

Community Food Advisor Program

CFA Training – Session 1



Welcome & Introduction

Increase your Knowledge
and skills
in food and healthy eating

Build
confidence
in presenting
and
leading
groups

Rewarding Experience as a CFA...

Contribute a
valuable
service to your
community

Develop
lifelong
friendships

Community Food Advisor Program

What are Community Food Advisors (CFAs)?

- Trained volunteers with practical food and nutrition knowledge and skills
- CFAs share their knowledge and skills with their community
- CFA activities are based on the needs of the community and interests of CFAs

History and Coordination

History

- Developed in 1991 by OMAFRA
- Co-founded by Ontario Ministry of Health Promotion

Coordination

- Coordinated by a local sponsoring agency
- The local sponsoring agency ensures local needs are met



CFA Program Goal

Goal

To improve and promote safe and nutritious food selection, preparation and storage practices in Ontario by increasing individual and group access to reliable information and education.



CFA Program Objectives

Objectives

- Increase individuals' confidence, knowledge and skills in safe and nutritious food selection, preparation and storage
- Increase access to effective resources and education
- Develop partnerships in the community
- Increase leadership skills

Community Food Advisor Program

CFA Roles

- Work as a team member
- Provide reliable, unbiased and current information
- Work with and complement the nutrition and food safety professionals and programs in the community.
- Follow CFA guidelines and protocols

Community Food Advisor Program

Scope of Activity

- What is it?
- Why is the significance of it?
- How to deal with a situation that is beyond the scope of CFA?

Community Food Advisor Program

Topics Covered

- Safe food handling practices at home
- Food shopping and budgeting
- Food preparation
- Food storage and preservation
- Healthy eating
- Eating Well with Canada's Food Guide

Community Food Advisor Program

Topics Not Covered:

- Special diets
- Special nutrient needs
- Diet and disease
- Weight loss
- Specific food safety issues
- Food handling in restaurants or other food service establishments

Community Food Advisor Program

Scope of Activity

Scenario 1 for Discussion:

You have been invited to a seniors' group to talk about low fat meals. You have been told that many of the people have questions about cholesterol and weight loss. They are also interested in learning how to cook with less fat.

- What should your talk focus on?
- What types of questions might be outside the scope of your role?
- How would you handle these questions?

Community Food Advisor Program

Scope of Activity

Scenario 2 for Discussion:

You have been asked to prepare a vegetable and fruit display for a local community fair. The organizers have asked for recipes and food samples for people to try. You can expect that as people stop at the display they will ask a variety of questions.

- What messages should your display focus on?
- Where would you find the recipes?
- What types of questions might be outside the boundaries of your role?
- How would you handle these questions?

Training Program & Resources

Training Program:

- 12 Sessions, Food Handler Certificate
- 1 Presentation, 1 Food Demonstration
- 2 Supervised Community Placements

Certification/Recertification:

- 5 Community Placements, 2 Education Updates, Monthly CFA Meeting

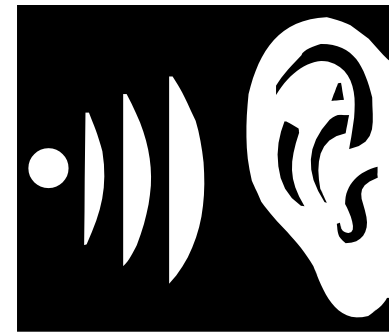
Resources:

- Resource Binder, Workbook, Public Health Nutrition Resources

Learning Styles

Auditory Learners

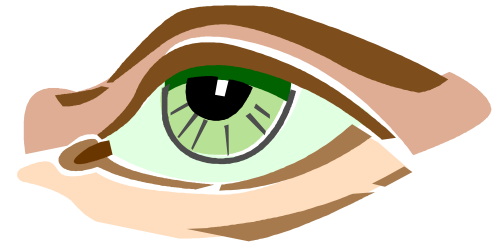
- Learn and express through sounds and hearing
- Like lectures, audio tapes, discussion, music



Learning Styles

Visual Learners

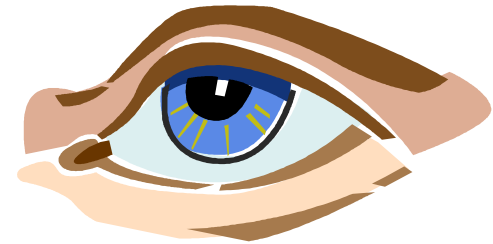
- Learn and express with eyes, written words, colours, and images
- Like videos, movies, demonstrations illustrated talks, flip charts, overheads



Learning Styles

Kinesthetic Learners

- Learn and express with eyes, written words, colours, and images
- Like videos, movies, demonstrations illustrated talks, flip charts, overheads



Adults Learning Principles

Adult Learners:

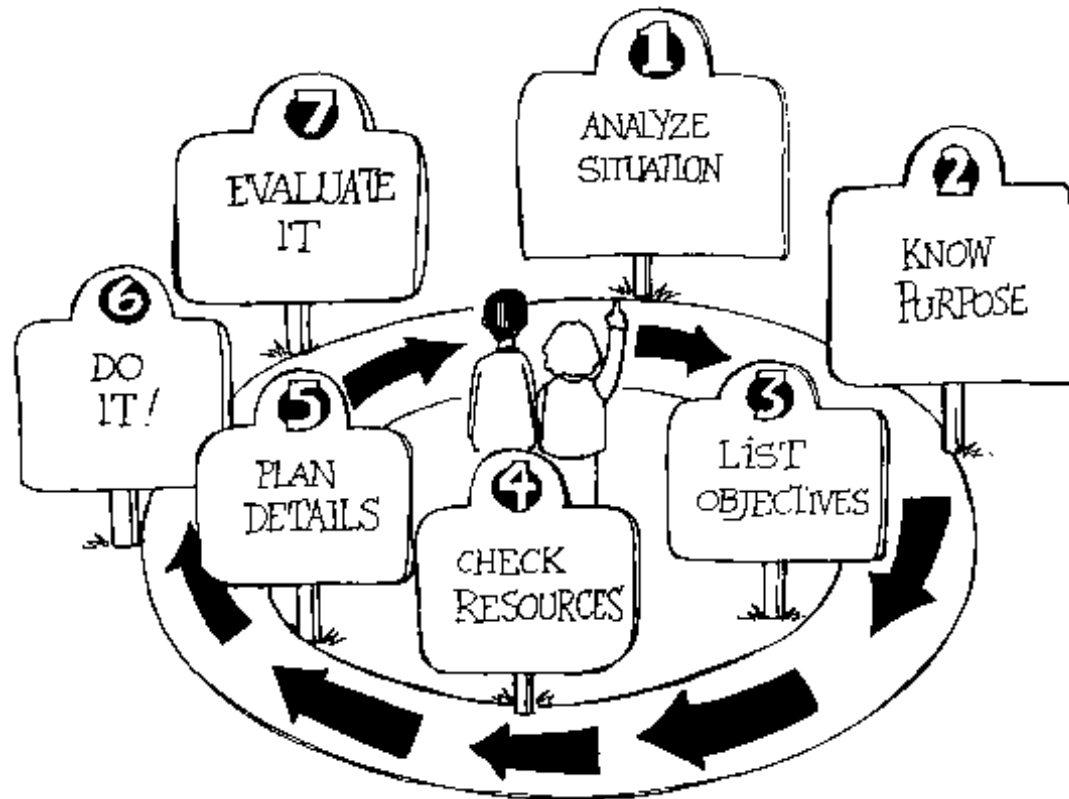
- Are self-directed.
- Have a wealth of life experiences and knowledge
- Are goal-oriented
- Are relevancy oriented
- Are practical

Teaching Adult Learners

Strategies

- Use a variety of teaching methods
- Provide an informal atmosphere
- Encourage learning through past experience
- Treat everyone with respect
- Make information relevant

Program Planning Cycle



Effective Presentations

- Analyze the Situation (audience, space, time)
- Know the Purpose (reinforce the goal of the CFA Program)
- List Objectives (what outcome do you want your presentation to have?)

Effective Presentations

Check Resources

- Research the topic - use existing resources (kits, displays, activities, overheads, handouts)
- What are the facilities like? (room set up, lighting, etc.)

Effective Presentations

Plan the Details

- A well-organized presentation is divided into three parts:
 - Introduction
 - Body
 - Conclusion

TIP: write body first, conclusion second, introduction last.

Effective Presentations

Introduction

- **Capture attention**
use ice breaker activities, encourage group interaction and help people get ready to learn
- **Provide an outline of the presentation**
state what the audience will get out of the presentation
- **Establish what the audience already knows**
ask a few questions at the beginning to establish how much detail people are looking for

Effective Presentations

Body

- Limit to three to four main points
- Support points with accurate and current information
- Present points in a logical order
- Introduce key concepts using a variety of teaching techniques/learning styles

Effective Presentations

Conclusion

- Summarize the main points for each concept
- Identify further sources of information



Effective Presentations

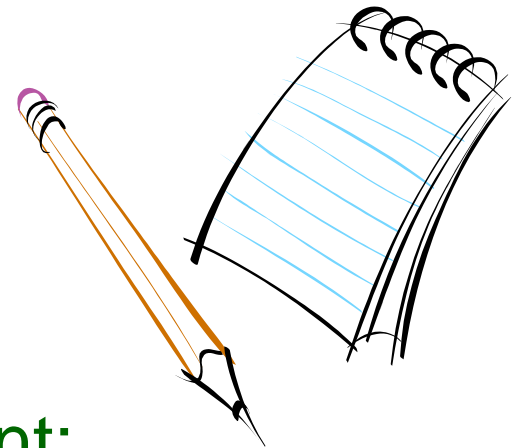
Deliver Your Presentation

- Limit to three to four main points
- Speak naturally (rely on notes or cue cards for emergencies only)
- Let your voice work for you: be expressive, use voice pauses, vary the pitch and speed
- Use natural hand gestures, remember good posture
- Use effective visuals
- Dress appropriately
- Be yourself

Effective Presentations

Evaluate

- Ask participants feedback
- Use a feedback form
- Make notes about how things went:
 - Did you meet your objectives?
 - What went well?
 - How could you improve the presentation for next time?



Effective Food Demonstrations

Purpose of food demonstrations

- Teach practical food skills
- Introduce new products
- Present different uses of food
- Inform food and nutrition



Effective Food Demonstration

Analyze the Situation

- Who is the audience?
- How many people will be there?
- What are their needs?
- What is the key concept or message
- What recipe(s) would appeal to the audience
- How much time is there?



Effective Food Demonstrations

4 Step Process

- Planning
- Preparation
- Delivery
- Completing the Demonstration



Effective Food Demonstrations

Step 1: Planning

- Topic – the main idea you want to get across
- Time – for prep, demonstration and clean-up
- Recipe(s) – simple, effective and appealing
- Equipment – use household kitchen equipment



Effective Food Demonstrations

Step 2: Preparation

- Prepare key points
- Prepare food and equipment: pre-measure, labelling, organizing
- Rehearse



Effective Food Demonstrations

Step 3: Delivery

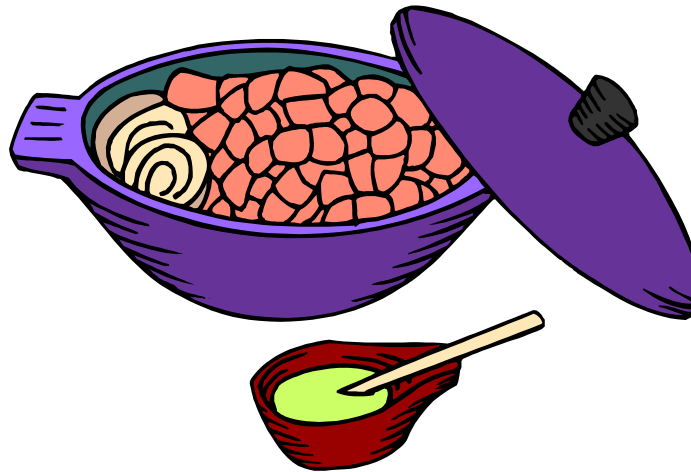
- Have an attractive demonstration area
- Keep the audience in mind
- Show your food skill expertise
- Handle food safely
- Look and act professional



Effective Food Demonstrations

Step 4: Completing the Demonstration

- Presenting the final product
- Sampling
- Clean-up
- Feedback



Food Demonstration Video Clip

Group work

- Review a video clip of a food demonstration
- Comment on its effectiveness

