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EFNEP 5-Year Plan Program Priorities Workshop

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Overview

- Purpose of Program Priorities
- Instructions in Brief w/ an Example
- Common Mistakes
- Actual Examples
- Questions



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Purpose of Program Priorities

- Strategically think about where you want your program to be in five years
- Identify areas in which to focus efforts
- Create long-term goals
- Determine effective, implementable strategies to meet those goals
- Track progress



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Instructions in Brief

- Develop **3-5 SMART** Program Priorities to focus on for the next five years
- Relate **2-3** to Core Areas
- Others may focus on Secondary Areas

SPECIFIC

MEASUREABLE

ACTION-ORIENTED

REALISTIC

TIMELY

Definition of SMART Goals - [http://en.wikipedia.org/wiki/SMART_\(project_management\)](http://en.wikipedia.org/wiki/SMART_(project_management))

Other Web-Based SMART Resources - <http://www.topachievement.com/smart.html>, <http://www.goal-setting-guide.com/smart-goals.html>, http://www.projectsart.co.uk/smart_goals.html



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Instructions in Brief

Title: Create a title for the program priority. (200 characters or less)

Focus: Indicate which core/secondary area(s) this priority relates to. More than one may apply:

CORE AREAS:

- Diet Quality/Physical Activity
- Food Resource Management
- Food Safety
- Food Security

SECONDARY AREAS:

- Family/Interpersonal Relationships
- Institution, Organization, Community
- Social Structure, Policy, Practice
- Management/Leadership
- Other (describe)



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An Example

Program Priority (example)

Title *(200 characters or less)*

Improving Food Resource Management Outcomes for Adults



**Create a
Simple Title**

Focus *(select one or more)*

CORE AREAS:

- Diet Quality/Physical Activity
- Food Resource Management
- Food Safety
- Food Security

SECONDARY AREAS:

- Family/Interpersonal Relationships
- Institution, Organization, Community
- Social Structure, Policy, Practice
- Management/Leadership
- Other (describe)



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An Example

Program Priority (example)

Title *(200 characters or less)*

Improving Food Resource Management Outcomes for Adults

Focus *(select one or more)*

CORE AREAS:

- Diet Quality/Physical Activity
- Food Resource Management
- Food Safety
- Food Security

SECONDARY AREAS:

- Family/Interpersonal Relationships
- Education, Organization, Community
- Structure, Policy, Practice
- Management/Leadership
- Other (describe)





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An Example

Program Priority (example)

Title *(200 characters or less)*

Improving Food Resource Management Outcomes for Adults

Focus *(select one or more)*

CORE AREAS:

- Diet Quality/Physical Activity
- Food Resource Management
- Food Safety
- Food Security

**Determine if
Secondary
Areas Apply**

SECONDARY AREAS:

- Family/Interpersonal Relationships
- Institution, Organization, Community
- Social Structure, Policy, Practice
- Management/Leadership
- Other (describe)



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Instructions in Brief

Description: Provide a brief description of the priority and why it was selected. Include details about how you intend to measure your progress over the next five years and what strategies you intend to use to meet your goals. Priorities may relate to: outputs, short-term outcomes, medium-term outcomes, or long-term outcomes. (1000 characters or less)



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**Clearly
Describe your
Priority**

An Example

Description *(1000 characters or less)*

Our percentage improvement in one or more Food Resource Management Practices is low compared to the National Average. Our goal is to increase our average percentage of improvement by 2% for each of the next five years. Improvement will be measured using the outcome data in the NEERS5 Behavior Checklist Summary Report. Some specific strategies we intend to implement are: providing training to staff related to effectively teaching participants about Food Resource Management, having open discussions at staff meetings about opportunities and barriers, and hosting brainstorming sessions to come up with creative teaching ideas.



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**Explain
why you
selected it**

An Example

Description *(1000 characters or less)*

Our percentage improvement in one or more Food Resource Management Practices is low compared to the National Average. Our goal is to increase our average percentage of improvement by 2% for each of the next five years. Improvement will be measured using the outcome data in the NEERS5 Behavior Checklist Summary Report. Some specific strategies we intend to implement are: providing training to staff related to effectively teaching participants about Food Resource Management, having open discussions at staff meetings about opportunities and barriers, and hosting brainstorming sessions to come up with creative teaching ideas.



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**Define
your Goal
Be S.M.A.R.T**

An Example

Description *(1000 characters or less)*

Our percentage improvement in one or more Food Resource Management Practices is low compared to the National Average. Our goal is to increase our average percentage of improvement by 2% for each of the next five years. Improvement will be measured using the outcome data in the NEERS5 Behavior Checklist Summary Report. Some specific strategies we intend to implement are: providing training to staff related to effectively teaching participants about Food Resource Management, having open discussions at staff meetings about opportunities and barriers, and hosting brainstorming sessions to come up with creative teaching ideas.



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**Explain
How you will
Measure it**

An Example

Description *(1000 characters or less)*

Our percentage improvement in one or more Food Resource Management Practices is low compared to the National Average. Our goal is to increase our average percentage of improvement by 2% for each of the next five years. Improvement will be measured using the outcome data in the NEERS5 Behavior Checklist Summary Report. Some specific strategies we intend to implement are: providing training to staff related to effectively teaching participants about Food Resource Management, having open discussions at staff meetings about opportunities and barriers, and hosting brainstorming sessions to come up with creative teaching ideas.



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**Discuss
Strategies for
Success**

An Example

Description *(1000 characters or less)*

Our percentage improvement in one or more Food Resource Management Practices is low compared to the National Average. Our goal is to increase our average percentage of improvement by 2% for each of the next five years. Improvement will be measured using the outcome data in the NEERS5 Behavior Checklist Summary Report. Some specific strategies we intend to implement are: providing training to staff related to effectively teaching participants about Food Resource Management, having open discussions at staff meetings about opportunities and barriers, and hosting brainstorming sessions to come up with creative teaching ideas.



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Instructions in Brief

Baseline/Targets: For each program priority create and enter baseline and target values into the table. The baseline year is FY2010. Targets should be set for each subsequent year. Actual values will be entered on Annual Update years. Only enter value and unit of measure into the table (e.g., 75%, \$1M, 100 adults)

	Baseline FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Target	n/a					
Actual						



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Connect the
Description
to the Data

An Example

Baseline/Target

	Baseline FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Target	n/a	76%	78%	80%	82%	84%
Actual	74%					

Our goal is to increase our average percentage of improvement by **2% for each of the next five years**. Improvement will be measured using the outcome data in the NEERS5 Behavior Checklist Summary Report.



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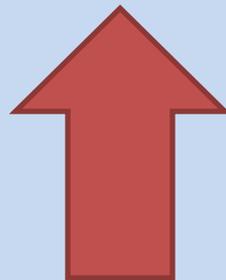
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**Determine
your Baseline
Value**

An Example

Baseline/Target

	Baseline FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Target	n/a	76%	78%	80%	82%	84%
Actual	74%					





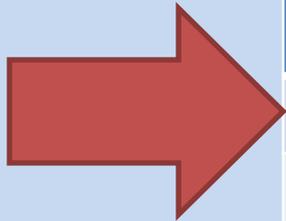
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An Example

Baseline/Target



	Baseline FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Target	n/a	76%	78%	80%	82%	84%
Actual	74%					



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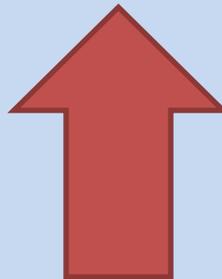
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**Enter Actual
Values**
(Annual Update)

An Example

Baseline/Target

	Baseline FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Target	n/a	76%	78%	80%	82%	84%
Actual	74%	75%				





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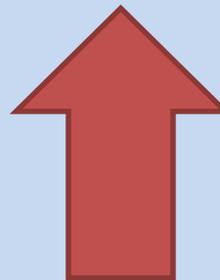
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**Enter Actual
Values**
(Annual Update)

An Example

Baseline/Target

	Baseline FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Target	n/a	76%	78%	80%	82%	84%
Actual	74%	75%	78%			





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**Enter Actual
Values**
(Annual Update)

An Example

Baseline/Target

	Baseline FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Target	n/a	76%	78%	80%	82%	84%
Actual	74%	75%	78%	78%		





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**Enter Actual
Values**
(Annual Update)

An Example

Baseline/Target

	Baseline FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Target	n/a	76%	78%	80%	82%	84%
Actual	74%	75%	78%	78%	80%	





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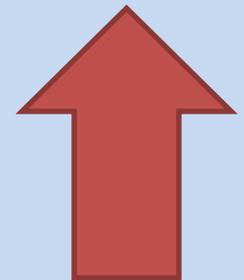
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**Enter Actual
Values**
(Annual Update)

An Example

Baseline/Target

	Baseline FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Target	n/a	76%	78%	80%	82%	84%
Actual	74%	75%	78%	78%	80%	82%





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Instructions in Brief

Justification (only use for Annual Update years): During Annual Update years, if applicable, provide a brief justification for any targets not met. If targets need to be adjusted or a priority needs to be changed, briefly explain why and how you are changing it.
(1000 characters or less)



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Common Mistakes

Description is unclear in terms of:

- Why the priority was selected
- What the purpose/goal of the priority is
- How progress will be measured
- What strategies will be used to achieve the goal



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Common Mistakes

Baseline and/or targets are:

- Missing
- Not related to the description
- Not ambitious
- Too ambitious



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Actual Examples: How Can These Be Improved?

Title (200 characters or less)

Smart Shopping with Less

Focus (select one or more)

CORE AREAS:

- Diet Quality/Physical Activity
- Food Resource Management
- Food Safety
- Food Security

SECONDARY AREAS:

- Family/Interpersonal Relationships
- Institution, Organization, Community
- Social Structure, Policy, Practice
- Management/Leadership
- Other (describe)

Description (1000 characters or less)

Explain and illustrate how to prepare a menu and a shopping list for thifty management of the food resources.

Baseline/Targets

	Baseline FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Target	n/a	300				
Actual						

Title (200 characters or less)

Grocery List

Focus (select one or more)CORE AREAS:

- Diet Quality/Physical Activity
 Food Resource Management
 Food Safety
 Food Security

SECONDARY AREAS:

- Family/Interpersonal Relationships
 Institution, Organization, Community
 Social Structure, Policy, Practice
 Management/Leadership
 Other (describe)

Description (1000 characters or less)

NEERS data will be used to determine outcome (behavior checklist summary report). The question, "How often do you shop with a grocery list," will be used to evaluate this program priority. Percentage of participants who answered "most of the time, and almost always," will be added to determine outcome. (This data is for adult audiences). We understand that we will more than likely see a different audience each year, therefore, our goal each year will be to hit 54%.

Baseline/Targets

	Baseline FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Target	n/a	54%	54%	54%	54%	54%
Actual	54%					

Title *(200 characters or less)*

Increase vegetable intake and variety.

Focus *(select one or more)*CORE AREAS:

- Diet Quality/Physical Activity
 Food Resource Management
 Food Safety
 Food Security

SECONDARY AREAS:

- Family/Interpersonal Relationships
 Institution, Organization, Community
 Social Structure, Policy, Practice
 Management/Leadership
 Other (describe)

Description *(1000 characters or less)*

fruit and vegetable consumption is below recommended levels. Increasing intake is a major priority for our program and state partners. In 2009 the percentage of adults aged ≥ 18 years who consumed fruit two or more times/day and vegetables three or more times/day was 33% and 30.5%. Vegetables were chosen for our priority as we have found this intake level to consistently be lower than fruits.

SNAP-Ed program has studied vegetable intake amongst our participants through phone surveys and focus groups and the results help us target our vegetable messages. Some results include the following: diet rich in fruits and veggies is expensive, canned fruits and veggies are not healthy, participants worry about produce being perishable when purchasing, and dinner is the preferred time to serve veggies. These needs assessment results along with our curriculum focus on veggies we hope will lead to an increase in consumption and variety over time. We will use learner centered education and measure this through the following pre and post survey question: How often do you eat at least two kinds of vegetables each day?

Baseline/Targets

	Baseline FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Target	n/a					
Actual	34					

Title (200 characters or less)

Food Safety

Focus (select one or more)

CORE AREAS:

- Diet Quality/Physical Activity
- Food Resource Management
- Food Safety
- Food Security

SECONDARY AREAS:

- Family/Interpersonal Relationships
- Institution, Organization, Community
- Social Structure, Policy, Practice
- Management/Leadership
- Other (describe)

Description (1000 characters or less)

The literature consistently points to the risk for food borne illness as being increased through poor personal hygiene practices, including cross-contamination of foods via handling during food preparation. Disease can be kept out of food preparation areas in part through improved hygiene practices. The benefits of hand washing extend beyond prevention of food borne illness by helping diminish exposure to cold and flu viruses. Our program goal is to increase our average percentage of improvement by 2% for each of the next five years. Improvement will be measured using the outcome data in the NEERS5 Behavior Checklist Summary Report.

Baseline/Targets

	Baseline FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Target	n/a	17%	19%	21%	23%	25%
Actual	15%					

Title *(200 characters or less)*

Maintain Nutrition Practice Outcomes for Adults

Focus *(select one or more)*

CORE AREAS:

- Diet Quality/Physical Activity
- Food Resource Management
- Food Safety
- Food Security

SECONDARY AREAS:

- Family/Interpersonal Relationships
- Institution, Organization, Community
- Social Structure, Policy, Practice
- Management/Leadership
- Other (describe)

Description *(1000 characters or less)*

Our percentage improvement in one or more Nutrition practices is consistent with the national and Tier 1 averages. Our goal is to maintain percentage improvement above 80% for the next five years. We will accomplish this through targeted activities in our curriculum and initial subject matter training for new staff as well as booster trainings for seasoned staff. We are also emphasizing the importance of vegetables, fruit, and milk for improved diet quality among participants.

Baseline/Targets

	Baseline FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Target	n/a	80%	80%	80%	80%	80%
Actual	90%					



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Actual Examples: Can You See The Difference?

Title *(200 characters or less)*

Continue to Improve Diet Quality and Physical Activity for Adults and Youth

Focus *(select one or more)*

CORE AREAS:

- Diet Quality/Physical Activity
- Food Resource Management
- Food Safety
- Food Security

SECONDARY AREAS:

- Family/Interpersonal Relationships
- Institution, Organization, Community
- Social Structure, Policy, Practice
- Management/Leadership
- Other (describe)

Description *(1000 characters or less)*

For the 2009 - 2010 reporting year program scored the highest on nutrition practices. 88% of participants showed improvement in one or more nutrition practices. Nutrition practices were assessed with questions concerning: meal planning, healthy food choices, preparing foods without added salt, readings food labels, and has children eat breakfast. The goal is maintain or remain within 3% of the baseline percentage for the next five years. Our instructional interventions will focus on the importance of breakfast and meal planning for a family, specifically. These indicators will be assessed on an annual basis using the Behavior Checklist Summary Report. To achieve this objective we will: discuss educational techniques to clearly deliver meal planning messages to parents and continue with current programming to sustain high scores for improved dietary quality and physical activity.

Baseline/Targets

	Baseline FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Target	n/a	88±3%	88±3%	88±3%	88±3%	88±3%
Actual	88%					

Title (200 characters or less)

Improving Food Safety Outcomes for Adults

Focus (select one or more)

CORE AREAS:

- Diet Quality/Physical Activity
- Food Resource Management
- Food Safety
- Food Security

SECONDARY AREAS:

- Family/Interpersonal Relationships
- Institution, Organization, Community
- Social Structure, Policy, Practice
- Management/Leadership
- Other (describe)

Description (1000 characters or less)

Our percentage improvement in Food Safety indicators is low compared to both the national average and others in tier 5. Additionally, it is the area most in need of improvement in our adult programming. Our goal is to increase 2% annually each of the next five years , achieving 70% (slightly higher than the national average) by FY2015. Improvement will be measured by use of outcome data available from NEERS5. To achieve this improvement, we will increase our program-wide emphasis on food safety in our lessons, address possible barriers to this goal at each staff meeting, and offer additional food safety education for staff at least annually.

Baseline/Targets

	Baseline FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Target	n/a	62%	64%	66%	68%	70%
Actual	60%					



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**Questions?
Comments?**



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Thank you!

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EFNEP FGO webpage:

**[http://www.nifa.usda.gov/nea/food/efnep
/formula_grant.html](http://www.nifa.usda.gov/nea/food/efnep/formula_grant.html)**