

In Attendance:

Beaver	✓
Box Elder	✓
Cache	✓
Carbon	✓
Davis	✓
Duchesne/Uintah	✓
Emery	X
Garfield	✓
Iron	✓
Juab	✓
Kane	✓
Millard	X
Rich	X
Salt Lake	✓
Sanpete	X
Sevier	✓
Summit	X
Tooele	X
Utah	X
Wasatch	X
Washington	✓
Wayne/Piute	✓
Weber	✓

Counties shared:
Garfield, Iron

Counties sharing next:
Juab, Kane, Millard

Casey- Family Mealtime Campaign

September is National Family Meals month!

Food \$ense will be promoting family mealtime in classes, online, at farmers' market booths, recruiting events, etc.

In-class promotion:

- Promote family mealtime as a part of all Creates classes
- NEAs will receive additional information about the importance and benefits of family meals, as well as tips on how to make them successful, healthy, and easy

Family Meals Pledge

- NEAs will receive pledge cards to distribute in classes. Pledge cards will challenge Food \$ense participants to eat more family meals together during the month of September

Social media (blogs, facebook, twitter, pinterest, etc)

- Food \$ense will inundate social media with all things family mealtime during September
- NEAs/counties with an online presence will receive a calendar listing the information that should be shared
 - A key to a successful social marketing campaign is a consistent message which is why you will be receiving all of the information you need
- You will receive items to post including memes (from meme contest), meal plans, recipes, tips for fun family meals, etc. This will also be available a couple weeks before September 1
- #createfamilymealtime- Food \$ense will begin to distribute this hashtag shortly to increase recognition by September 1

More information on the way!

- August's Zoom Training (August 24) will be about the social marketing campaign. Please contact Casey or Jocelin for more information

Lea- Inter-county Meme Contest

We would like to create a collection of memes to share on social media that promote family mealtime in a fun and trendy way. So, we will be hosting an inter-county meme contest. Here's the plan:

In August:

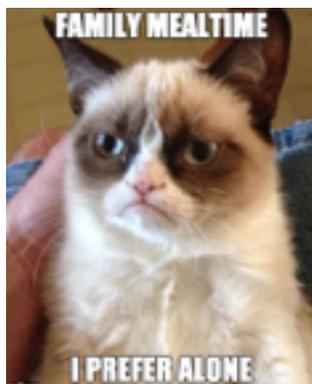
- Work with your office (and family and friends) to create a meme that could go on social media during the month of September (see examples below)
- Submit your final meme to Jocelin at jocelin.gibson@usu.edu
- Submission deadline is midnight on August 29th
- Judging will be based off of creativity and how 'catchy' it is, so have some fun with it!
- The top 10 memes will be selected to move to the next level

In September:

- If your meme is one of the top three shared, liked, re-posted, re-tweeted, commented on, etc. then you will receive a prize
- Recruit friends, family members, co-workers... to share, like, re-post, comment, and share the meme for more points
- Include #createfamilymealtime on all of your social media shares, likes, posts...
- How to "hashtag": When sharing information/graphics/ statuses/ etc. on any type of social media, simply type in #createfamilymealtime at the end of your post. It will automatically turn into a link that readers can click on and find related posts about our campaign.
- The meme with the most likes, shares, and comments by October 1st by 5pm will win the inter-county meme contest
- The top 10 memes will be announced by September 1st and put on Facebook throughout the month

Prize: TBD

There are many apps and websites that allow you to make memes, so choose the one that you like the best. All memes need to follow the general meme "setup." They require two lines of text that contain the social setup followed by the punchline. Below are some examples of common setups and punchlines.





County Sharing

Garfield

Holly grabbed a valuable teaching opportunity. The 4H Junior Teen Council had “Smoothie Creation” scheduled as part of their summer activities. A lot of the kids on the council qualify for SNAP. Holly taught the CREATE a Smoothie lesson followed by a smoothie creating contest. There were scoring bonuses for adding healthy ingredients to their smoothies.

Iron

In order to help mothers with young children to be able to attend weekly classes, Markie is “providing” an “activity corner.” This specifically helps mothers who would have not come because they had children to care for. Markie takes care of the activity corner as well as the class.

Social Media

Tayla Lambright

This last month I have focused on making pins for Pinterest from my blog posts on Table For One. Having more appealing Pinterest graphics have encouraged people to pin more of our posts, therefore visiting our blog for healthy recipes. It didn't take me very long to make the graphics, I used a free program called “Canva.com”. It was really easy to use and didn't take long to figure out how to use it. I put one picture on top of the graphic and one at the bottom with the recipe name in the middle. They look a lot better this way and more people are pinning our pins now!