

Subject: Element 4 of Nutrition Education

Item: Delivery Mediums

PURPOSE:

To give local agencies (LA) guidance and options when delivering nutrition education.

POLICY:

Qualified staff must offer nutrition education using the accepted delivery mediums described below. These delivery mediums incorporate the six elements of effective nutrition education and meet the learning needs of the participant (WPPM 400-00).

PROCEDURE(S):

Delivery mediums for conducting nutrition education include face-to-face contact, telephone contact and electronic contact.

- I. Face-to-face contact is the optimal medium for providing nutrition education and includes individual and group education.
 - A. Individual personalized contact is the required medium for certification for all categories and mid-certification for infants (WPPM 400-01).
 - B. Group nutrition education contact (NEC) may be provided following the required individual NEC.
 - II. Telephone contact may be used to provide NEC subsequent to the individual NEC at certification. The six elements of effective nutrition education must be applied to telephone contacts. Additional guidelines include:
 - A. During the telephone contact, the WIC nutrition educator must assess the participant's readiness to change and discuss relevant nutrition messages using participant centered learning as the counseling method or teaching strategy.
 - B. Information that reinforces the messages discussed over the telephone can be provided via mail, e-mail or at the next clinic visit.
 - C. An additional phone call or an in-person consultation during the next site visit can be used to provide follow-up and to determine the effectiveness of the initial telephone contact.
 - D. Any group lesson plan provided via telephone must follow a class script.
 - III. Electronic contact may be used to provide NEC subsequent to the individual NEC at certification. Electronic media includes computer-based technology, such as kiosks, computer software and Internet media. The six elements of effective nutrition education must be applied to electronic delivery media. Additional guidelines:
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- A. Direct the participant to appropriate topics based on the nutrition assessment.
 - B. Provide interaction using scenarios, quizzes or other appropriate strategies.
 - C. Allow the participant to set goals and provide specific examples for how to attain those goals.
 - D. Provide “take-home” tips and printable reinforcements; and
 - E. Provide a method for follow-up via a face-to face meeting, email or telephone contact to provide support and allow for questions.
- IV. With exception to when individual NEC is required, the LA must consider that every participant has different skills, abilities, and interests and offer the participant one or more delivery mediums of their choice.

DEFINITIONS

Group NEC – Nutrition education utilizing a class outline or script directed to one or more persons. Electronic contacts shall be documented as a group contact in WIC MIS. Telephone contacts may be documented as either group or individual contacts in WIC MIS (WPPM 400-07).

Nutrition assessment – The process of collecting and prioritizing relevant information to identify risks using approved assessment tools in order to deliver learner-centered education to the applicant/participant. This process also includes documentation of the contact and following up as needed to monitor progress and promote continuity of care. Refer to WPPM 400-01 for an expanded definition.

AUTHORITY:

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

[WIC Nutrition Services Standards: Standard 8](#)

RESOURCE:

A tool has been developed by the Food and Nutrition Service (FNS) to assist LAs in the development of electronic-based nutrition education:

[Criteria for the Development and Evaluation of Electronic-Based Nutrition Education for WIC Participants](#)

CROSS REFERENCE:

WPPM 400-00 Standards of Education

WPPM 400-01 Element 1 - Nutrition Assessment
