

*A Bi-Lingual Nutrition Education Calendar*

Patti S. Landers, Ph.D., R.D., L.D., Oklahoma Nutrition Network Coordinator

The Oklahoma Nutrition Network (ONN) targeted Food Stamp (FS) recipients with a 12-month nutrition education (NE) calendar in English and Spanish. Over 3,700 FS clients in 32 Department of Human Services (DHS) county offices were surveyed about their nutrition education (NE) preferences. Seventy-one percent of respondents indicated they wanted recipes or cookbooks. To determine the most desired format, 500 additional FS clients were asked to rank which format they preferred. Choices included cookbook, recipe calendar, or a set of placemats. The cookbook or calendar tied as most preferred format. The planning process included the social marketing needs assessment described previously. ONN partnered with Cooperative Extension at Oklahoma State University (OSU) and the Regional Food Bank of Oklahoma to collect recipes. ONN personnel tested and analyzed the recipes for cost. Financial resources were provided by the State with match from USDA/FNS for food stamp nutrition education (FSNE). ONN produced 70,000 English and 7,000 calendars. OSU personnel delivered 11,000 calendars to clients enrolled in their FSNE. Oklahoma DHS offices distributed 66,000 calendars to FS applicants through caseworkers in county offices. The calendar was chosen over the cookbook because it would hang on the wall in the home and would have a yearlong impact. The attractive full color calendar cost less than sixty cents each to produce. Information from each of the 4 core elements was incorporated into the design. A monthly "Cheap & Tasty Meal" feature emphasized dietary quality by suggesting a balanced meal plan. One of the items in the menu was featured as the recipe of the month. Cost per serving was included to emphasize food resource management. A page of "Tips to Help You Save" emphasized food security and food resource management. Food Safety was addressed in several monthly "Timely Tips". Because survey respondents indicated they wanted recipes that children could help prepare, each of the monthly-featured recipes had a "Let Kids Help" suggestion at the bottom. The back of the calendar included a chart with maximum monthly income before taxes and household size. There was a list of items to bring to the FS interview and a place for the caseworker's name and telephone number. Websites for the Oklahoma Nutrition Network and the Oklahoma State University FSNE program were also put on the back as 20% of the FS clients from the large survey indicated they had Internet access.