

Mealtime Inspirations provides clients with fun and timely information

The Situation

Consumers turn to friends, family, online resources, food based television and major food publications for information on nutrition, food safety, recipes and other food information. The quality, safety and accuracy of these sources may be deficient. In order to introduce consumers to the healthy, safe and quality information available through University of Idaho Extension, Mealtime Inspirations was created. The Eastern Idaho Extension District FCS Working Group began hosting the annual event in 2011.

Our Response

The one evening event provides a fun “how to” demonstration of recipes and cooking tips based on research based information. Each year a new theme for the event is chosen. Themes have included Holiday, Harvest and Entertaining. Extension Educators teach individual segments, structured around a meal including main dish, vegetables, sides and desserts. Additional segments have included cooking with children, financial management, physical fitness and table setting. The event is hosted at varying locations throughout the district to reach clientele with timely information.

The event has prompted the Eastern Idaho Extension District FCS Working Group to use a variety of technologies to implement the event effectively. The group uses multiple cameras to record the event from locations throughout the room. One camera focuses on the educator’s hands as the recipe is prepared and projects the image onto a large screen to provide the audience with a bird’s eye view. The footage collected is used to create YouTube videos for clientele reference following the event. A student response system had been used to engage participants in the educational aspects of the evening and to collect data.



Lorie Dye shares tips on gluten free baking with audience members.

To further engage the audience, door prizes are offered throughout the evening. Each participant also receives a “goody bag” filled with handouts, coupons, a gift and other nutrition and food safety information and materials.

Program Outcomes

A high percentage of participants in Mealtime Inspirations increased their awareness of University of Idaho Extension as a source of information, their knowledge of food preparation techniques increased and many plan to implement knowledge they gained.

Survey data from the 2011 event showed 97 percent of participants were very confident in the information being presented and 67 percent were likely to return to the University of Idaho Extension for more information on food and family. The event has promoted resources available through the University of Idaho Extension system.

Each year survey data was collected to measure both the knowledge gained by participants during the event and how many participants plan on using that knowledge later.

Knowledge gained was measured by asking participants to select the correct answer from a set of multiple choice questions following a segment and recording the number of correct responses with the student response system. In 2011, one question measured knowledge gained and 100 percent of participants answered correctly. In 2012, an average of 88 percent of participants answered the nine questions correctly. In 2013, the average percentage of participants answering questions correctly was 83 percent. The average of participants answering questions correctly for all three years was 90 percent.

Participants were also asked if they planned on using knowledge gained each year. In 2011, 67 percent of participants said they planned on using what they learned. In 2012, 69 percent said they planned on using the information they learned and in 2013, it grew to 97 percent.

Participants continue to learn new timely, accurate and quality information from the University of Idaho Extension Eastern District FCS Working Group each year and the event is scheduled to continue in November 2014.

FOR MORE INFORMATION

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