

COLORADO EXPANDED FOOD AND NUTRITION EDUCATION PROGRAM SOCIAL MEDIA PAGE

COLORADO STATE UNIVERSITY, LARIMER COUNTY

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PROJECT INTRODUCTION

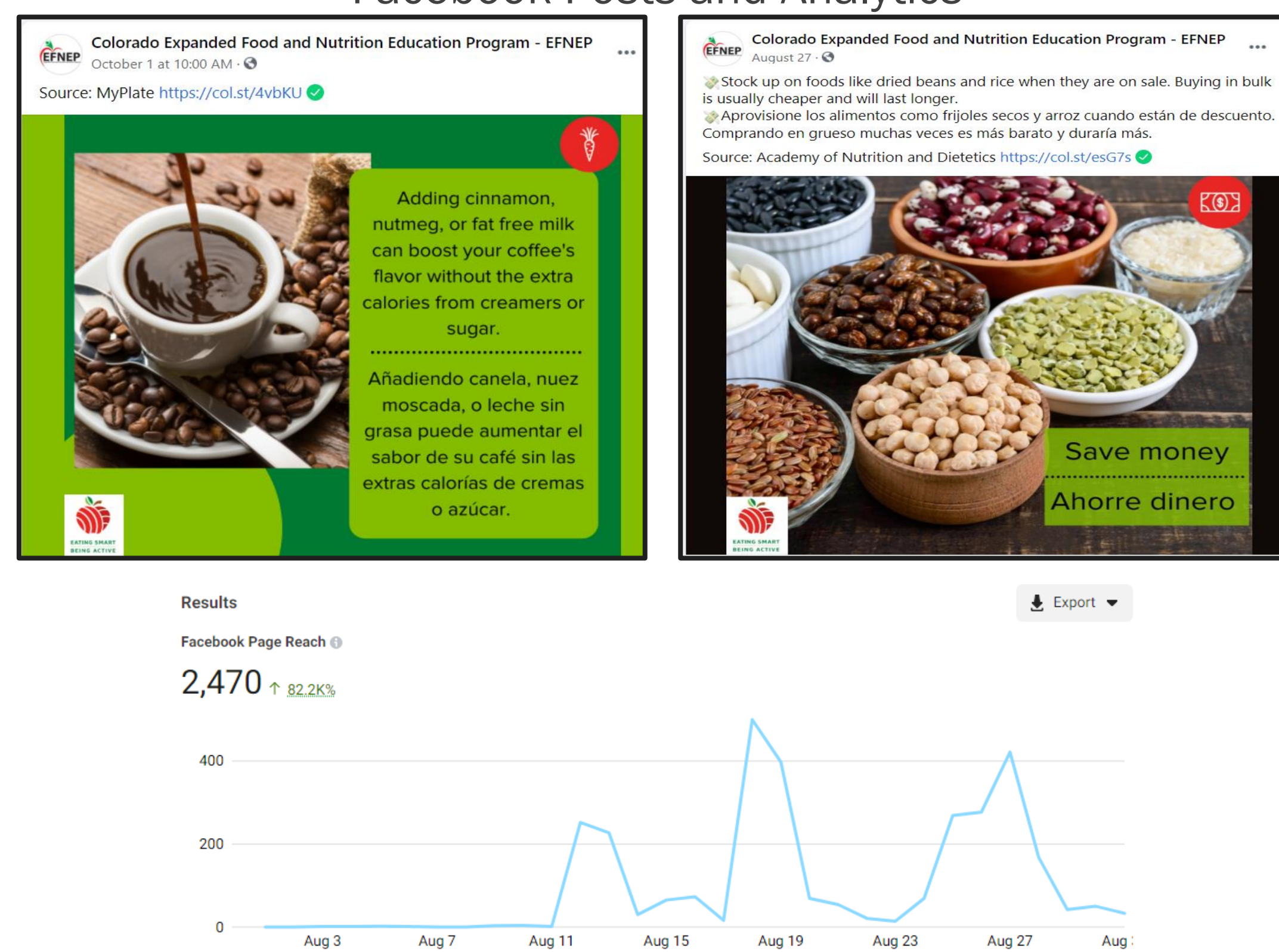
- The Expanded Food and Nutrition Education Program (EFNEP) is a federal nutrition education program administered by Extension programs in all US states and territories.
- Eating Smart • Being Active (ESBA) is an evidence-based curriculum designed at Colorado State University. ESBA consists of nine lessons addressing diet quality, physical activity, food safety, and food resource management.
- EFNEP employs paraprofessionals within their communities to work directly with low-income populations to combat nutritional insecurity and increase health standards.



INTERNSHIP ACTIVITIES

- Writing concise Facebook posts to be translated into Spanish in each of the four domains: diet quality, physical activity, food safety, and food resource management.
- Understanding the ESBA curriculum and becoming fluent in lessons, ideas, and terminology.
- Designing creative and appealing Facebook post templates using Canva.
- Utilizing Facebook publishing to organize posts and analytic tools to evaluate impacts with the target audience.
- Researching evidence-based literature outside of ESBA to enhance content.
- Obtaining input from EFNEP paraprofessionals on the best ways to engage the target audience.
- Understanding and speaking with our target audience by attending virtual ESBA lessons over Zoom classes.

Facebook Posts and Analytics



TAKEAWAYS

- Dietitians are required to work with a diverse range of individuals. This internship was my first professional exposure to low-income communities with limited nutritional knowledge. I learned to condense complicated, evidence-based information into educational messages.
- Social media is a powerful bridge connecting the knowledge of professionals with the public. As dietary guidelines are update, and research discoveries are made, Extension professionals should use social media to disseminate information broadly.
- Financial limitations restrict individuals from making proper dietary choices. Often, individuals in our target audience have developed poor financial management skills and need guidance to improve their habits.
- Combatting nutritional insecurity requires behavioral change that extends beyond the food choices of an individual. EFNEP and ESBA can play a pivotal role in helping individuals make these changes



INTERNSHIP GOALS

1. Launch the Colorado EFNEP Facebook page with a backlog of two months of usable content by August 1st, 2021.
2. Provide current, evidence-based nutritional and health guidance to low-income individuals and families.
3. Develop relationships with agency partners to expand usage of the ESBA curriculum.

APPLICATION TO MY EDUCATION

I am an undergraduate student in dietetics and aspiring RDN. This internship has allowed me to interact with a diverse community in need of nutritional guidance. I have gained practical experience in promoting the intertwined relationship between dietary habits and overall health.

ACKNOWLEDGMENTS

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Sydney Holmes: EFNEP Social Media Manager
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Colorado EFNEP paraprofessional educators

