



STATE OF MISSOURI
DEPARTMENT OF HEALTH AND SENIOR SERVICES
BUREAU OF WIC AND NUTRITION SERVICES
NUTRITION EDUCATION MATERIAL REVIEW FORM

WIC local agencies (LAs) must complete this form every two years for all printed and electronic materials used for participant education that are not from entities listed in [policy 2.4.100](#).

A. SOURCE

1. Approved By (Name And Title):

2. Review Date:

3. Publisher:

4. Title Of Publication:

5. Date Of Publication, Copyright Date Or Most Recent Copyright Date:

6. Target Audience:

7. Language:

8. Reading level (for written materials). select one:

☐ Low = < grade 6 reading level.

☐ Medium = grade 7 to 11 reading level.

☐ High = > grade 12 reading level.

Note: SMOG Readability Formula located at <https://readabilityformulas.com>.

B. CONTENT

If you answer "no" to any of these questions, the material being reviewed shall be rejected for use in the Missouri WIC program.

1. Content is useful in a practical sense for WIC participants' needs and concerns.	☐ YES	☐ NO
2. Content promotes current nutrition/feeding practice guidelines consistent with science-based organizations such as DHSS, USDA and/or the American Academy of Pediatrics.	☐ YES	☐ NO
3. Information is accurate, up-to-date and free of misleading language and racial, ethnic and/or religious patterns.	☐ YES	☐ NO
4. The design, illustrations, wording and product advertisements promote the desired nutrition/feeding practices.	☐ YES	☐ NO
5. The AV or pamphlet reflects the legitimacy of different cultures, values, lifestyles and socio-economic levels.	☐ YES	☐ NO

Attach a hard copy of the material to this form or a link for electronic resources. Retain both for monitoring purposes.