

THE NEXT GENERATION OF NUTRITION EDUCATION

Vernita Reyna & Bonnie Ranno



What does
NUTRITION EDUCATION
mean to you?



...redefine

NEWS quotes



“INCREASING PARTICIPANT’S NUTRITION
KNOWLEDGE THROUGH QUALITY
EDUCATION.”

LINDSAY GROSVENOR (MALHEUR)



“INSPIRING OR FOSTERING A POSITIVE
CHANGE IN A FAMILY'S DIET
AND/OR LIFESTYLE.”

JANA MANN (COLUMBIA)



“SETTING UP FAMILIES FOR SUCCESS
WITH EVIDENCE-BASED STRATEGIES AND
PARTICIPANT-CENTERED SUPPORT TO
IMPROVE HEALTH AND WELLBEING.”

TARA OLSON (WASHINGTON)

FEDERAL WIC REGULATIONS

§ 246.2 – Definition

Nutrition education means individual and group sessions and the provision of materials that are designed to improve health status and achieve positive change in dietary and physical activity habits, and that emphasize the relationship between nutrition, physical activity, and health, all in keeping with the personal and cultural preferences of the individual.



NUTRITION EDUCATION

- **Noun**: nutrition materials and health information, what we offer
- **Verb**: the art of offering, how we provide information and support



What does
MEANINGFUL
nutrition education
look like?



...reflect

**what is easiest?
what is most challenging?**



RENEW PROJECT:
REvitalizing Nutrition
Education in WIC

...reframe

Build a framework for consistently providing accurate and meaningful nutrition education to WIC families during one on one contacts that add value to WIC participation



...refresh

RENEW in-service in spring 2017



We want to hear
from **YOU!**

CREATE A **WINDOW PANE**



FOUR WINDOWS

Setting

Delivery

Content

Other

...reimagine

Setting: environment, mood, emotions, tone, distractions

Delivery: PCE skills, anticipatory guidance, change talk, listening,
bridging the transition from assessment to education

Content: knowledge, resources, materials, difficult topics

Other: data system, next steps, referrals, health outcome statement



...rethink

**what would make each area on
the pane more effective?**



...redesign

**what would help make nutrition
education in WIC more
meaningful?**



...resources

**nutrition education materials
in Oregon WIC**

NE MATERIALS –
INTENDED
FOR
INTERACTION!





...reveal

**new ordering platform will be
rolled out in October**

SHOPIFY

Search

Log in or Create account

Cart



Home Catalog About us View all topics

Home > Products

Products

Browse by

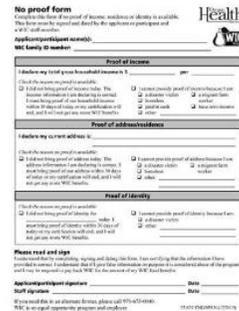
All

Sort by

Alphabetically, A-Z



Bringing Home Baby
\$0.00



Health questionnaire: infants and children (online only)
\$0.00



Colic (pad of 50)
\$0.00



Food allergies (pad of 50)
\$0.00



SHOPIFY



Prevent early childhood cavities

\$0.00

Languages

English

Quantity

1

Add to Cart

Description: How to encourage good early dental health habits, including steps parents can take to protect their children's teeth.

Format: Full color brochure, 8.5" x 5.5"

Languages available in print: English, Spanish.

Languages available electronically only: N/A

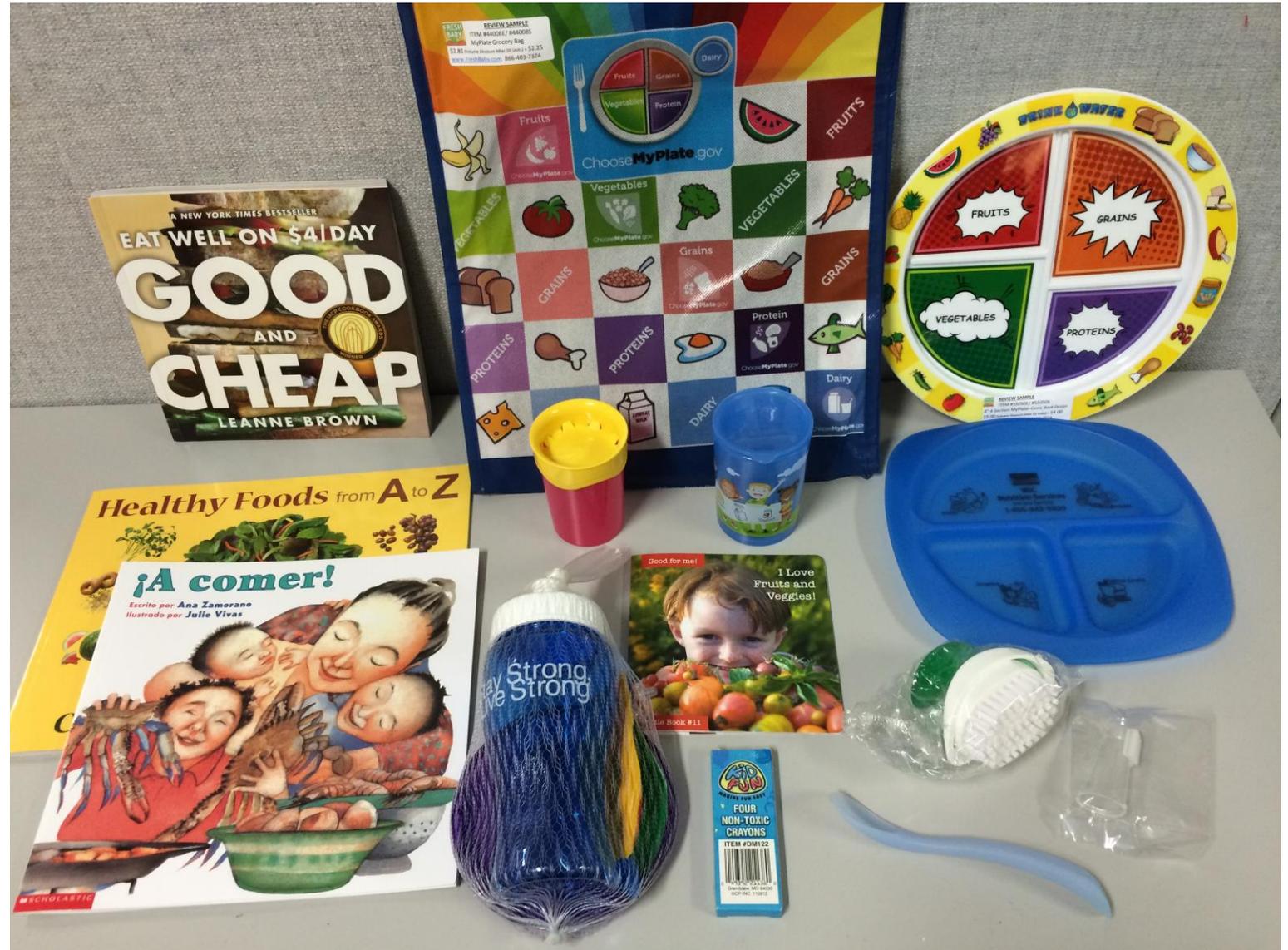
Form number: 57-726



...retention

use of incentive items

NUTRITION EDUCATION INCENTIVE ITEMS





...repackaging

**a look at resources from
other states**



...review

questions?

THANK YOU for your participation!

Vernita Reyna

971-673-0047

vernita.d.reyna@state.or.us

Bonnie Ranno

971-673-0048

bonnie.ranno@state.or.us

