

FRESHLINK AMBASSADORS

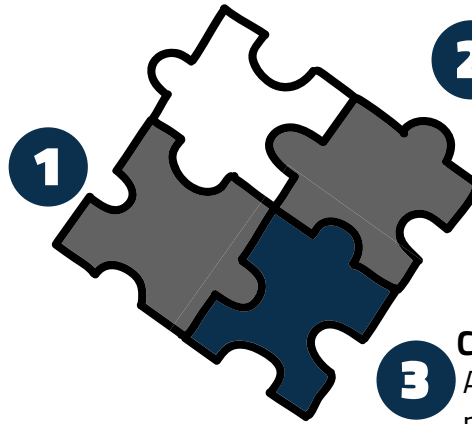
Ambassador Training and Support

June 2020

FreshLink Ambassadors participate in a series of trainings and receive support from a facilitation team to learn how to "meet people where they are" and assist them in their decision to use Supplemental Nutrition Assistance benefits and the Nutrition Incentive Program at farmers' markets. In order to be effective advocates, Ambassadors are trained to perform these key three functions:

1 Meet People Where They Are

Ambassadors build upon a resident's desire to eat fresh and healthy food or change their eating habits by using motivational interviewing techniques to provide culturally relevant knowledge to navigate farmers' markets.



2 Promote Farmers' Markets

Ambassadors promote farmers' markets by providing a financial incentive to first-time customers

3 Create a Welcoming Environment

Ambassadors assist farmers' market managers in building connections with customers by creating a welcoming environment during the market day.

Your Training Model Matters

The FreshLink Ambassador research team at Case Western Reserve University adopted a training approach known as the "Problem Posing Model." This model was selected for training Ambassadors with various backgrounds and diverse learning needs. In this model, learning occurs through experience, and it involves listening, dialogue, and action. The "4 A's" is a helpful way of putting the Problem Posing Model into practice. Three additional training principles applied were (1) **building on motivation**, (2) **inviting imitation or role modeling**, and (3) **constructive feedback**.

Training Materials and Methods

The Training Curriculum and Ambassador Workbook guide facilitators and Ambassadors through:

- Eight (8) in-classroom sessions
- Four (4) in-field skills sessions

The "4 A's": Anchor, Add, Apply, Away

1. **ANCHOR** the content within the learner's experience
2. **ADD** new information
3. Invite the learner to **APPLY** the content in a new way or situation
4. Ask the learner to decide how or what he or she will take **AWAY** and use this learning in the future



Key Training Principles

Motivation

The trainer develops a good relationship with the student, understands the student's current world view, interests and experience, and frames the learning in a way that makes sense to the student.

Inviting Imitation

Humans are naturally programmed to find role models and copy them. FLA trainers modeled kind, respectful ways to reach out to community members during our training sessions.

Constructive Feedback

Feedback is constructive when it inspires the student to problem solve on their own. Component parts of feedback are: evaluation, correction, contextual repetition, and target setting.

Ambassador Response to Training Approach

When asked what helped promote learning, former FreshLink Ambassadors shared: (1) expressing his or her understanding of the content matter at the beginning of each session, (2) role playing, and (3) an interactive learning experience. In addition, FreshLink Ambassadors:

- **Felt comfortable expressing their ideas and opinions, and felt heard by the group**
- **Felt that everyone was encouraged to actively participate during all the sessions**

"What works best is the interactive learning experience and expressing our understanding. It's a great [teaching] model"

-FreshLink Ambassador

"I love the role playing practice. It helps me apply what I learned."

-FreshLink Ambassador

Key Skills Learned

- Motivational Interviewing: "Change Talk"
- Starting conversations
- Crafting messages + market invitation
- Teamwork and collaboration
- De-escalating conflict
- Coupon distribution as an incentive

Ambassador Support Needed

- In-person and remote support during outreach
- Scheduled time to plan and prepare for outreach
- Time for team building exercises
- Space to reflect and problem solve
- Space for feedback on ambassador performance
- Connection to future opportunities to further their personal and professional goals

Suggested Citation

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