

Guidance Document for Reinforcement of Nutrition Breastfeeding, and Administration Education Materials for Georgia WIC Participants

In compliance with WIC Policy Memorandum #95-5, The Child Nutrition Act of 1966 (CFR 246.11), Standard 7 of the Nutrition Services Standards and WIC Program Nutrition Education Guidance, reinforcement materials may be purchased to support Nutrition, Breastfeeding and Program Administrative Education for Georgia WIC Participants. Reinforcement materials are pamphlets, cookbooks, newsletters, take home activities, in clinic videotapes, take home tools, and/or in clinic bulletin tools. Reinforcement materials provided to Georgia WIC participants during Georgia WIC visits must be provided at no cost. (1, 2, 3, 4)

Nutrition Education and Breastfeeding Education Materials must support education related to the relationship between nutrition, breastfeeding, physical activity, and health for pregnant, postpartum, and breastfeeding women, infants and children under five years of age. These education materials can include information on the optimal use of the WIC supplemental foods, other nutritious foods and breastfeeding support aids. (2, 3)

Georgia WIC reinforcement materials can support key Exit Counseling topics (3):

- the dangers of using drugs and other harmful substances (including alcohol and tobacco) during pregnancy, while breastfeeding and around infants and children
- the needs for maintaining immunizations
- the need for adequate folate intake
- normalizing breastfeeding

Reinforcement materials also include materials that educate WIC participants about program participation including information about certification, voucher issuance and utilization, program participation requirements, alternate/proxy requirements, referrals, etc. (2,3,4)

All Reinforcement materials must meet the following guidance:

- Must focus on education for a specific Georgia WIC Participant type (Pregnant, Breastfeeding, Non-Breastfeeding, Infant or Child) or the family that supports a Georgia WIC Participant type.
- Must focus on nutrition, breastfeeding, physical activity, increasing awareness related to drugs and other harmful substances, or a nutrition related medical diagnosis that impacts a Georgia WIC participant type, or be related to program participation.
- Must meet current evidence base for Nutrition, Breastfeeding and/or Physical Activity Recommendations, or follow Georgia WIC Procedures Manual guidance.
- Should have a readability score, based on standardized scoring rubric (e.g. SMOG), of 4th – 6th grade, or have a justification of need for accepting the higher reading level.
- Should meet current Georgia DPH health recommendations.
- **EXCEPTION:** Must have the most current and appropriate non-discrimination statement if WIC is referenced in the document, if the Georgia DPH/Georgia WIC logo is used, and if it is developed within a WIC Agency.
- **EXCEPTION:** If the material is not already on the Georgia WIC State approved education materials list, you must obtain prior approval of the Georgia WIC Program Operations and Nutrition unit for purchase.
- **EXCEPTION:** If this is a locally developed resource (print or video), please consider prior involvement of the Georgia WIC Program Operations and Nutrition Unit for guidance before developing the resource; Georgia WIC Communications approval is

required as well and will be facilitated through Georgia WIC Program Operations and Nutrition.

Education pamphlets purchased or printed with Georgia WIC Funds must meet the following additional criteria:

- Must have a completed Nutrition Education or Communication Score evaluation evidencing appropriate evaluation. The following evaluation tools are approved:
 - CDC Communication (<http://www.cdc.gov/ccindex/>)
 - Nutrition Education Materials evaluation tool from the USDA Substance Abuse Resource Guide (Appendix 5A, p106
<https://wicworks.fns.usda.gov/wicworks//Topics/ResourceManual.pdf>)

Activity Books/Booklets, Newsletters, and Health Education booklets purchased (printed) with Georgia WIC Funds must meet the following additional criteria:

- Should have activities and support information appropriate for the age and development of the targeted participant.
- **EXCEPTION:** This guidance does not cover story books or text books. Please see the Guidance Document for Story Books for Georgia WIC participants. Text books are a staffing resource and are left to the Local Agency to determine need and appropriateness.

Cookbooks purchased or printed with Georgia WIC Funds must meet the following additional criteria:

- Must feature WIC supplemental foods.
- Must be branded to identify who developed the cookbook.
- Must have a written lesson plan that this material is supporting with clear connection to the likely impact on the behavior change objective.

Recipes featuring WIC Foods purchased or printed with Georgia WIC funds must meet the following additional criteria:

- Use standard recipe formatting: including name, number of servings when prepared, ingredient list with amounts/units, and procedures of preparation.
- Must be branded from the originating source of the recipe.
- Copy retained in the District Nutrition Education materials resource list.
- Georgia WIC encourages the provision of recipes to participants to assist them in using their WIC foods.
- **EXCEPTION:** Recipes do not require prior approval of the Georgia WIC Program Operations and Nutrition Unit for printing or purchasing if all other requirements are met.

Videos purchased or developed with Georgia WIC Funds must meet the following additional criteria:

- Must have a written lesson plan that this material is supporting with clear connection to the likely impact on the behavior change objective.

Take home tools are materials that the participant takes home that support positive behavioral change objectives for diet, physical activity or breastfeeding. These tools may include: weight or activity journals, sippy cups, calendars, etc. Take home tools are acceptable purchases with Georgia WIC funds with specific additional requirements.

- Must have a written nutrition education plan that this material is supporting with clear connection to the likely impact on the behavior change objective.
- Must utilize Georgia DPH/Georgia WIC Logo
- Must include a printed Nutrition, Physical Activity or Breastfeeding message

In clinic tools that support positive behavioral change objectives for dietary, physical activity or breastfeeding that are used to generally support nutrition education are acceptable purchases with Georgia WIC funds. In clinic tools can include bulletin board displays, food models, posters, etc.

- **EXCEPTION:** In clinic tools do not require prior approval of the Georgia WIC Program Operations and Nutrition Unit.

Emergency event where materials are needed to educate Georgia WIC participants about food and/or water safety, or Georgia WIC service delivery, prior approval is granted for a supply sufficient to cover estimated Georgia WIC participant needs for the emergency. This approval is limited in scope as the Georgia WIC State Office should necessarily be informed of local emergencies of a significant nature, and we will be available to assist in the development of an effective emergency communication resource.

All financial approvals as required by Georgia Department of Public Health, Georgia WIC Financial Office, and Local Agency Program Administration, in terms of approving expenses should be followed. Please consider the perception of your purchases in your local community and be prepared to explain that your expenditure is appropriate, reasonable, and necessary as well as facilitates the objectives of Georgia WIC Nutrition Education, Breastfeeding Promotion and Outreach, or Program Administration.

References:

- (1) WIC Policy Memorandum 95.5
- (2) The Child Nutrition Act of 1966, CF246.11, <http://www.ecfr.gov/cgi-bin/text-idx?SID=a42889f84f99d56ec18d77c9b463c613&node=7:4.1.1.1.10&rgn=div5#sp7.4.246.d> Retrieved from Web 1/13/16
- (3) Nutrition Services Standards: Standard 7. Nutrition Education and Counseling. Page 34-35, <https://wicworks.fns.usda.gov/wicworks//Topics/WICnutStand.pdf> ,Retrieved from Web 1/13/16.
- (4) WIC Program Nutrition Education Guidance, 2006, Page 5. https://wicworks.fns.usda.gov/wicworks//Learning_Center/ntredguidance.pdf Retrieved from web 1/13/16