Technology and Social Media in Nutrition Education

Alyssa Gehle, RDN, LD

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Agenda

• Field Experience
• Background
• Social Media
• Online Modules
• Benefits and Barriers
• Future Outlook
• Core Competencies
Field Experience

• Shawnee County Research and Extension
  – Lisa Martin, MPH, RDN, LD
  – August 2016 through February 2017
Kansas State Research and Extension (KSRE)¹

• Responsible for educating the public:
  – Science- and research-based information
  – Extension sites across the state

• Five Grand Challenges:
  – Water
  – Global Food Systems
  – Health
  – Developing Tomorrow’s Leaders
  – Community Vitality
Expanded Food and Nutrition Education Program (EFNEP)²

• Population:
  – 500,000 low-income families per year
  – 80% at or below 100% poverty
  – 70% minorities

• Goals:
  – Improve diet quality and physical activity
  – Improve food resource management
  – Improve food safety and food security

Image from: https://www.ksre.k-state.edu/humannutrition/statewide-programs/food-nutrition-education/
IMPROVEMENT IN FOOD GROUPS

Data reported through diet recalls show that EFNEP graduates eat more closely to MyPlate.gov recommendations. It also shows there is still a need for nutrition education.

- **Grains**
  - Before EFNEP: 5.5
  - After participation: 6.0
  - Needed: 6.0

- **Vegetables**
  - Before EFNEP: 1.5
  - After participation: 1.8
  - Needed: 2.5

- **Fruit**
  - Before EFNEP: 0.9
  - After participation: 1.3
  - Needed: 2.0

- **Dairy**
  - Before EFNEP: 1.1
  - After participation: 1.3
  - Needed: 3.0

- **Meat**
  - Before EFNEP: 5.9
  - After participation: 6.1
  - Needed: 6.1

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† This graphic shows recommendations for females ages 19-30 who get less than 30 minutes per day of moderate physical activity, beyond their normal daily activities. Recommendations for males, other age groups, and other activity levels vary (see MyPlate.gov).
Walk Kansas

• Eight-week challenge
  – Walk around, diagonally through or across Kansas

• Reached 14,000 people in 2016

• Results:
  – 83% motivated to do 30 minutes of physical activity five or more days per week
  – 73% more aware of healthy eating recommendations

Image from: http://www.walkkansas.org
Healthy You and Baby, Too

• Topics include:
  – Growing baby
  – MyPlate
  – Grocery guidance
  – Safe food
  – Important nutrients
  – Physical activity
  – Healthy weight gain
  – Feeding newborns

Image from: https://www.cdc.gov/ncbddd/actearly/milestones/milestones-18mo.html
Nutrition Education

“Nutrition education is any combination of education strategies, accompanied by environmental supports, designed to facilitate voluntary adoption of food choices and other food and nutrition related behaviors conducive to health and well-being.”

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Current Education Strategies

- Classes
- Hands-on activities
- Demonstrations
- One-on-one nutrition education

Supplemental Materials:
- Brochures
- Handouts
- Pamphlets

Image from: https://snaped.fns.usda.gov/small-group-nutrition-education-class
WHERE DO EFNEP PARTICIPANTS GET THEIR INFORMATION?
Preliminary Survey Data

Please select what you have used the internet to learn more about in the past month (select all that apply):

- Recipes
- Healthy Eating
- Exercise Tips
- Food Safety Information
- Food Budgeting Information
- Other
Have you made changes to your eating or health habits as a result of the information you found on the internet?

- Yes: 60.00%
- No: 40.00%
Preliminary Survey Data

Select which social media sites you use to look up or read about nutrition or food information (select all that apply): ⁴

- 0.00% Facebook
- 10.00% Twitter
- 20.00% Pinterest
- 30.00% YouTube
- 40.00% Google Plus
- 50.00% Other
- 60.00%
- 70.00%
Preliminary Survey Data

If you were to receive nutrition education in a method other than a classroom setting (using a form of technology), what format would you like to receive this in? Please select all that apply. 4

Visit a Website: 45.00%
Facebook Posts: 40.00%
Emails: 35.00%
YouTube: 30.00%
Online Games: 5.00%
Twitter: 2.00%
Preliminary Survey Data

If you were to receive nutrition education via email, social media posts, or text messages, how many messages per week would you like to receive? 4
Technology and Social Media

• 81% of Americans get news from online sources\textsuperscript{5}

• 72% of Americans have looked online for health information\textsuperscript{6}

Image from: http://www.graphicsfuel.com/2013/03/popular-social-media-icons-psd-png/
Social Media Development

• Walk Kansas
  – Facebook posts:
    • Walking sites
    • Recipes
    • Motivation
    • Nutrition information
    • Interactive posts

• Healthy You and Baby, Too
  – Facebook posts
  – Tweets
  – Text messages
Training and Implementation

• Training:
  – Posting to Facebook
  – Adding photos and videos
  – Communicating with clients

• Implementation:
  – Scheduling posts
  – Gathering Facebook data
  – Interacting with clients
Facebook Example

Shawnee County Extension
1. Make all your meals healthy by following the @MyPlate method!
Learn more about it here: https://www.choosemyplate.gov

Like · Comment · 9 minutes ago · 📢

4 people like this.

Jane Doe Thanks for the info, this website is so helpful in planning meals!
5 · Like · 😊 2

Write a comment ...
Twitter Example

Shawnee County EFNEP
@ShawneeEFNEP

Make all your meals healthy by following the @MyPlate method! Learn more about it here: https://www.choosemyplate.gov

Reply Retweet Favorite More

3:03 PM - 6 Nov 16 · Embed this Tweet
Text Message Example

Make all your meals healthy by following the MyPlate method! Learn more about it here: www.choosemyplate.gov

Thanks!

Let us know if you have any questions. Remember our next meeting is Monday at 5PM! See you there!
Pre-Walk Kansas Example

Shawnee County K-State Research and Extension
March 9

Get ready, get set and walk Kansas! Sign up today!
http://www.shawnee.k-state.edu/health-nutrition/walk-kansas/

Walk Kansas
celebrate healthy living
Walk Kansas Example

Nutrition Post: Whole grains are an important part of a healthy diet. They can help lower the risk of many chronic diseases. What are your favorite whole grains? We love oats! Comment below

Whole wheat thin spaghetti

I like popcorn!
Walk Kansas Example

Shawnee County K-State Research and Extension
March 27 at 10:06am ·

Walking Post: Where is your favorite place to walk in Shawnee County? We are huge fans of walking the Lake Shawnee Trail, it's beautiful there. Check it out:
3027 Southeast Beach Terrace, Topeka, KS 66605

1 Like

Comment Share

Green Memorial Wildlife Area, Willard.
Like · Reply · 1 · March 27 at 2:08pm

Shawnee County K-State Research and Extension I will add that to my list of places I want to visit! Thanks for sharing!
Like · Reply · March 27 at 2:22pm
Results

• Facebook 28-day reach:
  – Prior to Walk Kansas: (February-March)
    • 446 people
    • Average: 15.9 people per day
  – During Walk Kansas: (March-April)
    • 678 people
    • Average: 24.2 people per day
Online Modules

• Modules developed for future EFNEP use
• Topics Include:
  – Dairy
  – Fruit
  – Vegetable
  – Grains
  – Protein

Image from: www.choosemyplate.gov
Benefits of Using Technology

- Reach more people
- More diverse audience
- Cost-effective
- Keep people engaged
- Improve outcomes
- Research-based information

- Multiple modes for using technology:
  - Twitter
  - Facebook
  - YouTube
  - Text Messages
  - Instagram
  - Snapchat
  - Online Modules
  - Pinterest
Barriers of Using Technology

• Younger crowd
  – 18-49 year olds are more likely to use technology and social media\(^5\)

• Competing information

• No technology policy in place
Future Outlook

• Technology and Social Media policy
• Supplement classroom and in-person education
• Tailor messages to fit specific clientele and their needs
• Increase follow-up, thereby increasing outcomes and ability to reach goals
• Increase engagement of clients with educators
• Increase exposure to reliable information
Core Competencies

• Biostatistics
• Epidemiology
• Environmental Health Science
• Health Services Administration
• Social and Behavioral Science
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  – Dr. Nancy Muturi
  – Dr. Sandra Procter

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References

Questions?

Thank you.