EFNEP’s Families Eating Smart and Moving More: Integration of Video, Social Media, and PSE in EFNEP Delivery

INTRODUCTION
EFNEP’s Families Eating Smart and Moving More is an evidence-based curriculum that was developed in 2004 by NC State University in partnership with the NC Division for Public Health. It is revised once every five years to incorporate current research as well as implementer, partner, and participant feedback. The curriculum is one of the top three curricula utilized by EFNEP across the nation. The 21-lesson curriculum uses video, participant feedback, and engaging partners in PSE work in each lesson focus of the curriculum. Methodology

To assure that needs of implementers and participants are met, the curriculum development team seeks feedback from implementers, program partners, and participants for updates every five years to coincide with the release of new Dietary Guidelines for Americans. Revisions are made based on this feedback, and current evidence-based nutrition/health messages and messaging. This year the curriculum development team added members with expertise in social media, local foods and sector of influence change initiatives as well as external members from Oklahoma and Pennsylvania. All lessons continue to be based on the stages of change theory, and utilize hands-on activities and dialogue as strategies for learning. Additional dialogue prompts were added along with specific messaging related to reaching and maintaining a healthy weight.

Policy and Environmental Change Strategies
EFNEP in NC has been using social media strategies for engaging our target audience since 2015. Each lesson includes a PowerPoint presentation with speaker notes, lesson plan and participant handouts. A content analysis of the 2015 revision can be found in the Journal of Nutrition and Education. Each lesson includes a PowerPoint presentation with speaker notes, lesson plan and participant handouts. A content analysis of the 2015 revision can be found in the Journal of Nutrition and Education.

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Recipe Video: Short, “teaser” videos for each lesson recipe that can be used as an overview for participants prior to hands-on engagement and review for all home preparation.

Resource Connections: Links to web-based information supporting lesson content.

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