

Handy Hints for Use of *Get Fresh!* in Community-based Nutrition Education Delivery in Non-WIC settings...

Get Fresh! was intentionally developed for use in WIC clinic waiting rooms. The short timeframe for each segment is designed to coincide with maximum recommended wait-time for WIC clients. The handy recipe cards offer WIC clients a ready take-home of the recipes demonstrated on the video. While WIC nutritionists can expand on the content, the resource is designed to function as a self-directed learning experience.

Get Fresh! is readily adaptable for use with a broad spectrum of diverse audiences. The following are some strategies, contributed by Cooperative Extension, that have been effective use of the resource when working with a variety of target populations.

Individual or group nutrition education to low-income individuals with children:

- Overwhelmingly, nutrition educators expressed the success of supporting the video and recipes with taste testing. Recipes can be prepared ahead and the video can be the vehicle for showing the ease with which the recipes can be made. When children sample the recipes, their verification of enjoyment reinforces participant Farmers' Market Nutrition Program (FMNP) redemption.
- The exchange of FMNP checks for produce purchases is illustrated in the market setting of each *Get Fresh!* segment. The educator can further explain what the scene shows, which opens dialogue about food resource management and extending food budgets by participation in available programs. Interest in the benefits of WIC enrollment is heightened and results in increased participant referrals to WIC. It is useful to have WIC clinic contact information on hand for distribution.
- *Get Fresh!* offers a preview of market activity for those who have never visited a farmers' market. This provides the opportunity to introduce proximate market locations and schedules and to prepare participants for the market shopping experience. The FMNP Shopping Tips Card is a good resource to support this objective.
- *Get Fresh!* is useful in food preparation lessons, even when actual cooking cannot be done on site. The videos provide a visual through which food safety and preparation techniques can be observed. Stop the video often to emphasize a specific food preparation procedure or to ask participants to relate the food safety practices observed. The families pictured are real-life parents, not actors, and the comments from the children are candid and unsolicited. Because participants see that parents like themselves can successfully prepare a recipe, the likelihood that they will prepare the recipe for their family increases. When children see the video with their parent, they are motivated to explore new foods. *Get Fresh!* recipe cards should be supplied.
- In hands-on food preparation classes, the video offers an easy way for the audience to observe each step of recipe preparation. The facilitator can pause the tape after each step to allow time for the participants to actually do the activity. The video replaces on-site facilitator demonstration of the recipe steps, freeing the educator to circulate among participants to offer individual assistance.
- *Get Fresh!* highlights parent-child roles in the feeding relationship. Age-appropriate food preparation activities as well as parent-child interaction during meals can be observed. Young children are shown exploring new tastes and participating in age-appropriate food

preparation activities. This section can stimulate dialogue with parents and other caregivers, such as home childcare providers or Head Start staff. Other adult-child activities can be suggested, such as a visit to the farmers' market.

Interactions with the Farmers' Market and Farmers

- *Get Fresh!* showcases inviting displays and engaging farmer-vendors. It paints a picture for farmers, which agriculture educators can use to **teach direct marketing skills** to small farmers. Farmers with better communication with FMNP shoppers sell more produce and are eager to continue to direct market through farmers' markets. This opens the door to increased farmer-vendor involvement in FMNP that in turn opens opportunities for FMNP check recipient expansion in new communities through new market development.
- Farmers can receive **copy-ready masters of the *Get Fresh!* recipe set**. They can make copies to offer consumers at the market. This is helpful in developing farmer-consumer dialogue and is a good alternative to a single nutrition education table display at the market.
- **Taste testing** at the market helps FMNP recipients explore the variety of produce they can access through check use. Children enjoy these samples, which further encourages parents to purchase fruits or vegetables for their child. Educators report that many parents who are sure their child will not eat a vegetable, are pleasantly surprised to see they readily accept and enjoy the *Get Fresh!* samples.
- ***Get Fresh!* recipe demonstrations** at farmers' markets can be marketed through posters at WIC clinics, articles in local newspapers and signage at the market. This publicity motivates general audience attendance at the market as well as providing a reminder to FMNP recipients of market times. Shopping at a farmers' market is then seen as a community activity, which reinforces FMNP participation at the market.
- *Get Fresh!* video series can be used at farmers' markets as part of an **informational display**. Additional information on the table display can include the *Get Fresh!* recipe set as well as flyers for upcoming nutrition education opportunities, information about WIC, and nutrition and health fact sheets.

Collaboration Among FMNP Partners

The FMNP is implemented through a partnership among WIC, farmers, market managers, and Cooperative Extension. When each partner supports and enhances the messages conveyed within the video series, program outcomes are multiplied. Partners are encouraged to collaborate prior to the beginning of the FMNP season to "fine-tune" implementation of this resource to maximize its potential impact on the target FMNP audiences.

Get Fresh! is the result of a 1998 WIC Special Project Grant awarded by the United States Department of Agriculture to the New York State (NYS) Department of Agriculture and Markets. The project was a collaboration of the NYS Department of Agriculture and Markets, the NYS Department of Health, and the Division of Nutritional Sciences/Cornell Cooperative Extension, Cornell University. The video resources were developed in conjunction with Insights International, Inc.