

National Fruit & Vegetable Nutrition Council Work Plan August 2021 to July 2023

Reviewed 8/1/2022

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>
ACTIVITIES	a. Ongoing Member Assessment	Ongoing	Low	<p>Leadership group to decide format / frequency. Utilize the leadership team and possibly utilize networking call times.</p> <ul style="list-style-type: none"> Question about participation, which modality would have better participation rate. Questions about FV consumption. 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.
	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. Consultant notifies Council leaders of new 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, council webpage, and upcoming events. Council leadership then acknowledges new members on webinars and emails as appropriate. <ul style="list-style-type: none"> <i>The chairs email each new member and welcome them- soft touches make a difference!</i> New Member Orientation webinars occur 1-2 times per year. F&V Council is noted in this orientation as well as the New Member Orientation Module. New member focus group report available at https://public.3.basecamp.com/p/8Fj5CgA4eJpWDacGQ66ZH7w6
	c. Recruit F&V Council members	Ongoing	Low	<p>Consultant regularly updates PowerPoint map showing distribution of FV Council membership. – keep in toolbox when talking about member engagement.</p>
	d. Highlight Members i. Coffee with a member during	Ongoing	Medium	<p>The leadership team recruits council members to participate in Coffee with a Member for each networking call.</p>

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	networking calls			
	d. Research opportunities to introduce ASPHN to new partners and new staff at existing partners	Ongoing	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	Ongoing	High	<ul style="list-style-type: none"> Include an overview of leadership group responsibilities on the first call of each ASPHN leadership year (Aug-July). 2021-2022 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.	Ongoing, medium Completed through ASPHN See It. Say It. Share It. campaign	Keep as a reminder to keep this campaign in our minds. Nominate members from the FV council to the Public Health Nutritionists Hall of Fame for their work with FV promotion.	
	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. Develop a WIC Workgroup to initially discuss the	Ongoing	High	Work with the MCH Council to create this group.

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	fruit and vegetable cash value voucher increase.			
	i. 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 the F&V Council fact sheet for distribution at Annual Meeting • Have gathering (i.e. breakfast, lunch, supper) for council members at Annual Meeting. We will resume this in following years depending on if the Annual Meeting is virtual or in person • Chair-elect on Annual Meeting Planning Committee and can inform committee of Council's plan to hold gathering during conference
	j. 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.
	k. 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.