

Michigan WIC Client-Centered Nutrition Education Resources

Introduction

WIC nutrition education is effective when it results in a positive nutrition-related behavior change. Research consistently shows that nutrition education interventions that use education methods directed at behavioral change are more likely to achieve positive results than interventions focused on dissemination of information only.

Client-centered nutrition education places the learner at the center of the nutrition education process and focuses the education on topics of interest to the client. The nutrition educator assumes the role as a listener, motivator, or counselor who helps guide the client through a behavioral change process that addresses their unique needs and situations.

Value Enhanced Nutrition Assessment (VENA) was developed to provide the foundation for nutrition education and other WIC services that guide and support families in making healthier eating and lifestyle choices.

Below is a compilation of resources to assist WIC nutrition educators in effective nutrition education strategies.

I. Michigan WIC Nutrition Education Resources

1. [Michigan Public Health Institute Michigan WIC Trainings \(in process\)](#)
This contains current and archived Michigan WIC trainings, as well as, archived Michigan WIC Conference webcasts and podcasts.
2. [Michigan WIC Nutrition Education and Publications \(Michigan WIC Program\)](#)
Links to resources include: wichealth.org, WIC Works, Annotation List – Michigan WIC Nutrition Education Publications, Modules: Nutrition Education Shared Lessons, Modules: Checklist for Reviewing Shared Lessons, Folic Acid, and Nutrition Care Manual Guidance.
3. [Michigan WIC VENA Training Webcast \(2008\)](#)
Sessions include: VENA Background, Critical Thinking, Building Rapport, and Motivational Negotiation (Interviewing).

4. [Michigan MI-WIC Policy Manual \(Michigan WIC Program\)](#)
This contains the Michigan WIC Policy Manual. The nutrition education policy can be found under 5.0 Nutrition Services.

II. Client-Centered Nutrition Education and VENA

1. [WICHealth.org Resources \(wichealthsupport.org\)](#)
Resources include: Client Flyer, Client Insert, Facilitator Guide for In Clinic Lessons, Implementation Guide, Implementation Tips, and SOC (stages of change) Fact Sheet. There are also lesson plans, handouts, and more.
2. [Counseling and Educational Methods \(USDA\)](#)
Links to resources include: Facilitated Dialogue Basics: A Self-Study Guide for Nutrition Educators, Motivational Interviewing, Suggestions for Leading Small-Group Discussions, and Supporting Parents' Love: Using the Feeding Relationship Approach in WIC.
3. [WIC Learning Online \(USDA\)](#)
This training contains 18 online modules designed to train WIC program staff. Lesson titles include: Communicating with Low Literacy Audiences, Using Facilitated Discussion, Introducing Motivational Interviewing, Applying Motivational Interviewing, and Making Nutrition Education Fun and Attractive. It is approved for continuing education.
4. [VENA Village \(USDA\)](#)
The training module link includes: Health Outcomes, Stages of Change, Critical Thinking, and Rapport Building.
5. [Counseling and Education Guides \(USDA\)](#)
Links to resources include: Nutrition Care Process: Success in WIC, Nutrition Education Materials, Health and Nutrition Lesson Plans, Healthy Lifestyle Promotion Toolkit, and Bulletin Boards in a SNAP.
6. [Staff Training \(USDA\)](#)
Resources include: Get Healthy Together, Getting To The Heart Of The Matter, Key Theories, Applications, and Planning Processes Related To Training WIC Staff, WIC Services Toolkit, WIC Connects and more.
7. [SNAP Photo Gallery \(USDA\)](#)
This is a collection of over 75 high-quality, professionally produced images depicting a variety of nutrition education themes and concepts including mealtime, cooking, food preparation, shopping, families, label reading, fruits and

vegetables, whole grains and many more.

III. WIC Program Requirements

1. [WIC Regulations Federal Register \(USDA\)](#)
These are the WIC Program federal regulations. Section 246.11 contains the nutrition education regulations.
2. [WIC Program Nutrition Education Guidance \(USDA\)](#)
This is the USDA guidance for providing effective nutrition education contacts and interventions directed at behavior change in the WIC Program.
3. [WIC Nutrition Service Standards \(USDA\)](#)
These standards provide a way for WIC agencies to assess how well they deliver nutrition services and how to improve their WIC Programs. They include Federal Requirements, Recommended Criteria, and Best Practices for the WIC Program.

For more information regarding VENA and client-centered nutrition education for the WIC Program please contact Diane Traver at traverd@michigan.gov or you may call her at 517 335-9535.

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