

VALUE ENHANCED NUTRITION ASSESSMENT IN WIC

# VENA webinar

Wednesday, October 21, 2015

2:00-3:00 PM ET

*How “Value Enhanced” is Your Nutrition  
Assessment*



United States  
Department of  
Agriculture



# VENA BACKGROUND

- 2002 Institute of Medicine Report: *Dietary Risk Assessment in the WIC Program*.
- Opportunity to refine and improve entire WIC nutrition assessment process.
- VENA Guidance developed by joint FNS/NWA workgroup – issued in April 2006.
- Part of the larger *Revitalizing Quality Nutrition Services (RQNS)* in WIC initiative.





# VENA BACKGROUND

- The goal of VENA: To expand the purpose of nutrition assessment from eligibility determination to improved & targeted nutrition services.
- VENA & WIC Nutrition Risk = comprehensive nutrition assessment & individualized nutrition services.





# VENA IMPLEMENTATION



- VENA implementation envisioned as an on-going process to allow for continual improvement.
- FY 2007 - WIC State agency VENA implementation plan.
- FY 2010 - VENA implemented.
- FY 2014 – VENA II – *Revitalizing VENA*





# VENA STAFF COMPETENCIES

# VENA

webinar

- Principles of life-cycle nutrition
- Nutrition assessment process
- Anthropometric and hematological data collection techniques
- Communication
- Multicultural awareness
- Critical thinking





# Art and Science of VENA

- The VENA competencies encompass the “Art and Science” of WIC nutrition Assessment.
- These skills are necessary to connect the nutrition assessment to relevant nutrition services.





# VENA Village Tour

1. What is VENA?
2. Training Center
3. VENA in Action

<https://wicworks.fns.usda.gov/>





# WIC WORKS RESOURCE SYSTEM UPDATE

Janice Schneider, MS, RD  
Kathleen Pellechia, RD



**WIC**works RESOURCE SYSTEM



  
**loving support.**  
MAKES BREASTFEEDING WORK



# Quick Facts

- Celebrating 15<sup>th</sup> anniversary!
- Primary resource tool for WIC staff nationally
- Web site and databases are updated daily
- 3,414,832 Web site page views in FY 2014



United States Department of Agriculture

New URL:  
wicworks.fns.usda.gov

# WICworks RESOURCE SYSTEM

[Home](#) | [About WIC Works](#) | [What's New](#) | [Topics A-Z](#) | [WIC Learning Online](#) | [Sharing Gallery](#) | [WIC-Talk](#) | [Databases](#) | [Contact Us](#) | [Help](#)

## Search WIC Works

- [Search all USDA](#)
- [Advanced Search](#)
- [Search Tips](#)

## Browse by Subject

- [Pregnancy](#)
- [Breastfeeding](#)
- [Infants](#)
- [Children](#)
- [Assessment Tools](#)
- [Nutrition Education](#)
- [Nutrition Services Standards](#)
- [Food Packages](#)

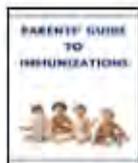
## Home



**Important WIC Works Announcement for September 2015**



**New Child Retention Webinar Slides**



**Parents' Guide to Immunizations 2015 Edition in English and Spanish**



**Loving Support<sup>®</sup> Makes Breastfeeding Work Web site and Materials**



**Talk, Read, and Sing Together Every Day!**



**Supporting Nursing Moms at Work: Employer Solutions**



**Updated WIC Nutrition Services Standards**



**VENA II Webinars (in Training Center)**

## I Want To

- [Take online training](#)
- [Print growth charts](#)
- [Download images](#)
- [Find participant resources](#)
- [Order free publications](#)
- [View outreach mailings](#)
- [Find events](#)

# WIC Learning Online – Coming Soon

WIC VENA Connecting the Dots

WIC Learning Online Lesson 1: VENA and Participant-Centered Services > Lesson 1: VENA and Participant-Centered Services [EXIT](#)

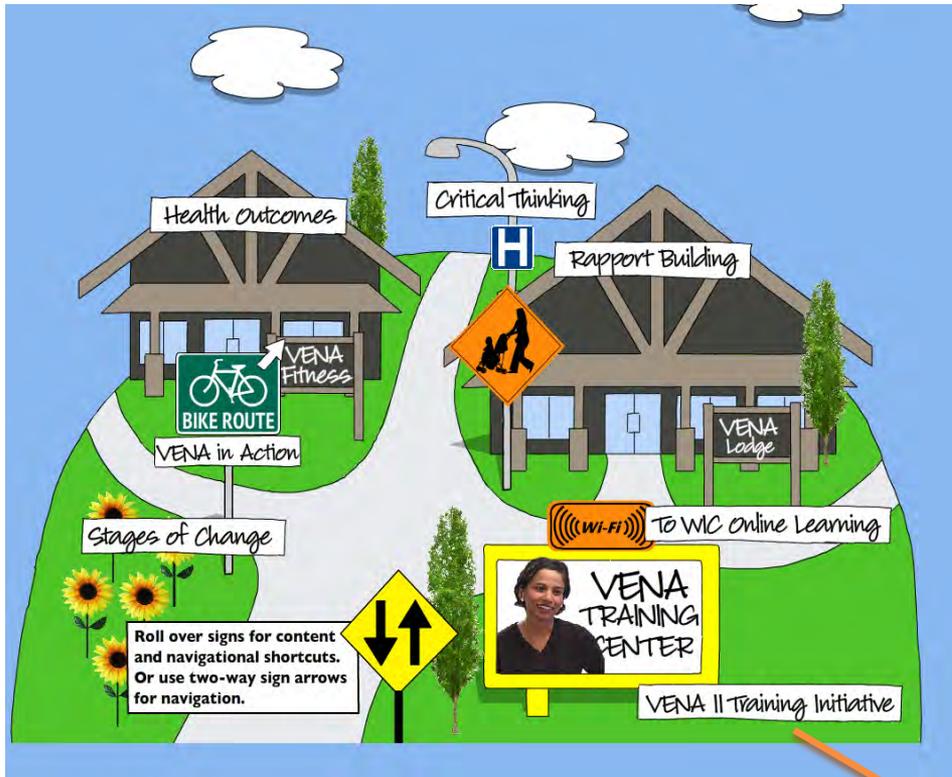
Lesson 1: VENA and Participant-Centered Services



[Menu](#) [Turn Audio Off](#) [BACK](#) Page 1 / 24 [NEXT](#)

**New Course:  
VENA: Connecting the Dots Between  
Assessment and Intervention**

# New VENA Training Webinars



## VENA II Training Initiative

Bridging the Gap between the Nutrition Assessment and Quality Nutrition Services, is a series of webinars that follow up to the original VENA guidance that was issued in 2006.

**The webinars focus on the work of WIC State Agencies.**

Equipping Paraprofessional Staff to Deliver VENA  
(January 2015 – Colorado WIC)

### Slides

The Power of Influence (September 2014 – Chickasaw Nation and Texas WIC)

### Slides

The VENA Journey in Massachusetts: From Theory to Practice  
(May 2014 - Massachusetts)

### Recording Slides

Strengthening WIC Nutrition Assessment Skills (January 2014 – Iowa)

### Recording Slides

# Online Order Form for WIC Publications



United States Department of Agriculture



---

[Home](#)
[About WIC Works](#)
[What's New](#)
[Topics A-Z](#)
[WIC Learning Online](#)
[Sharing Gallery](#)
[WIC-Talk](#)
[Databases](#)
[Contact Us](#)
[Help](#)

**Search WIC Works**

- [Search all USDA](#)
- [Advanced Search](#)
- [Search Tips](#)

**WIC publications order form**

Free Resources for WIC Clinics from the USDA/Food and Nutrition Service

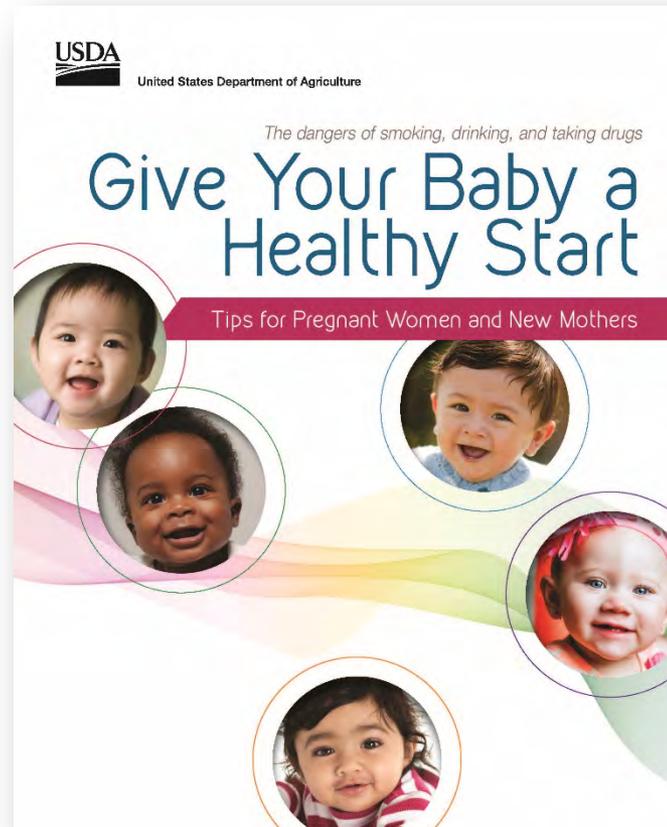
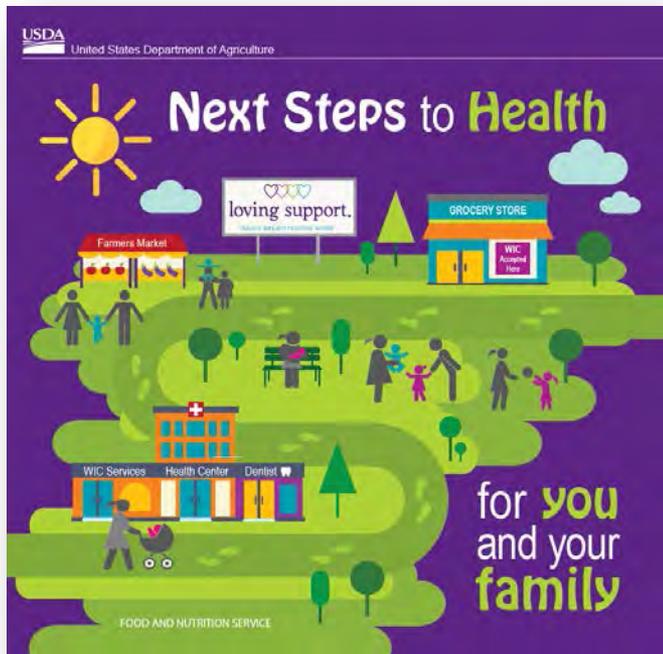
Materials can only be shipped to WIC clinics in the United States and their territories. No international orders. Limited quantities available until supply exhausted. Publications are mailed by the US Postal Service.

**WIC Publications**

**Breastfeeding**

	Quantity	Order number	Description
	<input type="text"/>	FNS 297	WIC Breastfeeding, Anytime, Anywhere (poster)
	<input type="text"/>		Using Loving Support to Grow & Glow Manual <b>(Limit of 5)</b>
	<input type="text"/>		A Magical Bond of Love Project Summary (English) <b>(Limit of 10)</b>
	<input type="text"/>		A Magical Bond of Love Poster (18x24) (English) <b>(Limit of 5)</b>
	<input type="text"/>		A Magical Bond of Love Poster (18x24) (Spanish) <b>(Limit of 5)</b>
	<input type="text"/>		Grandparents Play an Important Role Brochure (English) <b>(Limit of 100)</b>
	<input type="text"/>		Grandparents Play an Important Role Brochure (Spanish) <b>(Limit of 100)</b>
	<input type="text"/>		Dads Play an Important Role Brochure (English) <b>(Limit of 100)</b>

# New Publications



# Image Gallery

### Search WIC Works

- [Search all USDA](#)
- [Advanced Search](#)
- [Search Tips](#)

### Browse by Subject

- [Pregnancy](#)
- [Breastfeeding](#)
- [Infants](#)
- [Children](#)
- [Assessment Tools](#)
- [Nutrition Education](#)
- [Nutrition Services Standards](#)
- [Food Packages](#)

[Topics A-Z](#) >

## Image Gallery

This collection of digital images is provided by the USDA's Food and Nutrition Service (FNS), Supplemental Nutrition Program for Women, Infants and Children (WIC). FNS' nutrition assistance programs and their partners are encouraged to download the images for use in communicating education and outreach messages. FNS requests that these pictures be used only for promotion, informational and educational purposes of a non-profit nature.

**Categories:** (available sizes: 93DPI [JPG], 150DPI [JPG], 300DPI [TIF])

[Pregnancy, Breastfeeding and Breastfeeding Peer Counseling](#)  
[Clinic Environment](#)  
[Food Packages, Farmer's Market, Grocery Store](#)  
[Physical Activity](#)

### Breastfeeding and Breastfeeding Peer Counseling



93 DPI   
150 DPI   
300 DPI



93 DPI   
150 DPI   
300 DPI



93 DPI   
150 DPI   
300 DPI



93 DPI   
150 DPI   
300 DPI



93 DPI   
150 DPI   
300 DPI



93 DPI   
150 DPI   
300 DPI



93 DPI   
150 DPI   
300 DPI



93 DPI   
150 DPI   
300 DPI



93 DPI   
150 DPI   
300 DPI



93 DPI   
150 DPI   
300 DPI



93 DPI   
150 DPI   
300 DPI



93 DPI   
150 DPI   
300 DPI



93 DPI   
150 DPI   
300 DPI



93 DPI   
150 DPI   
300 DPI



93 DPI   
150 DPI   
300 DPI



93 DPI   
150 DPI   
300 DPI



93 DPI   
150 DPI   
300 DPI



93 DPI   
150 DPI   
300 DPI



Browse these online galleries of State-developed, easy to access, printable materials. Included materials have been developed in the last 5 years. Older materials can still be viewed in the [archive](#).

## Checking out with WIC

Topics include: Outreach and Marketing, Vendor Training and WIC Foods.

[GO »](#)

## Food & Fun For Families

Topics include: Active Play, Family Meals, Fruits and Vegetables, and Water.

[GO »](#)

## WIC: An Inside Look

Topics include: Counseling and Education Guides, Staff Training Tools, and The WIC Family.

[GO »](#)

Search Sharing Gallery

### View listings of materials by...

[Audience](#)

[Topic](#)

[Language](#)

[State](#)

[Special Project Grants](#)

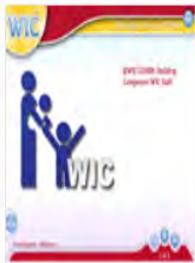
### Locate information on...

[State Agency Contacts](#)

[State Approved Food Lists](#)

[Images to Use in Materials](#)

[How to Submit Materials](#)



## **QWIC LEARN (Local, Efficient, Accessible, Responsive, Nutrition Education): Moving Learning Forward In Pennsylvania (2007)**

This project will create a series of e-Learning modules focused on staff skills in conducting Value Enhanced Nutrition Assessment (VENA) in the WIC setting. Four modules will be developed to facilitate the delivery of high-quality, consistent staff training across a large geographic area in a cost efficient manner. The e-Learning system will be comprised of highly interactive, multi-media learning modules that focus on developing and measuring competencies and skill rather than content knowledge alone.

View the training modules:

[Introduction to VENA](#)

[Anthropometric Assessment](#)

[Dietary Assessment](#)

[Biochemical and Clinical Assessments](#)

[Final Report](#) [PDF]

Appendices [PDF]:

[A - grant proposal](#)

[B - content outlines](#)

[C - storyboards](#)

[D - case study documentation](#)

[E - qualitative analysis of video transcription](#)

[F - video storyboard](#)

[G - pilot test results](#)

[H - photograph instruction spreadsheet](#)

[I - evaluation packets](#)

[K - summary table](#)



## **Strengthening WIC Nutrition Assessment Skills: Establishing A Competency-to-Training Framework In A Learning Management System (Iowa - 2007)**

This project will incorporate WIC nutrition assessment competencies and related training activities into an existing online learning management system for local WIC personnel as a strategy to foster self-assessment, provide timely access to key training topics through internal and external online courses and document completed training activities.

[VENA Webinar 2014](#)

[PowerPoint](#) (with notes)



# Tips for Submitting Materials

- Provide a list of files with descriptions.
- Keep file names short and remove spaces from file names.



# File Types

- Documents (Word, Excel, PDF, PowerPoint)
- Images
- Audio and Video

Email [wicworks@fns.usda.gov](mailto:wicworks@fns.usda.gov) if you have materials to share.



**WIC**works RESOURCE SYSTEM



  
**loving support.**  
MAKES BREASTFEEDING WORK



Thank you for your  
support of WIC Works!



# QUESTIONS?

**\*\*This webinar will be posted to WIC Works Resource System.**





# Thank you!

- Stay tuned for:
  - Next VENA Webinar on January 20, 2016; 2:00-3:00PM ET: *Dealing with Difficult Counseling Situations*. Presented by Maryland WIC.
  - New VENA WIC Works Learning on Line Module: *Connecting the Dots Between Assessment and Intervention*
- Thank you for your participation.
- Thank you for your hard work.

