



FRESH CONVERSATIONS

Guidelines and Tips

Delivery Mode Options

Pick one. Do not mix the different modes.

Video Conference (best practice)

Choose the option available to you, some examples include:

- Zoom
- WebEx
- Adobe Connect
- Google Meet

Phone Conference Call

Choose the option available to you, some examples include:

- Zoom
- WebEx
- Agency Conference Line

Helpful Tip: Participants will not be able to see you, use lots of verbal cues. Use round robin style to call on participants.

- Some participants may be reluctant to join/download Zoom meetings, try advertising just the call in number instead.
- This is a great alternative for participants that do not have access to technology.

In-Person

Note: This is not recommended right now, but if meeting in person, obtain approval from the AAA Nutrition Director or your supervisor. Additionally, please let the FC IDPH team know before the meeting and we recommend you comply with [social distancing](#) guidelines.

We also recommend:

- [Clean](#) hands, equipment and materials thoroughly and often
- Although masks cannot be required at meetings, we recommend [wearing a face covering](#) and encouraging participants to do the same. Please follow the mask and cleaning requirements in place for your agency and/or region of the state.
- **Note:** you may purchase PPE with your funds for facilitators and participants

Things to consider: If using video conferencing, it will be helpful to send instructions on how to operate the platform ahead of the meeting (logging on, turning on camera, mute/unmute). Consider holding a monthly technical troubleshooting meeting for your new participants.

It is not recommended to mix the modes in one meeting. Consider holding a variety of different types of meeting modes throughout the month at a variety of times.



Recruitment Options

1. Deliver the FC flyer with home delivered meals

- Fresh Conversations flyer
 - Put the whole month's meetings on one flyer (listed by mealsite locations) and let participants choose which they attend

2. Mail to previous Fresh Conversations participants

- Fresh Conversations flyer
 - Put all the meeting dates for the month on one flyer
 - Make sure you send the flyer with plenty of time. It is optimal that they have at least one weekend between when they receive the flyer and the session so if needed, they can receive help from a family member or friend with technical support.
- Send to other community members for recruitment purposes

3. Have facilitator call meal site participants (only sites they oversee) and offer technical support.

4. Advertise on agency social media, email and newsletters and have participants call in to register.

Things to Consider:

Let participants know if they have attended once they will be included in future meetings and don't need to re-register. Make sure you include them in your delivery of newsletters and communication about the upcoming sessions.

Remind participants to hold onto the newsletter as they will need to use it during the call.



Conducting a Meeting

- **Be sure to speak loud, clear, slowly.**

At the beginning of your meeting please say:

“My name is ____, a Fresh Conversations facilitator with “agency name”. ***Fresh Conversations is*** provided by the Iowa Department of Public Health in partnership with Iowa Department of Human Services.”

- **Provide participants with an agenda.** Explain meeting rules and expectations at the beginning of the call (mute all lines, go roundrobin to speak, call on people, let participants speak throughout, pause for discussions, etc.).
- **Similar to in person delivery, please arrive to your meeting at least 10 minutes prior to the start of the meeting.** Open the virtual waiting room for participants and allow time to socialize (non-structured) prior to the start of the meeting. Additionally, feel free to leave the virtual meeting room open for participants to socialize after FC lesson.
- **Meetings should be, at a minimum, 30 minutes long but may longer as needed.**
- **Cover all the topics in the facilitator guide for one issue of *Fresh Conversations*.** Alter the guide for virtual delivery as needed. ***Optional: Use provided slides.***
- **Build in breaks to allow participants to talk and interact with one another.** Keep conversations positive!
- **Talk through the recipe,** show participants how this can be done and encourage participants to try on their own at home.
- **After every meeting, use the SurveyMonkey link** that will be provided by IDPH to report how the meeting went.

Things to consider:

- It might be helpful to have two facilitators co-lead the meetings, one to lead the newsletter discussion and one to take notes, organize technology, take down participant names, etc.
- If in-person with a co-host we encourage the use of face coverings. It may be necessary to use a portable mic if speaking while wearing a face covering.
- SNAP-Ed cannot promote a particular brand or grocery store. Avoid showing brands on food packaging or mentioning a specific brand or grocery store.



Reporting

1. Track participation and demographics of every unique individual at each meeting to ensure direct education information is recorded.

AAA's

- Only registrants that actually attend the meeting should be counted in your reporting, not those who signed up but did not show up.
- After your meeting, report participants to the appropriate staff to be entered into WellSky as you are accustomed to doing.

Other Agencies

- Only registrants that actually attend the meeting should be counted in your reporting, not those who signed up but did not show up.
- Use the intake form provided by IDPH for participants to fill out prior to the meeting that includes the necessary information for SNAP-Ed if you do not already have this information on file.
 - To capture income eligibility, use the following questions:
 - Is social security your only source of income?
 - Do you live in subsidized housing?
 - Do you receive assistance for home heating?
 - A 'yes' to any of these questions would qualify them for SNAP-Ed.
- Use Excel or another database system to track and record participant's demographics and meeting participation. A template will be emailed to contractors. When you report to IDPH, all participants should be on one spreadsheet.

2. Facilitator feedback

Each facilitator will fill out a short survey link after every meeting they host. If there are co-hosts, only one facilitator needs to fill out the survey. IDPH will provide you with this link before October.

3. Participant feedback

Facilitators should send this short survey link to participants after every meeting. Put the link in the chat box and/or to send it to participants in a follow-up email. IDPH will provide you with this link before October.



Expectations

- By October we expect that Fresh Conversations will be available for all of the meal sites listed in your plan in IowaGrants. Create FC groups that include multiple meal sites if needed.
- A paid version of Zoom (unless you are using WebEx or Adobe Connect) should have been purchased. This is necessary for sharing slides, adding co-hosts, adding conference calls and increased time.
- Pre-recorded videos are not allowed as direct education.
- To ensure fidelity of the program, each meeting should be at a minimum 30 minutes long and cover all the topics in the facilitator guide of one issue.

Questions and Answers

1. What items for lesson delivery can we purchase under the grant?

Fresh Conversations is a social opportunity centered on a discussion based in nutrition education, not a production. If essential items are needed in order to conduct virtual meetings, they can be reviewed on a case by case basis. If you have a request, your contract manager should reach out to the Fresh Conversations IDPH team.

2. What counts as direct education?

Interventions where a participant is actively engaged in the learning process with an educator and/or interactive media. Direct education provides an opportunity to obtain information about individual participants. For an activity to qualify as direct education, information on the number of individuals, SNAP eligibility, age, gender, and race/ethnicity must be collected.

Note: Videos do not count as direct education. Videos may be used for recruitment or for lesson follow up.

3. We only have one zoom subscription, how do I give access to my facilitators?

The coordinator should schedule the zoom call and send the facilitator the link. Use your personal meeting ID and add additional hosts. Reminder, Zoom only allows one meeting to be scheduled at a time. You will need to plan out your monthly schedule with your facilitators to make sure no sessions overlap.

4. What if someone only wants the newsletter and doesn't want to attend the session?

For Issues 1-4 this is ok. Moving forward the FC IDPH team will collect accurate numbers for printing.

This does not count as direct education but is indirect education.

Indirect Education definition: the distribution of information and resources, including any mass communications, public events and materials distribution that DO NOT meet the definitions of Direct Education. **Examples:** posting a pre-recorded video online, mailing newsletters or recipe cards, videos where participants are viewing the recording after you were live and did not interact with the presenter in real time

Note: This might be an opportunity to offer some troubleshooting assistance. Offering conference calling assistance is a good first step for many participants.



Questions and Answers (continued)

5. Can I teach multiple newsletters during one meeting?

No, one meeting should be used for one newsletter and guide. All parts of the facilitator guide should be discussed.

6. My participants get off topic or use the meeting as a social time, how can I make the discussion more newsletter focused?

Provide an agenda at the beginning of the meeting so participants know when breaks are available and allow time for open socialization. Remember to keep things light and positive.

7. Recruitment is taking a long time.

It is recommended that the flyer is used to send out a number to call to register, instead of calling all previous *Fresh Conversations* participants. Let participants know if they have attended once they will be included in following months meetings and don't need to re-register. Make sure you include them in your delivery of newsletters and communication about the upcoming sessions.

8. Participants love the taste test, how should I handle the recipe?

There are a few options. The first is to use the recipe section during the meeting to show the steps of creating the recipe and the final product. Create a conversation around the recipe with active discussion while also encouraging participants to make the recipe themselves. Facilitators could ask if anyone has tried the recipe, about favorite substitutions for the recipe or if participants have tried something similar before. Additionally, if your budget allows, facilitators can provide participants with some of the whole food items (e.g. bananas, nuts, can of tuna) that are a part of the recipe. Another option would be to work with your meal site and deliver samples with the home delivered meals.

9. How do we report individuals who did not register ahead of time, but show up to the meeting?

You may encounter that one person registered, but shows up to the meeting with a friend or spouse on screen with them. In some other cases, individuals may have forgotten to register ahead of time and show up unexpectedly to your meeting. In both cases, you should ask participants at the beginning of the meeting to give you their name and phone and/or email.

You can do this by:

- Asking the participant to verbally give you their information, or
- Asking the participant to type it in the chat box (if concerned about privacy, participants can change chat box settings so that only the host can see what is entered)

Follow-up will need to be done to gather intake information on the individual to allow you to enter them into your system and count their participation.