

Division of Community Nutrition

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| <i>Subject:</i> Nutrition Education Overview | | <i>Policy:</i> NEd 01.0-C |
| <i>Reference:</i> CFR 246.11 | <i>Effective:</i> August 12, 2013 | <i>Supersedes:</i> July 1, 2010 |

I. Policy:

The primary goal of the WIC Program is to provide quality preventive nutrition services that improve health outcomes in a cost-effective manner. This is accomplished through the three core services - nutrition education, nutritious supplemental foods and referrals to other health care and social service programs.

Nutrition education is a valuable benefit of the WIC Program and begins during the initial certification. Local agencies shall make nutrition education available to all participants and the parents / legal guardians/ caretakers or proxy of infant and child participants at no cost. Nutrition education shall be presented in a way that is easily understood by participants and has practical relevance to the participant's nutritional needs, household situation, and cultural preferences.

Nutrition education shall be coordinated and integrated with other clinics and services. Nutrition education shall relate to identified risks. Nutrition education shall be designed to meet the basic goals of teaching participants the relationship between proper nutrition, physical activity and good health; and assisting participants in making positive changes in their food habits.

II. Procedure(s):

Nutrition Education shall follow the Value Enhanced Nutrition Assessment (VENA) model and embrace the following principles to ensure effectiveness and quality:

A. Interactive

- 1) Nutrition education shall involve families in self-assessment and self-directed goal setting and help families move toward their desired level of wellness.
- 2) Develop a rapport by employing active listening skills, asking open ended questions and identifying the participant's stage of change. (The stages of change include pre-contemplation, contemplation, preparation, action and maintenance.)

B. Flexible

- 1) Use multiple strategies and techniques to effectively reach and impact participants and their family.

C. Relevant

- 1) Impart appropriate and relevant education that is reflective of the interest of the participant and/or family.

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- 2) Education offered to participants shall be in a positive and interactive manner through developmentally and culturally appropriate teaching aids.

D. Supportive Environment

- 1) Education shall be offered in a family friendly environment for optimal learning. Personnel shall support the family's needs and build a rapport with families to promote good health.

E. Trained Personnel

- 1) Education shall be facilitated or taught by qualified, well-trained and equipped personnel.

F. Culturally Supportive

- 1) Education shall acknowledge and support differences in cultures and languages and be sensitive to cultural food choices, when possible.

G. Targeted Concept

- 1) Education shall cover only the relevant messages and issues that are important to participants and the family.

H. Community Based

- 1) Allow personnel to connect, build and nurture relationships with other community entities to integrate and normalize good health practices into the lives of families.