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

12/9/2016
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
  – My child drinks...
    human milk | whole milk | 1% milk | X

• 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 |
• My baby drinks...

| human milk | X | formula | X | juice | water | X | whole milk |
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

<table>
<thead>
<tr>
<th>Nutrition Ed Material Title</th>
<th>Type</th>
<th>Vendor</th>
<th>Language</th>
<th>Comments (Requirements and do not use)</th>
<th>Target Audience</th>
<th>Approval Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruit/Frutas</td>
<td>Board Book</td>
<td><a href="http://www.milet.com/index.html">http://www.milet.com/index.html</a></td>
<td>Multiple Bilingual</td>
<td>Class on Fruits and Vegetables; must have nutrition education class or outline attached to purchase</td>
<td>Infant/Children</td>
<td>3/15/2011</td>
</tr>
<tr>
<td>My Food Mi Comida</td>
<td>Board Book</td>
<td><a href="http://www.rebeccaemberley.com/p/books.html">http://www.rebeccaemberley.com/p/books.html</a></td>
<td>English/Spanish</td>
<td>Class on Fruits and Vegetables; must have nutrition education class or outline attached to purchase</td>
<td>Infant/Children</td>
<td>3/15/2011</td>
</tr>
<tr>
<td>Colors</td>
<td>Board Book</td>
<td><a href="http://www.saranderson.com">www.saranderson.com</a></td>
<td>English</td>
<td>Vegetable &amp; Fruit Core Message; comes in multiple weights; must have nutrition education class or outline attached to purchase</td>
<td>Infant/Children</td>
<td>3/15/2011</td>
</tr>
<tr>
<td>Verduras/Vegetables</td>
<td>Book</td>
<td><a href="http://www.saranderson.com">www.saranderson.com</a></td>
<td>English</td>
<td>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</td>
<td>6m - 3 years</td>
<td>8/4/2011</td>
</tr>
<tr>
<td>We nurse around the world</td>
<td>Book</td>
<td><a href="http://lapllc.com/children/">http://lapllc.com/children/</a></td>
<td>English/Spanish</td>
<td>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</td>
<td>Children</td>
<td>8/4/2011</td>
</tr>
</tbody>
</table>
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, Barbara.Stahnke@dph.ga.gov or 404-657-2556