



Master of Public Health Field Experience Report

EVALUATION OF INTERNET AND SOCIAL MEDIA ACCESS AMONG WIC CLIENTS

By

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Field Experience Site:

Riley County Research and Extension office



Outline

- Introduction
- Focus and scope of work
- Learning Objectives
- Activities performed
- Products developed
- Alignment with Public Health core competencies

K-State Research and Extension

Goal: Empower the population and provide evidence-based research programs to the community.

- Provides resources and materials on agriculture, economics, youth development, family science, business, among others.



Virginia (Ginny) Barnard

- MPH (Kansas State University)
- Family and Consumer Sciences agent for Riley County
- In charge of various projects related to nutrition, food safety, healthy lifestyles, and overall well-being.



Scope of work

EFNEP Project: assessing internet and social media usage among WIC clients

Data analysis and interpretation

Community Outreach activities

Product development



Learning Objectives

Gain an understanding of WIC and its services, and collect data on access and usage of internet and social media.

Correctly analyze the data collected.

Interpret the data and develop appropriate tool for disseminating health / nutrition information.

Understand the scope of work done by the K-State Research and Extension office.

Assessing internet and social media

- Worked with staff at the Riley County Family and Child Resource center to recruit WIC clients for the study.
- Questionnaire had been developed prior

Expanded Food and Nutrition Education Program (EFNEP) Client Technology Use Survey

This survey will ask about forms of technology and social media that you may use. We will use the results of this survey to help plan future nutrition education programs for EFNEP. This survey is voluntary and your answers will be confidential. Responses will not be identified by individuals. All responses will be compiled and analyzed as a group.

Section 1: Computer Use

How Often Do You Use a Computer (Desktop or Laptop)?

Every day

A few times per week

At least one time per week

A few times per month or less

Do not use computers

Do you have a computer that you use where you currently live?

Yes

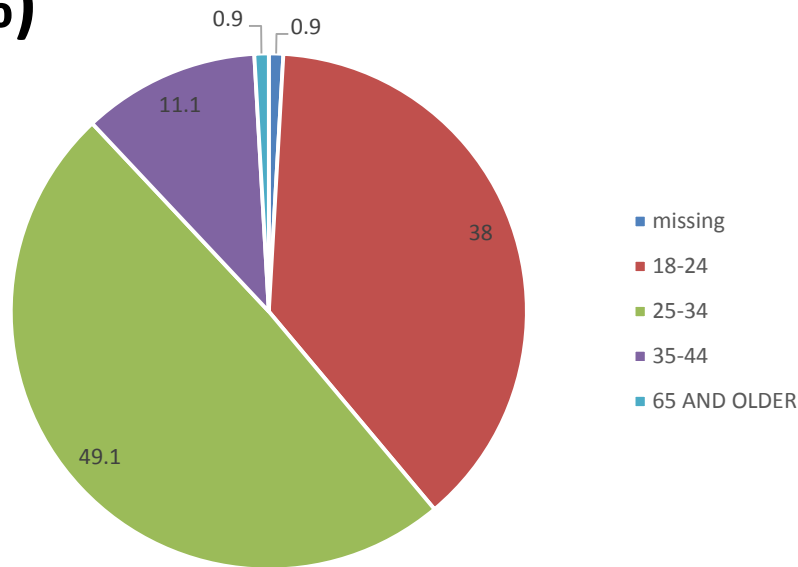
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Assessing internet and social media

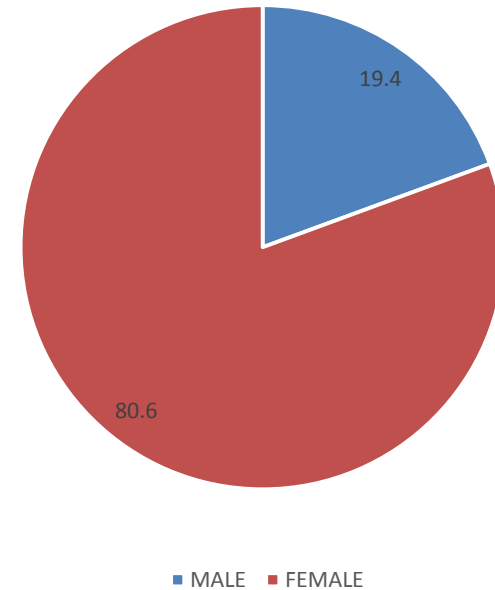
- Took almost 3 weeks
- 100 WIC clients consented to participating in the study.
- Collected data on:
 - internet and social media access
 - use of these media in accessing nutrition and health related information
 - Clients' preferred medium for receiving health messages.

Assessing internet and social media

Age range of participants (%)

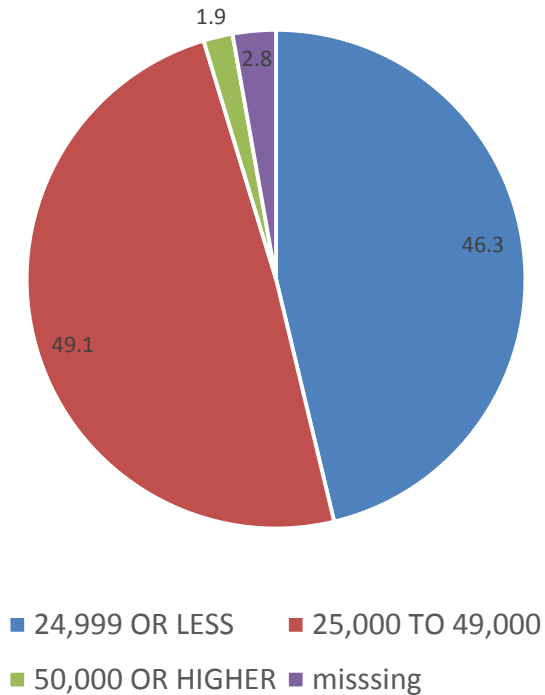


Gender distribution (%)

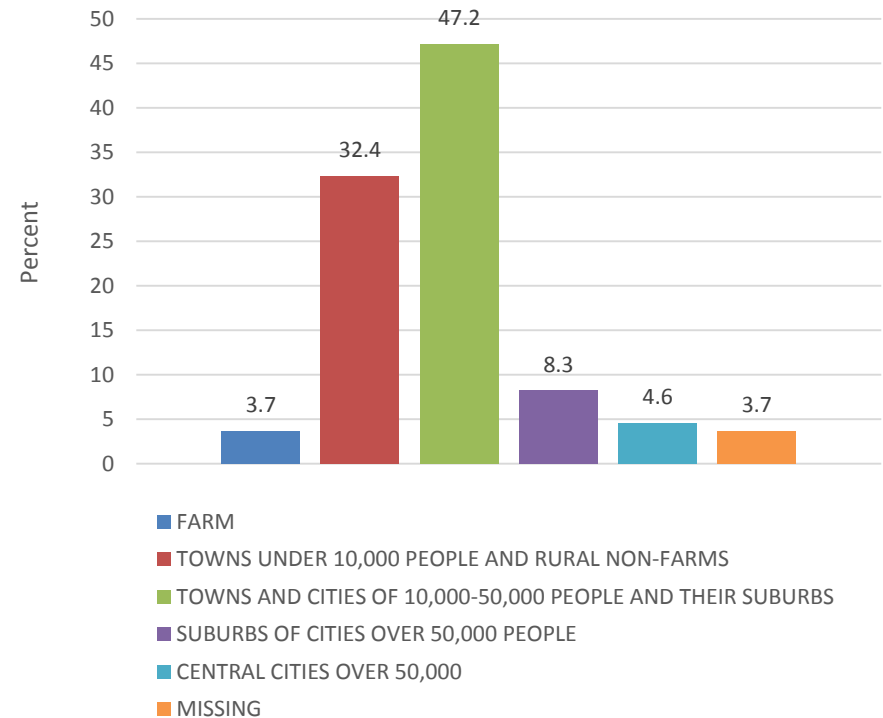


Assessing internet and social media

Income range of clients (%)

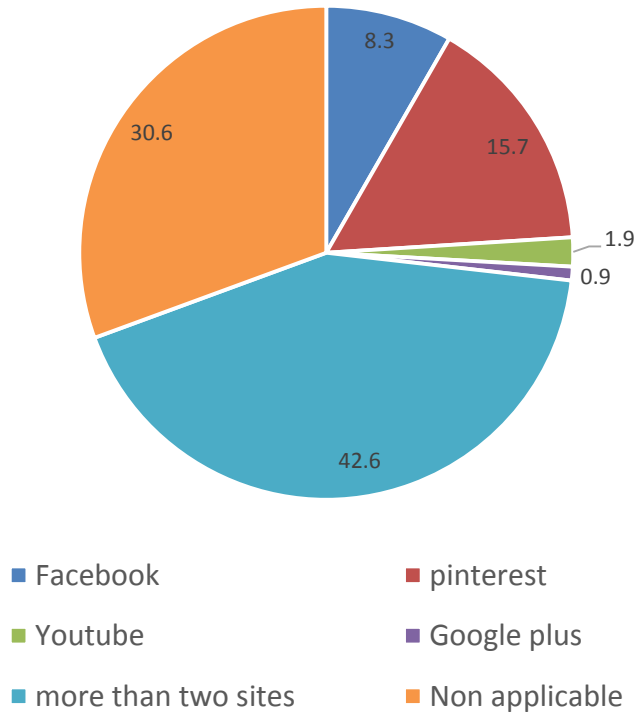


Area of residence

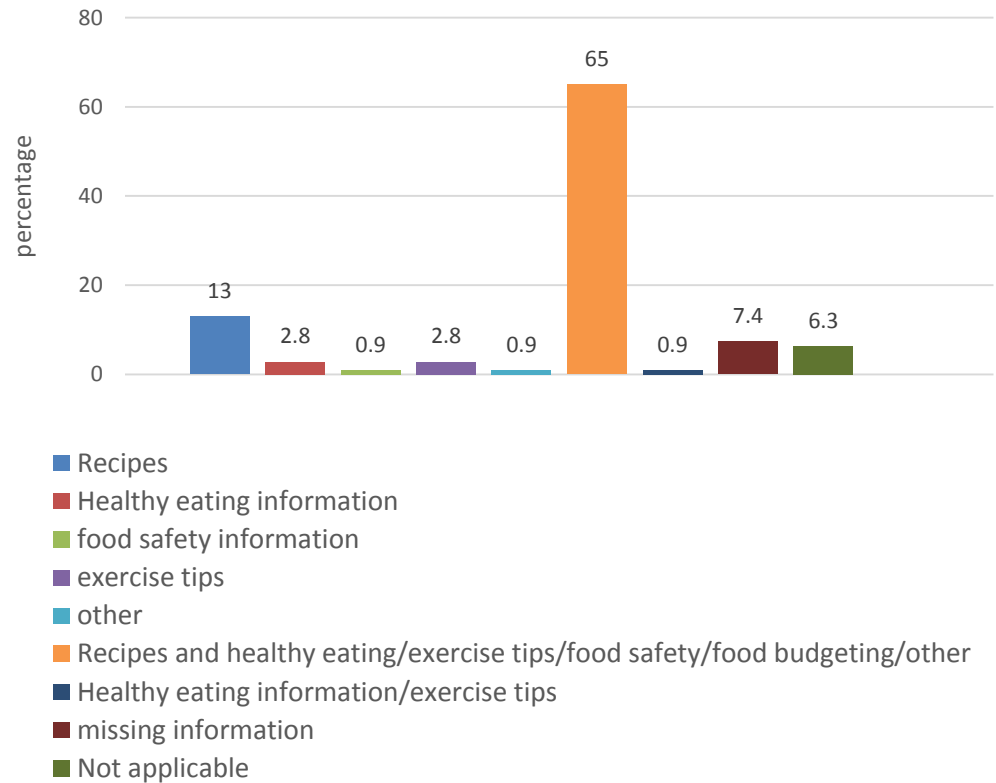


Social media use

Most frequented sites (%)

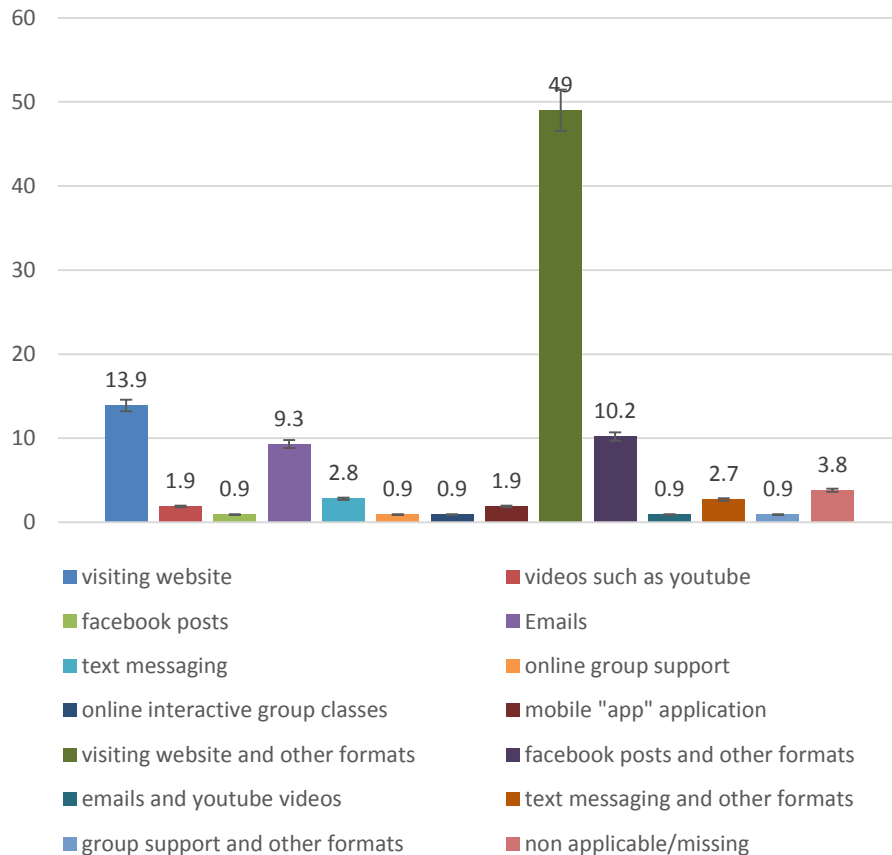


Nutrition information sought

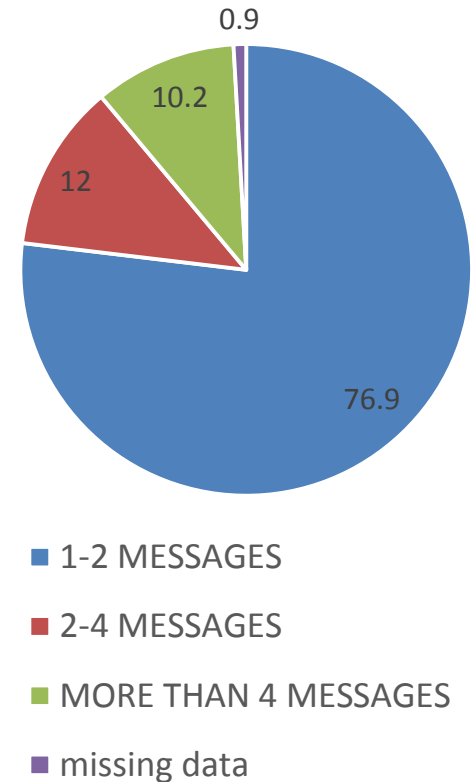


Client preferences for future

Preferred media platform



Frequency of messages (per week)



Food safety education at St. Mary's

- St. Mary's Academy and College is located about 25 miles west of Topeka
- Session targeted food preparation staff at the college
- Message-key behavioral constructs:
 - Practicing personal hygiene
 - Cooking foods adequately
 - Avoiding cross contamination
 - Keeping foods at safe temperatures
 - Avoiding food from unsafe sources

Demonstrative cooking session at Ogden

- Ogden is located between Manhattan and Fort Riley
- Has a population of 2000.
- Target audience: mothers/Caretakers and their children
- Key message: incorporating healthy food ingredients in traditional recipes

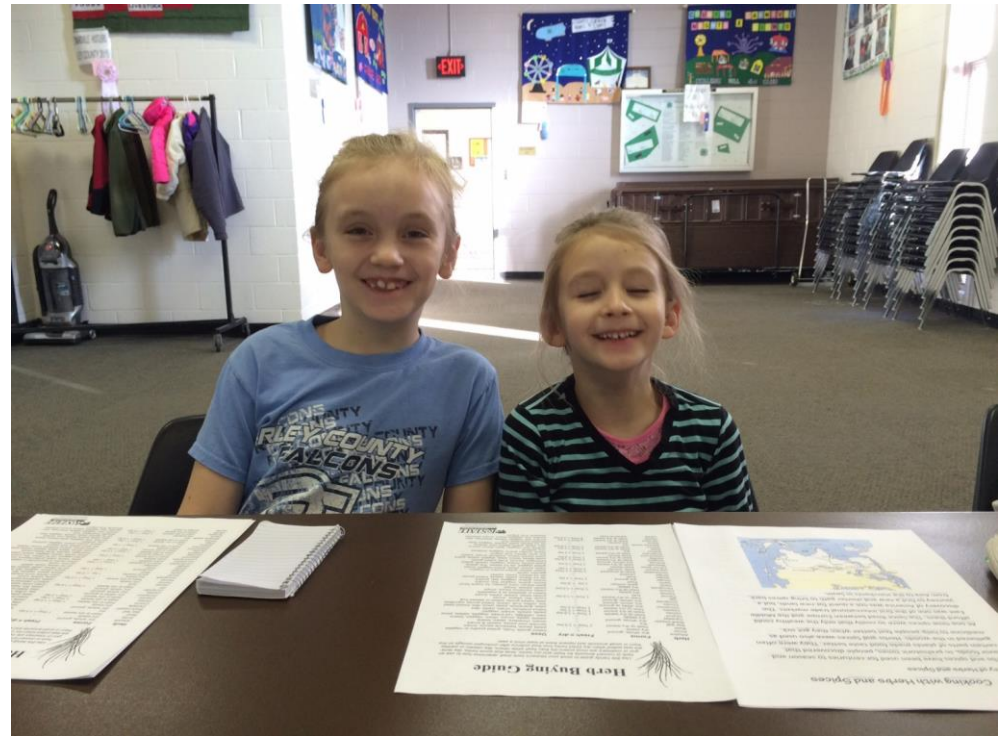
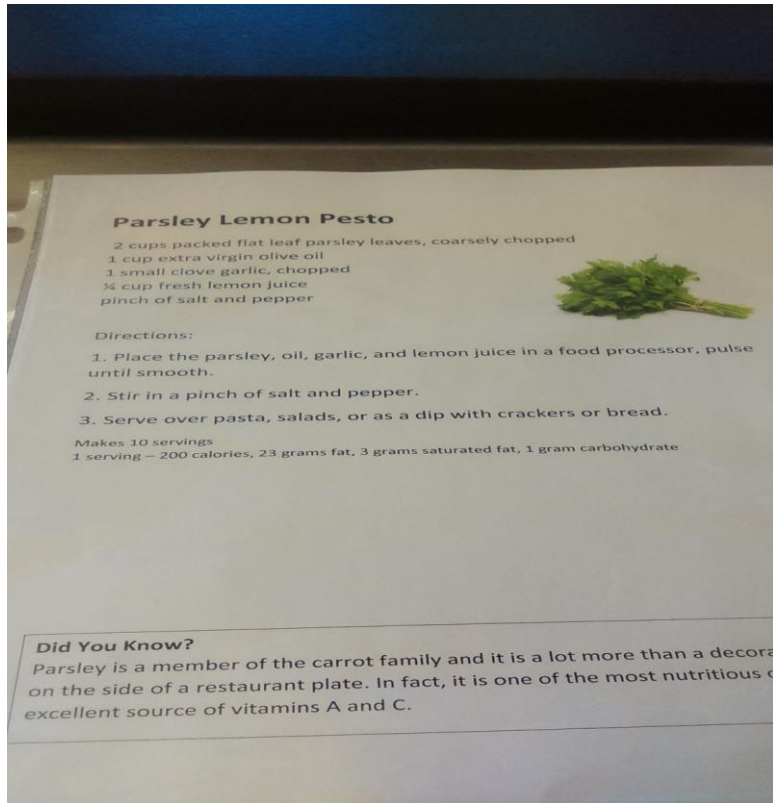
Community outreach



Manhattan session about herbs

- Took place in Manhattan
- Audience: parents/caretakers and their children (aged between 5 and 11 years)
- Goal: to teach the audience about different kinds of herbs, how to grow them and how to use them in different healthy recipes.

Community outreach



Session about Herbs



Product development

Adobe voice video

- Adobe voice is an application (app) available in the apple store
- Used to create explainer videos
- Video was about the benefits of using flax seeds and how to incorporate them in various recipes.
- In the future: Short videos with evidence-based scientific health and nutrition messages can be made as interactive health communication tools.

Alignment with Public Health core competencies

➤ **Biostatistics**

- Collected data
- Used statistical packages to analyze and interpreted data

➤ **Epidemiology**

- Food safety-foodborne diseases
- Nutrition education—chronic diseases

➤ **Environmental Health**

- Disseminating information about food safety

Alignment with Public Health core

➤ **Healthcare Administration**

- Inter-agency cooperation between K-State research and extension and Riley County Family and Child Resource Center
- Benefits of community-based programs

➤ **Social and behavioral sciences**

- Human behaviors in relation to food choices
- Impact of environment on food choices

Conclusion

- Grateful for the opportunity work with the K-State Research and Extension office.

Acknowledgements

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THANK YOU!!!!!!

