

Subject: Element 5 of Nutrition Education

Item: Reinforcements of Nutrition Education

PURPOSE:

To ensure LA staff use reinforcements in conjunction with nutrition education in the proper manner.

POLICY:

- I. Qualified staff must use reinforcements of nutrition education in conjunction with the other nutrition education elements (WPPM 400-00).

PROCEDURE(S):

- 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.
 - 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 must not be used as a nutrition education contact/intervention.
- III. For both individual and group education, pamphlets must 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 must save and reuse the pamphlet. This practice will conserve educational resources.

DEFINITIONS:

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.

NUTRITION EDUCATION

WPPM #400-05

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AUTHORITY:

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

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

CROSS REFERENCE:

WPPM 400-00 Standards of Education