Healthy Food Choices in Schools CoP

Tentative 8th Meeting Minutes
February 7th 2014, 11:00am EST

Meeting Purpose and Agenda – The purpose of this meeting is to communicate progress among CoP content groups and the CoP as a whole as well as discuss our new focus on webinars, a partnering opportunity that arose and to get feedback on logos designed for CoP branding.

CoP Report/Update

• New members: Whitney Fung, Family and Consumer Sciences Agent—University of Florida
  • We have actually lost more members in the past 2 months that we have recruited. This emphasizes the need to identify and approach potential interested parties about joining and contributing to the CoP. Leaders are asked to remind their members to help with recruitment efforts.
  • Zena asked why we might be losing members—to the best of our knowledge, those who have left the group were constricted by time. Zena noted that this might warrant more inspection to see if there are other reasons that members do not stay engaged.

• Member’s bios and pictures
  • 90% of Bios of contributing members have been added to the public site. Only 3 more members need to be added. Katie will continue to keep bios updated and add new contributing members as they submit content. Bios appear in rotation on the home page and can all be found here: http://www.extension.org/category/healthy_food_choices_in_schools_community_member
• Google Analytics: Below is a report of the cumulative Google Analytics for the CoP public site:

Engagement with Social Media is increasing – the numbers as of January 15th are listed in the chart below of SM data collected on January 15th:

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Facebook</th>
<th>Twitter (cumulative)</th>
<th>Pinterest (cumulative)</th>
<th>Google + (C.)</th>
<th>YouTube (c.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likes</td>
<td>118</td>
<td>190</td>
<td>9</td>
<td>Community Members=22</td>
<td>0 Videos</td>
</tr>
<tr>
<td>31 Average Daily Reach</td>
<td></td>
<td>660 Tweets</td>
<td>Pins 234</td>
<td>Page Followers= 38</td>
<td>2 Subscribers</td>
</tr>
<tr>
<td>3 Engaged People Daily Average</td>
<td></td>
<td>441 Following</td>
<td>Followers 94</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>33 Mentions</td>
<td>Following 110</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>75 Retweets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>18 Favorites</td>
<td></td>
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</table>
11:10—Content Group Leaders and/or Co-Leaders’ Report

- **Kate Hoy & Lara Latimer: Additional School Food Initiatives**—The last group meeting took place on January 14th. Themes are determined monthly by Kate and Lara to help generate content ideas. Content development is maintaining momentum but participation in group meetings & activities is waning—therefore the leaders are fulfilling most of the content needs. Kate and Lara have tried reaching out to members individually but have not had much return on these efforts. Involving members in review process was one suggestion to increase participation & enthusiasm. Webinar ideas identified for this group include:
  
  i. Matt Benson—Farm to School
  ii. Kate Hoy—Smarter Lunchroom DPIE Process
  iii. Chef Patrick’s Pals: Lara worked with Patrick about 3 years ago in Austin. He works for ARAMARK in Pflugerville School District where he created a program to educate children about healthy eating through cooking demonstrations. He will talk about his program in his webinar already scheduled for April 15th!

Next meeting is scheduled for Feb. the 11th at 11 EST

- **Zena Edwards: Encouraging Kids to Eat Healthy Foods**—The last group meeting took place on January 13th and was well attended (8/10 members). Two webinar topics were identified: Natalie Steed offered to present on the Institute for America’s Health’s train the trainer school/teacher programs: funding, format, outcomes and Zena offered to present on the Principles of Persuasion.

- **Tisa Hill and Katie Baildon: Develop Healthy Eating Dialogues**—The leadership of this group has been in transition. Liz Smith (co-leader) and Katie Baildon have been running the group for the past couple of months. Liz was unable to attend this meeting so Katie reported on the group. The last group meeting took place on January 9th. Five of eleven members were on the call. Each month this group develops four content pieces. The challenge has been generating ideas for new topics to cover. One member is interested in conducting a webinar to feature the results of her plate waste research but cannot do so until the study is published. The next meeting will take place on Feb. 13th at 10:00 am EST.

- **Adam Brumberg and Katie Baildon (interim co-leader): The Business of School Food**—Adam was out of the country for the last call so Katie reported on the group. The last meeting was on January 16th. Five of twelve members attended. All of those on the call agreed to write a piece for the Feb. deadline. Webinar ideas identified for this group include: Adam presenting on Partnering with Organizations and Finding Grant Opportunities; Drew Hanks, on Research Design; Heidi Kessler on a project where Food Service Directors conduct peer reviews of cafeterias and Carol Chong is willing to co-present on a topic TBD. The next meeting will take place on Feb. 14th at 11am EST.

11:30—Webinars

- First webinar experience (Report from Leader, Promotion Efforts, Evaluation)
  The webinar was titled “Involving Middle School Students in Smarter Lunchroom Design” and was conducted by Natalie Tauzin RD, MPH and Kai Swan. It was a very detailed, superb presentation with much thanks to Zena for getting it started and organized. More details and the recording and tools
can be found here: http://www.extension.org/pages/70275/involving-middle-school-students-in-smarter-lunchroom-design-22-january-2014#.UvVJpfldXuQ. A webinar hyperlink was also added to the CoP Table of Contents on the homepage where this and future webinar recordings will be housed.

- Promotion Efforts: A request to promote the webinar was sent to each active CoP member—Zena was particularly active in promoting the webinar via email. An email announcement was sent to the CoP listserv of over 600 people. All social media sites were utilized in promotion including targeted posts on pages of related organizations. An announcement was also submitted to the MealTalk listserv.
- 97 People Attended the Webinar (61 of which were not on the CoP listserv indicating the effectiveness of additional promotion efforts)
- A Qualtrics survey was sent to all attendees after the webinar, 12 of which filled out the survey. The full report can be found here: http://create.extension.org/sites/default/files/January%2022,%202014%20Webinar%20Evaluation%20%282.7.14%29.pdf

In summary: 58% reported hearing about it via email, 33% from a colleague or friend. 83% attended because of interest in encouraging kids to eat healthy foods. Most reported learning “a lot more” about the subjects presented on and most people reported “Somewhat more” or “a lot more” confidence in the topics presented on as a result of the webinar. Comments were positive except for sound quality.

- Zena discussed her experience with the webinar from a leader’s perspective. Zena was familiar with the work that Natalie Taizin was doing in Shaw Middle School and thought that a presentation would be a time effective way for her to contribute to the CoP. Natalie picked a date and they began preparing. She found that the presenters needed a lot of guidance mostly because they had never conducted a webinar before. The PowerPoint that they used in the webinar was a modified version of one that they used for another presentation so it was relatively easy to get it together. Another challenge was that the presenters were not familiar with Webex and therefore were not comfortable with the technical elements of presenting.

- Webinar Procedure Update
  - Because of the poor sound quality and technical issues with the webinar we rerecorded it after the initial presentation. We also decided to use the free Adobe Connect support that eXtension offers in future webinars to make the process smoother. We are offered 2 hours of Adobe Connect support via Iowa State per month. The Webinar Procedure doc. will be updated to reflect these changes by Feb. 14th.

- List of potential topics and presenters (pasted below)—please note that this list is not a list of commitments but rather of ideas and that the dates are only suggestions to get us started filling in the calendar.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Presenter</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Intro to Behavioral Econ.</td>
<td>David Just</td>
<td>Feb./March</td>
</tr>
<tr>
<td>Building successful relationships with externals organizations &amp; finding grant opportunities</td>
<td>Adam</td>
<td>Feb./March</td>
</tr>
<tr>
<td>Research Study Design</td>
<td>Drew</td>
<td>Late March</td>
</tr>
<tr>
<td>Smarter Lunchroom DPIE Process</td>
<td>Kate</td>
<td>Following Drew</td>
</tr>
<tr>
<td>Chef Patrick’s Pals Nutrition and Culinary Program</td>
<td>Patrick Dandoval District Chef for Pflugerville ISD</td>
<td>April 14th 2014 (11EST)</td>
</tr>
<tr>
<td>An overview of their train the trainer school/teacher programs: funding, format, outcomes.</td>
<td>Natalie Steed-Institute for America’s Health</td>
<td>April</td>
</tr>
<tr>
<td>USDA Farm to School</td>
<td>Matt Benson</td>
<td>Spring/Summer</td>
</tr>
<tr>
<td>Persuasion</td>
<td>Zena Edwards</td>
<td>May/June</td>
</tr>
<tr>
<td>Healthy Children Healthy Families</td>
<td>Tisa</td>
<td>June/July</td>
</tr>
<tr>
<td>FSD Peer Reviews of Cafeterias</td>
<td>Heidi Kessler</td>
<td>June/July</td>
</tr>
<tr>
<td>Scorecard</td>
<td>Brian</td>
<td>August</td>
</tr>
<tr>
<td>Topic TBD</td>
<td>Carol + Other member</td>
<td>Sept/Oct.</td>
</tr>
</tbody>
</table>
• Katie and Sandra have been working hard to get this list filled out and will have it finalized by the end of the month. Also the date, time and topic for this month’s webinar will be determined by Feb. 14th.

11:45—Partnering with Organizations: We have been approached by a team of individuals from Columbia University who study behavioral elements of nutrition. They are applying for an AFRI grant which recommends that they are involved in eXtension. Since their field and the focus of this CoP are closely related they are interested in partnering with this CoP. Sandra and Katie explored the eXtension definition of “partnering” as well as spoke with leaders from well-established CoPs to gain a better understanding of what to expect from a partnership.

• Advice from eXtension: From the eXtension perspective, partnerships are an opportunity for the CoP to develop things it hasn’t been able to do yet or has no funds for. The goal is to have a win-win relationship. Sandra and Katie also learned that we need to consider the following information:
  o Find out what type of research they plan to conduct and what type of educational outcome they anticipate
  o Consider if their expectations and needs align with the CoP and if it is an opportunity for recruiting more researchers and educators into the CoP
  o Identify what the CoP can assist with and/or deliver in this context
  o Make sure the CoP is comfortable with the deliverables expected and the compensation offered

• Other CoPs experience: Sandra and Katie also talked to/emailed with leaders from Farm Energy, eOrganic and Manure CoPs and learned the following:
  o Be clear about CoP standards, what we will do and what we won’t do and who will do what
  o Set clear timelines for each step of the agreement
  o Make sure the CoP gets compensated in the appropriate amount and for the additional workload this implies
  o Funds depend on workload but for basic assistance (core functions) the rule of thumb is to ask for either one month’s salary + benefits/yr for the CoP person doing the work or a minimum of $70k for 5 years of the grant (recommended to do it this way – funds are easier to administer)
  o Money should include the cost of “core functions” (content uploading, web maintenance, data collection for reporting, etc)
  o Additionally, fund may be requested for travel, promotional materials and eventually infrastructure that may be needed to get expected products accomplished
  o They have to appoint a “project manager” from their group with extension appointment and at least a Master’s degree, who can interact with the researchers and get them to deliver on the expectations. This person would have the responsibility to make sure the materials are delivered according to the CoP standards and delivered to the CoP on time
  o Engage them in Ask an Expert
  o Project manager and ideally 1 or more of the members of the group should participate in regular meetings
  o Stay away from committing to developing content for them – core functions plus social media, promotion, and marketing are pretty standard

• The team, from Columbia University, has invited Tisa Hill and Jamie Dollahite to work on the purposed project. Tisa explained that the research project will focus on ways in which nutrition education can be incorporated into the school dining environment and the home.

• Sandra asked the Columbia team to send a proposal that addresses what their extension goals are and how they anticipate the CoP will help achieve them—when this proposal is received it will be considered based on the bulleted recommendations listed above. The proposal will also be shared
with the CoP leadership team for feedback. Final approval of the proposal will be in the hands of the CoP Leaders Dr. Wansink, Dr. Just and Dr. Dollahite.

12:00—Logos

- Explanation of logo designed for CoP: The first image with words would be for branding CoP documents and materials. The second icon would be for use on social media sites where the CoP name is already displayed.

- Feedback: The shadow effect appears smudgy, the apple looks like a bomb, the school house is a bit antiquated and may not convey our mission the best. Zena will send some logo ideas after the meeting. Sandra and Katie will continue to work with the designer to develop a logo that better suits our needs.

Looking Forward

Key upcoming activities are listed below

- February 14th—Update Procedure for Conducting Webinars – Katie
- February 28th — Finalize webinar calendar for 2014—Katie & Sandra with Help from Leadership
- February 28th – Develop Content Group Profile—Sandra & Katie in collaboration with Leaders
- March 24-27—Participation in National eXtension Conference Sacramento, CA—Katie and Sandra
- Ongoing -- Recruitment—Everyone