

SECTION: NUTRITION EDUCATION

SUBJECT: Element 3 of Nutrition Education

ITEM: Counseling Methods and Teaching Strategies

Policy

Qualified staff shall use a counseling method or teaching strategy to deliver nutrition education in an interactive and engaging manner that offers the participant ample opportunity to ask questions and receive feedback.

Required Procedures

- I. Staff shall select counseling methods/teaching strategies from the following list as appropriate to the participant's needs and learning ability:
 - A. Participant Centered Learning;
 - B. Motivational Interviewing;
 - C. Facilitated Group Discussion;
 - D. Demonstrations, such as food or physical activity demonstrations;
 - E. WIC Breastfeeding Peer Counselor Training Manual; or
 - F. Other state approved counseling methods or teaching strategies.
- II. Staff shall select strategies for both individual and group sessions that engage the participants in:
 - A. identifying goals or important issues, and
 - B. creating solutions that work for them.
- III. For individual nutrition contacts, staff shall personalize the nutrition education by prioritizing and limiting the number of topics addressed based on the participant's nutritional needs, individual situation and readiness to learn and/or state of change.

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 preferences of the individual.

Resources

[WIC Works Resource Center](#)

[Learner-Centered Education Resource Kit](#)

[WIC Breastfeeding Peer Counselor Training Manual](#)

[California WIC Training Manual](#): June 2002, Task IV – Individual Education and Task VII – Group Education.

[WIC Training Bulletin](#)

Authority

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

[Value Enhanced Nutrition Assessment \(VENA\)](#): VENA Process, Dietary Risk Assessment and Staff Competencies

[WIC Nutrition Services Standards](#): Standard 10