II. Nutrition Services
4. Nutrition

2.4.100 Guidelines for Nutrition Education: Approved Resources

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POLICY: Only nutrition education-related materials and resources available through the Missouri Department of Health and Senior Services, or which meet the Pamphlet/Media Review Criteria shall be used for nutrition education purposes for WIC participants; to assure that nutrition education materials (written and audiovisual) promote current nutrition feeding practices and are consistent with current scientific research information appropriate for use with the WIC target population. All nutrition education materials/resources, other than DHSS provided materials/resources, must be reviewed or updated by the Nutrition Coordinator at least every two years.

PROCEDURES:

A. Pamphlets and/or audiovisuals or other media-related resources available through the Missouri Department of Health and Senior Services (MDHSS) are approved for use in the Missouri WIC Program. To order, use the appropriate order form.

B. Pamphlets and/or audiovisuals or other media-related education resources outside of MDHSS are approved if they meet the "Pamphlet and/or Audiovisual Review Criteria".

1. Media includes, but is not limited to, cassette, compact disk, video, Kiosk, web-based, video streaming, DVD, or any digital technology.

a. Complete the "Media/Pamphlet Review Criteria Form" when reviewing nutrition education materials and media.

i. Nutrition-related audiovisuals and pamphlets must be approved for use by the local WIC provider Nutrition Coordinator.

ii. Breastfeeding-related audiovisuals and pamphlets must be approved for use by the local WIC provider Breastfeeding Coordinator or Nutrition Coordinator.

b. Attach a copy of the written nutrition education material to the "Media/Pamphlet Review Criteria Form" for any approved or non-approved materials. Retain the completed "Media/Pamphlet Review Criteria Form" and original publication, or any approved or non-approved media from any source other than MDHSS, on file at the local WIC provider for monitoring purposes.

C. Self-Developed Nutrition Education Resources.

1. General Criteria

a. Identify a clear and explicit definition of your goal for the target WIC population.

b. Research to gain knowledge and insights about other developed nutrition

education resources to help tailor the material to the participant's interests and needs.

c. Assure that WIC nutrition education pamphlets promote current nutrition feeding practices that are appropriate for the target WIC population.

2. Develop printed material, which addresses language spoken, literacy skills, and cultural factors within the local WIC population.

a. Use peer language when appropriate to increase personal identification and improve readability. Use common words. Do not use medical terms or jargon unless necessary.

b. Write sentences in the active voice.

c. Use illustrations that show familiar images and reflect cultural context.

i. Avoid tables and charts

ii. Never hyphenate words

iii. Use bullets

d. Use Times New Roman font style. Use a size of print that is easy-to-read; at least 12 point and in dark type.

e. Use the "Checklist for Designing Nutrition Pamphlets for Low Literacy Clients" to aid in developing materials.

D. Display the local WIC provider agency name and address clearly on all nutrition education resources, along with the required USDA and Missouri Civil Right statements. Refer to ER# 1.05700.