

EA Lesson Plan January, 2009 Unit Meeting

EFNEP...Making An Impact” Improving Nutrition and Health for 40 Years

Focus and Review:

Materials needed: Powerpoint, easel, flipchart, pens and sticky notes

Sharing and Discussion.

- Slides 1-5
- DIALOGUE LEARNING:
 - Engage each PA in thinking about and sharing a 2008 success.
 - *Ask PAs to write what they did to market their success in 2008 on a sticky note and place the note on a prepared flipchart.*
 - *Ask the PAs write on a sticky any other ways they can now think of that they could have used to market their success even more.*
 - Place the sticky notes along with the others on the prepared flipchart

Today’s Topic:

- Slides 6-8

Objectives:

- Slides 9 - 14

Using the three overall goals expressed for MAKING AN IMPACT, EFNEP PAs will:

1. Understand the importance of marketing their program
2. Understand the importance of continued outreach and impact to a marketing plan
3. Understand the value of collecting and tracking program successes
4. Develop an individualized plan for 40 things they will do to celebrate EFNEP’s 40th Anniversary
5. Develop individualized program outreach and impact goals for 2009
6. Develop a framework for a 40th Anniversary Celebration for EFNEP

EA Input and Guided Practice:

Materials needed: Powerpoint and Handout 1, Handout 2, individual tracking form for each PA

- Slide 15-18 – Visioning Activity/Importance of Marketing
 1. Line PAs up in order of least to most tenure. (Move More) Beginning with the PA with the least tenure, ask them to share one thing they think the program has accomplished in the last 5 years. For new PAs, they can

share something they may have learned during their training. For PAs with more tenure than 5 years, ask them to share an accomplishment that dates back to the time they began with the program.

2. Divide PAs into two discussion groups. Ask PAs to think about the year 2014. Ask each group to select a recorder and a reporter. Using the handout provided, ask the groups to discuss what they would want the individuals on the panel to say about their program (and their work). Allow each group to share.
 3. Ask the groups to think about their panel and tell you how the members of the panel know what they know about EFNEP. Ask the group to list what specific ways they think each of the individuals learned what they know about the program.
- Slide 19 – 23 Importance of Continued Outreach and Impact
 1. Review slides and lead PAs through discussion questions.
 2. Ask each PA to use their individual tracking form and handout 2 to complete their monthly goals for outreach and impact.