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Dear WIC Nutrition Professional,

Facilitating positive nutrition-related behavior change among participants can sometimes be a challenging goal to achieve in the clinic setting. Various environmental, societal, inter/intrapersonal and programmatic factors can interfere with the interaction needed with your participants to encourage behavior change. Because of these contributing factors, an effective nutrition education contact must be a well-developed process that incorporates certain elements needed to be successful in meeting a participant's nutrition education needs.

Our Spring 2007 WIC Works Mailing focuses on **implementing** the process of delivering effective nutrition education in the WIC Program. Research indicates six steps that are important for nutrition education contacts and interventions to be successful. The six elements are as follows:

1. Review WIC nutrition assessment
2. Select messages
3. Select counseling methods and teaching strategies
4. Select delivery medium
5. Select informational and environmental reinforcements
6. Select follow-up method

Enclosed in this mailing are the *WIC Program Nutrition Education Guidance*, which addresses the six elements listed above, and several helpful tools to consider for implementing this process. The tools provided are color coded to correspond with each of the six elements described in the *Guidance*. Electronic versions of all materials are provided on a compact disc (CD), which also contains additional materials that you may find useful. The additional materials included on the CD are:

- Unit 5: Cover just two, or maybe three main points, Bright Ideas! Nutrition Education Skills Module
- Steps in Critical Thinking, adapted from VENA Competency Training
- Counseling Skills Module, Alaska WIC
- Sharing Session Guidelines: Self-Instructional Manual, Louisiana WIC
- Continuing on the Road to Excellence: Facilitated Discussions, University of Nevada Extension
- Just Say It!, adapted from "Just Say It!" Oregon University Extension
- *Nutrition Education Guidance*, Appendix A – Criteria for the Development and Evaluation of Electronic Based Nutrition Education for WIC Participants
- Health Literacy Resource List for Educators, Food and Nutrition Information Center Resource

Please feel free to print, copy and distribute any of these materials for use in your WIC agency. The continued success of the WIC Program relies on your ability to provide effective nutrition education to the participants that you interact with everyday. We hope these tools will help make your interaction with participants more effective and rewarding. If you have questions, please contact us by telephone at 301-504-5414, by email at wicworks@nal.usda.gov or visit us on the Web at www.nal.usda.gov/wicworks.

PATRICIA N. DANIELS
Director
Supplemental Food Programs Division
Food and Nutrition Service

DENNIS SMITH
Coordinator
Food and Nutrition Information Center
National Agricultural Library