

## Subject: Element 2 of Nutrition Education

### Item: Nutrition Messages

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#### **PURPOSE:**

To reinforce nutrition educational objectives.

#### **POLICY:**

- I. Qualified staff must incorporate WIC nutrition messages that maximize the impact and benefit for the participant; engage the participant in setting individual, simple and attainable goals; and provide clear and relevant “how to” actions to accomplish those goals.

#### **PROCEDURE(S):**

- I. Staff must select nutrition education messages that are based on and integrate:
  - A. Nutrition risks.
  - B. Participant nutrition concerns.
  - C. Breastfeeding.
  - D. Anticipatory guidance for nutrition through the lifecycle.

#### **DEFINITIONS**

Nutrition education –individual or group sessions using various delivery mediums and materials designed to improve health status and achieve positive change in dietary, physical activity habits and health that meet the cultural learning needs of the individual.

Anticipatory guidance – The counseling technique in which healthcare professionals provide parents or caregivers information for decision-making.

Critical thinking skills –The process of gathering and organizing information to evaluate and prioritize it appropriately. As part of the nutrition assessment process, these skills allow staff to collect all the necessary information before deciding upon the best course of action.

#### **AUTHORITY:**

[7 CFR §246.11\(a\)\(1\) and \(2\), \(b\), \(d\)\(1\), \(e\)\(1\) through \(5\)](#)

USDA WRO Policy Memo 805-F Nutrition Education Guidance, January 2006

[Value Enhanced Nutrition Assessment \(VENA\)](#); Staff Competencies and Appendix A

[WIC Nutrition Services Standards: Standards 8, 9 and 10](#)

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