

EFNEP System

# Oregon State University

## EFNEP 5-Year Plan

**Fiscal Year: 2016**

**Plan Status: Approved**

**Director Approval Status: Approved**

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# Situation

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Oregon's Expanded Food and Nutrition Education Program (EFNEP) assists low income families and youth in acquiring the knowledge, skills, attitudes, and changed behaviors necessary for nutritionally sound diets and contributes to their personal development and the improvement of total family diet and nutritional welfare. Current research reports show the need for EFNEP is greater than ever in this state. Oregon currently has the 36th highest obesity rate in the nation. Oregon's adult obesity rate is 26.5%, up from 21.0% in 2004 and from 11.2% in 1990. Recent reports indicate that for the first time in a decade, data show a downward trend in obesity rates among young children from low-income families. In Oregon, rates have remained relatively stable at 14.9% for 2-4 year olds and 9.9% for 10-17 year olds. Oregon's adult obesity rates actually decreased from 27.3% to 26.5%. Although this news is encouraging, adult obesity rates still remain too high, putting thousands of Oregonians at risk for serious health problems, such as heart disease and diabetes. In 1995, Oregon had a diabetes rate of 4.2. Now the diabetes rate is 9.2%. Nationally, obesity rates are disproportionately higher among low-income families and among racial and ethnic minorities, particularly Black and Latino populations. This is of particular concern in Oregon, where the Hispanic or Latino population continues to increase (11.7% in 2010 to 12.3% in 2013). Contributing to the obesity epidemic are additional disparity issues related to poverty. In Oregon, over 16% of the population lives below the poverty level and 25.9% of children are food insecure. Poverty is a major intervening factor in food insecurity, especially when families do not have access to nutritious food, or the financial resources to attain it. Low-income, immigrant families in Oregon are more vulnerable if language is a barrier. Oregon EFNEP targets low-income families and youth most at risk with information on healthy eating, budgeting, shopping, meal planning, and accessing food resources. Paraprofessional educators teach classes in communities where families live. Hands-on food preparation helps families gain new cooking skills so that low-cost, nutritious meals can be made at home. EFNEP focuses on helping families gain knowledge, skills, and confidence in making informed decisions about diet quality and physical education, food resource management, food safety and food security. Sources: (The State of Obesity Report: Better Policies for a Healthier America, 2015 - Trust for America's Health, Robert Wood Johnson Foundation); 2010 U.S. Census Bureau; The Expanded Food and Nutrition Education Program Policies, 2013; 2013 American Community Survey, 1-year estimates.

# Target Audience

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Oregon EFNEP focuses on low-income families, with an emphasis on parents and other adult caregivers (i.e., grandparents) who have primary responsibility for feeding young children, pregnant teens, youth and school-aged children (1st grade and above). Emancipated teen parents are another focus area. EFNEP does not target preschool children or the elderly adults. For adult audiences: We will continue our ongoing efforts to reach out to adult participants in the communities where they live and/or in collaboration with other agencies serving low-income families. Sites where we have had the most success include low-income apartment complexes, churches, public health offices, domestic violence shelters, food banks/pantries, school settings (where 50% or more students qualify for free and/or reduced meals), and agency sites (i.e., WIC, Head Start). We will continue to recruit and enroll participants through agency referrals, word-of-mouth participant referrals, and direct marketing techniques. Managing faculty will work to identify new community partners who can help connect nutrition educators with ethnically diverse, low-income populations who are not well represented in our program demographics, particularly Blacks, African Americans and Native Americans. For youth audiences: In-school, classroom programming will shift to 3rd grade and above. After-school programming and summer programming will be conducted in schools, housing complex community rooms, park & recreation settings, churches, USDA summer food sites, and in collaboration with youth-serving agencies, i.e. Boys and Girls Clubs. Multiple age groups participate in after-school and summer classes.

## Geographic Area

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- Benton County
- Clackamas County
- Josephine County
- Lane County
- Linn County
- Marion County
- Multnomah County
- Washington County
- Yamhill County

## Description of Geographic Area

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Oregon EFNEP will continue to serve both urban and rural low-income audiences in the next 5 years -- a continuation of current programming efforts to reach the poorest of the poor in extremely low-income population areas of the state. Nine counties have been targeted, 3 reaching urban populations (Lane, Multnomah, and Washington) and 6 targeting rural communities (Benton, Clackamas, Josephine, Linn, Marion, Yamhill). Collectively, populations in these counties show an average of 30% or more adults who report a BMI of 30 or more (obese status), 24% of children under 18 living in poverty, and 18% of adults aged 20 and over reporting no leisure-time physical activity. State averages for these 3 areas are 27% (obese status); 22% (children in poverty); 16% (no physical activity). Plans are being made to conduct a data-driven review of EFNEP in Oregon to determine if the program should expand and/or target other areas of the state in order to better meet federal guidelines. Hispanic audiences, particularly new migrant families, will continue to be a focus population. New efforts are currently underway in one county to reach Native American families. We are also looking at expanded our program to reach more Black and African American families in the Portland metropolitan area.

# Priorities

## #1: Priority #1 - Improving Food Resource Management Skills and Food Security

### Focus

#### Core Areas

Food Resource Management  
Food Security

### Description

According to the USDA Economic Research Service Report, 2014, food security means access by all people at all times to enough food for an active, healthy life. Most U.S. households have consistent, dependable access to enough food. But some experience food insecurity at times during the year, meaning that their access to adequate food is limited by lack of money and other resources. In 2013, 14.3 percent of American households were food insecure. However, Oregon percentages exceed the national average, and continue to increase. Reports in 2001- 2003 showed 12.9%; in 2011-2013, 15.2%. According to Map the Meal Gap data, Oregon now ranks 13th highest in the nation for food insecure households at 15.8% (2013). While participating in Oregon EFNEP classes, adults learn new skills in food resource management practices, including purchasing, selecting, or otherwise obtaining, preparing, and storing healthy foods. In the next 5 years, we will emphasize introducing participants to new low-cost, healthy foods, planning meals in advance, and preparing foods at home. Particular attention will be given to training nutrition educators on cooking tips and techniques that can help EFNEP participants stretch food resources and reduce food waste. Improving practices and skill sets in food resource management will enable EFNEP participants to put healthy food on the table and run out of food less often before the end of the month. Oregon's EFNEP goal is to increase by 2% per year (for the next 5 years) the percentage of those participants who improved their knowledge in two or more food resource management practices (more often plan meals in advance, compare prices when shopping, or use a list for grocery shopping; less often run out of food before the end of the month). Our baseline figure of 69% is taken from the summary of food resource management practices improved within this cluster of questions for FFY2014 (2014 Behavior Checklist Summary Report).

### Measurement

Percentage

	Baseline	2015	2016	2017	2018	2019
Target		71	73	75	77	79
Actual	69					

Comments

## #2: Priority #2 - Improving Adult Participant Vegetable Intake

### Focus

#### Core Areas

Diet Quality

### Description

Priority #2 - Improving Adult Participant Vegetable Intake From 2011-2013, Oregon EFNEP adult participants completing a series of nutrition classes reported increasing their daily vegetable consumption by 1/3 to 1/2 cup. This improvement was consistently above the national EFNEP average. However, in 2014, behavior change statistics showed the first negative change in 4 years. Oregon's improvement is now lower than the national EFNEP average. Oregon Adult Behavior Risk (BRFSS) data show a similar slight downward trend, with consumption of 5 or more servings of fruits and vegetables per day falling from over 30% in 2009 to 21% in 2013. Similarly, 8th grade consumption fell from 26% in 2011 to 24.6% in 2013. The fact that fewer than one in four Oregon adults and teens consume the recommended levels of fruits and vegetables is of concern to EFNEP and state partners, including WIC, Oregon Department of Education, SNAP-Ed, and the Oregon Department of Human Services. For the next 5 years, increasing vegetable intake will be a major priority for EFNEP. We will track the percentage of participants showing improvement, using Diet Summary Report data showing cups of vegetables consumed at program entry/exit. Our goal is 3% improvement each year, beginning with our FFY2014 baseline target of 47%. To meet our goal, we will work with partners to promote both fruit and vegetable consumption statewide in school and community settings, including use of WIC farmers' market fruit/vegetable vouchers and consistent messaging. We will emphasize training EFNEP nutrition educators on simple ways to prepare fruits and vegetables, utilizing fresh, frozen, or canned varieties from a variety of sources, including home gardens and food pantries. These skills will be shared with program participants, utilizing hands-on, learner-centered approaches. We will incorporate fruit and vegetable tastings in community recruiting events, and educate participants on utilizing our statewide OSU Extension Food Hero recipe website.

### Measurement

Percentage

	Baseline	2015	2016	2017	2018	2019
Target		50	53	56	59	62
Actual	47					

Comments

## #3: Priority #3 - Improving Adult Participant Physical Activity

### Focus

#### Core Areas

Physical Activity

### Description

A program priority over the next five years for Western Region EFNEP programs, and thus Oregon EFNEP, is to improve the physical activity practices of our adult participants. Regular physical activity improves strength and endurance, helps to control weight and improves blood pressure and cholesterol levels. Oregon EFNEP adult participants reported positive changes in physical activity levels during FFY2013 (37.8%) to FFY2014 (50.2%). National EFNEP data show 38% of adult participants reported a positive physical activity change. Although our data show improvement, 48.8% of adult participants did not make any change in their level of physical activity. Our goal is to increase the percent of adults who indicate a positive change in physical activity by 2% for each of the next 5 years. Improvement will be measured using outcome data from the Adult Diet Summary Report, beginning with our FFY2014 baseline target of 50%. Strategies to meet our goal include additional physical activity training for EFNEP educators, utilizing Eating Smart Being Active physical activity booklet/DVD (Colorado State University), Walk Indoors DVD (Rutgers University), and the Balanced Energy Physical Activity Toolkit (BEPA Toolkit) from Oregon State University. In addition, unit managers will be encouraged to mentor staff in curriculum fidelity as it relates to physical activity.

### Measurement

Percentage

	Baseline	2015	2016	2017	2018	2019
Target		52	54	56	58	60
Actual	50					

*Comments*

## #4: Priority #4 - Increase Adult EFNEP Reach in Oregon

### Focus

#### Secondary Areas

Management/Leadership  
Sectors of Influence

### Description

One of the national EFNEP goals is to increase EFNEP reach by 5%. In FFY 2014, Oregon adult and youth numbers declined significantly. Some of this was due to staff resignations and delays in hiring. Over the next 5 years, Oregon will try to increase their participation rates by 5% each year. We will use FFY2014 participation data as our target baseline. Strategies include training on recruitment and retention, new marketing materials, and targeted outreach to community partners/agencies to increase participant referrals.

### Measurement

Number

	Baseline	2015	2016	2017	2018	2019
Target		454	477	501	526	552
Actual	432					

*Comments*

## #5: Priority #5 - Increase Youth EFNEP Reach in Oregon

### Focus

#### Secondary Areas

Management/Leadership  
Sectors of Influence

### Description

One of the national EFNEP goals is to increase EFNEP reach by 5%. In FFY 2014, Oregon youth numbers declined significantly. Some of this was due to staff resignations and delays in hiring. Over the next 5 years, Oregon will try to increase their participation rates by 10% each year. We will use FFY2014 participation data as our target baseline. Strategies include outreach to agencies serving low-income youth, new marketing materials, and exploration of new community sites/venues to reach youth audiences.

### Measurement

Number

	Baseline	2015	2016	2017	2018	2019
Target		1,103	1,213	1,334	1,467	1,614
Actual	1,003					

*Comments*

## Other Funds Received

Type of Funds	Amount	Source of Funds (optional)
Other Federal	\$ 0.00	
Other Public	\$ 0.00	
Other Private	\$ 0.00	
In-Kind	\$ 0.00	
Total	\$ 0.00	

## Description of Other Funds Received

We will seek opportunities to partner with other state agencies and public/private entities to secure other sources of funding.

# Curricula

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**ADULTS – Core Curriculum:** All core areas of adult EFNEP are addressed in each core curriculum. Eating Smart and Being Active (Colorado) – Evidence-based. Eight core lessons focus on guiding participants to make healthy lifestyle choices, following USDA dietary and physical activity guidelines. Families Eating Smart and Moving More (North Carolina State University EFNEP) – Practice-tested. curriculum. The curriculum consists of 21 lessons (9 core lessons) under five major headings. Participants are challenged to make positive changes to achieve good nutrition and health, increase physical activity, control portion sizes, practice food resource management skills, practice food safety in preparation and practice safe storage and handling of food. **ADULTS – Supplemental Curriculum** (additional follow-up lessons for EFNEP graduates or to be used for one-time recruiting events): Plan, Shop, Save, Cook (University of California – Davis). Practice-tested. Four lessons that cover key concepts of planning meals, shopping to save money and time, choosing nutritious foods that fit the budget, keeping food safe, preventing waste and spoilage, and preparing low-cost recipes. MyPlate for My Family (SNAP Nutrition Education) - Emerging resource for use with low-income families. Four sessions, based on key messages from 2010 Dietary Guidelines for Americans. Educator guide, handouts, and toolkit are used together to promote: 1) eating foods each day from all 5 food groups; 2) eating less solid fats, added sugars, and sodium; 3) being physically active. Low-cost recipes are also featured. Eat Together, Eat Better (Washington State University Extension). Practice tested. Three lessons revolving around family mealtime themes – Cook Together, Celebrate Together, Talk Together. Lessons use a mix of interactive learning formats, including small- and large-group discussions, brainstorming, planning, and cooking activities. **YOUTH:** All youth core behavior indicators are addressed in each youth lesson series. Serving up My Plate - (USDA) – Practice-tested. Grades 1-6. Curriculum introduces the importance of eating from all five food groups using the MyPlate icon and a variety of hands-on activities. Students also learn the importance of physical activity to stay healthy. Curriculum components include teachers guide, songs, posters, games, and parent handouts. Oregon is modifying the lesson series so all lessons are 40 minutes in length. Food preparation/tasting, food safety, and physical activity components will be added to each lesson. Show Me Nutrition (University of Missouri Extension) – Practice-tested. Grades 1-8. Curriculum teaches elementary-age youth how to have a healthy lifestyle. There are 7 to 11 lessons in each series, depending on the grade level. Several important health themes are taught in each grade level, such as nutrition, food safety, physical activity, media influence and body image, and the grade levels are designed for continuity. Additional food preparation/tasting, food safety, and physical activity components will be added to each lesson. Exercise Your Options (Oregon Dairy Council. Grades 6-8. Practice-tested. This 10-lesson curriculum helps students apply decision-making skills to real-life nutrition issues that influence their health. The Students assess their current food and activity choices and plan for improvement. Additional food preparation/tasting, food safety, and physical activity components will be added to each lesson. All core youth behavior indicators are addressed in the lesson series. Live It! Real Life Nutrition for Teens (Oregon Dairy Council). Practice-tested. Grades 9-12. This nine-lesson curriculum motivates and teaches teens to make nutrient-rich food choices. Lessons address nutrition topics, based on MyPlate recommendations and 2010 Dietary Guidelines for Americans key messages. Food preparation/tasting, food safety and physical activity will be added to each lesson. Kids in the Kitchen (University of Missouri Extension). Practice-tested. Youth ages 6 to 15 years in afterschool/summer settings. Lessons encourage young people to eat healthier meals/snacks as a result of hands-on cooking experiences. Youth participants learn to prepare simple, healthy foods in class that can be repeated at home. Lessons topics include basic cooking skills, nutrition, healthy food choices, kitchen equipment safety, food safety and physical activity. Each lesson includes kid-friendly recipes Seven to ten lessons, depending on the level used. Choose Health – Food, Fun and Fitness (CHEFF) - (Cornell University Extension). Research-based. Youth ages 8 to 12 in afterschool/summer settings. Experiential healthy eating and active play curriculum. Six lessons based on USDA MyPlate concepts and key messages from 2010 Dietary Guidelines for Americans. Curriculum components include lesson plans, posters, visual aids, handouts, food preparation, physical activity, and goal setting.

# Inter-Organizational Relationships

Agencies, Organizations and Other Partners	Primary Type of Relationship
1862/1890 Partner Institutions	None
State Department of Education	Collaborator
State Department of Health	Collaborator
State SNAP Office	Collaborator
State Child Nutrition Programs	Collaborator
State Head Start Association	None
State Nutrition Network	Coalition
TEAM Nutrition	None
WIC	Collaborator
State Dietetic Association	None

## Description

We have developed long-term inter-organizational relationships with key state-level partners. One of our goals in the next 5 years is to create a stronger image for EFNEP that is not overshadowed by SNAP-Ed. In the past, we have sent one representative from our state level nutrition education team (representing both SNAP-Ed and EFNEP) to state-level meetings. In hindsight, this has not been a good move to maintain EFNEP's image and connections with key partners. We will work to change that during this 5-Year Plan period.

# Delivery Sites and Partnerships

Types of Sites/Locations	# of Different Delivery Sites/Locations	# of Community Partnerships
Adult Education & Training Sites	3	1
Adult Rehabilitation Centers	1	1
Churches	4	9
Community Centers	3	0
Emergency Food Assistance Sites	0	2
Extension Offices	2	6
Farmers Markets	0	0
Food Stores	0	2
Head Start Sites	1	4
Health Care Sites	5	10
Libraries	0	2
Other Youth Education Sites	1	3
Public Housing	26	9
Schools	15	12
Shelters	1	1
SNAP Offices	2	2
WIC Program Sites	4	5
Worksites	0	0
Other	7	4

## Description of DSPs

There are no plans to eliminate program delivery sites/locations. There are plans to conduct an assessment of Oregon EFNEP, utilizing several sources of data to guide decision making regarding program location, partnerships, and target audiences. New partnerships are emerging as we identify ways to reach out to the low-income African American/Black population in the Portland metropolitan area. New partnerships emerging at the county level include elementary schools, child care centers, non-profit entities serving low-income families, transitional housing sites, juvenile detention centers, and several housing corporations that oversee low-income housing complexes.

# Environmental Settings

## Short-term Indicators

**Hold discussions to identify challenges and opportunities for low-income populations that can be addressed from a community context.**

- Diet Quality
- Physical Activity
- Food Resource Management
- Food Safety
- Food Security

**Commit to collaborate to address identified needs.**

- Diet Quality
- Physical Activity
- Food Resource Management
- Food Safety
- Food Security

**Form partnerships or coalitions.**

- Diet Quality
- Physical Activity
- Food Resource Management
- Food Safety
- Food Security

## Medium-term Indicators

### Diet Quality

- Partnership/Coalition adopts a written plan that contains specific objectives and action steps for diet quality.
- Facilitate the use of more nutritious foods at organization and community events and programs, such as food fairs and public meetings.
- Implement consistent messaging and/or local branding.
- Increase nutrition education referrals across programs and agencies.

### Food Resource Management

- Increase food resource management education through schools, faith organizations, worksites, community centers, and other public places.

### Food Security

- Increase visibility and access to non-emergency food assistance programs.

## Long-term Indicators

### Food Security

- Emergency and non-emergency food assistance programs are well known and used, as needed.
- Information is available on selecting and preparing foods provided through emergency and non-emergency food sources for a healthy and adequate diet.

# Sectors of Influence - Organizational Involvement

Type of Organization	# Involved
Universities	1
Government Agencies	4
Business/Industry	0
Non-Profit Agencies	3
Other	0

## Short-term Indicators

**Participate in discussions with sector representatives regarding the potential impact of practices, structures, regulations, and policies on low-income audiences.**

- Diet Quality
- Physical Activity
- Food Resource Management
- Food Safety
- Food Security

**Convene taskforces, expert committees, or advisory groups to determine the extent of concern and potential for resolution.**

- Diet Quality
- Physical Activity
- Food Resource Management
- Food Safety
- Food Security

**Commit to collaborate and communicate within and across sectors to address identified needs and determine respective roles of responsibility.**

- Diet Quality
- Food Resource Management
- Food Safety
- Food Security

## Medium-term Indicators

### Diet Quality

- Make healthier food options more available and accessible to low-income populations.
- Provide healthier food options at schools, daycares, worksites, universities, hospitals, faith organizations, social events, etc.

### Food Resource Management

- Work together to improve food availability and food handling practices (purchasing, preparation, storage, etc.)

### Food Safety

- Facilitate safer food practices by patrons and food handlers wherever food is offered.
- Reinforce safer food handling at schools, daycares, worksites, universities, hospitals, faith organizations, social events, etc.

### Food Security

- Coordinate among emergency and non-emergency food assistance agencies and anti-hunger organizations, and with other sectors to improve program access and participation.

## Long-term Indicators

### Food Security

- Coordination exists across food assistance programs for increased access and participation.

# Program Impact

## Daughter's Health is protected- Mom Finds Out What to Do

**Date**

03/16/2015

**Focus****Core Areas**

Diet Quality  
Physical Activity

**People****Staff**

Paraprofessional  
Professional  
Partner/Collaborator

**Participant**

Adult  
Youth

**Key Words**

Weight Management

**Background**

The local schools offer family education in the evenings. One invited EFNEP to offer nutrition education in Spanish to local families. A bilingual EFNEP educator began a series of classes to one group of parents. One mom, Mareen (not her real name) was referred because of concerns about her daughter's weight.

**Outcomes / Impacts**

At the end of the class, the school coordinator asked Mareen what she had learned. This mom proceeded to tell about the changes she had made. She learned how to use more fruits and vegetables in family meals. She put into practice in her house what she heard in class each week. Mom lost 12 pounds, even though she was having a medical issue then, and her daughter lost 30 pounds. They ate more vegetables and drank more water, and cooked with less oil, and walked one hour daily. When they started the class they modified their food habits including consuming less bread made with refined flour, stopping soda and sugary drinks, and eating less street food, junk food, and fast food.

**Program Priorities this Impact Relates to (if applicable)**