

Division of Community Nutrition

<i>Subject:</i> Nutrition Education Methods		<i>Policy:</i> NEd 03.0
<i>Reference:</i> N / A	<i>Effective:</i> August 12, 2013	<i>Supersedes:</i> September 15, 2012

I. Policy:

Nutrition messages shall be tailored to maximize the impact and benefit for the participant and focused towards attaining their goals for nutrition education. The nutrition education offered shall include a wide array of messages that are relevant to the participant's nutritional risk factors and individual nutrition needs/ concerns as well as emerging health issues.

Local agencies shall use a variety of nutrition education methods to meet the learning needs, learning styles and preferences of participants. All nutrition education methods must be interactive and involve an information exchange between the WIC staff and participant for the purpose of increasing knowledge and / or affecting behavior change. Approved nutrition education methods include group activities, web-based and computer-based education. The use of the following reinforcements independent of other nutrition education elements are not considered effective and should not be counted as nutrition education contact/intervention: publications, pamphlets, take-home activities, newsletters, videotapes, posters, bulletin boards, displays, health fairs, public service announcements and radio or television advertisements.

II. Procedure(s):

- A. Discuss approved nutrition education methods with the participant, parent / legal guardian or caretaker.
- B. Schedule the participant, parent / legal guardian or caretaker for their preferred type of approved nutrition education delivery method.
- C. All nutrition education methods shall utilize VENA principles.
- D. All nutrition education methods shall be offered in language that the participant, parent / legal guardian or caretaker understands.