



Technology and Social Media in Nutrition Education

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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



K-STATE
Research and Extension

Image from: <http://www.hodgeman.k-state.edu/about/>

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

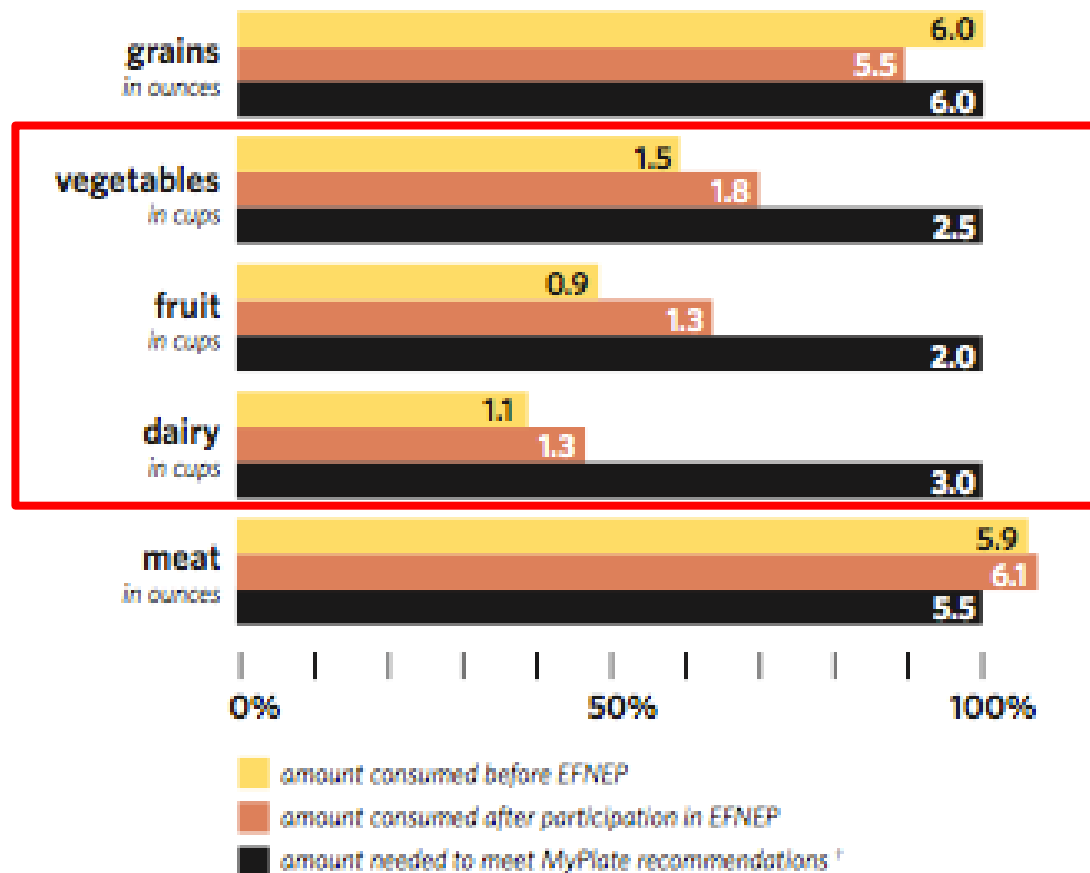


Healthy Food, Healthy Families
EFNEP
EXPANDED FOOD AND NUTRITION EDUCATION PROGRAM

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.



† 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 Kansas²

- 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

Walk Kansas Challenges



Image from: <http://www.walkkansas.org/captain/index.html>

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.”³

Current Education Strategies

- Classes
- Hands-on activities
- Demonstrations
- One-on-one nutrition education
- Supplemental Materials:
 - Brochures
 - Handouts
 - Pamphlets



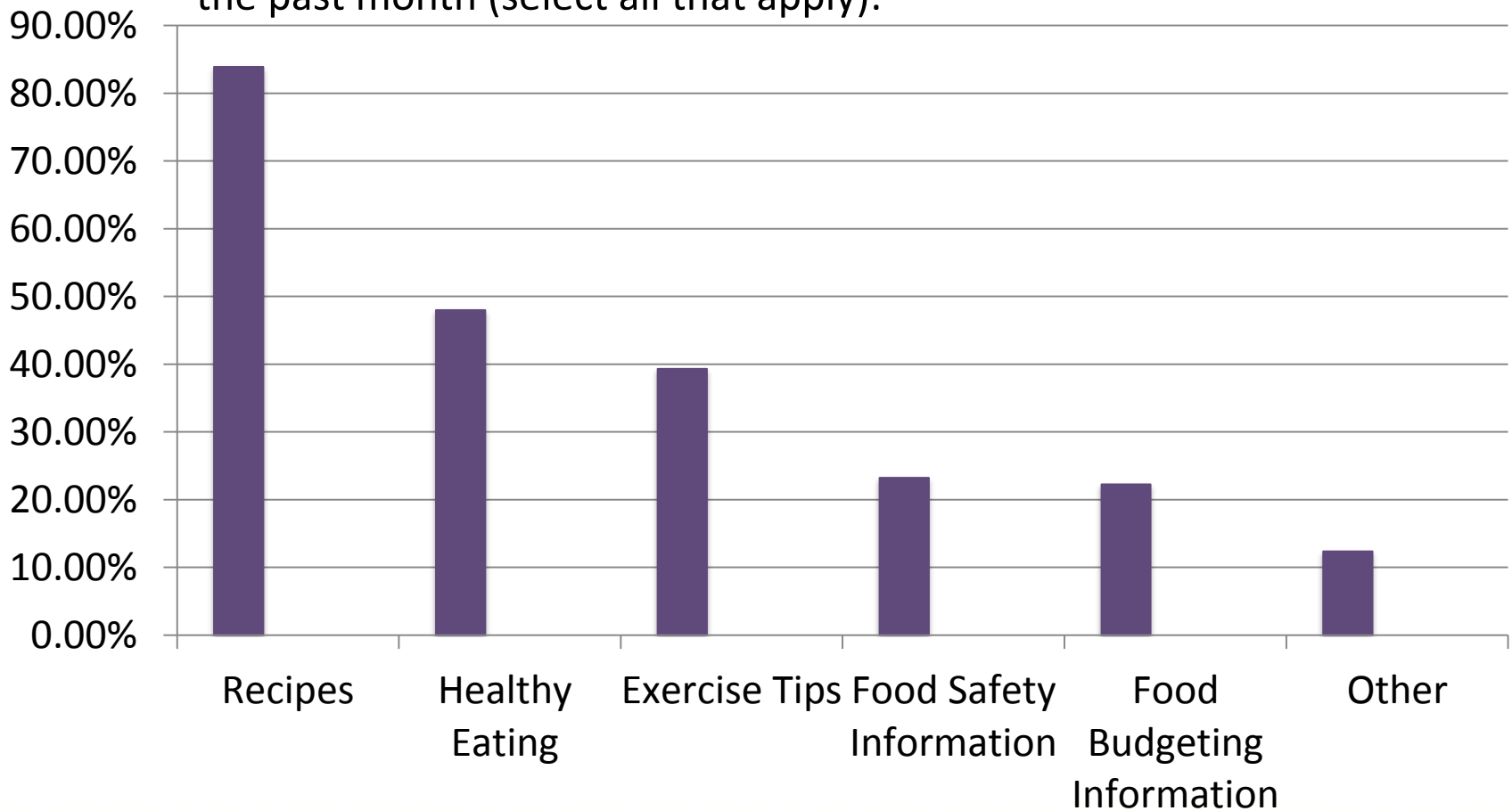
Image from: <https://snaped.fns.usda.gov/small-group-nutrition-education-class>



WHERE DO EFNEP PARTICIPANTS GET THEIR INFORMATION?

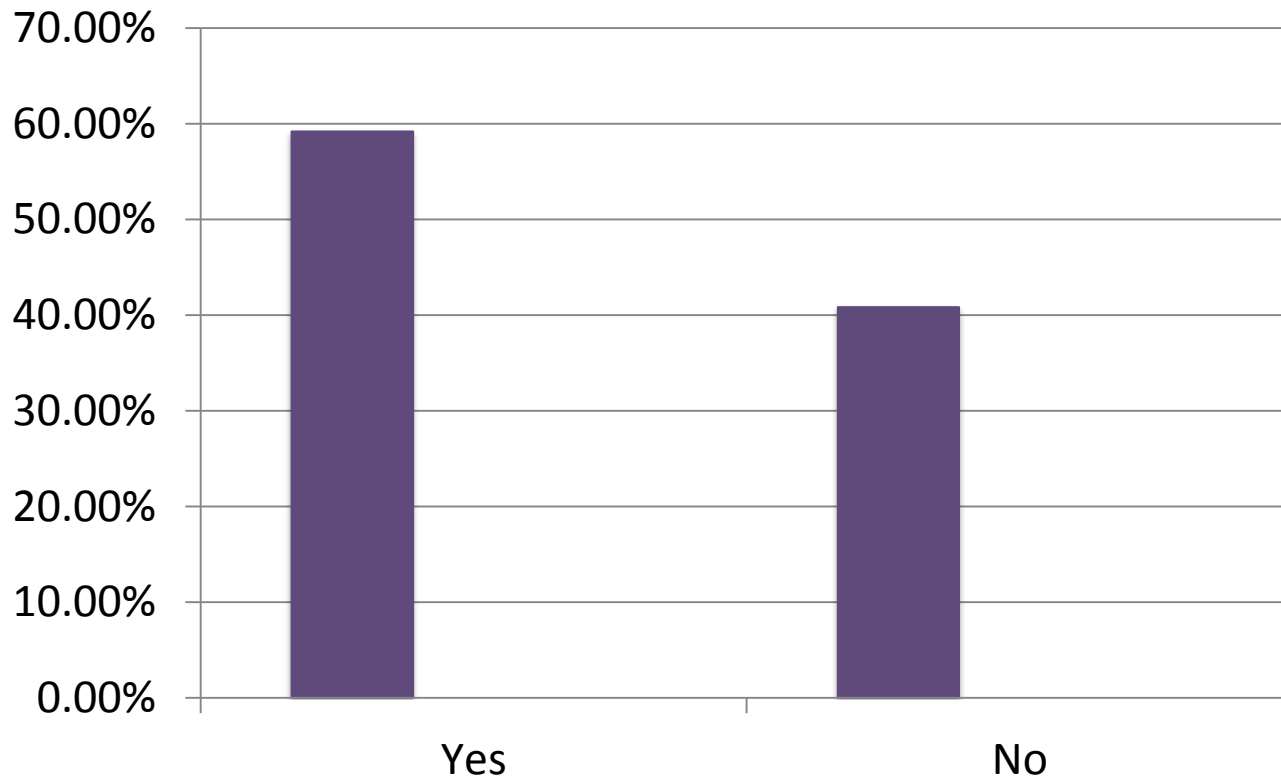
Preliminary Survey Data

Please select what you have used the internet to learn more about in the past month (select all that apply):⁴



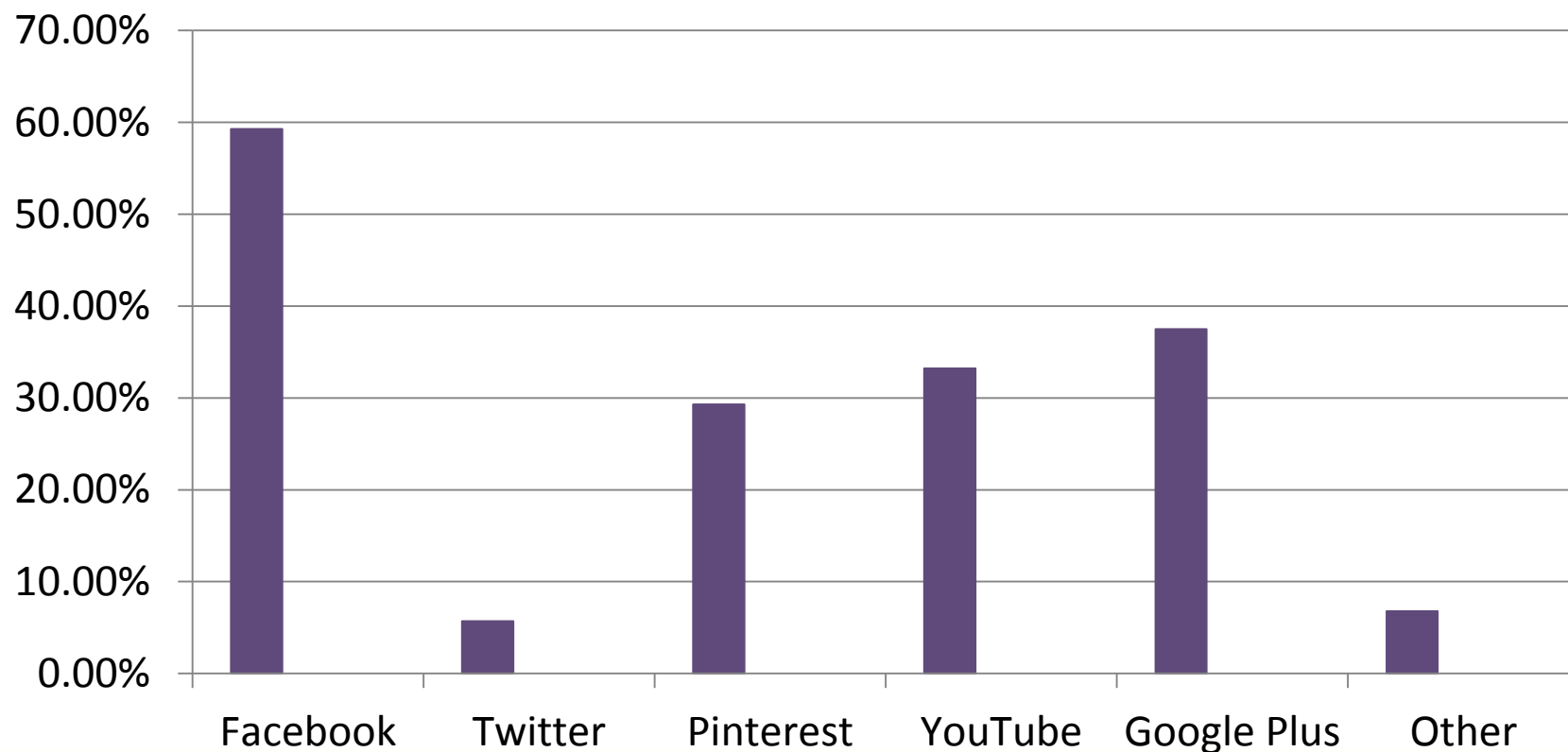
Preliminary Survey Data

Have you made changes to your eating or health habits as a result of the information you found on the internet?⁴



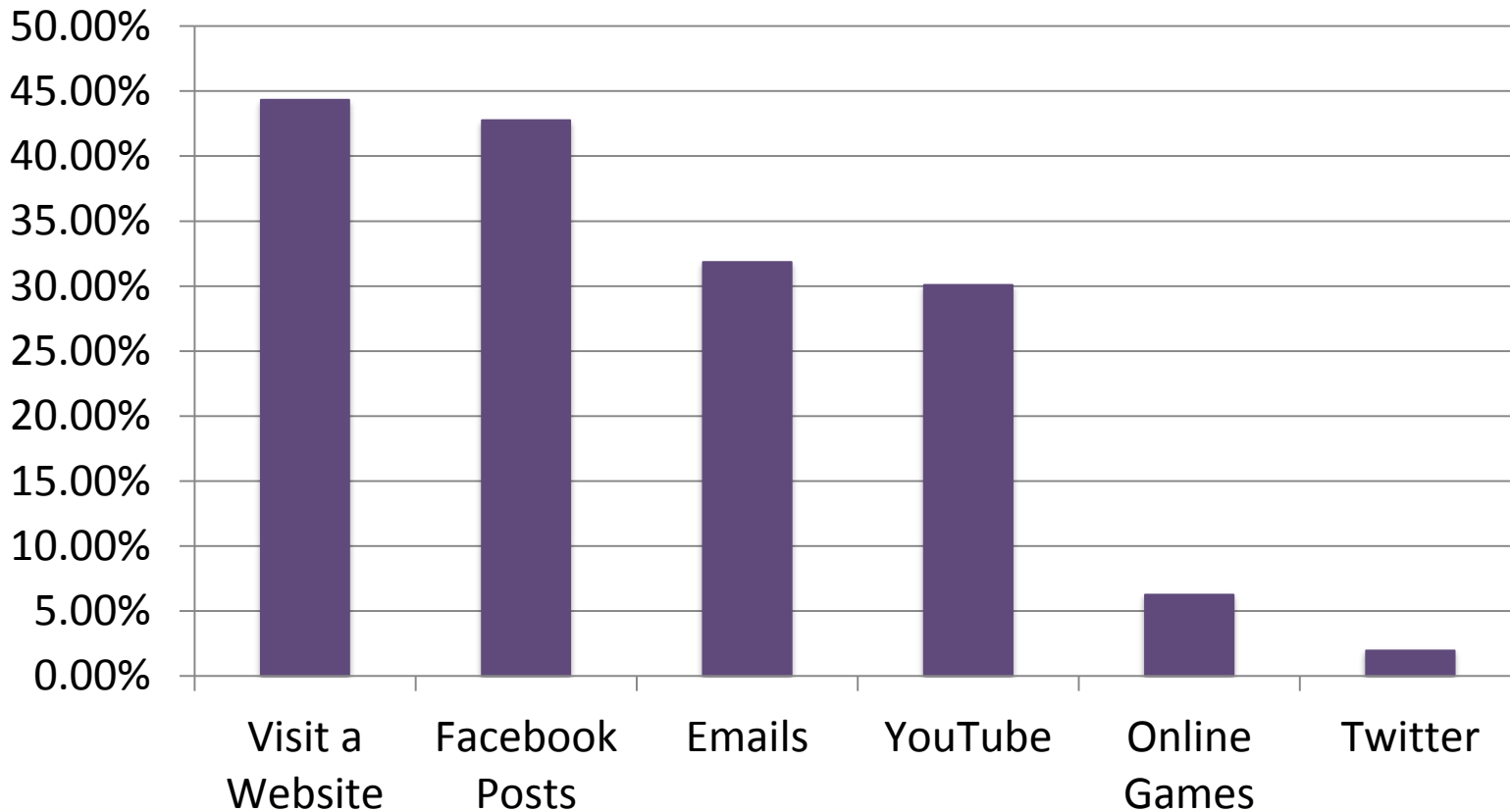
Preliminary Survey Data

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



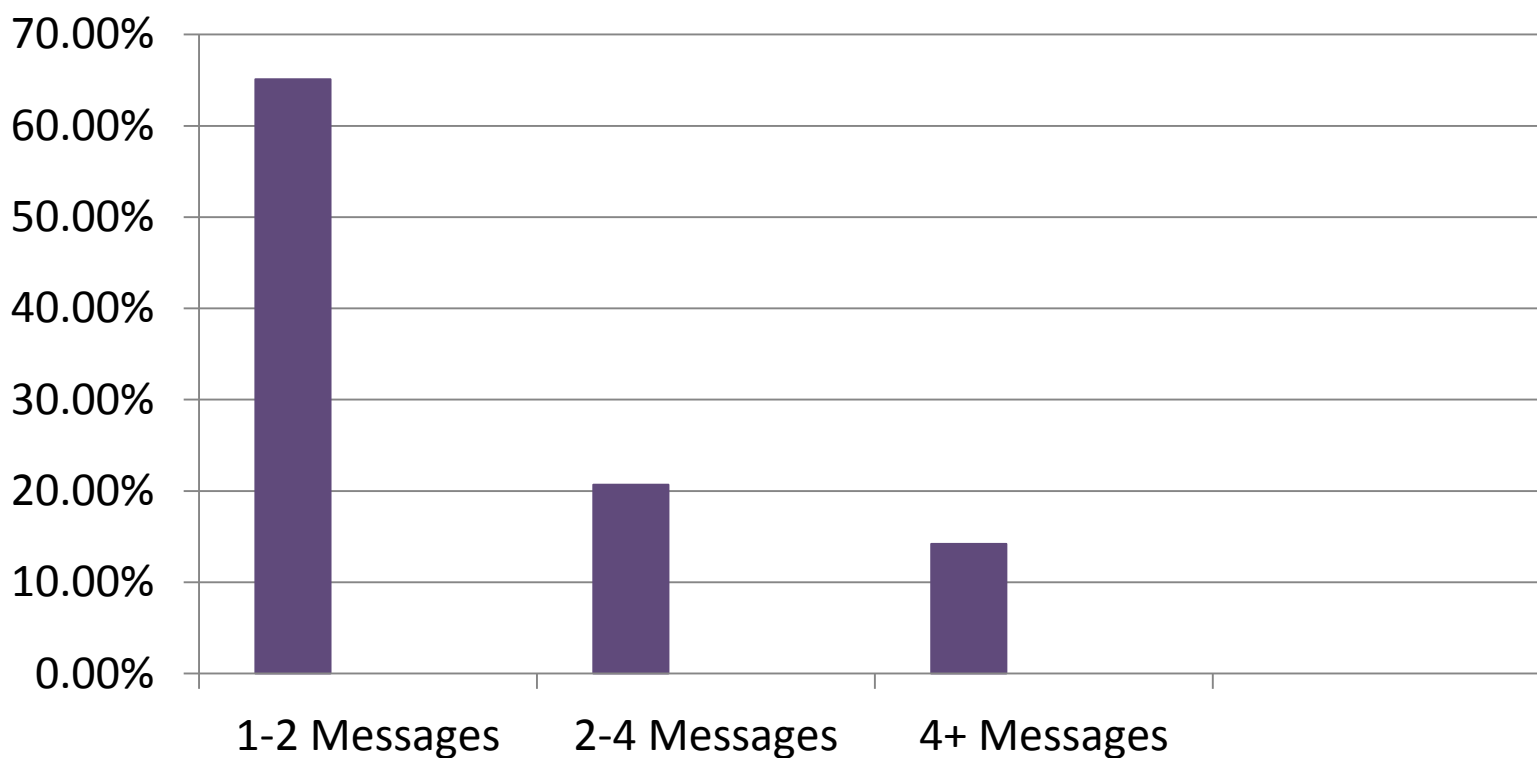
Preliminary Survey Data

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



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 sources⁵
- 72% of Americans have looked online for health information⁶



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 Example⁷



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



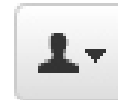
Write a comment ...

Twitter Example⁷



Shawnee County EFNEP

@ShawneeEFNEP



Following

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 Example⁸



Pre-Walk Kansas Example⁹



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/>



Like Comment Share

You and 2 others

Walk Kansas Example⁹

 **Shawnee County K-State Research and Extension**
April 3 at 12:53pm · 🌐

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



Like · Comment · Share

1 · Chronological

 Whole wheat thin spaghetti
Like · Reply · 2 · April 3 at 1:01pm

 I like popcorn!
Like · Reply · April 4 at 11:37am

Walk Kansas Example⁹



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, its beautiful there. Check it out:
3027 Southeast Beach Terrace, Topeka, KS 66605

Like Comment Share

1 Chronological

[Redacted] 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

Results⁹

- 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

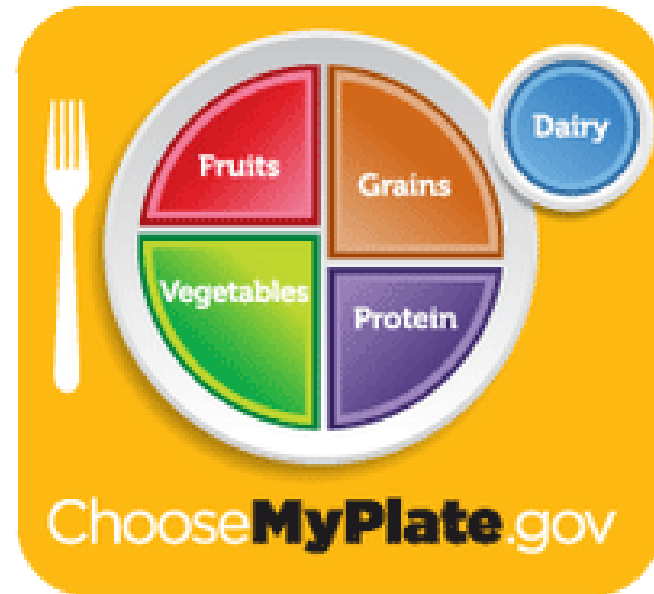


Image from: www.choosemyplate.gov

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 media⁵
- 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

Acknowledgements

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 - Lisa Martin, MPH, RDN, LD
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 - Dr. Nancy Muturi
 - Dr. Sandra Procter
- Family

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Questions?

Thank you.