

Section 6.7: Additional Nutrition Education

11/2020

References: 7CFR 246.11(e)(2)

Policy: Provide additional nutrition education during the certification period.

Purpose: To ensure that *additional nutrition education* is made available to all participants throughout their certification period.

Definitions:

Additional Nutrition Education - Education contacts that occur at a time other than the certification appointment.

Contact - A contact is an interaction between the nutrition educator and the participant to explore opportunities for behavior change, to provide anticipatory guidance and to address areas of nutrition risk.

Procedures:

This policy describes *additional nutrition education contacts for participants who do not meet the High Risk Criteria*, see [Exhibit 6-A](#). See *High Risk Individual Nutrition Care Plans*, [Section 6.6](#).

- **Content of additional nutrition education contacts:**
 - Is based on the participant's nutritional needs and category (i.e., risks, participant concerns, and anticipatory guidance).
 - Includes follow-up to medical referrals and other referrals as needed. See Referrals, [Section 5.7](#).
 - Includes "*Postpartum Exit Counseling*" provided to breastfeeding and non-breastfeeding postpartum women who will not be eligible for WIC at the end of their current certification. This education should include:
 - The importance of preconceptual folic acid intake in reducing neural tube defects
 - Encouragement to continue breastfeeding as the preferred method of infant feeding
 - The importance of immunizations for children
 - The health risks associated with the use of alcohol, tobacco, and other drugs
 - The need for a well balanced diet

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- Referrals as appropriate
- **Number of *additional nutrition education* contacts is based on the length of the certification period.**
 - For participants certified for a period *greater than 6 months*, nutrition education contacts shall be made available at a rate equivalent to quarterly. This includes the education provided at the initial certification, see [Section 6.3](#), and mid-certification appointments, see [Section 5.10](#).
 - For example: A child certified for one year will receive an initial contact at certification, an educational contact at midcertification and two *additional nutrition education* contacts. This provides 4 contacts in the one year certification period.
 - Participants certified for a period of *six months or less* should be provided a minimum of one *additional nutrition education* contact, in addition to the *initial contact* at certification.
 - For example: Pregnant women certified for more than one month must be offered *additional nutrition education* before their due date.
- **Delivery methods/mediums for *additional nutrition education* should be interactive and accommodate individual learning styles and needs. Types may include:**
 - **Individual:** Nutrition education provided to the participant/parent/guardian or proxy based on the unique needs of the participant and/or interests. Individual contacts may be provided in person, by phone or video calls.
 - **Group:** A class or facilitated discussion with a qualified instructor. The group contact should be relevant to the participant's category.
 - **Self-Guided:** Pre-approved computer-based nutrition education or other interactive media. This option requires that the participant be given the opportunity to interact with a CPA to discuss the content of the self-guided contact and to ask questions. The CPA should follow-up on any goals or strategies that the participant identified at the end of the self-guided contact. See Guidance for wichealth.org.
 - **Other methods** as described and approved in the local agency Nutrition Education Plan.
- **Documentation of *additional nutrition education*** should promote continuity of care. Follow documentation procedures as outlined in the local agency Nutrition Education Plan. See [Section 6.8](#).
- **Maintain confidentiality:** Individual contacts should be conducted in a private area rather than in a public waiting room. Participants should not be asked to share private, confidential information in a public or group setting.
- **Missed Contacts:** if an *additional nutrition education* contact is missed and can not be rescheduled during the current benefit period due to the participant/parent/guardian's availability, issue one month of benefits and schedule the contact for the following month.

If the participant/parent/guardian refused nutrition education, document that in their record.

Guidance

- **Create and offer options to reduce barriers to nutrition education.** Transportation, childcare, and work obligations can make it difficult for families to participate in nutrition education activities. [Education Choice](#) allows participants to choose how they would like to receive nutrition education at follow up visits. Options include education by telephone, video call, self-guided modules or in WIC clinic.
- **Timing of contacts:** *Additional nutrition education* contacts should be provided at a rate equivalent to quarterly, but not necessarily every 3 months. Consider the needs of the participant when scheduling their follow-up. For example, a CPA may choose to provide an *additional nutrition education* contact one month after an infant's initial certification to support continued breastfeeding, rather than waiting three months.
- **wichealth.org:** is a pre-approved computer-based program available to local WIC participants in Minnesota for self-guided nutrition education. It is intended for participants considered low-risk, with no high risk conditions.
 - For households with multiple members, the family may complete one lesson. However, as with in-person educational contacts, education should be relevant and individualized to the category and needs of each family member. Follow up to the on-line lesson should include discussion of any family member's nutrition/health in a category not covered by the on-line lesson. Example: A family includes Breastfeeding mother, 5 month old infant and a 4 year old child. Mom completed a wichealth.org lesson about snacking for children. When contacting the household for follow-up, the CPA should follow up on mom and infant's nutrition and health needs/concerns and provide education as needed. Document education in each member's record.
 - Follow-up on self-guided nutrition education may be by phone, video call or text/email. When using texting/emailing, assure the same opportunities for follow-up are offered to the participant as with phone/video calls. This includes an interaction between the CPA and participant to discuss the content of the self-guided contact, follow-up on any goals or strategies identified in the self-guided contact and to allow the participant to ask questions. Assure Data Privacy is maintained, see [Section 1.7](#).
- **Additional Education provided by an outside entity:** An outside entity may provide *additional nutrition education* for participants if the following criteria are met:
 - The *additional nutrition education* content is appropriate for the individual's nutritional risks and nutritional interests, the encounter is within the current WIC certification period and the education is documented.
 - Services provided by staff from an outside entity must be within their scope of practice.

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- WIC CPA staff should be present in the area to respond to questions that are beyond the scope of knowledge/practice of the outside entity staff person.
- Lesson plans written by the outside entity for the *additional nutrition education* contacts should be reviewed and approved by the local agency Nutrition Education Coordinator.
- If an outside entity staff person is used for providing *additional nutrition education*, local agencies are encouraged to enter into an annual agreement with the entity addressing the following roles/expectations:
 - Time period the agreement covers.
 - Responsibilities of the staff from the outside entity: e.g., day(s) of month staff will provide contacts; topic(s); length of clinic day; arrangements for backup, if staff is unable to attend the WIC clinic; and assurance that participant confidentiality will be maintained.
 - WIC responsibilities: providing space, setting up the room, communication regarding schedule changes and materials, and CPA staff present to answer participant questions.
- The contacts should be documented per the local agency documentation procedures. See [Section 6.8](#).

Reference – Complete Listing of Hyperlinks

[Exhibit 6-A](#)

(<https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/exhbts/ex6/6a.pdf>)

[Section 6.6](#)

(https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch6/sctn6_6.pdf)

[Section 5.7](#)

(https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch5/sctn5_7.pdf)

[Section 6.3](#)

(https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch6/sctn6_3.pdf)

[Section 5.10](#)

(https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch5/sctn5_10.pdf)

[Education Choice](#)

(<https://www.health.state.mn.us/people/wic/localagency/nutrition/edchoice/index.html>)

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(https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch6/sctn6_8.pdf)

*Minnesota Department of Health - WIC Program 85 E 7th Place, PO BOX 64882, ST PAUL MN 55164-0882;
651-201-4444, health.wic@state.mn.us, www.health.state.mn.us;
To obtain this information in a different format, call: 651-201-4444*