

CD-Based Educational Material on Portion Sizes

Primary Investigator: Ellen Schuster, Nutrition and Food Specialist

Project summary: Develop one 36 - 45 minute CD with an educational module about portion sizes. There will be 3 versions of the module on the CD – English language, Spanish language and Russian language.

Targeted audience: 1) Primary audience: Extension Nutrition Education Program program assistants, FCD faculty 2) Secondary audience: General public. The previous experience of the principle investigator, developing a learning module intended for educators, Extension faculty from other states thought the material could be used with the general public.

Current situation: Big portion sizes are a relatively new phenomenon in the United States. “Value” marketing (providing more food for less money) may influence consumers to choose larger serving sizes and more calories, fat in the diet. Americans, as well as new groups (Hispanics, Russians) are increasingly eating out and are exposed to “value” marketing. The goal of this project is to provide to nutrition educators (program assistants and faculty) a concise, up-to-date resource about portion sizes, value marketing and the nutritional consequences of increased portion sizes. The author of this grant could find no materials of this kind (CD) available on this subject, especially in other languages.

In addition to being used as an internal educational tool with staff, its conciseness and simplicity will lend itself to use with the general public. There are increasingly more opportunities for staff to use CDs with consumers. In Lane County, they are exploring placing computers on-site for nutrition education purposes.

Proposed plan of action and anticipated program outcome: A 36 – 45 minute CD with an educational module about portion sizes will be developed in the fall, winter and early spring of 2002. The modules will be translated into Spanish and Russian languages, since these are languages most requested by Oregon staff. They will be developed using MS Power Point with a voice-over script. Thus, anyone can go through the module at his or her own pace. The module will include the most current, key messages about portion sizes and how the size of serving portions where people eat out have increased. The design of the CD will be short and concise for the purpose of delivering an educational message simply and effectively. In light of the funding year, short-term (learning) outcomes will be the focus of the program outcome: What did learners know before viewing the module and what did they know after viewing the module? Questions about customer satisfaction with this mode of self-paced learning/training may be included to help provide information about whether additional CDs on other

topics are useful to staff.

The CDs will be ready the spring of 2002 and will be distributed to Oregon Nutrition Education Program (NEP) staff and interested Family and Community Development faculty.

Outcomes for the project: A learning assessment – what did learners know about the topic before the module and what did they know after viewing the module – will be used. Questions about customer satisfaction with this mode of self-learning/training may be included to help provide information about whether additional CDs on other nutrition topics are useful.

Results of the evaluation will be shared at appropriate Extension (Journal of Extension) and professional venues (meetings – Society for Nutrition Education, journals – Journal of Nutrition Education and Behavior).

Description of process for documenting and evaluating program effort: A learning assessment evaluation tool will be provided with each CD. Responses will be summarized and used to determine whether additional CDs on other nutrition topics are useful.

Budget:

Budget item	Cost
Written translation of script for CD into Spanish and Russian*	\$0
Narrators – Spanish/Russian – 4 hours @ \$25/hour	\$100
100 CDs duplicated/burned	\$310
Printing of 100 CD jackets	\$200
Classroom reservation fee (voice narration, etc.) – 4 ½ hours at \$20/hour	\$90
Tech support – 4 ½ hours @\$50/hour	\$225
Post production – 2 hours @ \$45/hour	\$90
Graphic support – 14 hours @ \$20/hour	\$280
Mailing of CDs*	\$0
Returned surveys – 100 X \$.37 each	\$37
TOTAL	\$1332

*This cost will be covered by another funding source.

