

# Master of Public Health Field Experience Report

## ***TECHNOLOGY AND SOCIAL MEDIA IN NUTRITION EDUCATION***

by

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submitted in partial fulfillment of the requirements for the degree

MASTER OF PUBLIC HEALTH

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## Summary

I completed my field experience with Shawnee County Research and Extension from August 2016 through February 2017. During this time, I increased my public health knowledge and skills. Throughout my experience, I developed social media posts for the programs, Healthy You and Baby, Too and Walk Kansas. After developing the social media component, I developed a training session for the nutrition educators so the social media could be implemented properly. After training, the technology component of the Walk Kansas program was implemented. There are benefits and challenges to using technology and social media for nutrition education; however, I believe the benefits outweigh the challenges in this particular case. Overall, technology is another platform that can be implemented to encourage healthy eating habits in the public and specific target groups.

Technology and social media are increasingly becoming integral parts of society. According to the Pew Research Center, 81% of Americans get at least some of their news from online sources such as websites, apps or social networking sites (Mitchell, Gottfried, Barthel, & Shearer, 2016). Because many Americans are using technology to gain information, it is important that correct information is published on these platforms. Health information is no different, 72% of adults have gone online to look at medical information for himself or herself or someone else (Fox & Duggan, 2013). These statistics show that health information and news is being viewed via technology, and to interact with those seeking out information, technology needs to be used. Through this project, we were able to create text messages, Facebook posts, and tweets that could reach large audiences in the hopes of increasing knowledge of nutrition related subjects. By using technology, we hope to increase the public's knowledge of nutrition and help to direct them to research-based sites that can better serve their needs. Although Facebook posts, tweets, and text messages were developed, we will focus on Facebook as that was found to be what many of our participants were using to find their information aside from search engines (*EFNEP technology use survey*. 2016).

**Subject Keywords:** social media, nutrition, education, technology.

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## **List of Terms**

Kansas State Research and Extension (KSRE)  
Expanded Food and Nutrition Education Program (EFNEP)  
United States Department of Agriculture (USDA)  
Centers for Disease Control and Prevention (CDC)

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## **Chapter 1 - Background Information**

My field experience took place at Shawnee County Research and Extension and primarily focused on the use of technology and social media as a component of nutrition education. Lisa Martin, a registered dietitian, was my preceptor. She is part of the technology work group for research and extension. This project helped to design Facebook posts, tweets and text messages that could be used in programming and nutrition education throughout Shawnee County. Extension agents were also educated on the implementation of Facebook posts. This helped to ensure that implementation was done properly. Facebook posts were implemented for Walk Kansas, and limited data is available to understand whether there is an increased amount of engagement with participants. The primary goal of this experience was to determine whether technology could be used as an effective medium for nutrition education. The goal of this project is not to use technology as the only source of information for nutrition education but to use technology as an enhancement and support for science-based nutrition information.

### **Kansas State Research and Extension**

Shawnee County Research and Extension is part of Kansas State University's Research and Extension (KSRE) program that helps to serve the entire state. As one of the United States' 100 land-grant universities, Kansas State is responsible for educating the public with research- and science-based information via its extension sites. KSRE has identified five grand challenges: global food systems, health, community vitality, developing tomorrow's leaders and water (Kansas State University, 2016). The grand challenge for health features many programs at the state level including Walk Kansas and Healthy You and Baby, Too. The state also participates in a nationwide program known as the Expanded Food and Nutrition Education Program (EFNEP). These programs help to increase health, nutrition and exercise knowledge at the county and state level. The focus of this project is the social media that was developed specifically for Healthy You and Baby, Too and Walk Kansas.

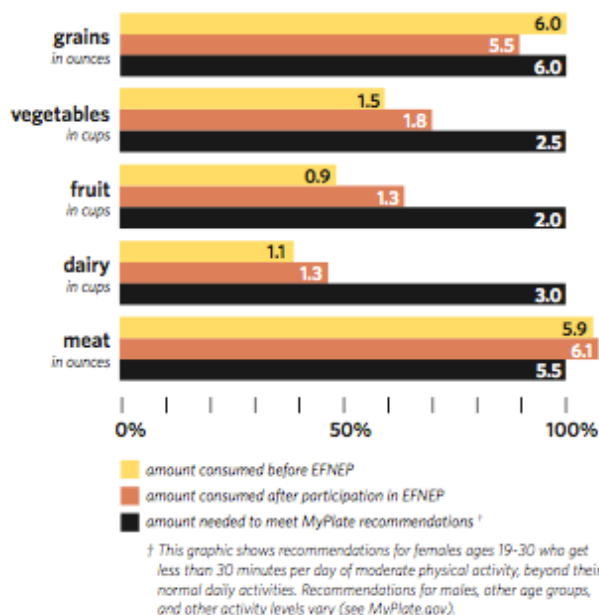
The EFNEP program delivers nutrition education to low-income families throughout the United States. This program was developed in 1969 and is funded by the

United States Department of Agriculture (USDA). EFNEP was created to be a community-based program that focuses on research-based information. The nutrition educators that conduct this program are part of the community, which is what makes EFNEP both unique and successful. EFNEP programs reach a diverse population with 74% of adult participants being minorities (National Institute of Food and Agriculture, 2016). This program encourages participants to improve their diets, engage in more physical activity, be conscious of food safety and spend food dollars wisely (National Institute of Food and Agriculture, 2016). EFNEP programs consistently show positive health results in all areas. For instance, 95% of adults reported improving their diets with the help of EFNEP education (National Institute of Food and Agriculture, 2016). The figure below is an example of how EFNEP has helped to change dietary habits of its participants as noted in the *National Institute of Food and Agriculture* publication of 2015 Impact: Expanded Food and Nutrition Education Program. In the figure, the black bars represent the MyPlate recommendations for females aged 19-30. These recommendations are a direct result of Dietary Guidelines for Americans. The Dietary Guidelines for Americans are a research-based recommendation that helps consumers to understand how much of each food group they should be eating. This figure also shows consumption of each specific food group both before and after EFNEP education. After looking at this figure, one can see that there is still a need for nutrition education because even after education there is still a gap in what should be consumed and what is actually consumed. EFNEP works as a nutrition education tool because its educators follow research-based information along with being members of the communities they work in. It is the hope that while EFNEP education needs to be done face-to-face, it can be supplemented using technology and social media to have an even greater impact on its participants and others. Currently, there is no social media or technology policy in place for EFNEP at the county or national level. This project helped to develop and pilot some social media to guide social media and technology in the future. There will eventually be an EFNEP policy that will help to give a road map of how social media and technology can be integrated into this program in the future.



## 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.



**Figure 1-1 EFNEP Improvements**

Another important program is KSRE’s Walk Kansas. Walk Kansas is an eight-week long walking challenge that encourages participants to develop exercise and healthier eating habits. Walk Kansas reached nearly 14,000 people in 2016 (Kansas State University, 2016). This program also had positive results on its participants: 83% were motivated to do at least 30 minutes of physical activity five or more days per week, and 73% are more aware of healthy eating recommendations (Kansas State University, 2016). The results for physical activity indicate that participants are meeting the minimum recommendations for physical activity as put forth by the Centers for Disease Control and Prevention (CDC) *2008 Physical Activity Guidelines for Americans*. Walk Kansas encourages people to join a team and log their minutes of activity. With these minutes, participants help their team to walk diagonally through Kansas, around Kansas or across the state. As part of the CDC’s guidelines, it is also recommended that adults participate in muscle-strengthening activities at least two or more days per week. Walk Kansas participants are encouraged to take part in these types of activities and log

them along with their exercise minutes each day. Exercise is an important part of decreasing the risk for chronic diseases, however; eating healthy and drinking water are also important components. Participants can log glasses of water and cups of fruits and vegetables consumed to increase awareness of other factors that contribute to health. Because Walk Kansas is already a successful program, it is our hope to enhance the program using technology and social media. Social media, particularly Facebook posts, were implemented for Walk Kansas 2017. Results will be discussed later; however, it seems to be having a positive impact. The figure below shows the three Walk Kansas challenges.



**Figure 1-2 Walk Kansas Challenges**

Healthy You and Baby, Too is a program that is specific to KSRE. This program consists of eight lessons that help expectant mothers understand the importance of nutrition throughout pregnancy. Topics include safe foods, MyPlate, important nutrients and feeding a newborn. This program is an excellent resource for low-income mothers. Including technology and social media in this program is important because 72% of adults have looked online for health information in recent years and this continues to grow (Fox & Duggan, 2013). Some groups, including adults ages 18 to 49, are more likely to look for health information online (Fox & Duggan, 2013). Once again, technology cannot replace the knowledge of the extension educators, but it can supplement that knowledge and encourage learning outside of the classroom, which is the goal in the development of this project.

All three of these programs are greatly supported by KSRE and achieve great results; however, people are still moving more towards technology and to have a larger impact on people these programs need to increase their technology footprint.

## **Technology and Social Media**

Technology and social media are a part of almost everyone's lives in some way. More and more people use various forms of social media or technology to retrieve their health information. Nutrition information is not an exception to this way of information gathering. EFNEP clients are also using social media to gather health information. A survey was conducted of 500 EFNEP participants in six states. This survey helped to determine how EFNEP clients use technology and social media. As noted in the EFNEP Technology Use Survey, when clients were asked, "Do you use the internet currently to look up or read about nutrition or food information?" Sixty-five percent of respondents answered "Yes" (*EFNEP technology use survey. 2016*). Delving deeper into what clients are researching using technology revealed that 83.90% of responders use technology to look at recipes, followed by 47.99% using it to look up healthy eating information and 39.32% using technology to look at exercise tips (*EFNEP technology use survey. 2016*). Note that for this particular question participants were able to select more than one option. This data indicates that more and more people, including EFNEP clients, are using technology to research information that they could obtain elsewhere. To determine the best use of time and resources in implementing technology and social media into KSRE's education plan, the type of social media that is used by clients needed to be determined. Participants were asked to, "Select which social media sites you use to look up or read about nutrition or food information (Select all that apply)," (*EFNEP technology use survey. 2016*). The most popular sites were Facebook (59.29%) and Google Plus (37.50%) (*EFNEP technology use survey. 2016*). With this information, KSRE, particularly Shawnee County, was able to move forward using Facebook as a tool to reach clients and others with science-based nutrition education information.

Using technology to research health information is not exclusive to KSRE and EFNEP clients. Approximately 81% of Americans receive news from online sources

(Mitchell, Gottfried, Barthel, & Shearer, 2016). Furthermore, 72% of adults go online to look at medical information (Fox & Duggan, 2013). The shift to the gathering of information via technology is important to nutrition education. By including technology and social media as part of nutrition education, people can be reached more frequently using a common medium.

With the use of technology and social media comes the ability to communicate with participants in these programs. However, it is important to understand communication theories when doing this. Understanding these theories helps the communication to be more successful. One of the theories that could be used is the Transtheoretical Model (Schiavo, 2013). This model suggests that behavior change is a process that goes through different stages. Those stages are precontemplation, contemplation, preparation, action, and maintenance. Those that are in the precontemplation stage have no intention of changing. Those that are in the contemplation stage are thinking about making a change. By capturing those that are in this stage with messaging they could be encouraged to make the change and then move from contemplation to preparation. By continuing messaging to people who are preparing to make the change the message could help them to make this change and then move into the action stage. Those that are in the action stage are adopting new behaviors. The action stage is where messaging is important as it can offer information to help them continue these new behaviors. The maintenance stage is also important in communication, as those that have already made those changes will continue to have these be part of their lives. By using messaging, the educators can help to continue these healthy lifestyles by continuing to offer support and information that is valuable to those that lead healthy lifestyles.

## **Nutrition Education**

Nutrition education according to Contento 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,” (Contento, 2007). Prior to this project, nutrition education at Shawnee County Research and Extension consisted of classes, hands-on activities,

and demonstrations. These education strategies were supplemented by the use of brochures and handouts. However, whether clients were reading this material when they went home was unknown. By continuing these strategies, people are still being educated; however, by supplementing this with the use of Facebook posts, we can hopefully reach more people using modes that they already use to research health and nutrition information. Facebook also makes it easy to track the use of this information making it easy to determine if the supplemented materials are working. “Social media can be a quick, low-cost, direct way for nutrition educators to broaden the scope of their targeted programs,” (Tobey & Manore, 2014).

By using social media, particularly Facebook, more people can be reached as clients can share posts with their friends. This would reach others that are not in the particular target group but whom may benefit from the information. By reaching those that may not be in the target population, social media also reaches a more diverse audience while still being cost-effective. The use of Facebook for nutrition education is a free resource, as it does not cost to post information or track how that information is being shared. Not only is this a great resource to share information, but it can also be an excellent way to keep people engaged in information that has been shared in a classroom. Educators can follow-up with clients via chatting or commenting on posts with information that may be beneficial.

Another benefit of using Facebook is that it could help improve outcomes. The Food Hero campaign is one of interest. Food Hero is a social marketing campaign developed by Oregon State University. The target audience of this campaign was low-income mothers, much like the target audience for Healthy You and Baby, Too. The campaign increased awareness of Food Hero and fruit and vegetable beliefs among its participants (Tobey, Koenig, Brown, & Manore, 2016). Food Hero has helped pave the way for other social media campaigns and supplemental materials to be used for nutrition education. The researchers indicate that for social media to have positive outcomes, campaigns must follow evidence-based practices (Tobey et al., 2016). As the need for social media and technology advances with nutrition education, more and more best practice guidelines will be introduced. However, the goal of my particular project was to increase interaction online, increase knowledge and reach more people. As best

practices are researched, and technology education can be more targeted, the social media that was developed for my project will change; this is a good start for what is sure to be the future of nutrition education.

## **Chapter 2 - Field Experience**

The learning objectives for this project and field experience were to determine the difference technology makes on outcomes for nutrition education and to attend several extension classes to learn the scope of KSRE in Shawnee County. These objectives changed slightly from what was put forth in the documentation prior to the start of my field experience. For this project, we were not able to determine the difference technology makes on outcomes for nutrition education because no data was available. However, we were able to obtain data on the engagement of people and how many people our Facebook posts reached during the Walk Kansas campaign. This will be discussed in detail below along with details of the project and products that were developed.

### **Social Media Development**

Throughout my field experience, I performed many different duties for this project. After discussing in depth with my preceptor, the project idea was developed. I was then set to develop social media for the KSRE program Healthy You and Baby, Too. The goal in developing a social media and technology component for this particular program was to supplement the information already being given to the clients by the nutrition educators. Thus, the social media that was developed directly correlated with each lesson's topic. The social media focused not only on Facebook posts but also tweets and text messaging. For each lesson, different messages were developed. These messages were tailored to become Facebook messages, text messages, or tweets. Each week a similar message was to be distributed using three different technology and social media components. These messages consisted of tips for a healthy pregnancy along with websites that can be of use during pregnancy. By sending these messages, we had hoped that clients would have a better understanding of what was taught in the lessons along with providing more information. Messages that direct clients to websites can be useful as they use science-based information and will be better websites than what the client may typically use a search engine to find. Samples of the messages are below, and the full social media that was developed for this program is listed in Appendix 1.



**Figure 2-1 Facebook Post Example**



**Figure 2-2 Text Message Example**



**Figure 2-3 Twitter Example**



Social media was also developed for Walk Kansas. For this program, only Facebook posts were developed. This program is a statewide program; however, the posts that were developed focused strictly on Shawnee County. While developing posts for this program, the objective was to encourage participants in Walk Kansas by posting on Facebook. Posts for Walk Kansas included walking sites specific to Shawnee County, recipes, motivational quotes, and nutrition information. For each week of Walk Kansas, there was also an interactive post. These interactive posts consisted of questions and quizzes to increase participant engagement. Posts were meant to help participants increase their physical activity and improve their nutrition. The posts, which began two weeks before the start of Walk Kansas, encouraged people to get a team together and sign-up. At this point, data regarding Facebook follower's 'likes' and 'shares' was obtained to compare it to data during the implementation of the posts. This information was then used to determine the effectiveness, reach, and engagement of participants. Posts for this program included photos to attract more attention and websites that could be visited. These websites directed consumers to research-based information that is superior to what they would come across otherwise. All of the Facebook posts that were developed for this program are listed in Appendix 2; please note that the pictures have been removed for this paper.

## **Social Media Training**

After social media had been developed for both of the programs, it needed to be implemented. Before implementation, we wanted to be sure that the nutrition educators understood this concept and wanted to use social media to their advantage. A brief survey was administered to the nutrition educators during a meeting. This helped determine the level of knowledge they had along with their willingness to use social media in the future. Approximately 17 nutrition educators were given the survey. Many of them stated that they were already using social media. When asked about their interest in using social media for their clients all of them were "somewhat" to "very interested" (Martin, 2016). Eleven of the responders wanted "to know all about it and would like to send an occasional approved recipe, website or message myself" (Martin, 2016). Because of the response from the nutrition educators, Facebook training was

developed. This training walked through the use of Facebook step-by-step for the educators, including posting on Facebook. The training also included adding photos to their posts to make them more attractive and discussed how to communicate with clients via Facebook messaging. We also discussed all the other ways Facebook can be used to increase client's interaction with the educators. Overall, nutrition educators were excited to begin using this technology to interact with their clients. This training was also given to the educator who would run the Walk Kansas page. At this point, Healthy You and Baby, Too social media was put on hold, and Walk Kansas was made the priority. This reprioritization was because Walk Kansas could be easily implemented and before and after data could be gathered to see the impact.

## **Social Media Implementation**

Implementation of social media for Walk Kansas was completed before the start of the program for the 2017 year. The first few posts focused on registration. These posts encouraged people to register. Another component of implementation prior to Walk Kansas encouraged participants to 'follow' "Shawnee County K-State Research and Extension" on Facebook. The hope was that more people would 'follow' and be exposed to the posts, which would increase the reach of supplemental material. Implementation of the posts was made easy with Facebook's features. The educator was able to schedule posts down to the minute. This allowed the educator not to have to log in every day or take much time out of their day. Once all the posts for this program were scheduled, the implementation process was complete. The educator could log in as needed to check on participant engagement and track 'likes' and 'shares' on the page. The next section covers pre-implementation and post-implementation data gathered from Facebook's tracking features. Below are Facebook posts that were implemented for 2017.



**Figure 2-4 Pre-Walk Kansas Post**



**Figure 2-5 Walk Kansas Post with Picture**



**Figure 2-6 Walk Kansas Post**

## **Outcomes**

Participant outcomes were not measured for this project. In the future, determining knowledge before the program and measuring knowledge after the program could easily measure outcomes. To specifically measure outcomes related to social media and technology, two groups should be identified. One group that is supplemented with technology and one group that is not. By comparing the post-program knowledge of the two groups, one could determine the effectiveness of the social media and technology component. This would take some planning and execution; however, it is the best way to determine effectiveness.

Knowledge differences could be measured, but in this case, we were only able to measure the reach of our social media and technology efforts. Facebook makes it easy to pull many different types of data from the Shawnee County Facebook page. We were able to look at the reach before our Walk Kansas posts (63) and during the implementation (140) (Shawnee County K-State Research and Extension, 2017). This indicated that posting during Walk Kansas more than doubled the reach. The posts were getting out to more people and hopefully having an impact on their knowledge. Before our posts for Walk Kansas, the 28-day total reach for the page was 446 (Shawnee County K-State Research and Extension, 2017). After one month of posting the total reach increased to 678 (Shawnee County K-State Research and Extension, 2017). The increase shows that the posts are being seen more than prior to the implementation. These are just some of the ways that Facebook can help in the future with tracking reach of technology and social media. In the future, measuring outcomes will be an important component to implement in this process. This will help educators understand the full effect of social media and technology as supplemental aspects of nutrition education.

## **Benefits and Barriers**

There are several benefits and barriers to the use of social media and technology in nutrition education. Social media and technology can have positive effects on nutrition education. One of the benefits of technology is that it reaches more people. Not only are nutrition educators able to give in-class education but they can also post on

Facebook to their clients. These clients can then 'like' and 'share' the post and reach others who are not in the classroom. By reaching more people, research-based information can be shared which could ultimately lead to lower levels of misinformation for clients and consumers. Along with reaching more people, the educator can reach an even more diverse group of people. Technology is also an excellent way to supplement nutrition education because many people are already using it. This makes it easier to implement and easy for clients to use. Another benefit of technology and social media is that it is cost-effective. Implementing Facebook and Twitter are free of charge unless one is advertising, which makes it well worth the time to implement. Technology also helps keep people engaged after their classroom sessions. This helps clients and educators be more accountable to their goals and what has been taught in the lesson. This is one of the reasons that social media and technology could potentially increase outcomes in groups that use it. Lastly, technology can be an effective strategy to use because there are so many different modes. Not only can one use Facebook and Twitter but other resources such as Pinterest, Instagram, and YouTube could be potential sites in which nutrition education could be delivered.

Although there are several benefits, there may also be some barriers to the use of technology and social media in nutrition education. For instance, technology draws a younger crowd; therefore, technology may not be the best way to supplement nutrition education if the target population is older. Another barrier is that there is a lot of competing information out there and people often use search engines to find the information they are looking for. To overcome this obstacle, clients have to be aware that misinformation exists and that the nutrition educators are using technology to publish research-based information. At this time, there is no technology policy in place for EFNEP, which is another barrier that will need to be addressed to proceed with this project in the future. By creating policies, technology-based education can be monitored to ensure that it is accurate and being used properly. As we experienced with this project, educators will have to be trained on how to use technology, and they will also have to be monitored. It will take time and effort to not only create technology but also to monitor it.

Although there are some barriers to the use of technology, the benefits that it could bring to clients and the public outweigh those barriers. In the future, technology and social media could be very successful nutrition education supplement tools. It will take time and research to get there, but it can be done.

## Chapter 3 - Online Modules

Not only was social media for two projects developed throughout my field experience, but I also completed mock online modules that can be implemented in the future as part of the EFNEP program. These modules would be of use if participants need to miss class or if they want more information after class. They would not replace EFNEP classes as those are invaluable and in-person communication is critical to the success of the program. The modules that were developed were extremely simple and are to be used as a mock-up for additional modules that could be developed. There was a module developed for each of the five food groups. Each module features a pre- and post-quiz to allow the learner and the educator to judge what knowledge was gained from the module. The modules discuss the health benefits of that particular food group along with examples of the foods that would be classified into that group. The modules also briefly show how much of that particular food group people should eat based on age and gender. Lastly, the modules offer tips and advice on how to eat more of this food group and what to look for when buying this food group such as low-fat dairy and canned fruit that is in its own juice. Although these modules were never implemented and are strictly for mock-up purposes, they do showcase the potential for more use of technology throughout the EFNEP program. In the future, when a policy for technology and social media use is in place for EFNEP, the modules could be used to supplement education and increase the graduation rate for EFNEP participants.

## **Chapter 4 - Core Competencies**

This section lists the five core competency areas and how they relate to the development, implementation, and future of this project.

### **Biostatistics**

Biostatistics knowledge and background information can be used in the future of this project to analyze data and determine the effectiveness of social media and technology in nutrition education. Biostatistics can be used to determine if outcomes are more positive for people that use social media and see additional nutrition information other than in the classroom. This project is not at that point currently; however, with the developments that were made, I expect that it will be in the future. Biostatistics knowledge was helpful in the research of this project and in looking at data from other projects to determine how effective social media and technology can be in nutrition education.

### **Epidemiology**

One of the purposes of nutrition education is to help prevent and control disease with diet. This directly relates to knowledge of epidemiology because diet can be a determinate of disease. By helping to prevent these diseases, nutrition education can directly impact prevalence and incidence of diseases.

### **Environmental Health Science**

While working with the Healthy You and Baby, Too social media, it was important to understand the impact food safety can have not only on pregnant women but also on the public. My knowledge of foodborne diseases from Environmental Health Science was helpful in creating the social media for that particular program and lesson.

### **Health Services Administration**

Knowledge from Health Services Administration was used during this project in working with several different groups of people. Not only was I working with my preceptor, but I also worked with the nutrition educators closely and helped train them



on the implementation process. This class helped me work well with a group that has different backgrounds and varying levels of knowledge on the subjects that were being discussed.

## **Social and Behavioral Science**

My understanding of what impacts human behavior was important in the development of the social media for this project. Because this project was meant to have an impact on people's decision-making, it was important that I understand how and why people make the choices that they do.

## **Chapter 5 - Conclusion and Future Outlook**

Overall, this project was successful in developing and implementing social media as a component of nutrition education. In the future, there will be a policy in place for EFNEP, which will help develop a road map for where social media fits with nutrition education. Social media has the potential to be an excellent resource for clients. It is my hope that social media be used to its fullest potential in nutrition education in the future to engage clients and improve outcomes. Social media also has the potential to improve rapport with clients by increasing ways they can communicate with their nutrition educators. This method of supplemental nutrition education can also increase exposure to reliable, research-based information and decrease nutrition misinformation to consumers. With Facebook posts as a stepping-stone, other technology can be implemented through this model and future policy. Technology has unlimited modes that can be implemented to increase client knowledge. This project is a first step and one of many in the development, implementation, and success of technology in nutrition education.

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# Appendix 1- Healthy You and Baby, Too Social Media

## Lesson One

**Lesson Name:** All About Pregnancy

**Sections:**

- Your Growing Baby
- Common Discomforts

**Objective:** Client will understand some of the common discomforts of pregnancy along with a few tips to combat these discomforts. Client will also be encouraged to sign up for Text4Baby to understand their baby's growth and development.

**Text Messages:**

1. Are you curious about keeping you and your baby healthy? Sign-up for Text4Baby and receive text messages about your baby's growth and development, its FREE! Visit <https://www.text4baby.org>
2. Are you experiencing trouble sleeping during pregnancy? Try developing a regular sleep schedule, using pillows and lying on your left side.
3. Morning sickness can be a discomfort during pregnancy. Eating dry toast, having small meals and sitting up after meals can help. Some people even try ginger to relieve their morning sickness.
4. Swelling may occur during pregnancy. Be sure to drink plenty of water, elevate your feet and rest. Try and reduce your salt intake if you are experiencing swelling.

**Tweets:**

1. Sign-up for @mytext4baby here: <https://www.text4baby.org> to receive text messages about your growing baby!
2. Try using pillows and following a regular sleep schedule to combat trouble sleeping during pregnancy.
3. Morning sickness can be a huge discomfort during pregnancy. Try chewing on ginger, eating dry toast and having small meals.
4. Be sure to drink plenty of water and reduce your salt intake if you are experiencing swelling during your pregnancy.

**Facebook Posts:**

1. Are you curious about keeping you and your baby healthy? Sign-up for @Text4Baby and receive text messages about your baby's growth and development. It's FREE! Visit <https://www.text4baby.org>
2. Are you experiencing trouble sleeping during pregnancy? Try developing a regular sleep schedule, using pillows and lying on your left side.

3. Morning sickness can be a discomfort during pregnancy. Eating dry toast, having small meals and sitting up after meals can help. Some people even try ginger to relieve their morning sickness.
4. Swelling may occur during pregnancy. Be sure to drink plenty of water, elevate your feet and rest. Try to reduce your salt intake if you are experiencing swelling.

## Lesson Two

**Lesson Name:** MyPlate Pregnancy Style

### Sections:

- Introduction to MyPlate
- MyPlate Pregnancy Style
- What's In A Serving?
- Plan A Meal With MyPlate
- Eating Out

**Objective:** Client will be familiar with MyPlate and better understand portion sizes. They will also become more familiar with meal planning and how to make healthy choices when eating out.

### Text Messages:

1. Make all your meals healthy by following the MyPlate method! Learn more about it here: <https://www.choosemyplate.gov>
2. Is pregnancy really eating for two? Check out: <http://tinyurl.com/zacyhvz> to learn exactly what your pregnancy needs are. Here's a hint: you don't really need to eat twice as much!
3. What's the difference between a portion and a serving? Why do serving sizes matter? Check it out here: <http://tinyurl.com/zxl6gwe>
4. Trying to eat healthy? Try meal planning with MyPlate! Visit <http://tinyurl.com/j3xp9kv> to see some sample menus and recipes to fit a budget!
5. Eating out is a fact of life these days but it can still be healthy. Try ordering healthy! Visit <http://tinyurl.com/jfplpv3> to get some tips and tricks for eating out!

### Tweets:

1. Make meals healthy using @MyPlate. Check it out: <https://www.choosemyplate.gov>
2. Don't fall for the old adage that you are eating for two during pregnancy. Here's what you really need: <http://tinyurl.com/zacyhvz>
3. Why do serving sizes matter? Check it out here: <http://tinyurl.com/zxl6gwe>
4. Trying to eat healthy? Try meal planning. This link might help you out! <http://tinyurl.com/j3xp9kv>
5. Going out to eat tonight? Here are some tips and tricks to make it healthier: <http://tinyurl.com/jfplpv3>

## Facebook Posts:

1. Make all your meals healthy by following the @MyPlate method! Learn more about it here: <https://www.choosemyplate.gov>
2. Is pregnancy really eating for two? Check out: <http://tinyurl.com/zacyhvz> to learn exactly what your pregnancy needs are. Here's a hint: you don't really need to eat twice as much!
3. What's the difference between a portion and a serving? Why do serving sizes matter? Check it out here: <http://tinyurl.com/zxl6gwe>
4. Trying to eat healthy? Try meal planning with @MyPlate! Visit <http://tinyurl.com/j3xp9kv> to see some sample menus and recipes to fit a budget!
5. Eating out is a fact of life these days but it can still be healthy. Try ordering healthy! Visit <http://tinyurl.com/jfplpv3> to get some tips and tricks for eating out!

## Lesson Three

**Lesson Name:** Your Grocery Guide

### Sections:

- Your Guide To Grocery Shopping
- Get The Facts On Nutrition Labels

**Objective:** Client will learn how to grocery shop for healthy food on a budget along with using the nutrition facts label to make better food choices.

### Text Messages:

1. Grocery shopping can be a hard task especially when trying to eat healthy and stick to a budget. Check this out: <http://tinyurl.com/zvlugrs> It will help you make a grocery game plan!
2. Check out this link: <http://tinyurl.com/jdrqv6h> It has grocery tips for each aisle of the store to help you shop smart!
3. Reading a nutrition label can be overwhelming. Check out this website: <http://tinyurl.com/zdh9bpx> it has tips to better understand labels.

### Tweets:

1. Grocery shopping isn't easy. But this can help you make it a little bit easier! <http://tinyurl.com/zvlugrs>
2. Check out this link for tips and tricks on grocery shopping! <http://tinyurl.com/jdrqv6h>
3. Nutrition label reading is hard! This guide from @US\_FDA will help make it easier! <http://tinyurl.com/zdh9bpx>

### Facebook Posts:

1. Grocery shopping can be a hard task especially when trying to eat healthy and stick to a budget. Check this out: <http://tinyurl.com/zvlugrs> it will help you make a grocery game plan!

2. Check out this link: <http://tinyurl.com/jdrqv6h> it has grocery tips for each aisle of the store to help you shop smart!
3. Reading a nutrition label can be overwhelming. Check out this website: <http://tinyurl.com/zdh9bxp> it has tips to better understand labels.

## Lesson Four

**Lesson Name:** Safe Food...Healthy Baby

### Sections:

- Safe Food During Pregnancy
- Getting Fishy
- Say Cheese

**Objective:** Client will become familiar with safe food practices including thawing, cleaning, separating, cooking and chilling. They will also understand the health benefits of fish and how to choose safe foods during pregnancy.

### Text Messages:

1. Food safety is important during pregnancy! Here's a list of some things you should know about what you can eat: <http://tinyurl.com/guzhjqd>
2. Fish is important to consume for its health benefits but when pregnant you need to be more careful. Check this out for tips: <http://tinyurl.com/p7u6pmu>
3. Americans love cheese, but while pregnant you need to avoid some types. Watch this short video for more information: <http://tinyurl.com/hvpophw>

### Tweets:

1. Food safety is important and even more so when pregnant. <http://tinyurl.com/guzhjqd>
2. Fish has great health benefits! Check this out for tips on consuming it while pregnant. <http://tinyurl.com/p7u6pmu>
3. Say cheese! But if you're pregnant check out this video first: <http://tinyurl.com/hvpophw>

### Facebook Posts:

1. Food safety is important during pregnancy. Here's a list of some things you should know about what you can eat: <http://tinyurl.com/guzhjqd>
2. Fish is important to consume for its health benefits but when pregnant you need to be more careful. Check this out for tips: <http://tinyurl.com/p7u6pmu>
3. Americans love cheese, but while pregnant you need to avoid some types. Watch this short video for more information: <http://tinyurl.com/hvpophw>

## Lesson Five

**Lesson Name:** Notable Nutrients



### Sections:

- Nutrient Needs
- Water + Fiber

**Objective:** Client will become more familiar with nutrients that are important during pregnancy. They will also learn the importance of fiber and water during pregnancy.

### Text Messages:

1. Nutrition during pregnancy is very important! This link gives you a lot of great information: <http://tinyurl.com/z5wg3s7>
2. What are your needs for water during pregnancy? <http://tinyurl.com/jz6d32e>

### Tweets:

1. Pregnancy nutrition is important. Check out this info: <http://tinyurl.com/z5wg3s7>
2. Water is an important part of staying healthy during pregnancy. How much do you need? <http://tinyurl.com/jz6d32e>

### Facebook Posts:

1. Nutrition during pregnancy is very important! This link gives you a lot of great information: <http://tinyurl.com/z5wg3s7>
2. What are your needs for water during pregnancy? <http://tinyurl.com/jz6d32e>

## Lesson Six

**Lesson Name:** Lifestyle For A Healthy Pregnancy

### Sections:

- Being Physically Active During Pregnancy
- Caffeine
- Smoking
- Alcohol

**Objective:** This will help the client understand the importance of physical activity during pregnancy. It will also help the client understand the effects of caffeine, smoking and alcohol on fetal development.

### Text Messages:

1. Physical activity is a very important part of living a healthy lifestyle. Check out what the CDC recommends: <http://www.cdc.gov/physicalactivity/basics/pregnancy/>
2. Caffeine keeps us all going but it's important to limit it during pregnancy. <http://tinyurl.com/hd2q4dw>
3. During pregnancy it is important to stay away from smoking. If you're a smoker here are some ways you can kick the habit. <http://tinyurl.com/j9cvw5v>

4. Alcohol use while pregnant can cause many problems. Here's some more information from the CDC: <http://tinyurl.com/jbs32cw>

#### **Tweets:**

1. Physical activity is important during pregnancy. Here's what @CDCgov recommends: <http://www.cdc.gov/physicalactivity/basics/pregnancy/>
2. Check out this information on caffeine during pregnancy: <http://tinyurl.com/hd2q4dw>
3. Stay away from smoking when pregnant, here are some tips to help you quit. <http://tinyurl.com/j9cvw5v>
4. Alcohol use can cause many problems with pregnancy. Here's some information from @CDCgov <http://tinyurl.com/jbs32cw>

#### **Facebook Posts:**

1. Physical activity is a very important part of living a healthy lifestyle. Check out what the @CDC recommends: <http://www.cdc.gov/physicalactivity/basics/pregnancy/>
2. Caffeine keeps us all going but it's important to limit it during pregnancy. <http://tinyurl.com/hd2q4dw>
3. During pregnancy it is important to stay away from smoking. If you're a smoker here are some ways you can kick the habit. <http://tinyurl.com/j9cvw5v>
4. Alcohol use while pregnant can cause many problems. Here's some more information from the @CDC: <http://tinyurl.com/jbs32cw>

## **Lesson Seven**

**Lesson Name:** Your Changing Body

#### **Sections:**

- Where Does The Weight Go?
- Healthy Weight Gain
- Loving Your Pregnancy Body

**Objective:** This will help the client understand where their weight is gained during pregnancy along with the importance of increasing calories. This will also outline healthy ways to increase calories.

#### **Text Messages:**

1. Curious about pregnancy weight gain and what is healthy? Check this out: <https://www.choosemyplate.gov/pregnancy-weight-gain-calculator>
2. Pregnancy is a very exciting time. Your body is changing and that's a good thing!
3. Weight gain is a healthy part of pregnancy. Be sure you're on track with this calculator: <https://www.choosemyplate.gov/pregnancy-weight-gain-calculator>

#### **Tweets:**

1. Pregnancy weight gain is healthy. Track how much you should be gaining: <https://www.choosemyplate.gov/pregnancy-weight-gain-calculator>
2. Pregnancy is an exciting time. Enjoy your changing body during this time!
3. Track your pregnancy weight gain here: <https://www.choosemyplate.gov/pregnancy-weight-gain-calculator>

#### Facebook Posts:

1. Curious about pregnancy weight gain and what is healthy? Check this out: <https://www.choosemyplate.gov/pregnancy-weight-gain-calculator>
2. Pregnancy is a very exciting time. Your body is changing and that's a good thing!
3. Weight gain is a healthy part of pregnancy. Be sure you're on track with this calculator: <https://www.choosemyplate.gov/pregnancy-weight-gain-calculator>

## Lesson Eight

**Lesson Name:** Feeding Your Newborn

#### Sections:

- Deciding Mothers
- Breastfeeding Basics
- Milk Storage and Safety

**Objective:** The supplemental materials for this lesson will help the client understand the benefits of breastfeeding along with the basics of breastfeeding. This lesson will also outline breast milk storage and safety.

#### Text Messages:

1. Planning on breastfeeding? Here's some tips: <https://wicworks.fns.usda.gov/wicworks/Topics/BreastfeedingFactSheet.pdf>
2. You have different nutritional needs when breastfeeding. Here's some information: <https://www.choosemyplate.gov/moms-breastfeeding-nutritional-needs>
3. It's important to store breast milk safely. Here's some information from the CDC: <http://tinyurl.com/hkx3xw3>

#### Tweets:

1. Breastfeeding tips from @USDANutrition <https://wicworks.fns.usda.gov/wicworks/Topics/BreastfeedingFactSheet.pdf>
2. Want to know your needs when breastfeeding? Here's some info: <https://www.choosemyplate.gov/moms-breastfeeding-nutritional-needs>
3. Store your breast milk safely. Check out these tips from @CDCgov <http://tinyurl.com/hkx3xw3>

#### Facebook Posts:

1. Planning on breastfeeding? Here's some tips:  
<https://wicworks.fns.usda.gov/wicworks/Topics/BreastfeedingFactSheet.pdf>
2. You have different nutritional needs when breastfeeding. Here's some information: <https://www.choosemyplate.gov/moms-breastfeeding-nutritional-needs>
3. It's important to store breast milk safely. Here's some information from the CDC:  
<http://tinyurl.com/hkx3xw3>

## Appendix 2 – Walk Kansas Social Media

### Pre-Walk Kansas

Walk Kansas starts March 19, be sure to sign-up this year. Click here:

<http://www.shawnee.k-state.edu/health-nutrition/walk-kansas/>

Need a reason to sign-up for Walk Kansas? Sign-up here: <http://www.shawnee.k-state.edu/health-nutrition/walk-kansas/>

Check out this recipe for a Purple Power Smoothie. Perfect before Walk Kansas starts up! <http://www.kidsacookin.org/medium-skill-builders/Purple-Power-Smoothie.pdf>

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

Try these delicious pumpkin pancakes for breakfast before a long walk!  
<http://www.kidsacookin.org/medium-skill-builders/Perfect-Pumpkin-Pancakes.pdf>

### Week One

**Walking Post:** Did you know that @ShawneeCountyParksAndRecreation has 50 miles of trails? Get out there and enjoy them! Check out this link for more information on the trails: <http://parks.snco.us/index.aspx?NID=92>

**Nutrition Post:** Exercise is important to help you reach your goals but so is your nutrition! Be sure to follow the @MyPlate method to get all your servings in!  
<https://www.choosemyplate.gov>

**Recipe Post:** Who loves pasta? Try this delicious pasta recipe featuring lots of fresh veggies!

**Motivational Post:** Start Walk Kansas 2017 off right with this quote from Walt Disney: “The way to get started is to quit talking and begin doing.” Let’s do this!

**Interactive Post:** Have you tried a new, healthy recipe this week? Post it below to share with other Walk Kansas participants! We can’t wait to see what people have been eating!

### Week Two

**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

**Nutrition Post:** Building better bones is important if you are going to keep up with your Walk Kansas goal!

**Recipe Post:** Making your own applesauce is easy, healthy and delicious. Try the recipe below!

**Motivational Post:** Need a weekly dose of motivation? Just remember, “Nothing worth having comes easy.”—Theodore Roosevelt Get up today and work for what you want!

**Interactive Post:** Quiz Alert! How much activity is recommended for adults each day according to @CDC? Post your answers below. We will post the actual answer tomorrow.

**Answer:** According to @CDC the recommended amount of activity for adults is 150 minutes of moderate intensity aerobic activity AND muscle-strengthening activity on 2 or more days per week.

### Week Three

**Walking Post:** Have you ever walked the Shunga Trail? You can walk anywhere from 1-2 miles on this trail. Check it out this weekend:  
<http://parks.snco.us/Facilities/Facility/Details/46>

**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:

**Recipe Post:** Getting kids in the kitchen helps them to build healthy habits. Check out this recipe and try making it with the kids in your life.  
<http://www.kidsacookin.org/medium-skill-builders/Overnight-Egg-Casserole.pdf>

**Motivational Post:** Motivation to get you through the day: “There is no one giant step that does it. It’s a lot of little steps.”—Unknown Take a little step today to move you to your goals.

**Interactive Post:** Anyone out there wearing a pedometer or fitness tracker? What was your step count today? How many people reached over 10,000 steps? Comment below:

### Week Four

**Walking Post:** Try walking a little more with these tips: park at the back of the lot, take the stairs and walk 10 minutes before or after lunch. Anyone have other suggestions for getting those steps in? Comment below:

**Nutrition Post:** Protein is an important part of healthy meals. How do you get in protein at all your meals? Comment below:

**Recipe Post:** Try making your own granola bars with this easy recipe. It's both delicious and nutritious! Oats are whole grains, which are an important part of a healthy diet. Check out this resource from the Whole Grains Council to see if your grains are whole!  
<http://www.kidsacookin.org/medium-skill-builders/Chewy-Oatmeal-Bars.pdf>

**Motivational Post:** Sometimes progress is slow but that doesn't mean it's not happening. "Be not afraid of moving slowly. Be afraid of standing still."—Chinese Proverb

**Interactive Post:** Are there any great exercise classes that you've tried lately? Recommend them to others below. We can't wait to try one of the recommendations!

## Week Five

**Walking Post:** Do any of our participants know of great walking clubs or gyms that others can get involved in? We'd love to hear about them and pass on the information. Comment below:

**Nutrition Post:** Following a Mediterranean diet is easy and healthy!

**Recipe Post:** Try making this delicious recipe. It would be even better with fresh produce from a local farmer's market! [http://www.shawnee.k-state.edu/health-nutrition/fruits\\_veggies/HHN%20farmers%20market%202.pdf](http://www.shawnee.k-state.edu/health-nutrition/fruits_veggies/HHN%20farmers%20market%202.pdf)

**Motivational Post:** Don't forget that you can do anything you set your mind to. Set your mind to achieving one small goal every day. You can do it!

**Interactive Post:** Quiz Alert! How many servings of fruits and vegetables should you get each day? Comment below. We'll post the answer tomorrow!

**Answer:** The answer is, it depends. The amount of fruits and vegetables you should eat each day depends on your age and gender. Check out @MyPlate for more information!

## Week Six

**Walking Post:** Looking for a new trail to walk? Check out this trail guide:  
<http://parks.snco.us/DocumentCenter/View/1571>

**Nutrition Post:** Have you tried a new fruit or vegetable lately? Let us know what you've tried. We are big fans of parsnips! Comment below:

**Recipe Post:** Use your favorite fresh fruit in this recipe for a seasonal treat!

**Motivational Post:** Remember this today as you make small changes: “If you always do what you always did, you will get what you always got.”—Anonymous Do things differently to make a difference! You’ve got this.

**Interactive Post:** What’s your motivation to get healthier? Comment below:

## Week Seven

**Walking Post:** Keep on walking! Walking can help you maintain your weight, improve your mood and strengthen your muscles. How much have you been walking everyday? Comment below:

**Nutrition Post:** Is your plate half fruits and vegetables?  
@FruitsandVeggiesMoreMatters can help you increase your intake. Check it out:  
<http://www.fruitsandveggiesmorematters.org>

**Recipe Post:** Smoothies can be an easy and healthy breakfast or snack. Check this one out: <http://www.kidsacookin.org/drinks/Fruit-Smoothie.pdf>

**Motivational Post:** Post a motivational quote for someone else. We are almost to the end of Walk Kansas 2017 and we need more motivation!

**Interactive Post:** Only one week left! What’s your team’s mileage total so far? Comment below:

## Week Eight

**Walking Post:** Congratulations! You’ve made it to week 8 of Walk Kansas. How far did you walk? Remember, exercising and eating right is ALWAYS important. Keep up the good work until next year!

**Nutrition Post:** Keep up the good nutrition. Follow the @MyPlate method and keep other things in moderation. <https://www.choosemyplate.gov>

**Recipe Post:** Celebrate the end of Walk Kansas and all of your accomplishments with this farmer’s market salsa recipe: <http://www.kidsacookin.org/veggies-and-potatoes/Farmers-Market-Salsa.pdf>

**Motivational Post:** Did you meet your goals? Keep going, we can’t wait to see you next year and bring even more changes to your new healthy lifestyle!

**Interactive Post:** How much activity did you get during this challenge? Can you beat that next year? Comment below and we’ll see you for Walk Kansas 2018!

## Post-Walk Kansas



Brain health is an important part of wellness.

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

What's the difference between a portion and a serving? Why do serving sizes matter? Check it out here: <http://tinyurl.com/zxl6gwe>

Eating out is a fact of life these days but it can still be healthy. Try ordering healthy! Visit <http://tinyurl.com/jfplpv3> to get some tips and tricks for eating out!

Trying to eat healthy? Try meal planning with @MyPlate! Visit <http://tinyurl.com/j3xp9kv> to see some sample menus and recipes to fit a budget!

Grocery shopping can be a hard task especially when trying to eat healthy and stick to a budget. Check this out: <http://tinyurl.com/zvlugrs> it will help you make a grocery game plan!

Check out this link. It has grocery tips for each aisle of the store to help you shop smart! <http://tinyurl.com/jdrqv6h>

Reading a nutrition label can be overwhelming. Check out this website, it has tips for understanding the label better: <http://tinyurl.com/zdh9bxb>

Physical activity is a very important part of living a healthy lifestyle. Check out what the @CDC recommends: <http://www.cdc.gov/physicalactivity/basics/pregnancy/>