

New Hampshire WIC Policy & Procedure Manual

Chapter Number 2. NUTRITION & BREASTFEEDING SERVICES

A. Nutrition Education

Nutrition Education

Purpose To promote participation in nutrition education activities by WIC participants to obtain the full benefits provided by the WIC Nutrition Program.

Policy Nutrition education shall be made available to the adult participant, the parent/caregiver of an infant or child, or the child themselves when feasible. The local agency shall stress the positive, long-term benefits of nutrition education and encourage the participant to attend and participate in nutrition education activities.

Nutrition education shall be:

- Free,
- Easily understood, and
- Bear a practical relationship to the participant's nutritional needs, household situation, and cultural preference, including how to select food for themselves and their families.
- Emphasize the relationship between nutrition, physical activity and health, with a special emphasis on the nutritional needs of pregnant, breastfeeding, and postpartum women, infants and children less than 5 years of age.
- Raise awareness of the dangers of using drugs and other harmful substances during pregnancy and while breastfeeding.
- Assist the individual at nutritional risk in improving their health status and achieving a positive change in dietary and physical activity habits in the prevention of nutrition-related problems through the optimal use of supplemental foods and other nutritious foods.
- Be thoroughly integrated into participant health care plans, the delivery of supplemental foods, and other program services.

Effective nutrition education should incorporate the following six elements:

1. Review of the nutrition assessment to identify the participant's nutritional risk factors, needs, and concerns;
2. Messages that engage the participant in setting individual, simple attainable goals, and provide clear and relevant "how to" actions to accomplish those goals;
3. Counseling methods and teaching strategies that are relevant to the participant's nutritional risk and are easily understood by the participant;
4. A delivery medium that creates opportunities for participant interaction and feedback;
5. Continuous support through informational and environmental reinforcements; and
6. Follow-up to assess for behavior change and determine intervention effectiveness.

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Authority CFR 246.11(a)(1)(2)(3), CFR 246.11 (b)(1)(2)
USDA Nutrition Education Guidance-01/19/2006
USDA Nutrition Services Standards-Standard 7

Procedure Nutrition education shall be provided by a WIC nutritionist/Competent Professional Authority (CPA) for all initial certifications, mid-certifications and high priority or professional discretion high-risk follow-up nutrition appointments (HP-FUN, or PDHR-FUN). In addition, nutrition education contacts for all pregnant and infant participants shall be provided by a WIC nutritionist/CPA regardless of high risk designation.

Nutrition education shall be provided through individual or group sessions that are appropriate to the individual participant's nutritional needs.

During each six month certification period, at least two nutrition education contacts, referred to as Follow-Up Nutrition appointments (FUN), shall be made available to all adult participants, to parents, and to caregivers of infant and child participants, and wherever possible the child themselves.

Low risk FUN appointments may be provided by a WIC nutritionist/CPA or by paraprofessional staff--see related policy Chapter 2A Nutrition Education—Alternate Modes.

Extended Certification Period:

For certification periods greater than 6 months, nutrition education contacts shall be made available at a quarterly rate however such contacts do not necessarily need to take place in each quarter of the certification period. Infants, children and breastfeeding women are certified for one year; pregnant women for the duration of their pregnancy and up to 6 weeks after the delivery of their baby. Infants, children and breastfeeding women shall have a mid-certification nutrition assessment completed. Pregnant women shall have nutrition education contact for each quarterly contact. WIC staff shall verify at quarterly contacts the breastfeeding status of at least one time per day of all breastfeeding women certified on the NH WIC Program. After 6 months, breastfeeding women whose infants are receiving a Limited BF food package will not receive a food package for themselves; they are able to continue to receive the nutrition education and breastfeeding support benefits of the WIC Program.

Participants may not be denied supplemental foods for failure to attend or participate in nutrition education activities.

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See related policies Chapter 2A Nutrition Education—Alternate Modes, Nutrition Education Documentation and Anthropometrics.

Exception

- When the local agency has a memorandum of understanding for education services to provide nutrition education for mutual participants such as education by a prenatal nutritionist.
- Proxies may receive nutrition education at follow-up (FUN) for a participant once during 6 month certification period; twice for an extended certification.

Best Practice

Nutrition education shall be made available and engage the child when feasible.

Provision of all FUN appointments by a WIC nutritionist/CPA.