



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	http://www.milet.com/index.html	Multiple Bilingual	Class on Fruits and Vegetables; must have nutrition education class or outline attached to purchase	Infant/Children	3/15/2014
My Food Mi Comida	Board Book	http://www.rebeccaemberley.com/p/books.html	English/Spanish	Class on Fruits and Vegetables; must have nutrition education class or outline attached to purchase	Infant/Children	3/15/2014
Colors	Board Book	www.saranderson.com	English	Class on Fruits and Vegetables; must have nutrition education class or outline attached to purchase	Infant/Children	3/15/2014
Verduras/Vegetables	Book	www.saranderson.com	English	Vegetable & Fruit Core Message; comes in multiple weights; must have nutrition education class or outline attached to purchase	6m - 3 years	8/4/2014
We nurse around the world	Book	http://lapllc.com/children/	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	8/4/2014

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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