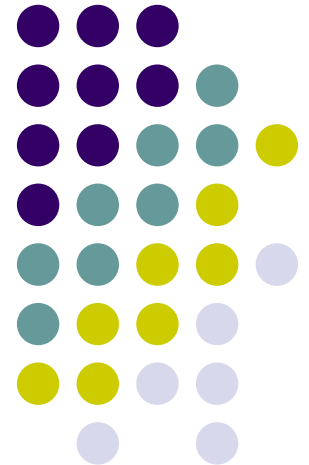


A Recipe for Success: Parent Outreach

Nutrition Network Meeting
December 11, 2006

Elida Garcia, Consultant
Family Literacy Support Network (FLSN)
Division for School Improvement, LACOE



Presentation Objectives



Participants will:

- Learn basic facts and statistics about adult health literacy
- Learn steps to plan for parent workshops
- Learn about presentation strategies for parent workshops

Family Literacy Support Network (FLSN)



- Purpose: To strengthen First 5 LA Grantees and build local capacity in support of family literacy sustainability and expansion in Los Angeles County.
- Focus Areas:
 - Customized Technical Assistance, Professional Development and Peer Networking
 - Support the Development of Exemplary Sites
 - Provide Parent Education & Parent-Child Interactive Literacy Activities products & services



Los Angeles County
Office of Education

Leading Educators • Supporting Students • Serving Communities



Champions For Our Children

Basic Facts about Adult Health Literacy



2003 National Assessment of Adult Literacy (NAAL):

- 53% of adults have Intermediate health literacy skills
- 22% have Basic and 14% have Below Basic health literacy
- Women had higher average health literacy than men
- Hispanic adults had lower average health literacy than adults in any other racial/ethnic group
- Adults living below poverty had lower average health literacy
- Higher % of adults with Basic or Below Basic received health information from radio and television

Adult Literacy in Los Angeles County



The L.A. Workforce Literacy Project, 2004:

- 53% of working age adults have low literacy skills (United Way Report 2004)
- About 2.3 million people are at Literacy Level 1, the lowest level on 5 point scale
- About 1.5 million are at Literacy Level 2
- South Los Angeles has highest rate of low literacy
- City of Los Angeles ranks highest for number of low literacy adults

Adult Learner Needs



- Apply new information to current life situations and environment
- Build on experiences & knowledge
- Engage in interactive learning activities

(Child Care Health Consultation Skills, California Training Institute)

Learning Conditions



- Adult learners have the need to learn
 - Partner with programs where people come to learn
 - ESL classes, Adult Ed classes, family literacy programs, job training, Head Start, school functions, etc.
- Create trustworthy, respectful environments & interactions
- Alignment of learners' goals with learning opportunity
 - Needs assessment



Learning Conditions

- Reflect on learners' experiences
 - Allow for dialogue
 - Acknowledge skills and experiences adults bring
 - Encourage storytelling
- Active participation
 - Role-playing, hands-on activities, learning games, etc



Learning Conditions

- Share in the responsibility for planning & participating
 - Peer learning, PTA leadership, etc
- Address various learning styles
 - Use of visual, auditory and kinesthetic strategies
- Make linkages with other nutrition-related services

Interpersonal Communication Skills



- Attending
- Observing
- Listening
- Questioning

(Child Care Health Consultation Skills, California Training Institute)

90/20/8 Rule



- 90 minutes—average length of time an adult can listen with understanding
- 20 minutes-average length an adult can listen with retention
- 8 minutes-average length an adult will retain information if interactive techniques are used

(Adapted from Pike RW, 1994)



Address Cultural Factors

- Use of staff that understands the culture and speaks the language of parent population
- Train interpreters to understand concepts that will be reviewed
- Use of specifically developed brochures with culturally appropriate references
- Become familiar with cultural customs & behaviors

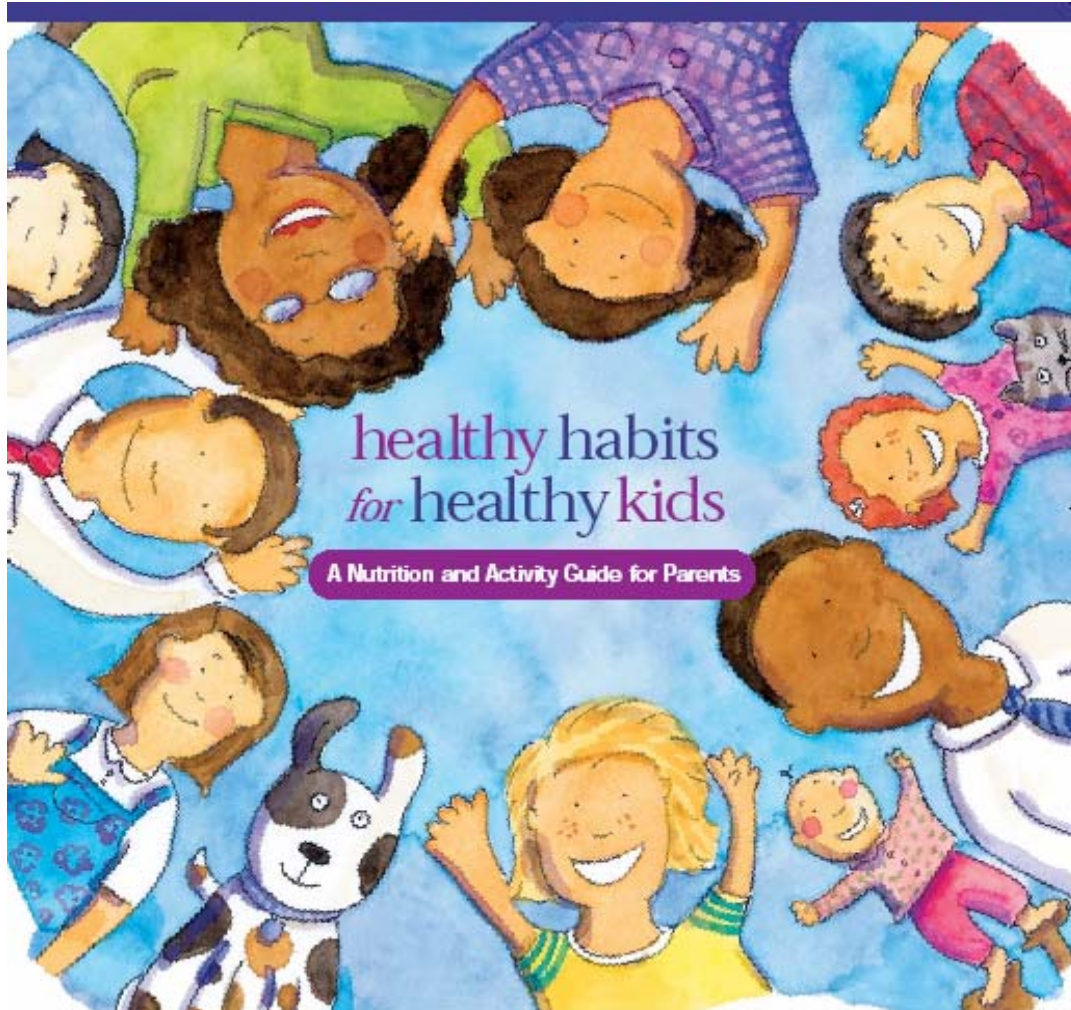
(Adapted from the Pfizer Journal, 1998)



Written Strategies

- Write in “plain language”
 - Prepare written materials at fifth grade level or lower
 - Translate all materials
- Symbols
- Visual aids
- Photographs
- Videos
- Discussion of handouts

American Diabetic Association





Get your entire family involved.

Family. It's a major part of every child's life—and often the most important factor in helping a child make healthy changes. Research shows children are often more willing to eat healthy foods and be active if they see their parents and other family members doing these things first. That's why it's important to get every member of your family involved in healthy eating and physical activity.

When the whole family participates...

- Your child will not feel singled out or punished for being overweight.
- Your child will learn from example.
- Healthy eating and physical activity will be more fun.
- Everyone will benefit from healthier eating and increased activity.
- It will help to keep everyone motivated and on track.

Take the Healthy Habits Quiz to help identify areas where your family may want to make changes.

HEALTHY HABITS QUIZ:

Do you and your family...	Yes	No	Sometimes
Have regularly scheduled mealtimes at home?	___	___	___
Eat meals together at least once a day?	___	___	___
Plan snacks?	___	___	___
Tailor portion sizes to each person's needs?	___	___	___
Eat three meals every day?	___	___	___
Try to make mealtimes enjoyable?	___	___	___
Avoid making everyone eat everything on their plate?	___	___	___
Make meals last more than fifteen minutes?	___	___	___
Eat only in designated areas of the house?	___	___	___
Avoid using food to punish or reward?	___	___	___
Enjoy physical activities together once or twice a week?	___	___	___

"Yes" = 2 points

"Sometimes" = 1 point

"No" = 0 points

If your total score is:

20-22—Your family is on the right track. Use this guide for additional healthy eating and physical activity ideas.

13-19—Your family is doing well, but could work on areas where you answered "no"/"sometimes."

12 or lower—This guide should be very helpful as you try to help your child reach a healthy weight.

Nutrition Education for Families



- Parent Nutrition Workshops
 - Specific skills development
 - Allow for individual consultation
 - Check for understanding
 - Child educational component is optional
- Family Nutrition Events
 - Opportunity for families to view nutrition & health in a “friendly”, non-threatening manner
 - Specific information for interactive centers

Questions or Comments?



Elida Garcia
Family Literacy Support Network
(562) 922-6560

Garcia_Elida@lacoed.edu

<http://dsi.lacoed.edu/flsn>



Los Angeles County
Office of Education

Leading Educators • Supporting Students • Serving Communities



Champions For Our Children