

WNEP Education with WIC recommendations October 2014

Adults who participate in WIC are a key audience for WNEP. Education provided by WNEP reinforces WIC education and can help participants implement behaviors encouraged by WIC staff. Challenges to engage WIC participants in direct education include participants' lack of time when picking up WIC benefits, lack of interest in nutrition education provided and competing priorities. Experienced Nutrition Educators have found that WIC participants are more likely to engage in WNEP education when WIC staff encourage and/or direct participants to WNEP education or where WIC has ready-made groups. Experienced WNEP Educators have found that when they are able to build trust with WIC participants over time or through interactions in different settings such as Head Start then it is easier to engage these participants in lessons at WIC.

Recommended curricula (including individual lessons), and coordination with multi-level efforts

WNEP education at WIC generally occurs when WIC participants come to the WIC clinic to pick up their benefit checks. Since participants generally pick up their benefit checks four times a year, it is only necessary to have four nutrition education topics a year for WIC, one topic per quarter.

Direct education with parents may be provided through lesson series, single lessons or mini lessons (10-15 minute lesson). All WNEP education should use a recommended curriculum. However, at this time there is no "recommended curriculum" for mini lessons with WIC. During FY15, WNEP will be working toward defining a mini lesson "curriculum" for FY16.

All WNEP education should be coordinated with at least one other obesity prevention effort. *Research indicates that an effective obesity prevention program takes a comprehensive approach* (2014 SNAP-Ed Toolkit). Examples of other obesity prevention efforts relevant for WIC participants are the WIC food package, the WIC Farmers' Market Nutrition Program vouchers, EBT at farmers' markets, incentive programs to purchase fruits and vegetables with SNAP benefits, and physical activity opportunities in the community.

Curricula for WNEP include SNAP-Ed key behavioral outcomes. They have been chosen for statewide use based on the evidence of a theoretical base and/or pilot testing. WNEP lessons often tie in with WIC education priorities. These lessons should use a learner-centered approach (or participant-based approach).

WIC Education Priorities in FY15:

- Increased fruit and vegetable intake, and redemption of fruit and vegetable checks and farmers' market nutrition program vouchers;
- Infant feeding; and,
- Postpartum weight management.

SNAP-Ed Key Behavioral Outcomes:

- Make half your plate fruits and vegetables, at least half your grains whole grains, and switch to low-fat milk and milk products.
- Increase physical activity and reduce time spent in sedentary behaviors as part of a healthy lifestyle; and,
- Balance food and physical activity.

Curriculum (author)	Brief description	Behaviors addressed	Evaluation	Notes
Loving Your Family, Feeding Their Future (USDA) http://snap.nal.usda.gov/resource-library/nutrition-education-materials-fns/loving-your-family-feeding-their-future	4 lessons, may be used individually or as a series of lessons	<ul style="list-style-type: none"> • Fruits & vegetables • Physical activity (PA) • Healthy meals & meal planning • Family meals • Portion awareness 	<p>None at this time specific to curriculum</p> <ul style="list-style-type: none"> • Fruit & veggie sampling • Portion awareness 	<p>Available in English and Spanish</p> <p>Scheduled to be updated “soon”</p>
Feeding for Healthy Eating (Maryland SNAP-Ed) http://md.nutrition-ed.org/	Series of 6 lessons, use as a lesson series (each lesson is about 30-45 minutes in length)	<ul style="list-style-type: none"> • Fruits & vegetables • Role modeling • Cooking with children • Family meals • Parent’s role and child’s role in the feeding relationship 	Draft evaluation is being pilot tested in FY15	<p>Pilot testing of single lessons and a short series of these lessons is being done in FY15</p> <p>Available in English and Spanish</p>
Money for Food (WNEP) http://www.uwex.edu/ces/wnep/teach/mff/index.cfm	12 lessons, may be used individually or as a series of lessons	<ul style="list-style-type: none"> • Meal planning • Saving money on foods 	Included in curriculum and results may be entered into WNEP evaluation database	Available in English and Spanish
Sisters in Health (Cornell University Extension) http://dSPACE.library.cornell.edu/handle/1813/3901	Choose a short (2-4 lessons) or long series of lessons from the 10 lessons in this curriculum; do not teach as single lessons	<ul style="list-style-type: none"> • Fruits & vegetables • Food preparation • Label reading • Feeding children • Eating out 	Included in curriculum	<p>Becoming dated but content is still relevant for parents</p> <p>Available in English and Spanish</p>

*If you plan to do a short or long series of lessons using MFF, see page vi of the Full Money for Food Curriculum to determine which lessons fit with which topics. If you would like a mix of topics, choose one from each topic. Choose lessons based on the needs and interests of learners.

Single lesson	Brief description	Behaviors addressed	Evaluation	Notes
Cooking Matters at the Store (Share Our Strengths, Cooking Matters) http://cookingmatters.org/at-the-store	Education provided with grocery store tour; plan 60-90 minutes for lesson	<ul style="list-style-type: none"> • Reading labels • Unit pricing • Making healthy food choices 	Included with lesson (send copies of evaluation to Gayle Coleman)	Optional \$10 challenge is recommended but WNEP funds can not be used for the \$10 grocery cards

Mini lessons

Teaching topic	“mini lessons”	Evaluation
a. Choosing healthful foods (and in general)	Using WIC fruit and vegetable checks display Healthy & Homemade displays+ Touching Hearts, Touching Minds materials	Mini lesson tools: <ul style="list-style-type: none"> • Vary your veggies • Focus on fruit
b. Portion awareness	Portion Control – Don’t Go Overboard flip chart Healthy & Homemade displays+ University of Missouri displays * (Supersizing of America)	
c. Grain foods and whole grains	A Guide to Whole Grain foods, Penn State ne Frames Serving Up Whole Grains flip chart Good for You Grains display Whole Grains display University of Missouri displays * (Whole Grains)	Mini lesson tools: <ul style="list-style-type: none"> • Whole grains • Use of WIC foods
d-f. Fruits & vegetables	Good for You, You’ve Decided to Eat More Fruit! Flip chart+ Vegetables, Try a Bite! Flip chart+ Fruit and Veggies Solutions display Healthy & Homemade displays+	Mini lesson tools: <ul style="list-style-type: none"> • Vary your veggies • Focus on fruit <p>WIC fruit & veggies tool (added in November 2014)</p>
g. Milk group and other calcium-rich foods	Move to Low-fat Milk flip chart University of Missouri displays * (Drink to Your Health)	Mini lesson tool: <ul style="list-style-type: none"> • Low-fat milk • Use WIC foods
h. Meat and beans group	Go Lean with Protein flip chart Spill the Beans flip chart Preparing beans display Healthy & Homemade displays+	Mini lesson tool: <ul style="list-style-type: none"> • Use WIC foods
i. Choosing beverages	Rethink Your Drink flip chart What’s in your drink? display University of Missouri displays (Drink to Your Health)	
j-l. Foods with less solid fat, added sugar, salt	Food Label Lingo display	

n. Being physically active	Balance Food and Physical Activity display	
s. Family meals	Family Meal Times flip chart Mealtime is Family Time, Penn State ne Frames	
q. Feeding toddlers or preschoolers	Patience Works Better than Pressure display Do you have a choosy eater? Flip chart Healthy & Homemade displays+	WIC fruit & veggies tool (added in November 2014)
z. Planning healthy meals and snacks	Smart Snacking flip chart Family Meal Times flip chart Healthy & Homemade displays+ University of Missouri displays * (Healthy Snacks)	Mini lesson tool: • Use WIC foods
aa. Shopping for food	Using WIC fruit and vegetable checks display University of Missouri displays * (Eating on a Budget)	

+ Also available in Spanish, *Note – only select displays are recommended

Educational reinforcements and food tasting

Educational reinforcement items might help learners implement a behavior or remind them of a behavior change. For example, a Nutrition Educator might provide Healthy and Homemade calendars to WIC participants who complete a 30 minute lesson on Vegetables and Fruits lesson from Loving Your Family, Feeding Their Future to give them meal ideas with fruits and veggies. However, educational reinforcement items should be appropriate for the intensity of the lesson and therefore it is not appropriate to offer educational reinforcements with mini lessons. If using educational reinforcement items remember that all items purchased for use in WNEP educational programming must be necessary and reasonable, and need to be obviously and directly related to the topic taught.

Adults like getting and tasting samples of recipes. However, providing tastes of food or recipes at WIC is not practical because it is difficult to limit samples to only those individuals who participate in a mini lesson. Do not offer tasting samples with mini lessons at WIC.