

National Fruit & Vegetable Nutrition Council Work Plan August 2017 to July 2018

ASPHN

Vision: Healthy eating and active living for everyone.

Mission: To strengthen nutrition policy, programs and environments for all people through development of public health nutrition leaders and collective action of members nationwide.

National Fruit and Vegetable Nutrition Council (F&V Council):

Vision: Strong policies, programs, systems and environments that increase access to and support consumption of fruits and vegetables.

Mission: To serve as an organized voice of state public health nutrition leaders in public health planning that affect fruit and vegetable consumption

- The role of the Council Leadership is to provide leadership and guidance in carrying out the work of the Council.
- The role of the consultants is to coordinate and implement the activities.
- The role of the Board of Directors and ASPHN management is to ensure staffing of the Council to achieve its goals and to set overall direction.

Priority Issues: NFVA and national partnerships/advocacy issues (FARM bill); on-boarding of new members/communication with current members (above and beyond quarterly webinars); professional development projects?

GOALS	<u>Membership Engagement</u> Maximize membership engagement by promoting the value of ASPHN for members.	<u>Professional Development</u> Strengthen competencies of public health nutritionists through quality resources and professional development.	<u>Collaboration</u> Expand and deepen collaborations that maximize opportunities to address ASPHN priorities.	<u>Policy</u> Create, influence and advocate for evidence-informed and best practice public health nutrition policies and practice.
ACTIVITIES	<ul style="list-style-type: none"> a. Ongoing Member Assessment <ul style="list-style-type: none"> i. Survey all F&V Council members (topics, mission oriented) b. Engage New Members <ul style="list-style-type: none"> i. Engage members who indicate interest on application ii. Provide orientation to members (include ASPHN leadership opportunities within this orientation and FV leadership opportunities) c. Recruit F&V Council members <ul style="list-style-type: none"> i. Provide outreach to states who do not have active F&V Council members d. Highlight Members <ul style="list-style-type: none"> i. Success stories 	<ul style="list-style-type: none"> a. Plan and deliver quarterly web-based training calls <ul style="list-style-type: none"> i. FV Council members, all ASPHN members, Invite NFVA members b. Submit one or two fruit and vegetable focused articles for the all member newsletter. c. Review the ASPHN Food Service Guidelines Needs Assessment report for ideas for projects / directions for the F&V Council. d. Support the National Action Plan to Promote Health through Increased Fruit and Vegetable Consumption <ul style="list-style-type: none"> i. Strategies to increase the percentage of food marketing about fruits and vegetables OR ii. Assess and promote fruits and vegetables availability at checkout OR iii. Resources and materials to support states implementing Fruit and Vegetable Prescription programs. 	<ul style="list-style-type: none"> a. Advise and support CDC work including but not limited to: <ul style="list-style-type: none"> i. State Indicator Report on Fruits and Vegetables (include use of this report in survey) ii. Promoting fruit and vegetable consumption in all CDC work (1305, 1422, REACH and other NCCDPP funded programs). b. Advise and support the CoIIN Projects, as requested c. Support collaboration at state and federal levels among key partners <ul style="list-style-type: none"> i. Be proactive and reach out to program staff and ensure F&V Council relevance ii. As opportunities arise engage, including NFVA meeting. iii. Continue to invite federal agency partners to the leadership team for updates- CDC, USDA iv. F&V collaboration liaison and ASPHN consultant participate in National Fruit and Vegetable Alliance (NFVA) activities. 	<ul style="list-style-type: none"> a. Participate in ASPHN education/advocacy efforts associated with fruit and vegetables b. Provide comments to the ASTHO Policy Committee whenever they are needed on fruits and vegetable related issues c. Monitor national fruit and vegetable related policy/legislation activities. <ul style="list-style-type: none"> i. Alert Policy Committee when ASPHN action is appropriate d. Relationship building. <ul style="list-style-type: none"> i. Contact partner organizations and let them know the F&V Council is able/willing to respond to issues ii. React to opportunities as they arise

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	<ul style="list-style-type: none"> e. Council Succession Planning <ul style="list-style-type: none"> i. SWOT analysis ii. Assist states with F&V Council succession planning iii. Be proactive with F&V Council members who are nearing retirement f. Research opportunities to introduce ASPHN to new partner staff (i.e. NFVA) g. F&V Council Leadership <ul style="list-style-type: none"> i. Orient new F&V Council Leaders to each other and prepare for the new leadership year h. Promote ASPHN work to create awareness for the role and value of public health nutritionists. <ul style="list-style-type: none"> i. Utilize promotional messages to highlight for fruit & vegetable programs. 	<ul style="list-style-type: none"> e. Help plan at least one session at the Annual Meeting focused on increasing fruit and vegetable consumption. <ul style="list-style-type: none"> i. Chair-Elect serves on ASPHN Annual Meeting Planning Committee. 		

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	<ul style="list-style-type: none"> i. Maintain and regularly update the F&V Council webpage with additional resources and information. j. Ensure an annual F&V Council gathering at the ASPHN Annual Meeting. <ul style="list-style-type: none"> i. Recruit F&V Council members attendance at the Annual Meeting k. Ensure nominations for F&V Council award l. Review and update F&V Council fact sheet as needed. 			