

II. Nutrition Services

4. Nutrition

2.4.110 Effective Nutrition Education

Authority CFR 246.11(e), MPSF: WC-06-17-P

Issued 10/2012

Revised 10/2014

POLICY: The local agency will make nutrition education, including breastfeeding promotion and support, available or enter into an agreement with another agency to make nutrition education available to all adult participants, and to parents or caretakers of infant and child participants, and whenever possible and appropriate, to child participants.

The LA must ensure nutrition education is offered at the equivalent of one contact for each three months (quarterly). For participants certified for a six-month period, nutrition education must be offered at a minimum of two nutrition education contacts. The contacts must be provided on two different dates. The LA must ensure each participant or caregiver receives nutrition education at no cost. Program benefits shall not be denied to participants who miss or refuse nutrition education. Participants who are no show or refuse nutrition education must be placed on monthly FI issuance cycle until the minimum requirement of nutrition education contacts is met.

Nutrition education should emphasize the relationships between proper nutrition and good health and assists the participant in achieving a positive change in food habits to meet their nutrition/health goals.

All participants should be encouraged to attend and participate in nutrition education activities. Proxies are expected to attend and participate in nutrition education activities when the parent, guardian, caretaker, or foster parent is unable to be present.

PROCEDURES:

A. Standards of Effective Nutrition Education

Nutrition education must be designed to be easily understood by the participants, adapted to meet different cultural, socioeconomic and language needs, as well as incorporate the six elements of effective nutrition education and engage the participant. Refer to [USDA Nutrition Education Guidance](#). Written or audio-visual materials (e.g. pamphlets, newsletters, bulletin boards, videotapes, health fairs, public service announcements, TV advertisements and take home activities) used independent of other nutrition education elements are not considered effective nutrition education contacts/interventions and shall not count as nutrition education contacts. (FNS Guidance Memorandum, January 2006)

1. The CPA/Nutritionist should emphasize the importance of food selection by the participant for themselves and their family, as well as the positive long-term benefits of nutrition education.
2. Nutrition education topics chosen must relate to the participant's risk factor(s),

areas of dietary deficiencies, and/or other areas of nutritional concern.

3. No more than two nutrition education topics covered at a certification visit is recommended; no more than two topics are recommended at subsequent visits for individual or group sessions.
4. If more than one member of the family is enrolled in WIC, prioritize nutrition education using critical thinking skills, professional judgment and the participants expressed needs and concerns.
5. The Nutrition Coordinator must assure that all nutrition education and materials (e.g. lesson plans, pamphlets, bulletin boards, videos/DVD's, power point slides, copies from the web, etc.) promote current nutrition feeding practices and are consistent with current scientific research information appropriate for use with the WIC target population. Refer to policy [2.4.100](#).
6. All participants will be provided the "initial nutrition education contact" at each certification visit. Refer to policy [8.1.080](#).
7. A final nutrition education (Exit Counseling) must be offered to all women who are about to be terminated from the program. Refer to policy [8.1.100](#).

B. Approved Nutrition Education Methods

The CPA/Nutritionist should gauge the participant's stage of readiness (pre-contemplation, contemplation, preparation, action or maintenance); in an effort to determine which types of education and methods will be most effective to meet participant needs. Approved nutrition education methods include but are not limited to: individual, group, alternative (web-based [WICHealth.org or DHSS], self-paced lessons, telephone, e-mail) and Tele-Nutritionist. Any other nutrition education methods require State Technical Assistance (TA) Nutritionist's approval before implementation.

1. Individual Nutrition Education

Individual nutrition education contact is an approved education method for providing nutrition education to all participants. Key aspects of effective individual nutrition contact include:

- a. Establishing good rapport between the CPA/Nutritionist and the participant and providing an overview of the counseling session.
- b. Inquiring about any personal health or nutrition-related concerns that the participant would like to discuss.
- c. Use of open-ended questions and affirming statements.

2. Group Nutrition Education

Group nutrition education is an approved education method for non-high risk nutrition education contacts and is defined as two or more participants in a nutrition education class.

- a. Group education provided by CPA/Nutritionist
 - i. The CPA/Nutritionist may use activities which include but are not limited to demonstrations, physical activity or facilitated group

discussions.

- ii. The CPA/Nutritionist shall develop lesson plans or obtain approved lesson plans for all scheduled group education classes that include the class objectives, target audience, a brief outline of each lesson and the evaluation method.
- iii. All [lesson plans](#) must be approved by Nutrition Coordinator and kept on file.

b. Group education provided by FNEP educator

- i. FNEP Educators are not considered CPA/Nutritionists or WIC Certifiers in the Missouri WIC Program. FNEP educators cannot provide individual nutrition education sessions to Missouri WIC participants.
- ii. All FNEP lesson plans require the State Nutritionist's approval.
- iii. The Nutrition Coordinator shall observe the FNEP educator prior to delivery of group nutrition education classes.
- iv. The CPA/Nutritionist shall document nutrition education topics provided by the FNEP educator in MOWINS.

c. Group nutrition education provided by the Breastfeeding Peer Counselor

- i. Breastfeeding Peer Counselors may teach breastfeeding classes if they follow a lesson plan approved by the Breastfeeding Coordinator, which will count as one of the two required nutrition education contacts.
- ii. The Breastfeeding Peer Counselor shall document in MOWINS the nutrition education contact for the breastfeeding classes they teach.
- iii. Mother support groups and other classroom settings that do not follow an approved lesson plan shall not be coded as a nutrition education contact.
- iv. One-on-one Peer counselor contacts, either in person or by phone, shall not count as one of the two nutrition education contacts required within a certification period.
- v. The Breastfeeding Coordinator shall review all breastfeeding education materials. Refer to policy [2.1.010](#).

3. Alternative Nutrition Education

- a. Alternative nutrition education methods (web-based [WICHEALTH.org or DHSS], self-paced lessons, telephone, and e-mail) are approved educational methods for secondary, non-high risk individual nutrition education contacts.
 - i. The Nutrition Coordinator shall review and approve all alternative nutrition education methods.

- ii. All developed alternative nutrition education materials/resources not provided by the SA must be reviewed and updated by the Nutrition Coordinator at least every two years. Refer to policy [2.4.100](#).
 - iii. The participant, parents/caregivers shall be informed about their expected responsibilities when they agree to participate in alternative methods of nutrition education.
 - iv. The LA must document in MOWINS that the participant has accepted to utilize alternative nutrition education and the delivery method to be used.
 - v. Any participant who is contacted for nutrition education and refuses (e.g. hang-up, not willing to talk on the phone or respond to email etc.) will no longer have this method as a nutrition education option.
- b. Types of alternative nutrition education methods
- i. Web based Nutrition Education Guideline
 - (a) Only one lesson counts as an educational contact, but participants can complete as many lessons as they would like.
 - (b) WICHealth.org includes a Healthy eKitchen component to assist participants with menu development or locating recipes. Healthy eKitchen does not count as a nutrition education contact.
 - (c) WICHealth.org is an individual contact and is not meant for a household contact.
 - ii. Self-paced lessons Nutrition Education Guidelines
 - (a) Each self-paced module can only be counted one time per program category. A participant may repeat the lesson after a two year lapse.
 - (b) Participants must provide documentation, electronically or hard copy (e.g. certificate, answer sheet), to verify they have completed the learning module.
 - iii. Telephone
 - (a) A telephone contact shall be limited to participants for whom information required during the follow-up appointment is minimal.
 - (b) The participant must have a permanent phone number where they can be reached easily and must agree to participate in a telephone counseling session.
 - (c) The LA must assure that all of the requirements of the

Participant Confidentiality policy [8.1.010](#) are met during each telephone communication.

- (d) An additional phone call or an in person consultation during the next clinic visit should be made by the CPA/Nutritionist to provide an opportunity for follow-up and to determine the effectiveness of the initial nutrition telephone contact.

iv. E-mail

- (a) The participants must have a valid e-mail address and agree to be contacted by this method.
- (b) The LA must assure that all of the requirements of the Participant Confidentiality policy [8.1.010](#) are met during each e-mail communication.
- (c) The participant must respond to the e-mail within a timeframe agreed upon by the participant and CPA/Nutritionist.
- (d) The participant's response must reflect a clear understanding of the education provided.

v. Tele-Nutritionist Nutrition Education

- (a) Tele-Nutritionist nutrition education is an approved individual nutrition education method for providing nutrition education to all participants.
- (b) Only a nutritionist with MOWINS access can function as a Tele-Nutritionist.
- (c) Prior to implementation, the WIC or Nutrition Coordinator shall develop a plan outlining Tele-Nutritionist services and submit the plan to their TA Nutritionist for approval.
- (d) At a minimum, the plan should include:
 - 1) Reason this method of counseling is needed and the length of time that the agency will provide this method of counseling to participants.
 - 2) Equipment needs (e.g. clinic laptop, phone, web-camera, etc.) and type of software for facial recognition technology (e.g. Skype, Adobe face to face, etc.). Software used must have a secure internet meeting function.
 - 3) Methods of assuring appropriate nutrition education materials are made available to participant.
- (e) The Nutrition Coordinator shall contact their TA Nutritionist when the Tele-Nutritionist services are

discontinued.

C. Participant-Centered Goals and Goal Follow Up

At each certification/recertification visit participants must set a goal to improve their nutrition and/or health. A goal is about the final impact or outcome the WIC participant wants to accomplish. Goals may relate to participants risk factors, dietary habits, or health and dental care. Other nutrition or health topics may be appropriate when suggested by the participant.

1. A WIC Nutritionist/CPA should not set goals without participant input; however, they do act as guides in the goal setting process and can assist the participant by asking open-ended questions and using affirming statements during assessment and counseling.
 - a. The use of a circle chart is recommended when setting participant centered nutrition goals. A circle chart is a tool designed to guide a discussion with the participant. For more information on the circle chart, [click here](#).
2. A well phrased goal is one that is measurable and includes a statement, ‘from (measurement indices) to (measurement indices) by (specific date)’.
 - a. A prevalent process for setting goals uses the SMART acronym: Specific, Measurable, Achievable, Realistic, and Timely. This process is recommended when writing participant-centered goals, however it is not mandatory. For more information on the SMART acronym, [click here](#).
3. A WIC Nutritionist/CPA must document in MOWINS nutrition assessment questions, general or SOAP note specifics about all goals set by the participant during a certification period. For participants with a high-risk risk factor, the goal shall be documented by a Nutritionist in the MOWINS SOAP note. At a minimum, the documentation must include:
 - a. Behavior or topic targeted for change. Examples include fruit/vegetable intake, smoking, breastfeeding, obtaining routine health care, obtaining dental care.
 - b. Action to be taken. Examples include increase, decrease, begin, maintain, quit, discontinue.
 - c. Measurement of change that can realistically be expected. Examples include amount of food, number of cigarettes, number of bottle feedings, or duration of breastfeeding.
 - d. The timeframe for the expected completion of the goal. This may include a specific date or a time in relation to the participant’s certification. For example, “before the next certification,” or “before the next visit,” or “by 18 months of age,” or by May 1, 20__.”
4. A WIC Nutritionist/CPA is required to follow up on goal(s) to find out how the participant has addressed a nutrition or health issue. A goal follow-up does not replace a nutrition education contact/intervention.
 - a. Follow-up on the participant’s goal shall be provided before the

certification end date determined by MOWINS.

- b. Follow-up may be incorporated during the second nutrition education contact/intervention, or can be a separate activity such as during FI pick-up, by telephone or electronic means.
- c. Goal follow-up must be documented in MOWINS using a general or SOAP note and should include current status of the goal.

D. Nutrition Education Follow Up

Nutrition education follow up shall be done at any time during the certification period. Nutrition education follow up should be relevant to nutrition assessment and risk assignment, participant's capacities, strengths, needs and/or concerns.

E. Documentation

All nutrition education contacts must be documented in MOWINS by appropriate LA staff.

1. CPA/Nutritionist shall document the nutrition education topics, with the exception of the initial nutrition education contact. Documentation should include:
 - a. The participants understanding of the nutrition education
 - b. Addresses participant questions.
 - c. Reinforcement of the nutrition education provided.
2. Only a Nutritionist shall document all high risk education contacts by selecting from the MOWINS drop down list high risk contact and the specific topic discussed.
3. A CPA/Nutritionist shall document a missed (no show) nutrition education contact by selecting the "no show" nutrition education topic in MOWINS.
 - a. This shall only be done when the participant or household misses individual or group class for the entire month.
 - b. If the participant has not received the two required nutrition education contacts, reschedule the participant to return the following month for FIs and nutrition education. Refer to policy [9.1.020](#). Reschedule a missed appointment as appropriate.
4. A CPA/Nutritionist shall document a refused nutrition education contact by selecting the "refused" nutrition education topic in MOWINS. Reschedule the participant to return the following month for FIs and nutrition education.
5. A WIC Certifier may document the initial nutrition education contact.
6. The WIC Certifier/Clerk (under direction of nutritionist) or CPA/Nutritionist shall copy the certificate into a general note and code "WIChealth.org" in MOWINS nutrition education tab.