

Running Head: Certified Food and Wellness Volunteer Program Campaign

Certified Food and Wellness Volunteer Program Campaign

Penn State Cooperative Extension

July 1, 2012 to June 30, 2013

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The Pennsylvania State University

Certified Food and Wellness Volunteer Program Campaign

Executive Summary

Founded in 1914, Penn State Cooperative Extension is an educational network providing people in Pennsylvania's 67 counties access to Penn State's resources and expertise (Penn State Cooperative Extension, 2012). As a land-grant university, Penn State strives to bring resources to communities throughout Pennsylvania in order to educate families on nutrition, business, and technology.

Primary research from 25 one-on-one interviews indicates a general lack of awareness of Penn State Cooperative Extension, and more specifically the Certified Food and Wellness Volunteer program. This campaign is designed to increase the awareness of the Certified Food and Wellness Volunteer program among Pennsylvania residents and to recruit volunteers to participate in the program.

The target audience and key publics will be reached through a range of strategies, messages, and tactics. Such approaches will be implemented with a direct relation to research and communication theory. The strategies, messages, and tactics are designed to achieve the campaign objectives. The overall success of the campaign will be determined with a comprehensive evaluation of the campaign objectives and programming guidelines at the conclusion of the campaign on June 30, 2013.

### Research

Penn State Cooperative Extension has been actively serving Pennsylvania residents, businesses, and communities for the past 96 years, providing individuals and families with informative programs (Corbin, 2012). The history of Penn State Cooperative Extension is established with the signing of several acts. In 1862, President Abraham Lincoln signed the Morrill Act, which gave land to each state “for the support of colleges that would teach agriculture and the mechanic arts” (Corbin, 2012).

Following the Morrill Act of 1862, the Hatch Act of 1887 was passed in order to establish agricultural research at each land grant university. More funds were allocated to the advancement of education in agriculture and mechanics by the subsequent Morrill Land Grant Act of 1890 (Penn State Cooperative Extension, 2012). Finally, the Smith-Lever Act of 1914 was signed by President Woodrow Wilson “to disseminate and encourage the application of useful and practical information relating to agriculture, home economics, and related subjects among the people of the U.S. not enrolled in land-grant institutions” (Corbin, 2012).

Penn State Cooperative Extension aims to extend educational resources to Pennsylvania residents in all counties in order to enhance the quality of their lives, encourage them to make better decisions, and stimulate participation in their community (Corbin, 2012). Penn State Cooperative Extension has five long-term goals: support productive, profitable, and competitive businesses and a strong agriculture and food system; strengthen families, children and youth, and the elderly; build caring, safe, and healthy communities; ensure the long-term vitality of Pennsylvania’s natural resources; and enable people to better understand and deal with complex public issues (Penn State Cooperative Extension, 2012).

Penn State Cooperative Extension has nearly 280 Extension educators servicing more than one million program participants. Helping these educators are approximately 15,000 volunteers across a broad spectrum of 700 programs. Some of the most notable programs include the Master Gardener, Dining with Diabetes, and 4-H Youth Development programs (Corbin, 2012). These programs rely heavily on venues such as churches, community centers, and schools (Penn State Extension, 2012).

The Certified Food and Wellness Volunteer program has been created to include “issue based programming including: programs addressing food safety, chronic disease, family health and mental well-being, farm safety, and emergency readiness” (Penn State Cooperative Extension, 2012). The program is currently in pilot mode and is establishing itself in the counties of Northumberland, Union, Snyder, Blair, Fayette, Greene, Luzerne, Delaware, and Adams (Corbin, 2012).

As the Certified Food and Wellness Volunteer Program is in its beginning stages, or pilot mode. Currently there has only been one news release and one brochure introducing the program. However, the Newsbank database has provided the amount of newspaper articles that have been published pertaining to the Penn State Cooperative Extension as whole within the five groups of counties where the Certified Food and Wellness Program is beginning. In the Northumberland County area between the years of 2008 and 2012, there have been 51 articles mentioning Penn State Cooperative Extension. In the Fayette County area, between the years of 2005 and 2012, the *Daily Courier* has published 78 articles mentioning Penn State Cooperative Extension. In Luzerne County, *The Times Leader* has published 591 articles mentioning Penn State Cooperative Extension between the years of 1992 and 2012. *The Delaware County Times*, in the Delaware County area, has published 71 articles mentioning Penn State Cooperative Extension

between the years of 1994 and 2012. *Altoona Mirror*, in Blair County, has published 72 articles mentioning Penn State Cooperative Extension between 2007 and 2012. (Newsbank, 2012) These past publications pertaining to Penn State Cooperative Extension will be beneficial to the recruitment of volunteers into the Certified Food and Wellness Volunteer program.

The Certified Food and Wellness Volunteer program is closely modeled from the already existing Master Gardener Program, which trains volunteers to educate individuals and groups in gardening topics (Penn State Extension, 2012). While the Certified Food and Wellness Volunteer program focuses on healthy lifestyles, both programs emphasize volunteer impact on the community.

Volunteers are required to complete a fifteen lesson online training program. These lessons include but aren't limited to basic nutrition background, preparing grain foods, nutrition label/facts, and food safety. Volunteers are also required to travel to State College, Pennsylvania for one day of on-site training. The cost for the training program and certification is \$125. A certification exam is given to assure the volunteer has the tools and knowledge necessary to educate the community. Upon completing the training, Certified Food and Wellness volunteers will give back forty hours of service to the program. Projects for the forty hours of give-back service are based on the training lessons. Certified volunteers are the backbone of this program, for they directly influence community members through educational events.

The promotion of healthy behaviors by the Certified Food and Wellness Volunteer program is a response to negative statistics of diabetes and obesity within the state of Pennsylvania. According to the Pennsylvania Department of Health (2010), a study found eight percent of adults in Pennsylvania have diabetes. The Pennsylvania Department of Health (2012) also states Pennsylvania is the seventeenth most obese state in the country. The adult obesity rate

is 28.1 percent while the childhood obesity rate is 12 percent. Contributing factors of obesity include genetic factors, dietary habits, socioeconomic status and physical inactivity. The Certified Food and Wellness Volunteer program aims to bring healthy nutrition values to all families across the state of Pennsylvania in order to decrease these statistics (Adopting Healthy Behaviors, 2010).

#### Primary Research Findings

One-on-one interviews were conducted as primary research to justify Pennsylvania resident opinions and understanding of Penn State Cooperative Extension and the Certified Food and Wellness Volunteer program. Participants for the primary research included teachers, dietitians, those who work in the food industry, college students in the health policy and administration fields, and retired individuals with free time. These participants were collected via convenience sampling. The seventeen question interview was conducted through phone calls or face-to-face interviews between March 5, 2012 and March 22, 2012.

The majority of Pennsylvania residents appear to be uneducated about Penn State Cooperative Extension and the programs it offers. Overall, 60% of those interviewed (15 of 25 respondents) had no knowledge about Penn State Cooperative Extension. Furthermore, 88% (22 of 25 respondents) were not aware if they had attended any Penn State Cooperative Extension programs. The two respondents, who had attended Penn State Cooperative Extension programs, participated in the 4-H and Master Gardener programs.

Participants believe their local county is facing health, wellness, and diet problems. Out of the 25 individuals interviewed, 52% (13 out of 25 respondents) directly stated obesity was a concern. Health issues due to lack of activity or exercise was mentioned by 28% (7 of 25 respondents) and poor food sources and availability was mentioned by 24% (6 of 25

respondents). Additional responses included health issues, such as diabetes and cardiovascular disease, problems with the health care system, as well as drug and alcohol abuse. Every interviewee understands there is some degree of health, wellness, or diet concerns facing their local county. Additionally, when asked how important healthy eating is in their lives, 100% of those interviewed (25 of 25 respondents) believe it is important.

The primary research also provided insight to the specific ways the certified volunteers can help their communities. Interviewees believed the volunteers can help educate the community, with 28% (8 of 25 respondents) specifically mentioning healthy eating and cooking education and 20% (5 of 25 respondents) about educating the importance of exercising and staying active. The importance of educating youth or suggesting volunteering in schools was mentioned by 20% (5 of 25 respondents).

Volunteers are vital to the success of the Certified Food and Wellness Volunteer program because they facilitate the programs and educate the public. Interviewees would consider becoming a volunteer for the Certified Food and Wellness Volunteer program for various reasons. Community involvement is of importance to interviewees, as 48% (12 of 25 respondents) claimed they would like to help the community in which they live. Nearly half of this 48% also mentioned how this opportunity would provide them with background experience for furthering their careers in the medical, nutritional or teaching fields. Another 14% (4 of 25 respondents) explained how this volunteer program would serve as a hobby upon retirement. In addition, one respondent explained how volunteering would provide oneself with a challenge of personal growth.

The Certified Food and Wellness Volunteer program required a \$125 training fee, which covers the cost of all training materials. Volunteers are required to complete fifteen online

training lessons through Penn State's ANGEL system in order to receive the title "Certified Food and Wellness Volunteer" (James, 2012). Volunteers are expected to dedicate at least 40 hours to education and demonstration after the completion of training. Penn State Cooperative Extension requires volunteers to be at least 21 years old, have a high school diploma, have a valid driver's license, pass a background check, and lift at least 30 pounds of weight (James, 2012).

Twenty-five percent of respondents said they would not become a Certified Food and Wellness volunteer because it did not involve compensation. Twelve percent (3 of 25 respondents) believe they would not have enough time to commit to the training requirements of the program.

The effectiveness of the online training process versus other approaches to distributing this information was examined. The majority of the respondents believe online training is the most convenient form of learning. Within this 52% (13 of 25 respondents), one reason included the flexibility online programs offer by allowing users to work at location of choice. In addition, three of these 13 respondents noted online training allows the program to reach a variety of audiences, while face-to-face materials can only be accessed in person. Depending on the targeted volunteer audience, 20% (5 of 25 respondents) believe the effectiveness of online training depends on the type of learner and/or the age. Younger generations are more digitally inclined, whereas older generations may be more comfortable with face-to-face training. These respondents clarified how online information can be too vague which leads to confusion and how the lack of engagement can lead to distraction. All of these reasons were understood by one respondent who felt a combination of online and face-to-face training would be the best approach for this program.



Interviewees were asked if the \$125 fee was reasonable. The majority of the respondents felt this price was too high. Forty-eight percent (12 of 25 respondents) felt opposed to the \$125 fee. Respondents thought a volunteer program should be free for all parties. However, 32% (8 of 25 respondents) claim the training fee is fair and reasonable. A \$125 fee for a “certified” title was deemed very reasonable, compared to the price of other training programs, college courses, etc. The final trend related to the training fee, which was made up of 20% (5 of 25 respondents), demonstrated an in-between opinion. These interviewees felt the training fee was only reasonable if there was any compensation or payments back to volunteer, and if the volunteers are employed or not. The “feel good factor” of volunteering may be set back from the \$125 training fee.

Upon completion of the 15 lesson training process, the volunteers are required to participate in Cooperative Extension programs for a minimum of 40 hours. Interviewees provided various obstacles that might prevent volunteers from reaching the required 40 'give-back' hours. Forty percent noted the 'give-back' hours were too demanding on top of the training sessions. Conflicting and busy schedules, jobs, classes, and social activities may get in the way of both the training and 'give-back' hours.

Interviewees were then asked how they believe the volunteers will be perceived by the community, knowing it is not a requirement to have a background in either the educational or health fields. The majority of respondents, 14 out of 25 (56%), stated the public will respond well to the volunteers—especially knowing they have been through a complete training program. The remaining responses stated the public may be skeptical of the volunteers without a previous background in food and wellness, aside from their training program.

Exactly 40% (10 out of 25 respondents) thought attending a Penn State Cooperative Extension program would be more beneficial than receiving similar information from the Internet, TV, or other printed materials because the experience would be more personal and educational. About a third of respondents thought personally attending a face-to-face session would provide them with more reliable information. Only 12% (3 out of 25 respondents) thought there would be no difference between personally attending a Penn State Cooperative Extension program and finding the information elsewhere.

A majority of respondents believe the Certified Food and Wellness Volunteer Program should be promoted in schools or throughout the community such as in churches or local restaurants. A majority of respondents also suggest the use of pamphlets, posters, or fliers to get the word out on the Certified Food and Wellness Volunteer Program. Approximately 40% of respondents (9 out of 25 respondents) think traditional media, such as newspaper, television, and radio should be used to advertise for the program.

About half of participants watch major news broadcasters' local television affiliates, specifically WSYX ABC of Delaware County and WTAE ABC of Pittsburgh. Radio use by respondents was split almost entirely in half, with 56% (14 out of 25 respondents) listening to local news; the others listened to no radio. Delaware County's WXPB 88.5 was the most listened to radio station among the interviewees. An overwhelming 76% of respondents (19 of 25 respondents) read local newspapers, such as *The Pittsburgh Post-Gazette* and *The Delaware County Times*. Major newspapers, such as the *New York Times*, *USA Today*, and *Washington Post* were read by only 16% (4 out of 25).

The primary research was effective for connecting with potential volunteers and participants. However one-on-one interviews were limited with time and sampling audiences. A

random sample would not work for this type of research. Focus groups would have provided a more in depth analysis of the roots to participants' opinions because they would have been able to share ideas through a discussion. In addition, campaign strategies and tactics could have been tested during a focus group. This would have strengthened the campaign goals. Contacting local establishments and schools would have also provided insight of community awareness of Penn State Cooperative Extension and the Certified Food and Wellness program. Both focus groups and extended community outreach would have supported the primary research.

#### Campaign Goals

Primary research conducted through one-on-one interviews indicated the majority of Pennsylvania residents are uneducated about Penn State Cooperative Extension. Additionally, they are unaware of and the programs it offers, such as the Certified Food and Wellness Volunteer program, since it is still in pilot phase. While the residents are unaware of this program, they do believe their local county is facing complications with health, wellness, and diet related concerns and an overwhelming amount think this issue should be corrected. This campaign strives to increase the level of awareness about the Certified Food and Wellness Volunteer program as well as recruit volunteers and attendees to participate in the program.

Goals:

- To increase awareness of the Certified Food and Wellness Volunteer program.
- To recruit volunteers to conduct the Certified Food and Wellness Volunteer program.

#### Key Publics

Two primary groups of people are identified as the campaign's target audiences. In order to raise awareness about the Certified Food and Wellness Volunteer program, community members need to be reached. More specifically:

- Families—The majority of respondents in the interviews cited they believed health and physical wellness education was necessary. Families value the health and physical wellness of its members and would participate in these programs in this regard. This audience can be reached through a variety of media, including newspapers, radio stations, and television.
- Healthcare Professionals—This audience already believes in the power of health and physical wellness and might be yearning to enhance their knowledge of the subject. These individuals are any individuals who work in a health-related field, such as medicine, physical training or dieticians. One-on-one interviews revealed many forms of media could be used to reach the public and this group would be no different.

In order to increase volunteer participation for the Certified Food and Wellness Volunteer program, the second target audience is Pennsylvania residents who would be interested in being trained volunteers. More specifically:

- Teachers—Lynn James identified teachers as a primary target audience. These individuals are already trained in teacher and can easily transmit information to the people they teach. This audience is males or females, usually middle aged or older. They care about improving the lives of others and see positive things done in their community. The one-on-one interviews determined traditional forms of media (print, radio, and television) will reach this audience.
- Retired People—A number of respondents said they believe the Certified Food and Wellness Volunteer program would serve as a hobby to retired people. These individuals are retired males and females and are seeking a hobby that would keep them occupied seeing as they no longer work. As these people are older, they may be more likely to

consume more traditional forms of media, such as print. Therefore, this audience will be targeted this way.

- Those already in health care—This audience already actively cares about health and wellness and would be willing to teach others ways to achieve a healthier way of living. These individuals are employed in a health-related field such as medicine, dietary concerns, or in a company directly dealing with healthcare. As per one-on-one interviews, this audience consumes traditional forms of media and could be read in this way.

#### Objectives

*Impact* (From July 1, 2012 to June 30, 2013)

- *Informational:* To increase awareness about the Certified Food and Wellness Volunteer program by 12 percent throughout the state of Pennsylvania.
- *Behavioral:* To recruit 50 volunteers to be trained by the Certified Food and Wellness Volunteer programs.

*Output* (From July 1, 2012 to June 30, 2013)

- To air 96 public service announcements advertising the Certified Food and Wellness Volunteer program on WSYX ABC of Delaware County, WTAE ABC of Pittsburgh, and WXPB 88.5.
- To send out 208 news releases to local newspapers including *The Delaware County Daily Times* and *The Pittsburgh Post-Gazette*.
- To send out 12 feature stories each to *The Delaware County Daily Times* and *The Pittsburgh Post-Gazette*.

- To send 208 news releases to WSYX ABC of Delaware County and WTAE ABC of Pittsburgh.
- To distribute 5,000 bulletins through community outlets such as schools, churches, and community centers.
- To distribute 3,000 fliers through community outlets such as schools, churches, and community centers.
- To distribute 48 fact sheets to local radio, television, and newspapers, including WXPN 88.5, WSYX ABC, WTAE ABC, *The Pittsburgh Post-Gazette*, and *The Delaware County Daily Times*.
- To distribute 24 feature stories or news releases to church, library, and other public bulletin boards.
- To use 104, business card sized black and white print advertisements in the *The Delaware County Daily Times*.
- To use 104, business card sized black and white print advertisements in *The Pittsburgh Post-Gazette*.

#### Strategies/Messages

The underlying message throughout this campaign is to emphasize community education and participation throughout the state of Pennsylvania. There are two communication theories that apply to this campaign which will guide the way in which the strategies and messages are created. These two theories are the Elaboration Likelihood Model and framing.

The Elaboration Likelihood Model, created in 1986 by theorists Richard Petty and John Cacioppo, states there are two ways in which receivers process information—centrally or peripherally (Pfau & Parrott, 1993). Central route decision making requires a high mental effort

which involves a logical, conscious thinking process. Peripheral route decision making requires very little mental effort. This type of processing means a person will use surface characteristics, the most common being speaker and source credibility (Pfau & Parrott, 1993). In order to make a long-term change in attitude, it is necessary to target active processors who use central route processing; while it is more useful to use the peripheral route in order to effect for simple change. This theory will help determine how the audience will process messages for this campaign. Some forms of media require peripheral route processing, while other forms of media require central route processing. Many forms of media will be used to disseminate information throughout this campaign, As the target audiences have different background knowledge and interest in the Certified Food and Wellness Volunteer program.

The framing theory, created by Iyengar in 1991, explains how most stories have a dominant frame; the chosen frame for a story will help portray it in a certain way (Pfau & Parrott, 1993). According to Iyengar, there are two types of frames: episodic and thematic. These two types of frames help to craft the message to meet processing needs of an audience. Episodic frames are used to personalize issues; they utilize examples and concrete evidence. In contrast, thematic frames are used to provide evidence (Pfau & Parrott, 1993). However, thematic frames are not as salient as episodic frames. Thematic frames include, for example, backgrounder reports.

Within Certified Food and Wellness Volunteer program, both active and passive receivers will be targeted; the active receivers using centrally processed information and the passive receivers using peripheral processed information. As previously mentioned, the majority of Pennsylvania residents appear to be uneducated about Penn State Cooperative Extension and the programs it offers. Overall, 60% of those interviewed (15 of 25 respondents) have no

knowledge Penn State Cooperative Extension exists. However, all of those who were interviewed believe there is some degree of health, wellness, or diet concerns facing their local county. The combination of the audience having no knowledge of Penn State Cooperative Extension but yet express concern over health issues will allow an assortment of materials to be dispersed throughout this campaign that will include either active or passive characteristics, or both.

The feature stories will be framed episodically, appealing to active receivers. These stories will incorporate volunteers' experience with the Certified Food and Wellness Volunteer program. They will also general facts about Penn State Cooperative Extension and key information about the Certified Food and Wellness Volunteer program.

Public service announcements will be implemented throughout the programming of this campaign. They will use both thematic and episodic frames. The PSAs on television will use an episodic frame that will be most successful when reaching passive receivers, while the PSAs broadcasted on the radio will use a thematic frame, directed towards active receivers.

Both active and passive receivers will be targeted through the use of fliers, bulletins, and advertisements featured in newspapers and community outlets. They will suit active receivers in the aspect that they will include detailed background information about the Certified Food and Wellness Volunteer program and Penn State Cooperative Extension. They will also suit passive receivers in the aspect that these items will include detailed visual cues so these receivers can process the information by other means than the information given.

Through the understanding and applying both the Elaboration Likelihood Model and the Framing Communication theory, the Certified Food and Wellness Volunteer public relations



campaign will successfully reach and impress the different types of audiences within its key public.

#### Tactics

Penn State Cooperative Extension will use a variety of tools to reach Pennsylvania residents. The program will communicate with potential volunteers and participants through various media outlets including print, broadcast, and radio channels. News releases, feature stories, public service announcements, fliers, advertisements, and bulletins will be used to generate awareness about the new Certified Food and Wellness Volunteer program—to recruit volunteers to participate in their local county.

The primary research determined the most commonly used local media for Pennsylvania residents, including *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times* newspapers, WSYX ABC of Delaware County, WTAE ABC of Pittsburgh, and the Delaware County local radio station WXPB 88.5.

Of the Pennsylvania residents interviewed, 36% stated their local newspaper of choice is *The Pittsburgh Post-Gazette* and 12% responded they read the *The Delaware County Daily Times*. News releases, feature stories, and fact sheets will be sent out to both of these newspapers. The feature stories will focus on individual certified volunteers and how participating as a volunteer benefit both the individual and their community as a whole. These feature stories will generate interest in becoming a certified volunteer as well as serve as an advertisement to promote the Certified Food and Wellness Volunteer program. Black and white advertisements will also appear in *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times* three times per week for the duration of the yearlong campaign. These advertisements will

be aimed at recruiting volunteers and generating interest in attending events hosted by the Certified Food and Wellness Volunteer program.

News releases, fact sheets, and public service announcements will also be sent to the WSYX ABC of Delaware County and WTAE ABC of Pittsburgh, as the majority of those interviewed responded that ABC local news was their most commonly watched television news channel. The primary research also determined 12% of the interviewees listen to the radio station WXPB 88.5 for local news, therefore public service announcements and fact sheets will be sent to this radio station.

Bulletins and fliers will be sent out through local outlets to reach community members and generate more recognition and awareness about the Certified Food and Wellness Volunteer program. These materials will be placed in popular community locations such as churches, community centers, and grocery stores, and will highlight general information about the program, events, and how to become a Certified Food and Wellness Volunteer. Feature stories and news releases will also be sent out to churches and local businesses to be included in newsletters and bulletins. These feature stories and news releases will include upcoming events and additional updates.

The Certified Food and Wellness Volunteer program will host a variety of events which are free to the public. These events will promote healthy living and eating within the community and will take place at local venues including community centers and school buildings. The events conducted by Certified Food and Wellness Volunteers will be similar to other Penn State Cooperative Extension programs such as the Dining with Diabetes program and the Master Gardener's program. The attendance to these events should increase over time as more people

become aware of the Certified Food and Wellness Volunteer program and what it offers in their local communities.

### Schedule

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#### **July 2012**

Place two paid print advertisements in *The Pittsburgh Post-Gazette*, weekly.

Place two paid print advertisements in *The Delaware County Daily Times*, weekly.

Send one feature story each to *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times*, monthly.

#### **July 4**

Begin to distribute 250 fliers to community outlets.

#### **July 8**

Write, draft and post one community feature story on church, library, and other public bulletin boards.

#### **July 12**

Begin to distribute 420 bulletins to community outlets.

#### **July 20**

Write, draft and post one community feature story on church, restaurant, library, and other public bulletin boards.

#### **July 22**

Send one fact sheet each to *The Pittsburgh Post-Gazette*, *The Delaware County Daily Times*, WXPN 88.5, WSYX ABC, and WTAE ABC.

\*Send 16 press releases to newspapers such as the *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times* and others as needed during the month.

\*Send 16 press releases to radio outlets such as WXPB 88.5 as needed during the month.

\*Send 2 public service announcements to WSYX ABC, WTAE ABC, and WXPB 88.5 as needed during the month.

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### **August 2012**

Place two paid print advertisements in *The Pittsburgh Post-Gazette*, weekly.

Place two paid print advertisements in *The Delaware County Daily Times*, weekly.

Send one feature story each to *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times*, monthly.

### **August 4**

Begin to distribute 250 fliers to community outlets.

### **August 8**

Write, draft and post one community feature story on church, restaurant, library, and other public bulletin boards.

### **August 12**

Begin to distribute 420 bulletins to community outlets.

### **August 20**

Write, draft and post one community feature story on church, restaurant, library, and other public bulletin boards.

### **August 22**

Send one fact sheet each to *The Pittsburgh Post-Gazette*, *The Delaware County Daily Times*, WXPB 88.5, WSYX ABC, and WTAE ABC.

\*Send 16 press releases to newspapers such as the *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times* and others as needed during the month.

\*Send 16 press releases to radio outlets such as WXPB 88.5 as needed during the month.

\*Send 2 public service announcements to WSYX ABC, WTAE ABC and WXPB 88.5 as needed during the month.

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### **September 2012**

Place two paid print advertisements in *The Pittsburgh Post-Gazette*, weekly.

Place two paid print advertisements in *The Delaware County Daily Times*, weekly.

Send one feature story each to *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times*, monthly.

### **September 4**

Begin to distribute 250 fliers to community outlets.

### **September 8**

Write, draft and post one community feature story on church, restaurant, library, and other public bulletin boards.

### **September 12**

Begin to distribute 420 bulletins to community outlets.

### **September 20**

Write, draft and post one community feature story on church, restaurant, library, and other public bulletin boards.

**September 22**

Send one fact sheet each to *The Pittsburgh Post-Gazette*, *The Delaware County Daily Times*, WXPB 88.5, WSYX ABC, and WTAE ABC.

\*Send 16 press releases to newspapers such as the *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times* and others as needed during the month.

\*Send 16 press releases to radio outlets such as WXPB 88.5 as needed during the month.

\*Send 2 public service announcements to WSYX ABC, WTAE ABC, and WXPB 88.5 as needed during the month.

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**October 2012**

Place two paid print advertisements in *The Pittsburgh Post-Gazette*, weekly.

Place two paid print advertisements in *The Delaware County Daily Times*, weekly.

Send one feature story each to *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times*, monthly.

**October 4**

Begin to distribute 250 fliers to community outlets.

**October 8**

Write, draft and post one community feature story on church, restaurant, library, and other public bulletin boards.

**October 12**

Begin to distribute 420 bulletins to community outlets.

**October 20**

Write, draft and post one community feature story on church, restaurant, library, and other public bulletin boards.

**October 22**

Send one fact sheet each to *The Pittsburgh Post-Gazette*, *The Delaware County Daily Times*, WXPB 88.5, WSYX ABC, and WTAE ABC.

\*Send 16 press releases to newspapers such as the *The Daily Collegian* and *The Delaware County Daily Times* and others as needed during the month.

\*Send 16 press releases to radio outlets such as WXPB 88.5 as needed during the month.

\*Send 2 public service announcements to WSYX ABC, WTAE ABC, and WXPB 88.5 as needed during the month.

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**November 2012**

Place two paid print advertisements in *The Pittsburgh Post-Gazette*, weekly.

Place two paid print advertisements in *The Delaware County Daily Times*, weekly.

Send one feature story each to *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times*, monthly.

**November 4**

Begin to distribute 250 fliers to community outlets.

**November 8**

Write, draft and post one community feature story on church, restaurant, library, and other public bulletin boards.

**November 12**

Begin to distribute 420 bulletins to community outlets.

**November 20**

Write, draft and post one community feature story on church, restaurant, library, and other public bulletin boards.

**November 22**

Send one fact sheet each to *The Pittsburgh Post-Gazette*, *The Delaware County Daily Times*, WXPB 88.5, WSYX ABC, and WTAE ABC.

\*Send 16 press releases to newspapers such as the *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times* and others as needed during the month.

\*Send 16 press releases to radio outlets such as WXPB 88.5 as needed during the month.

\*Send 2 public service announcements to WSYX ABC, WTAE ABC, and WXPB 88.5 as needed during the month.

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**December 2012**

Place two paid print advertisements in *The Pittsburgh Post-Gazette*, weekly.

Place two paid print advertisements in *The Delaware County Daily Times*, weekly.

Send one feature story each to *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times*, monthly.

**December 4**

Begin to distribute 250 fliers to community outlets.

**December 8**

Write, draft and post one community feature story on church, restaurant, library, and other public bulletin boards.

**December 12**



Begin to distribute 420 bulletins to community outlets.

**December 20**

Write, draft and post one community feature story on church, restaurant, library, and other public bulletin boards.

**December 22**

Send one fact sheet each to *The Pittsburgh Post-Gazette*, *The Delaware County Daily Times*, WXPB 88.5, WSYX ABC, and WTAE ABC.

\*Send 16 press releases to newspapers such as the *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times* and others as needed during the month.

\*Send 16 press releases to radio outlets such as WXPB 88.5 as needed during the month.

\*Send 2 public service announcements to WSYX ABC, WTAE ABC, and WXPB 88.5 as needed during the month.

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**January 2013**

Place two paid print advertisements in *The Pittsburgh Post-Gazette*, weekly.

Place two paid print advertisements in *The Delaware County Daily Times*, weekly.

Send one feature story each to *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times*, monthly.

**January 4**

Begin to distribute 250 fliers to community outlets.

**January 8**

Write, draft and post one community feature story on church, restaurant, library, and other public bulletin boards.

**January 12**

Begin to distribute 420 bulletins to community outlets.

**January 20**

Write, draft and post one community feature story on church, restaurant, library, and other public bulletin boards.

**January 22**

Send one fact sheet each to *The Pittsburgh Post-Gazette*, *The Delaware County Daily Times*, WXPB 88.5, WSYX ABC, and WTAE ABC.

\*Send 16 press releases to newspapers such as the *The Daily Collegian* and *The Delaware County Daily Times* and others as needed during the month.

\*Send 16 press releases to radio outlets such as and WXPB 88.5 as needed during the month.

\*Send 2 public service announcements to WSYX ABC, WTAE ABC, and WXPB 88.5 as needed during the month.

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**February 2013**

Place two paid print advertisements in *The Pittsburgh Post-Gazette*, weekly.

Place two paid print advertisements in *The Delaware County Daily Times*, weekly.

Send one feature story each to *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times*, monthly.

**February 4**

Begin to distribute 250 fliers to community outlets.

**February 8**

Write, draft and post one community feature story on church, restaurant, library, and other public bulletin boards.

**February 12**

Begin to distribute 420 bulletins to community outlets.

**February 20**

Write, draft and post one community feature story on church, restaurant, library, and other public bulletin boards.

**February 22**

Send one fact sheet each to *The Pittsburgh Post-Gazette*, *The Delaware County Daily Times*, WXPB 88.5, WSYX ABC, and WTAE ABC.

\*Send 16 press releases to newspapers such as the *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times* and others as needed during the month.

\*Send 16 press releases to radio outlets such as WXPB 88.5 as needed during the month.

\*Send 2 public service announcements to WSYX ABC, WTAE ABC, and WXPB 88.5 as needed during the month.

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**March 2013**

Place two paid print advertisements in *The Pittsburgh Post-Gazette*, weekly.

Place two paid print advertisements in *The Delaware County Daily Times*, weekly.

Send one feature story each to *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times*, monthly.

**March 4**

Begin to distribute 250 fliers to community outlets.

**March 8**

Write, draft and post one community feature story on church, restaurant, library, and other public bulletin boards.

**March 12**

Begin to distribute 420 bulletins to community outlets.

**March 20**

Write, draft and post one community feature story on church, restaurant, library, and other public bulletin boards.

**March 22**

Send one fact sheet each to *The Pittsburgh Post-Gazette*, *The Delaware County Daily Times*, WXPB 88.5, WSYX ABC, and WTAE ABC.

\*Send 16 press releases to newspapers such as the *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times* and others as needed during the month.

\*Send 16 press releases to radio outlets such as WXPB 88.5 as needed during the month.

\*Send 2 public service announcements to WSYX ABC, WTAE ABC, and WXPB 88.5 as needed during the month.

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**April 2013**

Place two paid print advertisements in *The Pittsburgh Post-Gazette*, weekly.

Place two paid print advertisements in *The Delaware County Daily Times*, weekly.

Send one feature story each to *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times*, monthly.

**April 4**

Begin to distribute 250 fliers to community outlets.

**April 8**

Write, draft and post one community feature story on church, restaurant, library, and other public bulletin boards.

**April 12**

Begin to distribute 420 bulletins to community outlets.

**April 20**

Write, draft and post one community feature story on church, restaurant, library, and other public bulletin boards.

**April 22**

Send one fact sheet each to *The Pittsburgh Post-Gazette*, *The Delaware County Daily Times*, WXPB 88.5, WSYX ABC, and WTAE ABC.

\*Send 16 press releases to newspapers such as the *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times* and others as needed during the month.

\*Send 16 press releases to radio outlets such as WXPB 88.5 as needed during the month.

\*Send 2 public service announcements to WSYX ABC, WTAE ABC, and WXPB 88.5 as needed during the month.

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**May 2013**

Place two paid print advertisements in *The Pittsburgh Post-Gazette*, weekly.

Place two paid print advertisements in *The Delaware County Daily Times*, weekly.

Send one feature story each to *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times*, monthly.

**May 4**

Begin to distribute 250 fliers to community outlets.

**May 8**

Write, draft and post one community feature story on church, restaurant, library, and other public bulletin boards.

**May 12**

Begin to distribute 420 bulletins to community outlets.

**May 20**

Write, draft and post one community feature story on church, restaurant, library, and other public bulletin boards.

**May 22**

Send one fact sheet each to *The Pittsburgh Post-Gazette*, *The Delaware County Daily Times*, WXPB 88.5, WSYX ABC, and WTAE ABC.

\*Send 16 press releases to newspapers such as the *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times* and others as needed during the month.

\*Send 16 press releases to radio outlets such as WXPB 88.5 as needed during the month.

\*Send 2 public service announcements to WSYX ABC, WTAE ABC, and WXPB 88.5 as needed during the month.

---

**June 2013**

Place two paid print advertisements in *The Pittsburgh Post-Gazette*, weekly.

Place two paid print advertisements in *The Delaware County Daily Times*, weekly.

Send one feature story each to *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times*, monthly.

**June 4**

Begin to distribute 250 fliers to community outlets.

**June 8**

Write, draft and post one community feature story on church, restaurant, library, and other public bulletin boards.

**June 12**

Begin to distribute 420 bulletins to community outlets.

**June 20**

Write, draft and post one community feature story on church, restaurant, library, and other public bulletin boards.

**June 22**

Send one fact sheet each to *The Pittsburgh Post-Gazette*, *The Delaware County Daily Times*, WXPB 88.5, WSYX ABC, and WTAE ABC.

\*Send 16 press releases to newspapers such as the *The Pittsburgh Post-Gazette* and *The Delaware County Daily Times* and others as needed during the month.

\*Send 16 press releases to radio outlets such as WXPB 88.5 as needed during the month.

\*Send 2 public service announcements to WSYX ABC, WTAE ABC, and WXPB 88.5 as needed during the month.

**Budget**

The Certified Food and Wellness Volunteer program has no budget for this public relations campaign. Therefore, promoting the Certified Food and Wellness Volunteer program

will rely on free publicity including press releases, feature stories, fact sheets, fliers and bulletins. The following is a “wish list” for campaign costs. The costs are based on information from *The Pittsburgh Post-Gazette*, *The Delaware County Daily Times*, WXPB 88.5, WSYX ABC, and WTAE ABC.

**Advertising:**

*The Pittsburgh Post-Gazette*

\$3,612 Business card sized, black and white advertisements published two times a week from July 1, 2012 to June 30, 2013.

Comment [MCG1]: Look up price

Free Distribute news releases, fact sheets, and pitch feature stories.

*The Delaware County Daily Times*

\$18,720 Business card sized, black and white advertisements published two times a week from July 1, 2012 to June 30, 2013.

Free Distribute news releases, fact sheets, and pitch feature stories.

*WXPB 88.5*

Free Distribute news releases, fact sheets, and pitch feature stories.

Free Public Service Announcements

*WSYX ABC and WTAE ABC*

Free Distribute news releases, fact sheets, and pitch feature stories.

Free Public Service Announcements

**Printing:**

*Bulletins*

\$8,900 5,000 color copy, double-sided, standard sized, bi-folded brochures printed by FedEx Office at \$1.78 each. To be posted by hand in community outlets.



*Fliers*

\$2,670      3,000 color copy, single-sided, standard sized fliers printed by FedEx Office at \$0.89 each. To be posted by hand in community outlets.

*News Releases/Feature Stories*

\$120      2,000 black and white, single-sides, standard sized new release/feature stories printed by FedEx Office at \$0.06 each. To be posted by hand in community outlets.

Evaluation

Evaluation of the campaign will take place July 1, 2013 – August 1, 2013. The objectives will be evaluated in different ways based on the nature of the objectives.

The following informational objective is to be evaluated:

(From July 1, 2012 to June 30, 2013)

- *Informational:* To increase awareness about the Certified Food and Wellness Volunteer program by 12 percent throughout the state of Pennsylvania.

The informational objective will be measured by disseminating community surveys and conducting publicity placement research. The survey will be given to members of the community and will measure the current awareness of the Certified Food and Wellness Volunteer program, the classes it offers and as a volunteer opportunity. Additionally, research on the number of media placements and press clippings regarding the Certified Food and Wellness Volunteer program will garner a good understanding on whether the program was in media outlets easily consumed by the target audience.

The following behavioral objective is to be evaluated:

(From July 1, 2012 to June 30, 2013)

- *Behavioral*: To recruit 50 volunteers to participate in the Certified Food and Wellness Volunteer programs.

The behavioral objective will be evaluated by observing the behaviors the target audiences' engaged in. Specifically speaking, evaluation will determine whether 50 volunteers were trained as Certified Food and Wellness Volunteer program volunteers by noting the number of volunteers in the program.

The following output objectives will be measured:

(From July 1, 2012 to June 30, 2013)

- To air 96 public service announcements advertising the Certified Food and Wellness Volunteer program on WSYX ABC, WTAE ABC, and WXPB 88.5.
- To send out 208 news releases to local newspapers including *The Delaware County Daily Times* and *The Pittsburgh Post-Gazette*.
- To send out 12 feature stories each to *The Delaware County Daily Times* and *The Pittsburgh Post-Gazette*.
- To send 208 news releases to WSYX ABC of Delaware County and WTAE ABC of Pittsburgh.
- To distribute 5,000 bulletins through community outlets such as schools, churches, and community centers.
- To distribute 3,000 fliers through community outlets such as schools, churches, and community centers.
- To distribute 48 fact sheets to local radio, television, and newspapers, including WXPB 88.5, WSYX ABC, WTAE ABC, *The Pittsburgh Post-Gazette*, and *The Delaware County Daily Times*.

- To distribute 24 feature stories or news releases to church, library, and other public bulletin boards.
- To use 104, business card sized black and white print advertisements in the *The Delaware County Daily Times*.
- To use 104, business card sized black and white print advertisements in *The Pittsburgh Post-Gazette*.

All of the output objectives are easily measured by observing the respective media's output. The amount of public service announcements aired, the number of feature stories printed, the number of brochures and fliers distributed and the number of fact sheets sent can all be measured by observing whether the actual number of the respective media element was achieved. This can be done by keeping track of the sent items and by collecting press clippings.

#### Conclusion

Since its creation in 1914, Penn State Cooperative Extension has been using the university's resources and expertise to execute educational programs to Pennsylvania residents in 67 counties (Penn State Cooperative Extension, 20120). Such programs are offered to enhance the quality of life of Pennsylvania residents, encourage them to make better decisions, and stimulate participation in their community (Corbin, 2012). The Certified Food and Wellness Volunteer program has been established by Penn State Cooperative Extension to promote healthy eating and lifestyle habits. This new program requires an extensive public relations campaign to ensure its success.

The primary research conducted before the planning of this campaign led to the general conclusion that Pennsylvania residents lack awareness of Penn State Cooperative Extension, specifically the Certified Food and Wellness Volunteer Program, yet they do have an

understanding of the importance of healthy eating within their community. Based on the research findings, the main goals of this campaign are to generate awareness of the Certified Food and Wellness program, and recruit volunteers to be trained and certified. The outlined objectives, strategies, messages, tactics, and programming provide complete guidance in the execution of this campaign. The budget and schedule are reasonably based on the campaign specific objectives. In the final objective evaluation section, the campaign goals, objectives and key publics are assessed for effectiveness and overall campaign success.

This campaign will therefore achieve the goals of the Certified Food and Wellness Volunteer campaign by increasing program awareness and participation by June 30, 2013.

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**Appendix A**

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rossm5135@gmail.com

**FOR IMMEDIATE RELEASE**

**August 30, 2012**

**New Pennsylvania Program Promotes Healthy Lifestyles**

Bellefonte, Pa.— Penn State Cooperative Extension’s newest program, the Certified Food and Wellness Volunteer Program, will educate the community on issues surrounding health, physical and mental well-being, disease and safety by giving them tools valuable to living a more health-conscious life. The program is currently established in five Pennsylvanian counties, but will expand to all counties.

The program was put in place after statistics on obesity and diabetes among Pennsylvanians was released in previous years. The Certified Food and Wellness volunteer program, which is set to begin in the end of June, 2012, will train volunteers that will educate the public on topics of healthier living to combat unhealthy behaviors in Pennsylvania.

Volunteers can come from all walks of life and those that teach, are retired or have jobs in the healthcare industry are especially encouraged to become certified volunteers. The volunteer program costs \$125 and requires completing 15 online lessons and a final online exam. Trained volunteers will be required to give back at least 40 hours to their community in the year subsequent to training completion. Trained volunteers will conduct educational workshops throughout their county. Topics of these workshops will all focus on promoting a healthier

-MORE-

lifestyle through diet and physical and mental well-being.

If you are interested in becoming a Certified Food and Wellness Volunteer or to find out where programs are offered, please contact Lynn James at 570.988.3950 or [lxj11@psu.edu](mailto:lxj11@psu.edu).

The Certified Food and Wellness Volunteer Program is a new program piloted through Penn State Cooperative Extension. Penn State Cooperative Extension is an educational network that gives people in Pennsylvania's 67 counties access to the University's resources and expertise, funded by the U.S. Department of Agriculture, state and county governments. Penn State Extension agents, faculty and local volunteers work together to share unbiased, research-based information with local residents. The extension network is one part of Penn State Outreach and Extension, which also includes Continuing Education, Distance Education/World Campus, and Public Broadcasting. For more information on Penn State Cooperative Extension, visit [extension.psu.edu](http://extension.psu.edu).

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**Appendix B**

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Penn State Cooperative Extension  
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madelinegroves@gmail.com

**FOR IMMEDIATE RELEASE**

**September 30, 2012**

**Volunteers Encourage Food and Wellness in their Community**

CENTRE COUNTY, Pa.— Dozens of Pennsylvania residents have recently been certified to teach classes that promote healthy eating and living in their communities as part of Penn State Cooperative Extension’s new Certified Food and Wellness Volunteer program.

The program, which is less than a year old, is connecting retired and working teachers, dietitians, and health care professionals in Pennsylvania with members of their community that need their help. Through the Certified Food and Wellness Volunteer program, people have the opportunity to both learn and give back to their community.

“Becoming a Certified Volunteer for this program is one of the best decisions I’ve made,” said Steve Gallagher, a Delaware County resident. “Not only did I have the opportunity to learn more about healthy eating and living during my training, but I also feel as if I’m really making a positive difference in my community.”

The Certified Food and Wellness Volunteer program is always looking for more people to participate and spread awareness of the importance of health throughout Pennsylvania. If you are interested in becoming a Certified Food and Wellness Volunteer or to find out where

-MORE-

programs are offered, please contact Lynn James at 570.988.3950 or [lxj11@psu.edu](mailto:lxj11@psu.edu).

The Certified Food and Wellness Volunteer Program is a new program piloted through Penn State Cooperative Extension. Penn State Cooperative Extension is an educational network that gives people in Pennsylvania's 67 counties access to the University's resources and expertise, funded by the U.S. Department of Agriculture, state and county governments. Penn State Extension agents, faculty and local volunteers work together to share unbiased, research-based information with local residents. The extension network is one part of Penn State Outreach and Extension, which also includes Continuing Education, Distance Education/World Campus, and Public Broadcasting. For more information on Penn State Cooperative Extension, visit [extension.psu.edu](http://extension.psu.edu).

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**Appendix C**

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Penn State Cooperative Extension  
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**FOR IMMEDIATE RELEASE**

**October 8, 2012**

**Wellness Works—Making an Impact**

Lewisburg, PA—Sometimes, a personal change can empower an individual to reach out and make a greater change within their community. For Yorelis Trott of Lewisburg, Pennsylvania, her decision to take charge of her life and begin to live a healthier lifestyle inspired her to become a Certified Food and Wellness volunteer and help those around her to do the same.

Ms. Trott began to notice her weight gain and decided that it was time for a change. She gained a healthier view on eating and a more active lifestyle and dropped the extra weight—forty-five pounds in total. Now she owns her own fitness business with her husband and wants to teach others how to live the healthy life they've always wanted to live. For this reason, Ms. Trott decided to become a Certified Food and Wellness volunteer through Penn State Cooperative Extension. Not only will she get the opportunity to extend her knowledge of healthy eating and living, but she will gain the satisfaction of knowing that she made an immediate difference in her community.

Ms. Trott will complete fifteen informative online training lessons. At the end of her training, she'll take a final lesson to prove that she's learned a great deal of invaluable information on healthy living. Throughout the next year, she'll give back at least 40 hours to her local community through workshops and lessons, all aimed at arming attendees with an arsenal

-MORE-

of information necessary to live a healthier life.

Ms. Trott hopes that she can “help those in the community learn more about health and fitness.” She’ll get this opportunity—and more. By teaching lessons on everything from healthy diets to physical exercise and mental well-being, Ms. Trott will help those in her community that may not know where to turn when they want to make healthier choices. Through the lessons, Ms. Trott hopes that she can empower those in her community to know that they can still make a change in their lives.

“I heard a great quote earlier today that said, ‘The past cannot be changed. The future is yet in your power,’ by Mary Pickford. I want people to know that!”

If you believe in a healthy lifestyle and the ability to enact change in your community, consider becoming a Certified Food and Wellness Volunteer. For more information, visit [extension.psu.edu](http://extension.psu.edu). You can make a difference, we can help. Make a difference in your community today. The Certified Food and Wellness Volunteer program is always looking for more people to participate and spread awareness of the importance of health throughout Pennsylvania. If you are interested in becoming a Certified Food and Wellness Volunteer or to find out where programs are offered, please contact Lynn James at 570.988.3950 or [lxj11@psu.edu](mailto:lxj11@psu.edu).

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## Appendix D

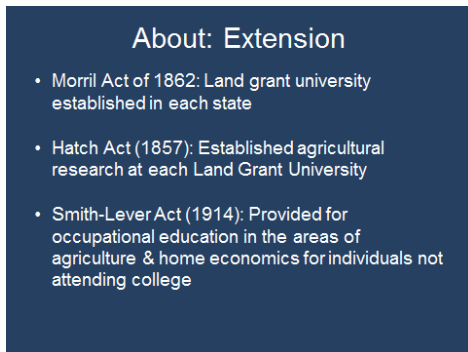
### Penn State Cooperative Extension Presentation and Script

#### Slide 1



Good evening. My name is \_\_\_\_\_ and I am the \_\_\_\_\_ at the \_\_\_\_\_ County Cooperative Extension office. Today I would like to talk to you about a new program, called the Certified Food and Wellness Volunteer Program and how you may become involved.

#### Slide 2



President Abraham Lincoln signed the Morrill Act of 1862, which established land-grant universities in each state. The purpose in passing such an act was to spread the education of agriculture and mechanic arts. The Hatch Act of 1887 was passed in order to establish agricultural research at each Land Grant University, which would become useful in spreading information to all Pennsylvanians. The Smith-Lever Act of 1914, passed by Congress and signed by President Woodrow Wilson, “authorized Congress to appropriate to the states funds for the support of agriculture and home economics Extension work through their land-grant College or University.” For Pennsylvania, this university is Penn State, the only land-grant university in the state.

Slide 3

### Mission

To serve individuals, families, businesses and communities in Pennsylvania by providing them with quality resources and research-based information.

Penn State Cooperative Extension is an educational network that gives people in Pennsylvania's 67 counties access to Penn State's resources and expertise. It's a service that strives to bring the research and utilities available at the university to communities throughout the state of Pennsylvania in order to educate individuals, families, businesses and communities on nutrition, business, and technology through programs and education. Penn State Cooperative Extension enhances the quality of Pennsylvanian lives by encouraging them to make better decisions while stimulating participation in their community.

Slide 4

### Pennsylvania

- 67 counties, 4 regions
- 280 extension educators
- 1,000,000 program participants in a year
- 15,000 volunteers

Today, the Penn State Cooperative Extension has four administrative regions amongst its 67 counties: northeast, southwest, central and west. Within these regions, there are approximately 280 extension educators servicing over one million program participants. Helping these educators are approximately 15,000 volunteers across a broad spectrum of programs. Most notable of these programs include the Master Gardener and 4-H Youth Development programs. There are currently over 700 programs that are part of Penn State Cooperative Extension, the most recent addition being the Certified Food and Wellness Volunteer program. The Certified Food and Wellness Volunteer program hopes to recruit volunteers and participants for the pilot program, promote the program statewide, fundraise to offset fees, and to broaden participating venues to host demonstrations and events.

Slide 5

### Certified Food & Wellness Volunteer Program

- Based off of Penn State Cooperative Extension: Master Gardener Program
- Currently in pilot mode

The Penn State Master Gardener Program has been extremely effective and successful in providing horticultural training and certification to those with an interest in gardening and Penn State Extension has reaped the benefits of their expertise many times over in putting their skills to work in extending that knowledge to others in the community through community workshops, education for those using the community garden, trial garden research and by answering calls from consumers with questions about plant care and disease. The new program, The Certified Food and Wellness Volunteer Program will use the structure of the Master Gardener Program in the sense that it will recruit volunteers who will extend their knowledge through training across Pennsylvania communities. Volunteers are vital to the success of the Certified Food and Wellness program because they facilitate the programs and educate the public. Potential volunteers include teachers, dietitians, retired individuals with free time, and college students in the health field who are interested in building their resumes.

Slide 6

### Mission

To promote community wellness, good health and nutrition throughout the state of Pennsylvania.

No additional explanation.

Slide 7

**Training**

- Online training module: 40 hours  
-15 Lessons
- \$125 Training fee
- Culminates with day of on-site training at PSU, University Park campus

Volunteers to lead this program are required to complete a thorough training session, which includes 15 online lessons and a one-day trip to Penn State, University Park campus for an in-person training debriefing. The training session costs \$125 dollars and is an out of pocket expense for the volunteers.

Slide 8

**Prerequisites**

- Knowledge of nutrition and experience in working with foods not necessary
- Must have a valid driver's license
- High school diploma
- Must be able to lift approximately 30 pounds

Some knowledge of nutrition and experience in working with foods is desirable, but the most important qualification is a strong desire to learn more about nutrition, diet and health and having a desire to help others in the community improve their lives. Because the program will need its volunteers to do a considerable amount of driving, we require that volunteers have a valid driver's license. Also, because of the occasional moving around of equipment, we ask that volunteers are able to lift at least 30 pounds of weight.

Slide 9

**Volunteers**

- 40 hours give back service
- Drive to different counties with programs
- Create own lesson plans/itinerary

Upon completing the program, Certified Food and Wellness Volunteers will give back forty hours of service to Penn State Extension Programs in nutrition and wellness.



Slide 10

### Volunteer Activities

- Use of established educational tools
- Create prepared presentations
- Cooking demonstrations
- Grocery store tours
- Add personal interests that coincide with program!

Volunteers will be able to use educational tools such as MyPlate, the 2010 Dietary Guidelines for Americans and the Nutrition Facts Label to help others plan, buy, store and prepare foods within their budgets. Volunteers will work with the public by making presentations, assisting with Penn State Programs and answering consumer questions, using research based information. Guidance and oversight will be provided by a Penn State Educator as the volunteer gains confidence and skills for the service hours.

Slide 11

### Questions/Concerns?

- Address:  
670 Old Harrisburg Road, Suite 204  
Gettysburg, PA 17325-3404
- Contact  
Phone: 717-334-6271  
Fax: 717-334-0166  
AdamsExt@psu.edu
- Office Hours  
Monday-Friday 8:00 a.m. - 4:30 p.m.

(Example: Adam's County)  
Please contact your county's Penn State Cooperative Extension office with any questions or concerns.

Appendix E

Sample Flier



**PENNSTATE**  
College Of Agricultural Sciences

# Penn State Extension

Welcomes...

## The Certified Food and Wellness Volunteer Program

**Open House Wednesday July 18, 2012 @ 7:00PM: Lansdowne Public Library**  
55 South Lansdowne Avenue Lansdowne, PA (610) 623-0239



- Promote healthy eating and living in your community
- Speak with Certified Food and Wellness Program Volunteers

**What is Penn State Cooperative Extension?**  
*Penn State Cooperative Extension is an educational network that gives people in Pennsylvania's 67 counties access to Penn State's resources and expertise. It's a service that strives to bring the research and utilities available at the university to communities throughout the state of Pennsylvania in order to educate individuals, families, businesses and communities on nutrition, business, and technology through programs and education. Penn State Cooperative Extension enhances the quality of Pennsylvanian lives by encouraging them to make better decisions while stimulating participation in their community.*


**What is the Certified Food and Wellness Volunteer Program?**  
*The mission of the program is to promote community wellness, good health and nutrition throughout the state of Pennsylvania.*

Appendix F

Certified Food and Wellness Volunteer Program Bulletin – Page 1 of 3

Penn State Cooperative Extension

## Certified Food and Wellness Volunteer Program



[HTTP://EXTENSION.PSU.EDU](http://extension.psu.edu)

Inside this issue:


- [Become a Volunteer](#)
- [Penn State Extension](#)
- [Training Courses](#)

### THE CERTIFIED FOOD AND WELLNESS PROGRAM

Penn State Cooperative Extension is excited about our new Certified Food and Wellness Volunteer program that educates local volunteers in your community so that they can teach their county about healthy living and eating. If you are familiar with our Dining with Diabetes or Master Gardener program, you are sure to be a fan of the Certified Food and Wellness Volunteer program!


### Certified Food and Wellness Volunteer Program Open House

Penn State Cooperative Extension and current Certified Food and Wellness Volunteers are ready to answer any of your questions about the program or the volunteer process. Open Houses will take place at your local Penn State Cooperative Extension office. Dates and times differ depending on the location. Please visit [extension.psu.edu](http://extension.psu.edu) to locate your county's office and more information about attending an Open House event!



For more information about the Certified Food and Wellness program, please visit us at:

[extension.psu.edu](http://extension.psu.edu)

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[HTTP://EXTENSION.PSU.EDU](http://extension.psu.edu)

## Become a Volunteer!

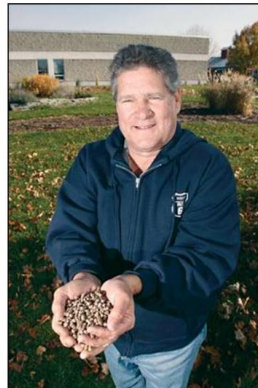
We are always looking for more volunteers to join the Certified Food and Wellness Volunteer program. Becoming a volunteer is a great opportunity for people who would like to be more involved in promoting good health and wellness in their communities. Some knowledge of nutrition and experience in working with foods is desirable, but the most important qualification is a strong desire to learn more about nutrition, diet and health and having a desire to help others in the community improve their lives.

Participants will need access to a computer with internet service to complete the on-line portion and the ability to travel to State College for the on-site training. A certification exam will be given on the final day of training or on-line to assure that the volunteer has the tools and knowledge necessary to educate the community. The cost for the training program and certification is \$125. Partial scholarships are available to those with financial need.

Upon completing the program, Food and Wellness Volunteers will give back forty hours of service to Penn State Extension Programs in nutrition and wellness. Projects for the forty hours of service may include doing cooking demonstrations for the Dining with Diabetes program, delivering short nutrition lessons for the Strong Women/Men Growing Stronger fitness and nutrition program and helping with a community engagement task force directed to improving childhood health. Other activities could include grocery store tours, food safety education, interacting with school children and/or parents, as well as helping with displays at Ag Progress Days, farmer's markets, health fairs or even the Pennsylvania Farm Show. Individual interests will be considered in service hours.

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Interested people should contact their local extension office. Contact information for individual counties are available online at [extension.psu.edu](http://extension.psu.edu).



## Trusted, Science-Based Information

Penn State Cooperative Extension offers practical how-to education and problem-solving assistance based on university research. We strive to help people make informed decisions to better their lives, businesses, and communities.



### The Certified Food and Wellness Program

offers training in the following areas:

- ⇒ What is Penn State Cooperative Extension?
- ⇒ Basic Nutrition Background in United States
- ⇒ Preparing Grain Food
- ⇒ Nutrition Label/Facts
- ⇒ Healthy Meal Plans/Substitutions
- ⇒ Food Safety
- ⇒ Fruits/Vegetables and Buying Locally – Snack Program
- ⇒ Food Budgeting
- ⇒ Food Allergies
- ⇒ Finding Reliable Nutritionists/Sources
- ⇒ Cooking with Herbs and Spices