

1. Faculty Mentor

The faculty mentor, Dr. Susan Baker, is a Professor and statewide Extension Specialist in the Department of Food Science and Human Nutrition who also administers the statewide Expanded Food and Nutrition Education Program (EFNEP).

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Additional Mentors

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2. In what region(s) will the student be working (county/region/state)?

This project will be conducted in the Front Range Region in Colorado. However, the research will involve the statewide Expanded Food and Nutrition Education Program (EFNEP), currently staffed in Weld, Denver, Arapahoe, Larimer, Jefferson, and Pueblo Counties. The student will work closely with two Extension multi-county EFNEP supervisors in those counties. The intern will have the opportunity to communicate with EFNEP from states across the country to solicit input/feedback about CO social marketing efforts. This project also will support EFNEP programs on a national level.

3. In less than 150 words, please describe the proposed internship goals, scope, and objectives.

The Colorado EFNEP program is working to expand its social media presence to engage current participants and recruit new participants. A Facebook page has been designed along with content areas. EFNEP Extension internship goals and objectives

include developing a process for the Colorado EFNEP staff to manage the Facebook page and content allowing future students and dietetic interns to contribute to the Facebook page while maintaining the quality of posts. The Extension intern will also: contribute to post development, and refinement, as well as review content drafted by dietetic interns; interview CO EFNEP staff to create staff highlight features for the page; and create an evaluation plan of the page using Facebook analytics. Ideally, the intern will have a background in developing social media content and/or social media evaluation as well as a background in nutrition/nutrition education. The intern may also have the ability to contribute to a new social marketing campaign developed for EFNEP by assisting with the piloting of the project in Denver County EFNEP.

4. **Which PRU activities are included in the scope of this internship?**

EFNEP is an integral part of CSU Extension's Nutrition, Food Safety, and Health PRU. Successful implementation of social media will play a role in improving the health of EFNEP participants by engaging current participants and attracting/recruiting new participants. Social media efforts will also increase participation in EFNEP, which targets five core areas also critical to this PRU, diet quality, physical activity, food resource management, food safety, and food security.

5. **What student learning outcomes do you anticipate and are there opportunities for professional development?**

Learning Outcomes. The student will have the opportunity to learn about EFNEP through engagement with field staff and program participants. This intern will serve as the project manager also having opportunities to learn about social media as a marketing/recruitment/engagement tool as well as how to evaluate social media. Strong organization skills and being a self-starter will be important for success in this high-paced productive community-based HEAL program.

Professional Development. Ample opportunities for professional development are available, including attending meetings with EFNEP professionals and partner agencies. There is also the potential to attend conferences, such as the annual Society for Nutrition Education and Behavior conference in July. Also, the student will observe EFNEP classes, collaborate with EFNEP educators, supervisors, and state staff members. Furthermore, the student will regularly correspond with EFNEP program leaders and staff members in CO and across the country as we seek input from other EFNEP programs about the Facebook page. Overall, the intention of this internship is to promote the improved health of individuals and communities and the enhanced collaboration between EFNEP, Extension staff members, and the community on local and national levels. This internship will provide the student with critical multi-state collaboration opportunities within the Extension system.

6. **How does this internship support identified stakeholder needs in your county/region?**

CSU EFNEP is deeply integrated in Colorado communities, serves a diverse audience, and reaches a myriad of stakeholders, including low-income participants, human services agency staff, Extension staff, and community leaders. Building upon these established networks can facilitate integration of nutrition education throughout local human service agencies and food systems. A strong social media presence will enhance EFNEP's capacity to implement effective strategies to improve the health of low-income populations in Colorado communities and within EFNEP programs across the country.

Active communication with community partners is essential to facilitate recruitment of a wider range of participants who would benefit from EFNEP classes. Overall, integrated interventions that include social media with EFNEP's traditional direct nutrition education will reinforce and maximize positive effects for communities as well as the individuals served. These upstream changes will expand the reach of EFNEP beyond individuals to include partnering agencies and the communities in which participants live.

7. What is your experience with mentorship? In less than 100 words, please describe your experience with and approach to mentorship.

Dr. Baker has led EFNEP programs at the county and state level for 30 years. She has had the opportunity to mentor many Extension professionals and paraprofessionals. She has also mentored graduate students at CSU for 14 years and has served as a preceptor for RD interns for over 20 years. She also mentored Extension interns in 2019 and 2020.

8. Are there on-going connections with CSU faculty associated with this project, or is there identified faculty interest?

Dr. Baker is a professor in the department of Food Science and Human Nutrition. The internship would provide opportunities to collaborate with other faculty members in the department of Food Science and Human Nutrition, Extension Specialists with expertise in communications and IT.

9. Are travel funds available? Opportunities to provide student assistance with housing?

Assuming a Fort Collins-based CSU student is selected, housing assistance would not be necessary because the student would be based out of Fort Collins at the EFNEP office at CSU, sometimes commuting to other counties. Thus he/she could stay in his/her current housing situation. Funds to support the intern's travel to attend EFNEP classes, agency meetings, and sites of social marketing campaign implementation are available.