

P3 (continued)

Description: We researched and implemented ways to add more visuals to our online marketing. This included easy, inexpensive methods of making videos for YouTube and Vimeo; Pinterest Boards; SlideShare; Flickr; visuals on Facebook; images in tweets; and using visuals on LinkedIn posts.

Evaluation: After using several types of visual social media, we examined the Google Analytics for our food-related website for views related to social media. Our results indicated there were 12,659 website views from social media referrals.

Conclusions and Implications: Think “visual” when implementing a social media strategy to engage clientele to seek more information from a website. Other educators can benefit from our examples in creating their own engaging social media.

Funding: None.

P4 Sustainable Me! Engaging Middle School Students

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Objective: Conduct a highly interactive in-school event for students in grades 5-8 that focuses on sustainable: personal and community health, personal and global environment, personal relationships, local foods, and personal finances.

Target audience: Middle school students in grades 5 to 8 in New Jersey.

Theory, Prior Research, Rationale: The CDC identified several key behaviors to prevent obesity, including increasing intake of fruits/vegetables and increasing physical activity. Community agencies and nutrition educators can find middle school students difficult to engage in nutrition/health related programs.

Description: A group of committed community collaborators joined forces to tackle the sustainability issues, health, environment, personal relationships, local foods, and finances, by interacting students with a variety of community health agencies. Sustainable Me encourages action about sustaining wellness for students, grades 5 to 8.

Evaluation: 1,115 students in grades 5 to 8 in 9 schools participated in a pre-survey (3-5 days prior to event) and a follow-up survey (2 weeks after then event). The in-school event includes 60 minutes of targeted mini-lessons appropriate for students. Follow-up survey data (n=940 students): 75% reduced bullying 54% recycled more often 45% changed behavior to prevent disease 37% increased consumption of fruits & vegetables 24% increased practice of personal safety Additional writing activity assignment: Design your personal plan to sustain good health and a healthy environment.

Conclusions and Implications: Sustainable Me can be replicated by nutrition educators. Collaboration with a group of local health-related agencies is essential for a successful event. Students can be successfully engaged in a highly active, educational setting.

Funding: None.

P5 Healthy Teen Expo: Community Collaboration to Defeat Childhood Obesity

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Objective: Conduct an in-school event that engages teens in a series of hands-on physical activities and mini-lessons that increase physical activity, increase consumption of fruits and vegetables, and reduce consumption of sugar-sweetened beverages.

Target audience: 3,805 teens in grades 5 to 12 in 11 schools in New Jersey.

Theory, Prior Research, Rationale: The CDC recommends that students increase their level of physical activity and consumption of fruits and vegetables, and decrease consumption of sugar-sweetened beverages.

Description: The Healthy Teen Expo program is a 1-day, non-competitive event engaging students (grades 5 to 12) in Atlantic County, New Jersey. The focus is for students to cycle through a series of physical activity challenges (30 minutes), and highly interactive mini-lessons (30 minutes) in 1-hour as they complete the Passport to Good Health.

Evaluation: Students completed the anonymous pre-survey 5 days prior to the event, and follow-up survey 2 weeks after the in-school event. Collaborators agree the event meets their goals for community engagement and is replicable in other states. In the follow-up survey students reported an increased consumption of fruits/vegetables, increased level of physical activity, decreased screen time, and decreased intake of sugar-sweetened beverages. Data (analyzed via Survey Monkey) indicate: Follow-Up Survey, n=2,785 (53% female, 47% male) 44% increased consumption of fruits and vegetables 7% managed food portion size 2% increased level of physical activity 8% decreased screen time 44% decreased intake of sugar-sweetened beverages.

Conclusions and Implications: The Healthy Teen Expo is an effective health promotion program for the teenage population. Community collaborators are essential to the success of the program. This event is replicable in other schools when facilitated by a community nutrition educator with strong community partnerships.

Funding: Supported by the Atlantic County Health Department, Atlantic City Health Department, Atlantic County Healthy Living, Coalition/Shore Medical Center, Atlantic Hospital System, 4-H Youth Development of Atlantic County, South Jersey Family Medical Center and the Supplemental Nutrition Assistance Program – Education.

P6 Experiencing the DGA: A New Approach to Teaching Community Nutrition Educators

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Objective: To provide an experiential learning opportunity for Community Nutrition Educators (CNEs),

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