POLICIES, PRACTICES

Public Policy – national, state, local laws

INSTITUTION, ORGANIZATION, COMMUNITY

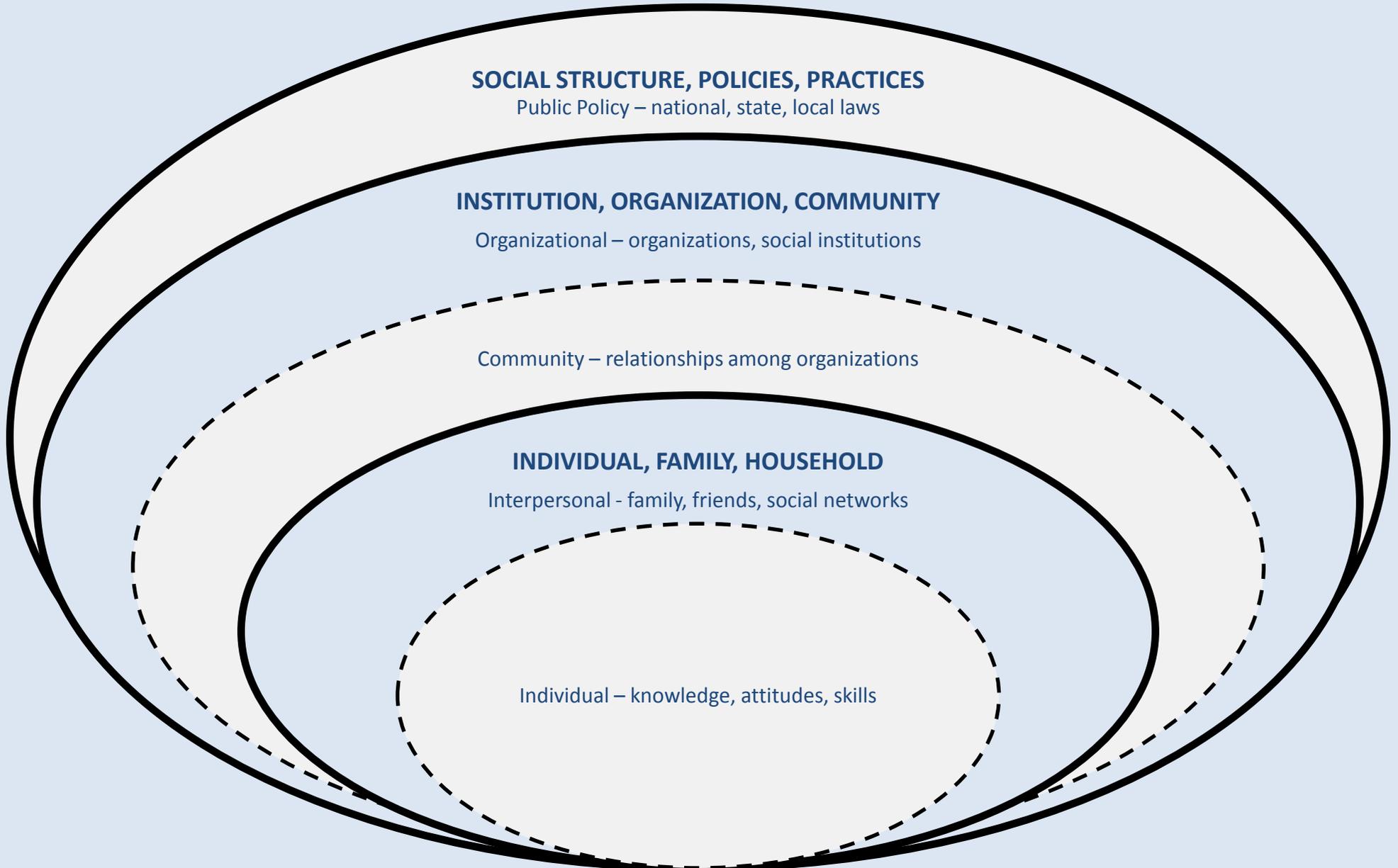
Organizational – organizations, social institutions

Community – relationships among organizations

INDIVIDUAL, FAMILY, HOUSEHOLD

Interpersonal - family, friends, social networks

Individual – knowledge, attitudes, skills



What's the Same for EFNEP

- EFNEP is about families – at the most direct and basic level
- People are still poor
- People still need and are trying to learn
- People are still care and are trying to provide for their families
- EFNEP staff have expertise, connections, passion, and heart

EFNEP Leads the Way

Our Vision:

- **EFNEP** continues to be a pioneer in nutrition education
- **EFNEP** is guided by statistics and influences statistics



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