

**SECTION: NUTRITION EDUCATION**

**SUBJECT: Element 5 of Nutrition Education**

**ITEM: Reinforcements of Nutrition Education**

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## Policy

Qualified staff shall use reinforcements of nutrition education in conjunction with the other nutrition education elements (WPM 400-00).

## Required Procedures

- I. Reinforcements are meant to support selected nutrition messages and may be accomplished using:
  - A. Pamphlets;
  - B. Newsletters;
  - C. Take home activities such as balls or coloring sheets;
  - D. Bulletin boards, posters, displays;
  - E. Health fairs; or
  - F. Public service announcements, radio or TV advertisements.
- II. The use of the above reinforcements independent of other nutrition education elements is not considered to be effective and shall not be used as a nutrition education contact/intervention.
- III. For both individual and group education, pamphlets shall be explained to the participant and then *offered*, rather than merely handed to them. Opening the pamphlet to show the contents and giving a brief explanation may peak the participant's interest in the pamphlet and increase the likelihood the participant will use it for future reference.
- IV. If the participant chooses not to take the pamphlet, the LA staff shall save and reuse the pamphlet. This practice will conserve educational resources.

## Authority

WRO Policy Memo 805-F Nutrition Education Guidance, January 2006  
[WIC Nutrition Services Standards](#): Standards 9 and 10

## Definition

**Reinforcements of nutrition education** – Informational materials and teaching aids which repeat selected nutrition messages from a nutrition education contact to facilitate adoption of the message by the participant.