

Southern Region FCS Program Leaders Regional Discussions
Annual NEAFCS Meeting, Albuquerque, NM
September 29, 2011

Attending:

Paula Threadgill, Karen Gehrt, Shirley Hastings, Kasundra Cyrus, Jacquelyn White, Vivian Fluellen, Elizabeth Andress, Thelma Sanders-Hunter, Ann Vail, Jorge Atilas, Linda Kirk Fox, Nayda Torres, Evelyn Crayton, Ellen Murphy, Pete Gibbs, Alice Joyner, and Laura Stephenson.
Guests: Rachel Welborn (SRDC) , Susan Shockey (NIFA)

Criteria for selecting new SNAP-ED Land-Grant Working Group Chair – Discussion led by Shirley Hastings

Suggestions:

1. Ability to devote concentrated amount of time
2. Experience with the SNAP ed program/ someone who has the program in their state
3. FCS Extension Administrator
4. Future is more important than in the past – grant model and integration of Extension
5. someone who has evaluation experience/tie to research
6. Experience with partners/ SNAP ed criteria knowledge
7. Understanding of ECOP structure (funding and decisions flow through ECOP)
8. Has had regional or national level experience serving FCS (i.e. BOHS, Council of FCS Administrators)
9. Support from current university administration
10. Good communication skills

It was suggested to request that the process be democratic through nominations to the Extension Directors rather than NIFA directing the decision/appointment.

Introductions and approval of minutes http://srpln.msstate.edu/fcs/fcs_minutes_2011_08.pdf
Ellen Murphy made the motion and Pete Gibbs seconded approval of the minutes; motion passed.

Review of Plan of Work Priorities:

Jorge reviewed the Plan of Work from the Southern Region PLN meeting in August:
http://srpln.msstate.edu/fcs/fcs_pow_11-12.pdf

Rachel Welborn: Attended the NEAFCS meeting for the first time and has seen the potential to help from the Southern Region Rural Development Center. Visited our meeting to

SRPLN Cross program committees – Jorge encouraged those who were assigned to a PLN cross program subcommittee to participate actively on the committee to insert our expertise and human dimension in the conversations. Also communicate the results back to our FCS group.

Modules for eXtension from Southern Region faculty: Jacquelyn White is the convener for this effort: There has been no further completion of the modules to the eXtension platform to date. There are still efforts in the states to complete the modules that were in process, i.e. Health

Webinar for SNAP ed: Suggested that we develop a webinar to discuss our specific concerns that relate to our Southern Region SNAP ed programs. Suggested to be led by Shirley Hastings.

Issue Discussion: Pros and cons of combining SNAP-ED and EFNEP

- Note: We don't want to be engaged in the regulatory piece of the Nutrition Education. There are other examples that have multiple funding streams beyond Nutrition Education (EFNEP/SNAP ed) – is it wise to center this type of attention to combine these programs?
- Con: Potentially lose a substantial portion of our Nutrition education funding if combined. The two programs have different audiences that could be a limitation to states if combined. More money is flowing through FNS than in USDA; EFNEP has had flat funding the last few years. Could we lose the formula funding for EFNEP? Would our program funding become more competitive? We would lose our advocacy group from the SNAP ed competitive funds side if we combined this – we must realize that we benefit from a second funding stream through the competitors' efforts.

The decision was:

- 1) to encourage advocacy for continuation and expansion of formula funding for EFNEP
- 2) articulate the ability of CES to evaluate/prove the results of the program efforts through SNAP ed, and
- 3) develop a MOA with FNS to encourage NIFA partnership in SNAP ed.

Discussion of Public Value/Human Dimension of the 5 NIFA Priorities:

Sustainable Energy: 1) Humans are the major consumers of energy – can decrease carbon footprint and energy dependence; 2) Human need for shelter – related to energy consumption; 3) Human acceptance of innovation (i.e. solar panels on our roofs, wind turbines); 4) Consumers can generate energy and create family income; and 5) Humans are the biggest generators of waste

Food Safety: 1) reduced health care costs; 2) preserve positive health outcomes; 3) people adopting behaviors to sustain a system that results in a safe food supply; 4) reduce cost of regulation that supports an affordable food supply; 5) human acceptance of food innovation that increases food safety

Climate Change: 1) Human adaptation to climate change requires education i.e. water conservation, 2) Personal lifestyles and choices will be affected by climate change (i.e. drought, ice storms,) and offer opportunities for educational efforts.

Nutrition and Health: 1) Reduced health care costs 2) Healthier workforce 3) More fit/healthy military 4) Well developed safe walking systems within communities can increase the human health potential.

Food Security and Hunger: 1) educational outcomes can be increased if people are well fed; 2) When the basic need for food is met there is potential for decreased crime; 3) Food deserts contribute to human food access (increase access to nutritious foods)

NIFA Questions:

1. What assessment tools are you using at the regional level to measure the impact of FCS programs? State by state differences (regional level tools have not been adopted) :

Pre-test/post-tests; Featured program aggregated data; Follow-up evaluations; behavior adoption/follow-up; A1-C clinical testing; NEP 24 hour recalls; BMI's, weight measurements,

2. How are you using social media to tell the FCS story?

Bulletin Boards - Virginia has developed a statewide bulletin Board campaign featuring SNAP ed messages

Facebook – Multiple states: Local agents/state level support for Facebook posts

Animoto – Each county supported by Prairie View Texas is required to develop videos for their FCS programs.

YouTube - Agents/state staff develop programs for YouTube dissemination (Tennessee, KY)

Blogs – Various states have specific blogs to reach target audiences

Twitter – Various states are twittering

3. How can NIFA's Division of Family and Consumer Sciences staff assist you in your FCS branding and communications efforts?

Typically help us most by consistently pushing us information in real time.

Communication across the agency is at a very high level due to Caroline's efforts – continue to expand and keep the standard of communication high.

Need trend data from National Program Leaders to use in proactive program planning/resource development

Appreciate the opportunities to interact with National Program Leaders

Partnerships

#1 Nutrition Education Programs

What: Encourage advocacy for continuation and expansion of formula funding for EFNEP; articulate the ability of CES to evaluate/prove the results of the program efforts through SNAP ed

Who: NIFA, FNS, State FCS leadership

Action: Identify high profile graduates from our programs that have benefited from Nutrition Education efforts and share their stories with key stakeholders and develop a MOA with FNS to encourage NIFA partnership in SNAP ed.

#2 Medical Extension Model

What: Clarify our role/relationship with Medical Extension to address the potential for blurred lines at local levels as the Medical extension model is developed.

Who: DHHS, others nationally who are leading discussion

Action: Continue communication between those who are involved in CES/states who have been funded for medical extension pilots to clarify relationships.

#3 Consumer Financial Protection Bureau

What: Can we be the educational arm of Consumer Financial Protection Bureau

Who: Consumer Financial Protection Bureau

Action: NIFA/ECOP approach the bureau and encourage conversations about our potential role to led educational efforts in this subject area?

#4 Family and Consumer Economics Program

What: To encourage visibility and identify the Family and Consumer Economics program by name in NIFA priorities.

Who: NIFA/ USDA

Action: Create a priority for programming and funding within NIFA structure for Family and Consumer Economics

#5 American Dietetics Association

What: Develop discussion/partnership for potential nutrition outreach efforts/fund development

Who: ADA

Action: Develop a Memo of Understanding to formalize partnerships

Note: Article related to Medical Extension Model: Scutchfield FD. The cooperative medical extension program: translation of medical best practices to practicing primary care providers. American Journal of Preventative Medicine. 2009 Oct; 37(4):374-6.

Dates to Remember:

Southern Region Conference Calls:

November 3, 2011* 9:00 a.m. CST/10:00 a.m. EST

January 12, 2012* 9:00 a.m. CST/10:00 a.m. EST

May 17, 2012* 9:00 a.m. CST/10:00 a.m. EST

* Please call 712-775-7300 and enter participant code 287136#

Face to Face Meeting:

March 6, 2012 FCS Spring Meeting, Washington DC , during the first day of the BoHS meeting. 8-11 am followed by a series of invited panels on Obesity. More details to come later.