Master of Public Health Field Experience Report

EVALUATION OF INTERNET AND SOCIAL MEDIA ACCESS AMONG WIC CLIENTS

By

JUDITH SEMPA

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
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
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
- No
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 (%)

- 18-24: 38%
- 25-34: 11.1%
- 35-44: 0.9%
- 65 AND OLDER: 0.9%
- Missing: 1.1%

Gender distribution (%)

- MALE: 80.6%
- FEMALE: 19.4%
Assessing internet and social media

Income range of clients (%)  Area of residence

- 24,999 OR LESS
- 25,000 TO 49,000
- 50,000 OR HIGHER
- MISSING

- FARM
- TOWNS UNDER 10,000 PEOPLE AND RURAL NON-FARMS
- TOWNS AND CITIES OF 10,000-50,000 PEOPLE AND THEIR SUBURBS
- SUBURBS OF CITIES OVER 50,000 PEOPLE
- CENTRAL CITIES OVER 50,000
- MISSING
Social media use

Most frequented sites (%)

- Facebook: 30.6%
- Pinterest: 8.3%
- Youtube: 15.7%
- Google plus: 1.9%
- More than two sites: 1.9%
- Non applicable: 0.9%

Nutrition information sought

- Recipes: 42.6%
- Healthy eating information: 13%
- Food safety information: 2.8%
- Exercise tips: 2.8%
- Food budgeting: 0.9%
- Healthy eating information/exercise tips/food safety/food budgeting/other: 7.4%
- Recipes and healthy eating/exercise tips/food safety/food budgeting/other: 6.3%
- Missing information: 0.9%
- Not applicable: 65%
Client preferences for future messages

**Preferred media platform**
- visiting website: 13.9
- videos such as youtube: 9.3
- facebook posts: 2.8
- text messaging: 0.9
- online interactive group classes: 1.9
- online group support: 0.9
- visiting website and other formats: 1.9
- emails and youtube videos: 0.9
- group support and other formats: 0.9
- mobile "app" application: 0.9
- other formats: 3.8

**Frequency of messages (per week)**
- 1-2 MESSAGES: 76.9%
- 2-4 MESSAGES: 12%
- MORE THAN 4 MESSAGES: 10.2%
- non applicable/missing: 0.9%
- missing data: 0.9%
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

Parsley Lemon Pesto

2 cups packed flat leaf parsley leaves, coarsely chopped
1 cup extra virgin olive oil
1 small clove garlic, chopped
1 tsp fresh lemon juice
pinch of salt and pepper

Directions:
1. Place the parsley, oil, garlic, and lemon juice in a food processor, pulse until smooth.
2. Stir in a pinch of salt and pepper.
3. Serve over pasta, salads, or as a dip with crackers or bread.

Makes 10 servings.
1 serving – 200 calories, 23 grams fat, 3 grams saturated fat, 3 gram carbohydrate

Did You Know?
Parsley is a member of the carrot family and it is a lot more than a decorum on the side of a restaurant plate. In fact, it is one of the most nutritious and excellent source of vitamins A and C.
Session about Herbs
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 interpret 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
• Grateful for the opportunity work with the K-State Research and Extension office.
Acknowledgements

• My Committee:
  Dr. Tandalayo Kidd
  Dr. Nancy Muturi
  Dr. Ric Rosenkranz
  Dr. Koushik Adikhari

• K-State Research and Extension
  Ginny Barnard

• The Fulbright Program
THANK YOU!!!!!