



**Michigan WIC**  
Nutrition Education Module for State  
Sharing

# Project FRESH

## Fruits and Vegetables

Self-Directed Education



This lesson was created by Michigan District Healthy Department #10 WIC Program and adapted for State Sharing by the Michigan WIC Program.

Michigan Department of Health and Human Services, WIC Program, Lansing, Michigan.

[www.michigan.gov/wic](http://www.michigan.gov/wic) May 2020.

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## Michigan WIC Nutrition Education Lesson Plan

**I. Title: Project FRESH – Fruits and Vegetables**

**II. Target Group:** Pregnant, breastfeeding, postpartum women and caregivers of children 1 to 5.

**III. Suggested MI-WIC NE Topics:** Project FRESH -- Fruits and Vegetables

**IV. Learning Objectives:**

1. Clients will shop for and/or prepare at least one new fresh fruit or vegetable from a WIC authorized farmer at a farmer's market or roadside stand.
2. Clients will try at least one idea from the "10 Tips For Your Fruits and Veggies" or "Fruits and Veggies in smoothies" handouts with fruits and/or vegetables purchased at a farmer's market or roadside stand.

**V. Learning Activities/Methods:** Self-directed education. Take home lesson.

**VI. Materials Needed:**

1. Project FRESH – Fruits and Vegetables Nutrition Education Module (English and Spanish), which includes:
  - a. Instructions for the Project FRESH – Fruits and Vegetables lesson
  - b. "10 Tips For Your Fruits and Veggies" handout
  - c. "Benefits of Fruits and Vegetables" handout
  - d. "Fruits and Veggies in smoothies" handout
  - e. "How to Use Your Coupons" handout
  - f. "Project FRESH sign" handout
  - g. "Client Feedback Form"Readability – Grade 5
2. "Client Feedback Form Key"

Optional Reinforcement YouTube videos:

*What is WIC Project FRESH? -- Video 1*

<https://www.youtube.com/watch?v=RGex9lSh81Q> (1:13)

*How to Use WIC Project FRESH Coupons -- Video 2*

<https://www.youtube.com/watch?v=vIU1w7SyHHg> (1:13)

*How to Get the Most Out of Project FRESH -- Video 3*

<https://www.youtube.com/watch?v=TUfReS54oU8> (1:13)

**VII. Equipment and Facilities needed:** Pre-addressed return envelopes with postage.

**VIII. Approximate time:** 15 – 20 minutes

**IX. Outline of Content:**

1. Staff will contact and instruct each client or caregiver how to complete the take home module and to return the "Client Feedback Form" in the return envelope.
2. The Project FRESH – Fruits and Vegetables Module and coupons will be provided to clients or caregivers per MDHHS WIC policy or guidance.

**X. Evaluation Method(s):**

Client or caregiver will complete the “Client Feedback Form” and send to WIC clinic in return envelope. Clients will be offered the opportunity to speak with qualified staff if further questions.

**XI. Staff Trained to Present:** RD, CPA, or another trained nutrition education staff.

**XII. References:**

“Michigan WIC Project FRESH Farmer’s Market Nutrition Program. *Michigan Department of Health and Human Services*. 2020. Web. 21 Apr. 2020. [https://www.michigan.gov/mdhhs/0,5885,7-339-71547\\_4910\\_4921---,00.html](https://www.michigan.gov/mdhhs/0,5885,7-339-71547_4910_4921---,00.html)

"The Readability Test Tool." *WebpageFX*. 2016. Web. 13 May. 2020. <https://www.webfx.com/tools/read-able/>



## *Project FRESH – Fruits and Vegetables*

### **Client Feedback Form**

Name: \_\_\_\_\_

Family #: \_\_\_\_\_

**This lesson is about shopping and preparing fresh fruits and vegetables purchased from WIC authorized farms at farmers' markets and roadside stands using WIC Project FRESH coupons.**

**Please check ONE statement below that best describes you:**

- I am *more aware* of ways to shop and prepare fresh fruits and vegetables purchased at a farmer's market or a roadside stand, but I am *not sure* when I will start.
- I plan to *start* taking some new steps to shop and prepare fresh fruits and vegetables purchased at a farmer's market or roadside stand, *soon*.
- I plan to *start* taking steps to shop and prepare fresh fruits and vegetables purchased at a farmer's market or roadside stand, *today*.
- I plan to *continue* taking steps to shop and prepare fresh fruits and vegetables purchased at a farmer's market or roadside stand.
- I am *not interested* in learning about shopping and preparing fresh fruits and vegetables purchased at a farmer's market or roadside stand.

Tell us one thing you learned today:

If you plan to make changes tell us what they are:

Thank you!

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**Staff Use Only**

MI-WIC NE Topics: Project FRESH: Fruits and Vegetables

MI-WIC Recorded by:

Staff initials:



## *Project FRESH – Frutas y Verduras*

### **Formulario de comentarios del cliente**

Nombre:

Familia #:

**Esta lección se trata de comprar y preparar frutas y verduras frescas compradas en granjas autorizadas por WIC en los mercados de agricultores y puestos de venta en carretera utilizando cupones de WIC Project FRESH**

**Verifique UNA declaración a continuación que mejor lo describa a usted:**

- Soy más consciente de las formas de comprar y preparar frutas y verduras frescas compradas en el mercado de un agricultor o un puesto de carretera, pero no estoy seguro de cuándo comenzaré.
- Planeo comenzar a dar algunos pasos nuevos para comprar y preparar frutas y verduras frescas compradas en el mercado de un agricultor o un puesto de carretera, pronto.
- Tengo la intención de comenzar a tomar medidas para comprar y preparar frutas y verduras frescas compradas en el mercado de un agricultor o un puesto de carretera, hoy.
- Planeo continuar tomando medidas para comprar y preparar frutas y verduras frescas compradas en un mercado de agricultores o un puesto de carretera.
- No estoy interesado aprender a comprar y preparar frutas y verduras frescas compradas en el mercado de un agricultor o un puesto de carretera

Cuéntanos una cosa que aprendiste hoy:

Si planea hacer cambios, díganos cuáles son:

¡Gracias!

Esta institución es un proveedor de igualdad de oportunidades.

**Uso del personal solamente**

MI-WIC NE Topics: Project FRESH: Fruits and Vegetables

MI-WIC Recorded by:

Staff initials:



## *Project FRESH – Fruits and Vegetables*

### **Client Feedback Form**

Name: \_\_\_\_\_

Family #: \_\_\_\_\_

**This lesson is about shopping and preparing fresh fruits and vegetables purchased from WIC authorized farms at farmers' markets and roadside stands using WIC Project FRESH coupons.**

**Please check ONE statement below that best describes you:**

- I am *more aware* of ways to shop and prepare fresh fruits and vegetables purchased at a farmer's market or a roadside stand, but I am *not sure* when I will start. *Contemplation*
- I plan to *start* taking some new steps to shop and prepare fresh fruits and vegetables purchased at a farmer's market or roadside stand, *soon*. *Preparation*
- I plan to *start* taking steps to shop and prepare fresh fruits and vegetables purchased at a farmer's market or roadside stand, *today*. *Action*
- I plan to *continue* taking steps to shop and prepare fresh fruits and vegetables purchased at a farmer's market or roadside stand. *Maintenance*
- I am *not interested* in learning about shopping and preparing fresh fruits and vegetables purchased at a farmer's market or roadside stand. *Pre-contemplation*

Tell us one thing you learned today:

If you plan to make changes tell us what they are:

Thank you!

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MI-WIC NE Topics: Project FRESH: Fruits and Vegetables

MI-WIC Recorded by:

Staff initials: