

**SECTION: NUTRITION EDUCATION**

**SUBJECT: Element 2 of Nutrition Education**

**ITEM: Nutrition Messages**

---

## **Policy**

Qualified staff shall 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.

## **Required Procedures**

- I. Staff shall select nutrition education messages that are based on and integrate:
  - A. Nutrition risks;
  - B. Participant nutrition concerns;
  - C. Breastfeeding and/or;
  - D. Anticipatory guidance for nutrition through the lifecycle.
  
- II. Staff shall use critical thinking skills and professional judgment to:
  - A. Determine how to meet the participant’s needs;
  - B. Establish the nutrition education goal; and
  - C. Maximize the nutrition services offered.

## **Authority**

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

7 CFR 246.11 (a) (1) (2), (b), (d) (1), (e) (1-5)

Public Law 108-265, the Child Nutrition and WIC Reauthorization Act 2004

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

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

## **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.