

Subject: Nutrition Education Requirements

Item: Standards of Nutrition Education

PURPOSE:

To outline the elements for proper nutrition education.

POLICY:

- I. The goals of WIC Nutrition Education must be to: 1) emphasize the relationship between nutrition, physical activity, and health with special emphasis on the categories served and 2) assist the participant to achieve a positive change in dietary and physical activity habits. The optimal use of WIC supplemental foods will support improved nutritional status and prevent nutrition-related health problems.

In addition, nutrition education must be designed to meet the personal and cultural preferences of the individual, and must raise awareness about the dangers of using drugs and other harmful substances during pregnancy and while breastfeeding. Nutrition education must be made available to all WIC participants and at no cost to them.

PROCEDURE(S):

- I. All participants shall be offered the appropriate category based nutrition education contacts per certification period. (WPPM 400-08)
- II. An effective nutrition education intervention is made up of the following six elements and shall be included during the participant's certification period (WPPM 400-01 through 400-06).

Elements of Effective Nutrition Education

- A. Review WIC Nutrition Assessment.
 - B. Select messages.
 1. Risk-based.
 2. Participant nutrition concerns.
 3. Breastfeeding.
 4. Anticipatory guidance for nutrition through the lifecycle.
 - C. Select counseling methods/teaching strategies.
 1. Learner-centered education.
 2. Motivational interviewing.
 3. Facilitated group discussion.
 4. WIC Breastfeeding Peer Counselor Training Manual.
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5. Demonstrations.
 - D. Select delivery medium.
 1. Face-to-face.
 - a. Individual.
 - b. Group.
 2. Telephone/electronic.
 - a. Kiosk.
 - b. Internet.
 - c. Computer-based.
 - E. Select informational/environmental reinforcements.
 1. Pamphlets.
 2. Newsletters.
 3. Bulletin boards.
 4. Videotapes.
 5. Take-home activities.
 6. Referrals (internal/external).
 - F. Select follow-up.
 1. Face-to-face.
 2. Telephone/electronic.
- III. A nutrition education contact must:
- A. Be facilitated by qualified staff who have received training on adult learning principles, subject matter and lesson plans.
 - B. Provide interaction that engages the participant.
 - C. Meet the language and cultural preferences of the participant.
 - D. Be relevant to the participant's category, assessment data, and/or questions or concerns.
 - E. Assess the participant's readiness for knowledge and change.
 - F. Address the participant's questions and concerns.
 - G. Be comprised of accurate and current information.
 - H. Be documented using the correct codes in WIC MIS.
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- I. Be made available to all present adult participants; and/or parent, guardian, caregiver of an infant or child, and when appropriate directly to the child. (WPPM 290-10).

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 preferences of the individual.

Qualified Staff – includes the Registered Dietitian (RD), Registration Eligible Nutritionist (REN), Dietetic Technician Registered (DTR), Degreed Nutritionist (DN), Master Degreed Nutritionist (MDN), WIC Nutrition Assistant, (WNA), Registered Nurse (RN), Physician Assistant (PA) and Physician (MD).

AUTHORITY:

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

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

WRO Policy Memo 805-G Nutrition Services Documentation, July 2008

[Value Enhanced Nutrition Assessment \(VENA\)](#)

[WIC Nutrition Services Standards](#)

CROSS REFERENCE:

WPPM 290-10 Designation of Alternate

WPPM 400-01 through 400-06

WPPM 400-08 Frequency of Nutrition Education