



*Georgia Department of Public Health*

# Education Materials Task Force Update

Presentation to: Nutrition Services Directors

Presented by: Barbara Stahnke, MEd, RD, LD

Date: December 13, 2016



***We Protect Lives.***



# Education Materials Task Force (EMTF) Update

- Participants will be able to:
  - Utilize the current approved list to select materials for purchase to support nutrition education in Georgia WIC
  - List the four materials that must not be on any Local Agency list of education materials
  - Describe the local agency responsibilities related to education materials
  - Describe the work of the EMTF for FFY 2017



Georgia WIC Nutrition Education

# **APPROVED EDUCATION MATERIALS LIST**

# Purchasing Guidance

- Reminder: Assure that your Education Materials List is up to date for materials on hand
- Any purchases initiated as of today must be on the approved Education Materials List
- The Education Materials Task Force (EMTF) continues to meet - additional reinforcement materials still needed
  - Basic List is complete
  - Still with some missing topic areas
  - Georgia WIC Branded Materials

# Purchasing Guidance

The current education materials list will be on the District Resources Web Page

- Story books, recipe books and activity books are included in the list
  - Story books are targeted for infants and children
  - Must include a nutrition education lesson plan that the book supports with the purchase justification
- Local agency should think through reasonable and necessary cost justification with all purchases

# Purchasing Guidance

- Teaching aids used in the clinic to educate and encourage participants do not require prior approval for purchase:
  - Food Models
  - Posters
  - Flip Charts
- If the teaching aid is given to the participant it is an educational reinforcement material and needs to be on the approved list

# Education Reinforcement Materials

- Children Materials: Working to identify materials for...
  - Immunizations (will use a Georgia DPH material)
  - Exit Counseling (temporary material identified and on list)
  - Water
  - Constipation
  - Choking

# Education Reinforcement Materials

- Prenatal Materials: Working to identify materials for...
  - Exit Counseling (temporary material identified and on list)
  - Constipation
  - Food Safety: Listeria and Bacteria
  - Mercury



# Education Reinforcement Materials

- Breastfeeding: Working to identify materials for...
  - Storage Guidelines
  - Skin-to-Skin
  - Special Situation
  - Latch problems
  - Engorgement
  - Back to Work or School
  - Pumping

# Education Reinforcement Materials

- The below materials should be discarded and are not approved for use with Georgia WIC participants (Action Memo 15-8)
  - Infant Obesity (Channing Bete)
  - Iron and zinc in your diet (Channing Bete)
  - Handling common stomach problems (Channing Bete)
  - Ten tips on eating right while you are pregnant (Noodle Soup)

# Education Reinforcement Materials

- Core Messages:
  - Breastfeeding
  - Make Half Your Plate Vegetables and Fruits – balanced plate
  - Be Active
  - Healthy Beverage Consumption
  - Responsive Feeding (Baby Behavior / Stress Free Feeding)

# Education Reinforcement Materials

- Overarching Themes:
  - WIC Cares
  - Health Literacy
  - Positive
  - Aesthetically Appealing
  - Up to Date
  - Quality
  - Convenient Sizes
  - Offers Connection and Support Resources (e.g. referral, web link, on-line tool)

# EMTF Strategic Plan

- Review and update the Nutrition Questionnaire
- Review and update Georgia WIC Forms
- Assign partner districts by January 2017
  - Districts without members on the Task Force will be connected to a Task Force Member who will provide updates and keep the District up to date on progress.
- Select new task force members for vacant district slots
- Development of Georgia WIC Branded Materials
- Action memo for materials to be discarded:
  - Out of date
  - Non-evidenced based

# Nutrition Assessment Questionnaire

- Collected examples from other states
- Considered Georgia WIC Risk Criteria and USDA guidance on Inappropriate Nutrition Practices
- Considered clinic flow, different models of service provision, and impacts on participants
- Considered the merits of each question
- Considered how to facilitate VENA
- Summary Recommendations to the state office
- NEXT STEP – State WIC office to review recommendations and questions from Task Force

# Nutrition Assessment Questionnaire

## Adult Questionnaire Ideas

- Use I statements with selected choices e.g.

- I feel smoking is

**okay**

**okay sometimes**

**never okay**

**X**

- I want to explore the benefits of breastfeeding

**Yes**

**Maybe**

**X**

**No**

- Add an “I feel” question with a sample list of choices

**sad**

**X**

**happy**

**irritable**

**frustrated**

**bored**

# Nutrition Assessment Questionnaire

- Child Questionnaire Ideas
  - Task Force requests the definition of a good assessment per USDA
    - Nutrition Services Standards will be used to evaluate this definition for all questionnaires at our next meeting.
  - My child drinks from:

breast	X	baby bottle		sippy cup	
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  - My child drinks...

human milk		whole milk		1% milk	X
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- Are we using the customer service question on the form?
  - “Please offer any suggestions on what WIC can do to better serve you and your family.”



# Nutrition Assessment Questionnaire

## Infant Questionnaire Ideas

- Today I would like to talk about:\_\_\_\_\_
- My baby eats...

baby food	X	infant cereal	X	vegetables		fruits		table food	
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- My baby drinks...

human milk	X	formula	X	juice		water	X	whole milk	
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# Forms

Reviewed both use and the actual documents

- Training on when to use forms
- Readability and participant access of forms
- Need to think about process, and if we can use the short form of the non-discrimination statement
- Updates for program changes needed for some forms
- Non-disclosure statement – multiple meanings are being used across the state
- NEXT STEP – State WIC office to review recommendations and questions from Task Force

# Education Materials List

Go to the WIC District Resources Page

Nutrition Ed Material Title	Type	Vendor	Language	Comments (Requirements and do not use)	Target Audience	Approval Date
Fruit/Frutas	Board Book	<a href="http://www.milet.com/index.html">http://www.milet.com/index.html</a>	Multiple Bilingual	Class on Fruits and Vegetables; must have nutrition education class or outline attached to purchase	Infant/Children	3/15/2016
My Food Mi Comida	Board Book	<a href="http://www.rebeccaemberley.com/p/books.html">http://www.rebeccaemberley.com/p/books.html</a>	English/Spanish	Class on Fruits and Vegetables; must have nutrition education class or outline attached to purchase	Infant/Children	3/15/2016
Colors	Board Book	<a href="http://www.saranderson.com">www.saranderson.com</a>	English	Class on Fruits and Vegetables; must have nutrition education class or outline attached to purchase	Infant/Children	3/15/2016
Verduras/Vegetables	Book	<a href="http://www.saranderson.com">www.saranderson.com</a>	English	Vegetable & Fruit Core Message; comes in multiple weights; must have nutrition education class or outline attached to purchase	6m -3 years	8/4/2016
We nurse around the world	Book	<a href="http://lapllc.com/children/">http://lapllc.com/children/</a>	English/Spanish	Diversity, core messages, may make mom comfortable with talking to a younger child (sibling) about breastfeeding. must have nutrition education class or outline attached to purchase	Children	8/4/2016

# EMTF Summary

- Purchases can only be made from the approved list found on the district resources page
- Verify that the four denied materials are not in your clinics
- Verify that materials used with participants in your WIC clinics are on your local agency education materials list
- Districts without a member on the task force should submit the name of a contact person for information on task force work and opportunities for input
- Task force will be working on the forms and screening tools then develop Georgia WIC branded materials for missing topics

# Questions?

- Contact Barbara Stahnke,  
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