

National Fruit & Vegetable Nutrition Council Work Plan August 2019 to July 2021

Reviewed 10/2020

GOAL	<u>Membership Engagement</u> Maximize membership engagement by promoting the value of ASPHN for members.	<u>Status</u>	<u>Priority</u>	<u>Comments</u>
CTIVITIES	a. Ongoing Member Assessment i. Survey all F&V Council members (topics, mission oriented)	Completed July 2018	Low	<p>Leadership group to decide format / frequency. Options include a typical survey format or utilize networking call time.</p> <ul style="list-style-type: none"> Question about participation; which modality would have better participation rate. Need to make sure ASPHN is not over surveying our members. ASPHN surveys the entire members every other year and do not want to send the same year. 10/2020: Results from 2018 survey are still valid.
	b. Engage New Members i. Engage members who indicate interest on application ii. Provide orientation to members (include ASPHN leadership opportunities within this orientation and FV leadership opportunities)	Ongoing	High	<p>ASPHN New member orientation process:</p> <ul style="list-style-type: none"> Allison sends email to all new members shortly after they join. The email is tied to a survey about involvement in ASPHN. MC&O Committee contacts all new ASPHN members ~2months later. Consultant notifies Council leaders of new ASPHN and F&V Council Members each month. The list of new members of the Council is split between the past chair, chair, and chair elect to send welcome emails to. Welcome emails will include general information about the council and the link to the Facebook group. Council leadership then acknowledges new members on webinars and calls as appropriate. <ul style="list-style-type: none"> <i>Maybe the chair or chair-elect calls each new member and welcomes them- soft touches make a difference!</i> New Member Orientation webinars occurs twice per year. F&V Council is noted in this orientation. New member focus group report available at https://public.3.basecamp.com/p/8Fj5CgA4eJpWDacGQ66ZH7w6
	c. Recruit F&V Council members i. Provide outreach to	Ongoing	Medium	<p>Consultant regularly updates PowerPoint map showing distribution of FV Council membership. – keep in toolbox when talking about member engagement.</p>

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	states who do not have active F&V Council members			
	Highlight Members ii. Coffee with a member during networking calls	Ongoing	Medium	The leadership team recruits council members to participate in Coffee with a Member for each networking call.
	d. Research opportunities to introduce ASPHN to new partners and new staff at existing partners	Completed 2018	Low	<ul style="list-style-type: none"> Staff from Produce for Better Health and United Fresh are invited to attend each networking call and webinar.
	e. F&V Council Leadership i. Orient new F&V Council Leaders to each other and prepare for the new leadership year	Needs Attention	High	<ul style="list-style-type: none"> Consider including an overview of leadership group responsibilities on the first call of each ASPHN leadership year (Aug-July). 2020-2021 Leadership Year: Council chairs oriented to their new positions on a chair's call.
	f. Promote ASPHN work to create awareness for the role and value of public health nutritionists. i. Utilize promotional messages to highlight for fruit & vegetable programs.	Completed through ASPHN See It. Say It. Share It. campaign		Keep as a reminder to keep this campaign in our minds.

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	g. Maintain and regularly update the F&V Council webpage with additional resources and information.	Ongoing	Medium	The Leadership Chairs work with Consultant to ensure the website is kept current.
	h. Ensure an annual F&V Council gathering at the ASPHN Annual Meeting. i. Recruit F&V Council members attendance at the Annual Meeting	Ongoing	High	<ul style="list-style-type: none"> • Continue to provide one-page F&V Council fact sheet for distribution at Annual Meeting • Have gathering (i.e. breakfast, lunch, supper) for council members at Annual Meeting. 2019-2020 virtual breakfast was held. • Chair-elect on Annual Meeting Planning Committee and can inform committee of Council's plan to hold gathering during conference • Explore virtual meeting options for 2021 meeting
	i. Ensure nominations for F&V Council award	Ongoing	High	<ul style="list-style-type: none"> • Leadership Chairs ensure at least one nomination is submitted annually. Consider relevant grant work to determine candidates.
	j. Review and update F&V Council fact sheet as needed.	Ongoing	High	<ul style="list-style-type: none"> • Consultant ensures fact sheet is up to date before printing/promotion at Annual Meeting.

GOAL	<u>Professional Development</u> Strengthen competencies of public health nutritionists through quality resources and professional development.	<u>Status</u>	<u>Priority</u>	<u>Comments</u>
ACTIVITIES	a. Plan and deliver a minimum of 3 webinars and networking calls per year i. FV Council members, all ASPHN members, Invite Industry and Public Health partners	Ongoing	High	<ul style="list-style-type: none"> • Webinars focus on training (3 / year) • Networking calls have been implemented to ensure focus on networking opportunities between members (3 / year)
	b. Submit one or two fruit and vegetable focused articles for the all member newsletter.	Ongoing	Medium	Encourage council members to submit articles and/or article ideas
	c. Promote at least one session at the Annual Meeting focused on increasing fruit and vegetable consumption or topic important to the work of promoting fruits and vegetables. i. Chair-Elect serves on ASPHN Annual Meeting Planning Committee.	Ongoing	Medium	Ideas: <ul style="list-style-type: none"> • a 5 a Day 30th anniversary celebration/mini-symposium, celebrating the key founders attached to the 2021 ASPHN annual meeting.

GOAL	<u>Collaboration</u> Expand and deepen collaborations that maximize opportunities to address ASPHN priorities.	<u>Status</u>	<u>Priority</u>	<u>Comments</u>
ACTIVITIES	a. Advise and support CDC work including but not limited to: <ol style="list-style-type: none"> i. State Indicator Report on Fruits and Vegetables ii. Promoting fruit and vegetable consumption in all CDC work (State Physical Activity and Nutrition (SPAN), High Obesity Program (HOP), Racial and Ethnic Approaches to Community Health (REACH) and other National Center for Chronic Disease Prevention and Health Promotion (NCCDPP) funded programs). 	Completed for 2018 State Indicator report	High	<ul style="list-style-type: none"> • include assessing use of the State Indicator report in member survey
	b. Advise and support the ASPHN Obesity Mini-CollN and the ASPHN / HOP projects on Farm to School and work on Farm to ECE (FIG and CABBAGE).	Completed in 2019	High	<ul style="list-style-type: none"> • Leadership Council presence and participation on the Obesity Mini CollN’s Advisory Committee • Information sharing with F&V Council members, particularly non-funded states, through Council webinars and networking calls • Potential for resource development and sharing
	c. Support the National Action Plan to Promote Health through Increased Fruit and Vegetable Consumption <ol style="list-style-type: none"> ii. Strategies to increase the percentage of food marketing about fruits and vegetables OR iii. Assess and promote fruits and vegetables availability at checkout OR iv. Resources and materials to support states implementing 	Ongoing	Low	<ul style="list-style-type: none"> • Will a New National Action Plan be released? – MAE will draft an email to follow up and ask for a status update. • If not, maybe consider linking with FV Indicator Report (this sounds good) <p><i>*The link was removed because it is no longer a valid link. We don’t</i></p>

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	Fruit and Vegetable Prescription programs.			<i>know if there will be another action plan.</i>
	d. 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 Council relevance ii. Engage as opportunities arise iii. Continue to invite federal agency partners to the leadership team for updates- CDC, USDA iv. F&V collaboration liaison continues to engage with PBH and United Fresh 	Ongoing	Medium	<ul style="list-style-type: none"> • MAE is liaison with PBH/Project Fresh • Diane Harris and Claire Heiser are current CDC leadership team members • Do we need to have a USDA liaison to give updates at leadership meetings/conferences?
	e. Advise and support the organization of public and industry partners to develop non-branded resources to help promote the new CACFP meal pattern that includes more fruits and vegetables. The intent is two-fold: <ul style="list-style-type: none"> i. development of the resources; and ii. revive the National Fruit and Vegetable Alliance (NFVA) or similar new group by helping public and industry entities see the value of working together by creating a project to rally around. 		Medium	A CACFP workgroup was formed during the 2019-2020 Leadership year. The workgroup has 2 main areas of focus with the main focus on CACFP sites and sponsors rather than families. <ol style="list-style-type: none"> 1. Create at least 1 resource (or resource template) to address the new F&V requirements with CACFP sites/sponsors. 2. Create at least 1 resource (or resource template) to address the new F&V requirements with CACFP families. 3. Review materials that promote vegetables and fruits in the CACFP and provide feedback and recommendations. Function as a resource for each other, ability to review materials that promote Vegetables and Fruit in CACFP

GOAL	<u>Policy</u> Create, influence and advocate for evidence-informed and best practice public health nutrition policies and practice.	<u>Status</u>	<u>Priority</u>	<u>Comments</u>
ACTIVITIES	a. Participate in ASPHN education/advocacy efforts associated with fruit and vegetables	Ongoing	High	CACFP Workgroup requested ICN remove dessert recipes
	b. Provide comments on policies papers related to fruits and vegetable promotion, as requested	Ongoing	High	Provided comment on USDA Proposed Rule modifying Child Nutrition Program standards
	c. Monitor national fruit and vegetable related policy/legislation activities. <ul style="list-style-type: none"> • Alert Policy Committee when ASPHN action is appropriate 	Ongoing	High	
	d. Relationship building. <ol 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 	Ongoing	Medium	<ul style="list-style-type: none"> • Leadership team met with Molly Van Lieu and Andrew Marshall from United Fresh 7-23-19 to reconnect the organization with the F&V Council. Plans to continue communication and have annual check-in meetings.