

Subject: Element 3 of Nutrition Education

Item: Counseling Methods and Teaching Strategies

PURPOSE:

To offer local agencies (LAs) options when deciding on nutrition education methods.

POLICY:

- I. Qualified staff must 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.

PROCEDURE(S):

- I. Staff must 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.
 - F. Other state approved counseling methods or teaching strategies.
- II. Staff must select strategies for both individual and group sessions that engage the participants in:
 - A. Identifying goals or important issues.
 - B. Creating solutions that work for them.
- III. For individual nutrition contacts, staff must 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.

AUTHORITY:

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

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

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

RESOURCE:

California WIC Learner-Centered Education Resource Kit

California WIC Breastfeeding Peer Counselor Training Manual
