

Communicate Strategically to Sustain!

Can you articulate to community stakeholders why your CYFAR initiative is of value?

Use these strategies to empower your program staff and champions!

1. Explain CYFAR.

- The National Institute of Food and Agriculture (NIFA), through congressional appropriation, funds land-grant extension services for community-based programs that benefit at-risk children and families.
- Since 1991, NIFA has supported more than 600 communities in all states and U.S. territories.
- Programs and services are funded to promote health, build life-skills, foster parental guidance and moral direction, and provide safe and secure environments, so at-risk children can lead positive, productive, and contributing lives.

2. State Your Mission.

Be able to articulate your mission and the vision you have for generating outcomes. Use your logic model!

3. Demonstrate Need.

Craft an appeal that targets intellect with statistics and emotions with photos or visuals. Seek local data from community partners like your local health department. Useful online sources include the following:

[KIDS COUNT – datacenter.kidscount.org](http://datacenter.kidscount.org)

[Child Trends – www.childtrends.org/databank](http://www.childtrends.org/databank)

[United States Census Bureau – www.census.gov](http://www.census.gov)

[CDC YRBSS – www.cdc.gov/healthyouth/data/yrbs](http://www.cdc.gov/healthyouth/data/yrbs)

[PEW Charitable Trusts – http://www.pewtrusts.org/en/multimedia/data-visualizations/2014/fiscal-50#ind0](http://www.pewtrusts.org/en/multimedia/data-visualizations/2014/fiscal-50#ind0)

[FedStats – https://fedstats.sites.usa.gov](https://fedstats.sites.usa.gov)

[Kaiser Family Foundation – http://kff.org/statedata/](http://kff.org/statedata/)

4. Highlight Credibility.

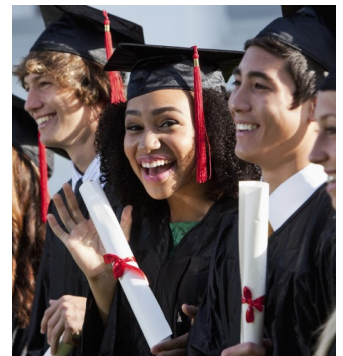
Develop a few points to explain: your oversight process for program quality, your past accomplishments, and your systems for fiscal responsibility.

5. Demonstrate Impact.

Highlight the research available from your program's developer. Be able to explain your intended outcomes. Share your data results to showcase your impact!

6. Add Value and Tell a Story.

- Know your audience and articulate how they benefit from your program.
- Share a testimonial from a participant or a community member that highlights how the program is making a difference!



Announcements

New Translation! The core competency measures are now available in Spanish when building a survey on the cyfar.org website!

Pilot Sites Sought! Do you work with children 6-12 years of age? If you are interested in helping to test the CYFAR Nutrition Assessment Tool, contact: lpalmer@purdue.edu