

Program Delivery

Delivery Methods



EFNEP is delivered through group or individual teaching sessions held at a central location. PAs use lectures, food demonstrations, and activities to teach nutrition concepts in the curriculum.

In order to graduate, adult participants must complete at least six lessons of the curriculum. We prefer 10 or more lessons. More than one lesson may be taught per group meeting, depending on time constraints. Youth participants do not “graduate” but are expected to attend at least six lessons in a series.

Types of Communication

The EFNEP agent can help paraprofessionals by distinguishing between **verbal and non-verbal communication**:

- **Non-verbal:** The way the paraprofessional approaches the participant, the gestures and facial expressions used, will make an impression on the potential participant. The implications of non-verbal communication should be discussed in training and often is most effectively demonstrated through role playing.
- **Verbal:** Paraprofessionals must know what to say. They must understand the goals, the content, and the function of the program in order to communicate it to others. They must be able to express the basic ideas simply, concisely, and comprehensively.

Introducing the Program

Paraprofessionals need to know what to say about the program to make a favorable impression on potential participants. A basic "sales pitch" can be changed slightly to fit each situation. A leaflet describing the program is helpful. Role-playing and analyzing a videotape of a rehearsal can help show paraprofessionals their strengths and weaknesses in this area.

A handout leaflet for the intended audience will help the paraprofessional explain all aspects of the program. Otherwise, a participant may get a distorted first impression that may lead to misunderstandings in the future.

Recruiting Participants

Training for paraprofessionals should include instruction on techniques for recruiting participants. In most cases, recruiting is a major task for paraprofessionals. Approaches to recruiting include:

- Ongoing individual recruitment. In some instances, the audience is recruited individually, with new participants being added as others complete the program.
- Ongoing group recruitment. Some programs may be geared to cycling an entire group through the program at certain intervals. This will require periodic concentrated effort to enroll a new audience during a specified time period.

Some ways to locate the target audience include:

- Paraprofessionals indigenous to the limited resource community can refer potential clientele. Other staff members may be able to identify limited income communities and key individuals to contact.
- Enlist the help of other agencies and groups whose staff or members can identify areas and participants who could benefit from the program.
- Establish an interagency referral system that can mutually benefit the cooperating agencies.
- Government or private-sector surveys and census data may help identify and locate the audience. Census data categorize the population by income and may be helpful in identifying the number of people living below the poverty level in the community.

Positive attitudes and self-confidence help overcome obstacles. Discuss with paraprofessional staff their successes as well as problems in recruiting. Weekly follow-through with staff members by the supervisor on their recruitment goal helps maintain morale and commitment.