

***Get Fresh!* Nutrition Education for WIC Farmers' Market Nutrition Program**

Get Fresh! aims to increase the implementation and effectiveness of nutrition education in the WIC FMNP with innovative teaching tools that are flexible for use in WIC clinic waiting rooms, group teaching sessions, and other venues.

Development of *Get Fresh!*

The *Get Fresh!* resources are the product of three years of development and testing. *Get Fresh!* videos and recipe cards were tested in various stages in diverse WIC agencies across New York State. Input came through focus groups and surveys with WIC participants, interviews with WIC staff, and observations of nutrition education with the resources. Recipe development was informed by both taste testing and specific criteria (low cost ingredients, basic tools and equipment, easy to follow instructions, limited procedures, can involve children). The process was guided by an advisory group comprised of nutritionists, WIC staff, WIC directors, extension associates, state administrators, researchers, farmers and others.

Evaluation of *Get Fresh!*

Evaluation has shown that the resources are well suited to nutrition education with young families. Of WIC participants who viewed the video, 98% would recommend it to others. When distributed to New York state WIC agencies, 90% of all agencies used the resources in the first year, and 98% reported that they planned to using the resources the next year. Eighty-seven percent of Cooperative Extension educators surveyed reported that they liked teaching with the video.

What Participants and Nutrition Educators have found valuable about *Get Fresh!*

WIC participants have said about Get Fresh!

- "I will now consider buying the vegetables that I would not have bought before because I did not know how to cook them."
- "Before I only got fruit. Now I might get vegetables too."
- "I learned a new way to make squash. I'm going to try squash for the first time."
- "I didn't know what a farmers' market was 'til then."
- "[I might now consider] letting my daughter help me so she can see how fun it is."
- "Please bring some more videos with more ideas."

WIC staff have said about Get Fresh!

- "Sometimes they wouldn't hear us calling them for their checks because they were into it."
- "I saw smiling faces. They came up after to ask for recipes, even before they knew we had them."
- "It made giving nutrition education a little easier."

Cooperative Extension staff have said about Get Fresh!

- "Personally I enjoyed these recipe cards so it was a pleasure distributing them [at the farmers' market]. Shoppers really expressed interest in them."
- "I found the *Get Fresh!* videos were very helpful; it was another tool to stress the importance of consuming fruits and vegetables. "

- "The videos showed good recipes that were tasty and easily prepared. The videos incorporated cooking skills as well as food safety and safety in the kitchen. I thought they were a great teaching complement to the Farmers' Market."
- "A few [participants] bought a less-used vegetable because of having a recipe with a new suggestion."

Get Fresh! Video Series

Get Fresh! aims to increase the implementation and effectiveness of nutrition education in the WIC FMNP with innovative teaching tools that can be used in both WIC clinic waiting rooms and group or individual teaching sessions.

Eight five-minute segments are available in both English and Spanish. Each segment features one fruit or vegetable available at farmers' markets and may include 1) people using FMNP checks at local farmers' markets, 2) food grown on local farms, 3) hosts giving tips for selecting, storing, and preparing the featured fruit or vegetable, 4) parents involving children in food preparation, and 5) families eating together.

The segments are packaged on two tapes - one featuring apples, broccoli, potatoes, and winter squash, and one featuring cabbage, carrots, kale and peaches. The English-only version of these tapes each contain four segments that are shown twice during the duration of the 54-minute tapes. The tapes also come in an English/Spanish video set that features each segment in English and Spanish in an alternating fashion. Each English/Spanish video is approximately 55 minutes long. Either set of tapes is ideal for prolonged play in waiting rooms and just as suitable for playing a single show in a classroom setting.

Get Fresh! Recipe Cards

Eight recipe cards were produced in both English and Spanish. Each double-sided card features two recipes for a farmers' market fruit or vegetable. Cards also include cooking and storing tips, nutrient information, and suggestions for fun ways to involve children in preparing foods at home. The recipe cards can be used alone or in conjunction with the video series. Black and white masters of the recipe cards are provided in this packet and give flexibility for photocopying. Electronic files for either the black and white masters, or print ready colorful versions of the recipe cards can be downloaded from http://www.nal.usda.gov/wicworks/Sharing_Center/statedev_getfresh.html

The following are recommendations for photocopying recipe cards from the black and white masters to produce 1 single-sided Farmers' Market Shopping Tips handout and 8 individual cards for each fruit or vegetable with two different recipes per card (for example, *Apple Cinnamon Wrap and Roll* on one side and *Crunchy Apple Cheddar Salad* on the other). Note that the masters are already back-to-back for each fruit or vegetable, with two recipes per card for that item. Copy double-sided. The Farmers' Market Shopping Tips handout is formatted with two single-sided handouts per page. For both the tips and recipe cards, copy half the total number needed and cut down the middle with a paper cutter to obtain single, 4 ¼ x 11" cards. Copy each different fruit or vegetable on a different color paper to make bright, easily organized cards. You may wish to make bilingual cards by copying the same recipe in both English and Spanish on either side of one card.

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.