

Arkansas WIC Presents "Making a Difference with Nutrition Education"

Video Outline

WIC works because WIC helps people make the important connection between health and nutrition. We have the chance to help people learn what good nutrition really is and how to fit good nutrition into their everyday lives.

Setting the Stage The client must be relaxed enough to hear what you are saying, think about it, and be able to respond.

Greet the client using their name and give a genuine smile.
Make eye contact. Look like an especially nice person!
Introduce yourself. Be pleasant and relaxed.
Chat with the client. Keep the pressure off.
Give a brief overview of the appointment.

Listening It is important to really listen to people.

Listen throughout the appointment.
React, Review, and Reflect on the nutrition questionnaire, diet, and measurements.
Explain the growth chart carefully and in a simple way.
Be generous with praise but cautious with criticism!

Address Nutrition Concerns People are much more interested in nutrition if it relates directly to them or their family.

Identify client's major concerns.
Work your concerns around the client's concerns.
Brainstorm - Help the client find their own solutions.

Find 1-2 main points for the client to consider doing.
Remember, the client will be back for other appointments.
Use open-ended questions.
Affirm the client's feelings.
Give the client time to think and respond.
Point out benefits of changing behavior.

Using Pamphlets Information alone is dull, boring, and lifeless. Help the client use the information in a personal way.

Don't overload the client with pamphlets.
Review only the most pertinent parts.
Personalize the material. Write a brief reminder of anything the client plans to do.
Suggest putting the pamphlet on the refrigerator.

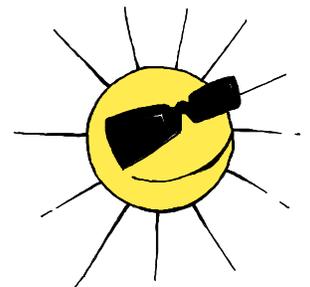
Setting Nutrition Goals Setting goals helps people think through what they can do at home.

Find out what changes the client is willing to make.
Ask the client how difficult it will be.
Define a goal together. Keep it do-able!
Write the goal down in her words.
Make the client feel good about choosing a goal and for being a good parent.

Follow Up at the Next Appointment Follow up gives us the chance to reinforce what we talked about but also lets the client know we are interested in them and what they have been doing.

Listen carefully - Ask what the client has done on their goal.
Praise any hint of positive change!
Change the goal so it is smaller and more do-able or help the client to try a new goal for the next appointment.
Half way is much better than not trying at all! Next time the client may be open to going a little further.

**Nutrition Education is a dynamic process!
Nutrition education in WIC happens a little bit at a time.**



Bamboo Seed

We can go days, months, and sometimes even years saying the same things over and over without any sign of encouragement or change. The connections you make today between nutrition and health information may take root and grow in the future!

Thank you for your efforts everyday! Keep up the good work!!