

**On track with healthy eating for  
low income audiences**

**2009**

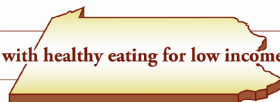
# **Pennsylvania Nutrition Education Network**

**Supplemental Nutrition Assistance Program Education  
Across the Commonwealth of Pennsylvania**



**PENNSYLVANIA  
NUTRITION EDUCATION TRACKS**

On track with healthy eating for low income audiences



## Acronyms and Abbreviations List

CAO	County Assistance Office
PA	Pennsylvania
PA NEN	Pennsylvania Nutrition Education Network
SNAC	State Nutrition Action Committee
SNAP-Ed	Supplemental Nutrition Assistance Program Education
STARtracks	Statewide Technical and Administrative Reporting [for TRACKS]
TRACKS	Pennsylvania Nutrition Education Tracks
uCASH	<u>un</u> Claimed <u>A</u> vailable <u>C</u> ost <u>S</u> Hare
USDA	United States Department of Agriculture

**PENNSYLVANIA NUTRITION EDUCATION TRACKS  
FY 2009 NUTRITION EDUCATION NETWORK REPORT**

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## Pennsylvania Nutrition Education Network

### OVERVIEW

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Pennsylvania Nutrition Education Network (PA NEN) facilitates, collaborates and coordinates with public and private organizations to provide nutrition education materials to SNAP-Ed eligible Pennsylvanians and to provide professional development opportunities for nutrition professionals working with SNAP-Ed eligible audiences

### FY 2009 HIGHLIGHTS

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#### **State Nutrition Action Committee**

The Pennsylvania Nutrition Education Network (PA NEN) continues to promote, coordinate and fund the work of the State Nutrition Action Committee (SNAC). Full color newsletters, developed prior to FY 2009 for the vegetable campaign, were converted to black and white versions to decrease copying expenses for partners. Newsletters were translated into Spanish. Seven grocery store chains were approached to display SNAC educational materials and to promote SNAC materials on their websites. One grocery chain, Weis, has posted PA NEN as a link on their website for SNAC materials. The remaining six grocery store chains will be revisited during FY 2010 to encourage participation.

#### **Member Services**

*Annual Nutrition Education Conference.* PA NEN's 2009 Annual Conference "New Horizons in Nutrition" was held in April 2009. Innovative nutrition education practices, information resources, and interactive workshops reflecting the needs of PA NEN members were featured. Conference attendance was a record 188 attendees, increasing attendance by 10% over FY 2008.

*Nutrition Education Skills Workshop.* PA NEN collaborated with Field to Plate<sup>®</sup> founder, Amanda Archibald, RD, to present a pilot workshop "Cook by the Seat of Your Pants" for nutrition educators reaching low income audiences. To assist nutritional professionals in gaining sensitivity to the everyday challenges that low income families face i.e., limited income, limited food sources, unfamiliar foods, limited food preparation experience and equipment and language barriers, an interactive workshop to address these issues was developed. A summary of workshop details is provided in Table N1.

On average, 92% of participants rated the workshops value at 3 or higher. Most participants were from Pennsylvania; however, there were also attendees from Kansas, Maryland, Virginia, Ohio and Massachusetts.

*Website.* The PA NEN website [www.panen.org](http://www.panen.org) has undergone significant changes during FY 2009. To support website enhancements, plans were made to convert the site to a Drupal management system and add the AVECTRA data system. System benefits are listed in Table N2.

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**Table N1. FY 2009 Workshops Presented for Nutrition Professionals**

<i>Title</i>	<i>Presenter</i>	<i>Site</i>	<i>Number of Attendees</i>	<i>Evaluation Rating (1 to 5)</i>
<i>Cook by the Seat of Your Pants</i>	<i>Amanda Archibald RD</i>	<i>Pittsburgh, PA</i>	<i>22</i>	<i>87% rated 3 or higher</i>
<i>Cook by the Seat of Your Pants</i>	<i>Amanda Archibald RD</i>	<i>Carlisle, PA</i>	<i>30</i>	<i>98% rated 3 or higher</i>
<i>Cook by the Seat of Your Pants</i>	<i>Amanda Archibald RD</i>	<i>Philadelphia, PA</i>	<i>31</i>	<i>91% rated 3 or higher</i>

**Table N2. PA NEN Website System Enhancement Benefits**

<b>System</b>	<b>Benefits</b>
Drupal	<ul style="list-style-type: none"> <li>• Enhances linkage access to other web based systems</li> <li>• Streamlines publishing, managing and organizing a wide variety of content on the website</li> <li>• Provides capability to link into PA NEN web based data management system, AVECTRA</li> <li>• Supports forums, peer-to-peer networking, newsletters, picture galleries, podcasting.</li> </ul>
AVECTRA	<ul style="list-style-type: none"> <li>• Provides ability to capture and store demographics for SNAP-Ed programming and educator provider, e.g. matching target population needs to providers.</li> <li>• Provides ability to capture, organize and manage PA NEN interactions with individuals and organizations.</li> <li>• Streamlines membership access for information, communication and event registration.</li> <li>• Enables non-invasive queries by SNAP-Ed target audience to connect with nutrition education events within their geographic area.</li> <li>• Provides targeted marketing capability for distribution of PA NEN educational, training and program materials.</li> </ul>

**Target Audience Nutrition Education**

*County Assistance Offices.* PA NEN distributed nutrition education materials (e.g. DVDs, booklets, brochures, and recipe cards) to 49,407 participants in 21 County Assistance Offices in FY 2009. An estimated 37,585 participants received recipe cards.

*Food Pantries.* During FY 2009, DVDs, recipe cards, booklets, and brochures were distributed to 20 food pantries. 13,787 participants viewed the DVD's and an estimated 7,250 participants received recipe cards.

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Four food pantry sites from 3 counties were surveyed to evaluate response to nutrition education materials provided. Based on 25 responses (out of 44 clients approached), we learned that nutrition education materials that are regionally specific, easy to prepare, ethnically sensitive and periodically updated (e.g. introduces new recipes) are better received. Respondents recommended DVD's be played on a large screen TV to enable viewing by more clients and exploration of other media avenues to reach more participants.

*Senior uCASH program.* PA NEN piloted the uCASH initiative in senior centers during September 2009. uCASH enabled utilization of cost share committed to PA SNAP-Ed, but unclaimed by September 1. Senior centers in 7 unserved counties--Cambria, Somerset, Bedford, Huntingdon, Mifflin, Juniata and Perry--were selected as possible programming sites. With input from the PA department of Aging, 11 Senior Centers were initially selected; priority was given to centers in rural, inland areas where access to nutrition education services is less prevalent. Perry County centers were eliminated after SNAP-Ed eligibility could not be established. The PA NEN Director met with Senior Center Directors/Managers during early March to explain the initiative and the uncertainty regarding funding. Tentative dates for program delivery were set for the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> weeks of September 2009. USDA's *Eat Smart, Live Strong* curriculum, sessions one, three and four were selected for use in the program and a consultant nutritionist was secured to deliver the nutrition education.

A total of 87 seniors in six Senior Centers in four counties participated. (Bedford and Cambria County senior centers were unable to be scheduled for program delivery.) Participants completed the *Eat Smart, Live Strong* client feedback forms, which were forwarded to the TRACKS Management Entity for compilation and inclusion in statewide evaluation results (presented in the Adult/Senior Track section of this FY 2009 TRACKS Stakeholder Report). All participating senior center directors were favorable towards nutrition education for their clients and expressed interest in additional classes. Not shy about voicing their opinions, seniors were not inclined to participate in games or written exercises and preferred a simple discussion format. Barriers for increasing fruit and vegetable intake included: transportation, fixed income, availability of farmer's markets, medications, poor dentition, taste alterations and medical problems. Barriers for physical activity included: delaying of exercise to later in the day and not following through, physical problems (arthritis, osteoporosis, vision problems) and the need to have a partner.

*Social Marketing.* A social marketing campaign focused on family meal times has been under development by the Social Marketing Committee. During FY 2009, CAO and food pantry needs and responses to slogan developed were assessed using a committee-developed survey. Response evaluation is pending; findings will inform FY 2010 social marketing campaign development.