

WESTERN  
REGION  

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WIC PCE



# Participant-Centered Nutrition Education Resource Guide





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# INTRODUCTION

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This Participant-Centered Nutrition Education (PCE) Resource Guide was developed to guide Western Region WIC Programs to assist WIC agencies in implementing the participant-centered nutrition education model. The Resource Guide aims to support the PCE model and assist agencies in the early stages of PCE implementation, as well as document the resources and tools WIC agencies may have already effectively used to move toward advanced stages of PCE implementation.

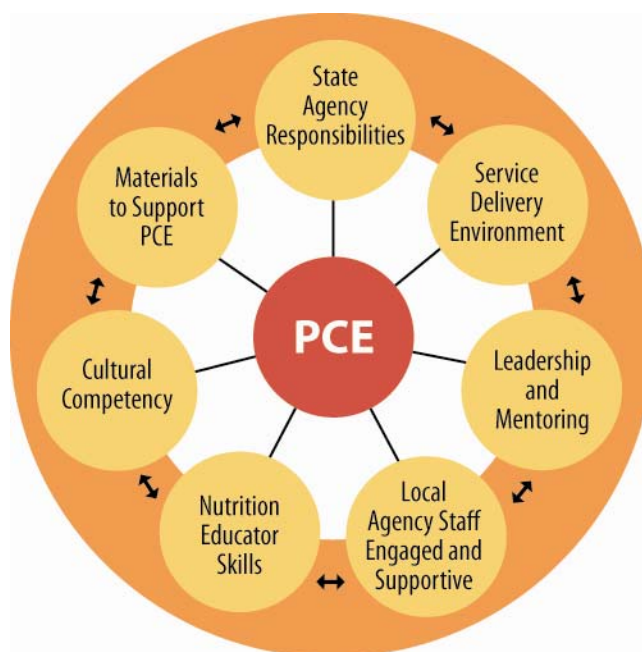
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The Resource Guide includes five topic areas that align with the PCE model (see Figure 1, below); they are:

- **Planning and implementation:** This section provides information and tools for initially planning and implementing PCE at the State and local agency levels.
- **Staff training information and materials:** This section intends to assist agencies in implementing participant-centered nutrition education by training staff in PCE, helping them to become comfortable with PCE, and providing them with resources to interact with participants effectively.
- **Leadership and mentoring materials:** Aimed at the systems-level of the PCE model and methods to service delivery, this section intends to provide WIC leaders with the tools and knowledge to encourage adopting PCE at both the State and local agency level.
- **Local agency service delivery:** The tools presented in this section are aimed at making the local clinic environment and service delivery systems participant-centered.
- **Participant-centered nutrition education materials:** Because nutrition educators need supporting PCE materials to successfully educate and interact with WIC participants, this section provides nutrition educators with a variety of materials to use with participants. Many materials are available in both English and Spanish.
- **Contacts:** Contact information is provided for people who are available to help guide or assist WIC agencies in implementing the PCE model.

Each resource page includes information on how to access each of the resources. In most cases a Web link is provided. If you have Internet access, simply click on the Web link and the Web site should open directing you to the appropriate page.

**Figure 1. Components of the PCE Model**



Finally, the guide includes an index to link resources with various keyword/topic areas. These keywords include:

- PCE for group education
- PCE for individual education
- Child nutrition/health
- Training for PCE
- Lesson Plans/Lesson Planning





# PLANNING AND IMPLEMENTATION

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The planning and implementation materials included in this section have been developed and used by State agency staff who are in the process of implementing PCE. These materials may serve as guides for other States or simply provide ideas to be adapted to serve a State agency's unique needs.

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## How to Start a Family-Centered Education Program in Your Agency

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Family-centered education (FCE) is an educational method where parents and children learn together; content focuses on both nutrition/health and developing school readiness skills; support is provided for parents as their children's first teachers; and the environment is learner-centered and family friendly. Guides and training materials have been developed for the California WIC program to assist local agency leaders in implementing family-centered education principles and practices and train WIC staff.

*A Practical Guide for Leaders:* This Practical Guide provides leaders with the tools and knowledge of FCE principles and practices to begin a program in their local agencies. The guide includes suggested activities for FCE, existing lesson plans, and lesson planning information. The segment titled "Preparing FCE Educators" provides information about how to prepare yourself to be a leader in FCE implementation, as well as how to prepare other WIC staff. The guide provides valuable information to build enthusiasm for FCE among WIC staff and trains educators to lead group and individual education sessions using FCE. Leaders are encouraged to think about how they will prepare parents for participating in FCE. Finally, the guide provides a list of resources for FCE materials.

*FCE Staff Training Guide:* The Staff Training Guide includes seven modules expected to be completed over the course of 2 days. The modules provide trainees with practical experiences in FCE, while using a learner-centered approach toward educating WIC staff. The training covers the following topics:

- What is family-centered education?
- Reading aloud to WIC families
- Using music with WIC families
- Handling challenges in FCE sessions
- Teachback and feedback
- Pair and share
- Using puppets

*Recommended Children's Nutrition Books for California WIC:* A list of children's books that include nutrition or food topics that are appropriate for reading aloud to WIC families. The list includes the age-appropriateness of each book.

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### MATERIALS CAN BE FOUND AT

<http://www.cdph.ca.gov/programs/wicworks/Pages/WICNEFamilyCenteredEducation.aspx>

California WIC Program  
Dept. of Public Health  
P.O. Box 997375  
West Sacramento, CA 95899-7375

3901 Lennane Drive  
Sacramento, CA 95815  
Toll Free: 1-800-852-5770  
1-888-WIC-WORKS or 1-888-942-9675

## Oregon WIC Listens – Planning Documents

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Oregon is implementing Oregon WIC Listens, a Statewide systems approach to participant-centered nutrition education and counseling. The State has developed training schedules for Statewide implementation, trainings and practice activities for certifiers and staff, peer mentoring trainings and supporting materials, and continuing education lessons that include instructor and staff materials.

The State has developed a number of materials that can be used to guide Statewide PCE planning and implementation, including a detailed training plan for local agency staff. The training plan outlines the goals, objectives, and competencies at each of the three identified levels of training:

- Level 1 training is for all local agency staff and focuses on understanding PCE, what it is, what are its benefits, and how it will work in a realistic setting.
- Level 2 includes all certifier staff (CPA) and State staff going on to Level 3. This training focuses on developing PCE skills and recognizing PCE skills in others.
- Level 3 training is for local staff selected as “champions” and focuses on preparing those staff members to carry out their roles and responsibilities through the use of coaching concepts to create a trusting environment and providing positive feedback.

The State has multiple examples of training timelines for implementing PCE Statewide through cohorts of local agencies. States may find this useful when planning a Statewide training schedule. Please contact Ms. Kim McGee directly for “cohort training plans.”

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### MATERIALS CAN BE FOUND AT

<http://www.oregon.gov/DHS/ph/wic/orwl.shtml>

Kim McGee  
Training Coordinator  
Oregon WIC Program, State Office  
800 NE Oregon Street, Suite 865  
Portland, OR 97232-2162

Phone: 971-673-0049  
e-mail: [Kimberly.o.mcgee@state.or.us](mailto:Kimberly.o.mcgee@state.or.us)



# STAFF TRAINING INFORMATION AND MATERIALS

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The following materials are for use in WIC agencies, with the aim of providing staff with the training and skills necessary to conduct participant-centered nutrition education with participants. A Web link to the actual materials is included after the summary description wherever possible, allowing users to review the materials and use or adapt them as appropriate.

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## Affirm, Add, and Move On (Learner-Centered In-Service)

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California WIC developed this in-service training to build on learner-centered principles and practices. The training focuses on a skills technique aimed at keeping nutrition education classes on track and focused: Affirm, Add, and Move On. Using this technique, educators “affirm” all voices so that participants feel good about having contributed to the session; “add” clear, concise information for the learner that is appropriate to the situation; and “move on” to the next topic by verbally linking what was just said to what is coming next.

The training agenda includes multiple activities for practicing and applying these concepts, as well as examples of how to effectively affirm, add, and move on.

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### MATERIALS CAN BE FOUND AT

<http://www.cdph.ca.gov/programs/wicworks/Pages/WICTrainingYourStaff.aspx>

California WIC Program  
Dept. of Public Health  
P.O. Box 997375  
West Sacramento, CA 95899-7375

3901 Lennane Drive  
Sacramento, CA 95815  
Toll Free Number  
1-800-852-5770  
1-888-WIC-WORKS or 1-888-942-9675

## Breastfeeding Peer Counselor On-Line Training Module

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Alaska WIC developed the Breastfeeding Peer Counselor On-line Training Module for people who are in the process of becoming Peer Counselors. The State's Certified Professional Authority training program also uses a number of the modules. This self-paced course includes modules on:

- Why breastfeeding is important and what barriers exist to breastfeeding
- Getting started with breastfeeding, including developing a support plan and a plan for successful breastfeeding at birth
- Managing breastfeeding, including how to recognize successful breastfeeding and common issues that arise, including mastitis, engorgement, sleepy baby, and excessive fussiness or colic
- Other breastfeeding issues covers topics such as vitamin D and fluoride supplements, as well as how to counsel women in a culturally appropriate manner about breastfeeding
- Pumping and away from baby, including some concerns about pumping, why mothers pump, and how to counsel mothers to use breast pumps
- The role of a breastfeeding peer counselor and participant-centered peer counseling skills

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### MATERIALS CAN BE FOUND AT

<http://technology.uaa.alaska.edu/blackboard/>  
User name: Guest  
Password: Guest  
Click on Courses  
Course Search: 200803\_WIC\_06

## Client-Centered Nutrition Education

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The Texas WIC program's "Client-Centered Nutrition Education" (CCNE) program offers interactive and participant-focused nutrition education classes. The State agency is developing resources and training materials to support agencies interested in adopting CCNE.

Resources produced include a Troubleshooting Guide for Classroom Management, a CCNE Template for planning education sessions, and a resource handout on Adult Learning.

*Troubleshooting Guide for Classroom Management:* This guide provides educators with tips for handling situations that may arise in an interactive group nutrition education session. Some of the topics include starting and guiding a group conversation, minimizing distractions, correcting misinformation tactfully, and what to do when a participant asks a question you don't know the answer to.

*CCNE Template:* This document was developed as a guide to help nutrition educators plan, conduct, and evaluate participant-centered nutrition education sessions. The template guides educators through two steps: 1) planning the nutrition education group session, and 2) completing a session outline.

*Adult Learning Handout:* This resource provides a brief overview of adult learning concepts, as well as tips for providing participants with a positive learning experience. The handout includes a page describing participant-centered nutrition education, its benefits, and how social support is incorporated into this model.

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FOR MORE INFORMATION ABOUT HOW TO OBTAIN COPIES  
OF THESE RESOURCES, PLEASE CONTACT

Erica Harris MS, RD, LD  
Nutrition Education Consultant  
Texas Department of State Health Services  
1100 W. 49th St. PO Box 149347  
Austin, TX 78714-9347  
e-mail: [erica.harris@dshs.state.tx.us](mailto:erica.harris@dshs.state.tx.us)



## Cultural Diversity Staff Training

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California WIC designed “Working with Diverse Staff and Participants In-service Series” to explore the concepts of cultural diversity and competence. The series consists of three separate trainings to help staff become more familiar with the concepts of cultural diversity and to build cultural competence. The trainings were developed for 8 to 15 participants and last approximately 1-2 hours each, but may be combined into two half-day or one full-day workshop.

*Getting to Know You:* Getting to Know You is the first of the three trainings and focuses on helping WIC staff broadly define culture and provides a forum for discussion of personal differences and similarities. During the training staff are encouraged to explore feelings and issues related to culture in a non-threatening way; reflect on aspects of personal cultural history and background; identify some commonalities and differences with other staff; and identify personal assumptions about other staff.

*Why Culture Matters:* This workshop includes activities for staff to explore how communication at WIC is affected by culture. Staff experience first-hand the fun and challenges of communicating when there is no common language, as well as the importance of non-verbal communication when working with people from different cultures. Small group discussions allow participants to share ideas about how culture can affect interactions with WIC participants and other staff.

*Telling Your Story:* The third training focuses on how culture influences the expectations that staff and WIC families have about health-related services. Each participant is given an opportunity to share a piece of their own cultural story in an interview activity conducted in pairs, then describe from listening to one another how different cultures define and treat health concerns addressed at WIC. Participants reflect on how their past experiences shape current beliefs and behaviors related to health and WIC services. Participants also explore ways to build on their cultural competence.

The materials for conducting each training include an agenda, a leader’s preparation checklist, and an outline with leader’s notes for facilitating the discussion. A trainee handbook also can be created by editing out the leader’s notes from the outline provided.

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### MATERIALS CAN BE FOUND AT

<http://www.cdph.ca.gov/programs/wicworks/Pages/WICTrainingCulturalDiversityStaffTraining.aspx>

California WIC Program  
Dept. of Public Health  
P.O. Box 997375  
West Sacramento, CA 95899-7375

3901 Lennane Drive  
Sacramento, CA 95815  
Toll Free Number  
1-800-852-5770  
1-888-WIC-WORKS or 1-888-942-9675

## Designing Learner-Centered Education for Groups

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The California WIC program adapted a seven-step model to provide nutrition educators with a guide to designing learner-centered lesson plans.

The “Seven Steps of Planning” logically guides users through the process of developing appropriate learner-centered lessons. Topics include determining who your learners are, when the session will take place and for how long, the purpose of the session, and identifying achievement-based objectives for the session.

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### MATERIALS CAN BE FOUND AT

<http://www.cdph.ca.gov/PROGRAMS/WICWORKS/Pages/WICNEToolkit.aspx>

California WIC Program  
Dept. of Public Health  
P.O. Box 997375  
West Sacramento, CA 95899-7375

3901 Lennane Drive  
Sacramento, CA 95815  
Toll Free Number  
1-800-852-5770  
1-888-WIC-WORKS or 1-888-942-9675

## Facilitator's Guide for Nutrition Education

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The New Mexico WIC program developed a Facilitator's Guide for Nutrition Education to aid WIC nutritionists and paraprofessionals in moderating group nutrition education sessions. This type of group conversation-style discussion intends to provide participants with a more meaningful nutrition education experience that involves interactive learning and provides nutrition information relevant to the participants' needs. The guidelines include a number of components critical to conducting participant-centered group education, including (but not limited to):

- Assuring participants that the session will be structured to fit their needs and concerns
- Asking open-ended questions
- How to guide (facilitate) the discussion
- Ways to encourage participation
- Focusing on feelings
- Practicing active listening
- Dealing with strong feelings, doubts, and disagreements

The Guide also provides WIC staff with tools for beginning the discussion and interactive activities that can be conducted as part of the session.

Outlines and information for conducting "Prenatal Discussion Sessions," "Infant Discussion Sessions," and "Childhood and Postpartum Discussion Sessions" are also available. These materials include topic guides for multiple group discussions on each topic, as well as scientifically-based background information covering the topic of each discussion for the WIC nutritionist or paraprofessional to review. Instructions for conducting participant-centered individual counseling sessions are also included for some topics.

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### MATERIALS CAN BE FOUND AT

[http://www.nal.usda.gov/wicworks/Sharing\\_Center/gallery/couns\\_ed1.htm](http://www.nal.usda.gov/wicworks/Sharing_Center/gallery/couns_ed1.htm)

New Mexico Department of Health  
Family, Food and Nutrition Section  
2040 South Pacheco Street  
Santa Fe, NM 87505  
Phone: 505-476-8814  
Fax: 505-476-8900  
e-mail: [deanna.torres@state.nm.us](mailto:deanna.torres@state.nm.us)

## Fit Kids = Happy Kids Tool Kit

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The Fit Kids = Happy Kids tool kit consists of a flip chart, Jump for Joy book, poster, and educator-focused training tools. The tool kit is a product of the Southwest Region Educating Communities on Healthy Options revitalizing quality nutrition services initiative.

*Healthy Habits for Healthy Weights Flipchart:* The participant-focused flip chart contains participant information on one side and educator tips for “starting the conversation” on the reverse. The flip chart is designed to reinforce positive eating, activity, and TV behaviors, and answer parents’ questions about how they can help their children develop good health habits.

“The flipcharts provide instructors with an interactive tool that allows them to engage the client and to share new information through discussion and active review.... The flipcharts present information in a cogent, easy-to-understand format that allows clients to learn quickly. Clients like the variety of topics: nutrition information, portion control, and lifestyle options.... Based on this research, the most effective staff training is instructor-led training, ideally with hands-on use of the flipchart.” – from the “Fit Kids = Happy Kids Materials Evaluation”

Flip charts are available in English or Spanish, and come in two sizes: 8 ½ by 11 inches for individual counseling or 16 by 20 inches for group presentations.

*Jump for Joy Book:* a children’s physical activity and nutrition book to reinforce messages in the flip chart.

*Educator-focused tools:* The training manual includes an introduction about using the materials to conduct a training with WIC staff and the accompanying PowerPoint slides and notes. The training covers six modules designed to teach and empower staff to begin a conversation with WIC participants on issues of weight. The training is estimated to take 16.5 hours and covers the following topics:

- **“From Research to Practice”** Theory and experience behind the messages to parents; set up of the flip chart; topics for interactive discussion about delivering messages to participants
- **“Myths and Realities”** Ten myths that influence participant behavior; ten realities to guide your participants to healthy habits
- **“Healthy Feeding”** The child’s natural ability to regulate food intake; the feeding relationship; developmental ages, stages, and feeding skills
- **“Person of Influence”** Feelings are more important than facts; it’s not what you say but how you say it; seven tools for influencing participants toward healthy habits
- **“Physical Activity”** It’s not about body size, it’s about moving your body. Small steps lead to big successes
- **“TV-Free Time”** How TV/screen time affects the family, the mind, and the body

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### MATERIALS CAN BE FOUND AT

[http://www.nal.usda.gov/wicworks/Sharing\\_Center/gallery/fitkidshappykids.htm](http://www.nal.usda.gov/wicworks/Sharing_Center/gallery/fitkidshappykids.htm)

## Healthy Habits

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*Healthy Habits* is the result of a 3-year Revitalizing Nutrition Education project in Washington State. Healthy Habits aims to provide training, materials, and support to local WIC staff so that staff can more effectively promote healthy behaviors in WIC families and in their communities using a participant-centered approach. The goals of Healthy Habits include:

- Increase local WIC staff expertise and ability to provide effective participant-centered, behavioral approaches to nutrition services.
- Increase local WIC capacity to apply public health approaches to develop and sustain community-based nutrition services and chronic disease risk reduction.

The project focuses primarily on family meals and physical activity. A number of training materials and materials for WIC participants are available covering multiple aspects of family meals and physical activity, including:

- Healthy Habits Participant and Staff Questionnaire in English and Spanish, for use with the Education Modules
- Healthy Habits Participant Questionnaire, short version, for use with a language interpreter
- Healthy Habits Project Summary Report Form
- Mini-Grant Quarterly Progress Report Form
- Mini-Grant Final Report Form
- Healthy Habits Materials for Family Meals and Physical Activity Education Modules (Module Notebooks)
- Promotional materials listed in each Module Notebook
- Interactive participant handouts
- Bookmarks, posters, and supplemental handouts

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### MATERIALS CAN BE FOUND AT

A limited number of the materials may be viewed or downloaded from  
[http://depts.washington.edu/tvhealth/healthy\\_habits\\_materials.htm](http://depts.washington.edu/tvhealth/healthy_habits_materials.htm)

All of the materials are available for order from the Washington State Department of Printing general store.  
<https://fortress.wa.gov/prt/printwa/wsprt/default.asp>

Create a user account.

Select (a) Shop by agency, (b) Department of Health, (c) WIC, (d) Nutrition Education Materials, and then either Family Meals or Physical Activity.

The full report of the project can be found at  
[http://www.nal.usda.gov/wicworks/Sharing\\_Center/special\\_grants.html](http://www.nal.usda.gov/wicworks/Sharing_Center/special_grants.html)

## How to Talk About Milk

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The Arizona WIC program produced “How to Talk About Milk” to help nutrition educators use a participant-centered approach to explain the change in availability of whole milk for mothers and children. The toolkit provides nutrition educators with talking points, tips on language to avoid, and what to do if WIC participants get upset about the change (listen, reflect, empathize). The toolkit aims to empower nutrition educators to help WIC participants shift from whole to low-fat milk. While focused on milk, the participant-centered approach outlined in the toolkit could be adapted and used for any number of topics.

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### FOR MORE INFORMATION, CONTACT

Megan McNamee, MPH, RD  
WIC Training and Resource Design Manager  
Arizona Department of Health Services  
150 N. 18th Ave., Ste 310  
Phoenix, AZ 85007  
Phone: 602-542-2814  
Fax: 602-542-1890  
e-mail: [HAMMERM@azdhs.gov](mailto:HAMMERM@azdhs.gov)

## It's a Dog's World DVD

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"It's a Dog's World" DVD demonstrates excellent and poor customer service and how that can affect a participant's willingness to seek further care and follow up, and to modify one's behavior. The story presented in the DVD follows a man and his dog who go out for a walk one day and end up needing medical attention – fast. The man goes to his health care provider and the dog goes to the vet, but one patient ends up with a far better experience. While the DVD focuses on a medical environment, it demonstrates how everyone employed in an office, hospital, or clinic setting can make a difference in improving customer service. The DVD can serve as an ice breaker for introducing participant-centered nutrition education and the systems approach to PCE by demonstrating the multiple systems people must go through when dealing with complex service delivery systems such as WIC.

Altarum Institute also developed worksheets and activities to accompany the video. The worksheets will help training participants identify issues that participants may face with regard to policy, process, and interpersonal communications.

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### FOR MORE INFORMATION ABOUT THE DVD, CONTACT

Altarum Institute  
<http://www.altarum.org>  
e-mail: [WICPCE@Altarum.org](mailto:WICPCE@Altarum.org)

For a free preview or to purchase a copy of the DVD, go to <http://www.crmlearning.com>. (The full cost of the DVD and training kit is approximately \$700.)

## Nutrition Education & Counseling Online Training Module

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Alaska WIC developed a Nutrition Education and Counseling Online Training Module as part of the State's Competent Professional Authority (CPA) training program. The course offers five self-paced modules covering:

- Counseling skills
- Cross-cultural counseling
- Critical thinking
- Providing effective nutrition education
- Developing Care Plans

Each of the modules focuses heavily on providing participant-centered counseling and nutrition education to WIC participants through such concepts as motivational interviewing, rapport building, cultural competency, and developing and using care plans with participants based on their risks, needs, and interests. The module on providing effective nutrition education takes the skills learned in other lessons and combines them with instruction on how adults learn, and how to use participant-centered methods in various educational settings, including group, individual, and self-paced or electronic nutrition education.

Each of the modules also has a quiz and a “checklist” for observing participant-centered skills developed in the module during nutrition education sessions. These can be used after nutrition educators complete the training to assess whether or not they are demonstrating the skills learned in the course.

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### MATERIALS CAN BE FOUND AT

<http://technology.uaa.alaska.edu/blackboard/>  
User name: Guest  
Password: Guest  
Click on Courses  
Course Search: WIC\_003



## Nutritious Story Time

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*Nutritious Story Time*, developed for the Florida WIC program, incorporates family-centered nutrition education principles into group education sessions involving parents and children. The program focuses on educating parents and children about healthy eating and physical activity, while promoting emergent literacy concepts by reading to and encouraging parents to read to their children. This program includes a training manual for WIC staff, as well as a series of lesson plans promoting nutrition education, physical activity, and literacy with young children. Two books also were developed as part of this program.

*Training Manual:* The training manual incorporates principles of participant-centered education in demonstrating to WIC staff how the Nutritious Story Time lesson plans are implemented with groups. WIC staff are active participants in the training, while the trainers guide the participants through each of the activities highlighting important messages and aspects of this family-centered approach.

*Lesson Plans:* The series of six lesson plans incorporate reading aloud to children with demonstrating positive parenting skills, as well as goal-setting and facilitated discussion components with parents. The plans also include materials for interactive crafts and play after the read-aloud time, and handouts for parents in English and Spanish. Lesson plans are available for the following books:

- *Give Me 5 A Day!* by Kathy Reeves, Brenda Crosby, Jennifer Hemphill, and Elizabeth Hoffman
- *Eating the Alphabet* by Lois Ehlert
- *Feast for Ten* by Cathryn Falwell
- *The Very Hungry Caterpillar* by Eric Carle
- *I Will Never Not Ever Eat A Tomato* by Lauren Child
- *Carlos and Clarice Mooove to Lowfat Milk* by Kathy Reeves, Mary Stickney, and Diane Bowden (available in English/Spanish and English/Haitian-Creole)
- *The Whole Grain Choo Choo Train* by Kathy Reeves, Mary Stickney, and Diane Bowden (available in English and Spanish)

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### MATERIALS CAN BE FOUND AT

Nutritious Story Time: [http://www.flwic.org/Documents/nutritious\\_story\\_time/nutritious\\_story\\_time.html](http://www.flwic.org/Documents/nutritious_story_time/nutritious_story_time.html)

Bureau of WIC and Nutrition Services  
 Florida Department of Health  
 Bin #A-16, HSFW  
 4052 Bald Cypress Way  
 Tallahassee, FL 32399-1726  
 Phone: 850-245-4202  
 Fax: 850-922-3936  
 e-mail: Debbie\_Eibeck@doh.state.fl.us

## Oregon WIC Listens – Continuing Education

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*Oregon WIC Listens* provides a Statewide systems approach to participant-centered nutrition education and counseling. Oregon developed a series of continuing education lessons that provide staff opportunities to practice PCE skills through facilitated discussion. Each local agency has a PCE champion who is responsible for facilitating the discussions throughout the implementation process. Instructor and staff handouts are available, and discussions cover the following topics:

- Open-ended questions
- Reflecting
- Summarizing
- Completing the full assessment before providing education
- Dealing with resistance
- Providing anticipatory guidance
- Providing advice

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### MATERIALS CAN BE FOUND AT

<http://www.oregon.gov/DHS/ph/wic/orwl.shtml>

Kim McGee  
Training Coordinator  
Oregon WIC Program, State Office  
800 NE Oregon Street, Suite 865  
Portland, OR 97232-2162  
Phone: 971-673-0049  
e-mail: [Kimberly.o.mcgee@state.or.us](mailto:Kimberly.o.mcgee@state.or.us)

## Oregon WIC Listens – PCE Training Materials

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Through *Oregon WIC Listens*, a systems approach to participant-centered nutrition education and counseling, the State developed numerous PCE training materials.

“Participant Centered Counseling Training for Certifiers” Training Design: The training design offers a timeline and talking points introducing staff to critical PCE ideas and concepts over the course of two half-day sessions. Designed as a training for certifiers, the first half-day session provides an overview of PCE, information on conducting certification and assessments using a PCE approach, and PCE skills including active listening, affirmation, reflections, and summarizing. The second session covers the transition from assessment to counseling, prioritizing nutrition education topics with participants, and concluding the nutrition education session, among other topics.

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FOR MORE INFORMATION ABOUT HOW TO OBTAIN COPIES  
OF THESE RESOURCES, PLEASE CONTACT

Kim McGee  
Training Coordinator  
Oregon WIC Program, State Office  
800 NE Oregon Street, Suite 865  
Portland, OR 97232-2162

Phone: 971-673-0049  
e-mail: [Kimberly.o.mcgee@state.or.us](mailto:Kimberly.o.mcgee@state.or.us)

## Oregon WIC Listens – Information and Supporting Materials

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*Oregon WIC Listens*, a systems approach to participant-centered nutrition education and counseling, developed materials for supporting staff in understanding and implementing PCE, including:

*Background materials:* The Overview of Oregon WIC Listens provides a brief background on the concept of PCE, why it is important, and what it will mean for staff, participants, and clinics. In addition, a handout is provided demonstrating “A Comparison of Nutrition Education Approaches in WIC.” This briefly describes, in a practical manner, the difference between participant-centered education and the traditional, didactic, counselor-centered model.

*Practice activities for certifier training:* Staff should be given opportunities to improve and develop their PCE skills on a continuous basis. These practice activities provide opportunities for hands-on application of PCE skills to assist educators in providing counseling in a PCE manner. The available activities include:

- Skill cards: interactive and reflective tools to help staff understand and apply PCE
- Case study handout: two case studies are provided to help counselors apply active listening and PCE skills
- Active listening handout: a brief overview of active listening, as well as hurdles that may impede active listening
- Forming reflections handout: a tool to help counselors form reflections/responses based on what participants tell them
- Sample scripts: provide a realistic “picture” of what PCE looks like. Interactions include a certifier and a pregnant woman enrolling in WIC, and a child recertification appointment with a “tough customer”
- Explore-offer-explore handout: provides tips for interacting with participants in a PCE manner, using an explore-offer-explore format

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### MATERIALS CAN BE FOUND AT

<http://www.oregon.gov/DHS/ph/wic/orwl.shtml>

Kim McGee  
 Training Coordinator  
 Oregon WIC Program, State Office  
 800 NE Oregon Street, Suite 865  
 Portland, OR 97232-2162  
 Phone: 971-673-0049  
 e-mail: Kimberly.o.mcgee@state.or.us

## Participant-Centered Nutrition Education in WIC: A Training Video

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Altarum Institute, in collaboration with California WIC, produced this training video to demonstrate participant-centered nutrition education and services in a WIC clinic. The video features a WIC visit from the time the participant walks in the door until they leave, focusing on their interactions with WIC staff. The DVD also includes three vignettes on affirmation, rolling with resistance, and digging deeper. A DVD bonus feature is provided in which motivational interviewing expert, Steven Malcolm Berg-Smith, mentors a nutrition educator on his participant-centered skills. This tool can be used to train those providing nutrition education, as well as those who mentor, coach, observe, and provide feedback to nutrition educators.

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FOR A COPY OF THE DVD, CONTACT

Altarum Institute  
<http://www.altarum.org>  
e-mail: [WICPCE@Altarum.org](mailto:WICPCE@Altarum.org)

## Rolling with Resistance

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California WIC developed this in-service program to train WIC staff in a particular technique of motivational interviewing, being able to “Roll with Resistance.” The training is designed to assist WIC staff to develop and feel comfortable using this technique. The training involves a skill building section that is intended to explore key elements of resistance behavior, identify which counseling techniques will increase and decrease resistance to change, and allow participants to practice using reflective listening to disarm resistance.

Components of the Rolling with Resistance training include:

- Reflective listening
- Emphasize personal choice and control
- Accept and acknowledge the participant's feelings
- Consider options
- Offer support and encouragement
- Express confidence
- Open-ended questions

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### MATERIALS CAN BE FOUND AT

<http://www.cdph.ca.gov/programs/wicworks/Pages/WICTrainingYourStaff.aspx>

California WIC Program  
Dept. of Public Health  
P.O. Box 997375  
West Sacramento, CA 95899-7375

3901 Lennane Drive  
Sacramento, CA 95815  
Toll Free Number  
1-800-852-5770  
1-888-WIC-WORKS or 1-888-942-9675

## Teacher Safety: What to Do If You Don't Know

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California WIC developed this in-service program to build on learner-centered principles and practices. The training focuses on a technique called “Affirm, Admit and Resolve,” which educators may use when they are posed questions to which they don’t know the answers. Educators are encouraged to “affirm” all voices so that participants know that you welcome all answers; gracefully “admit” to not knowing the answer to this particular question; and offer some type of resolution (resolve) for the participant by offering to look up the answer, referring the participant to another person or professional, or offering the participant reading materials that would have the answer. The training also addresses the option of “bouncing back” questions to the group, reviewing when this technique would and would not be appropriate.

The training materials include a trainee workbook/trainer guide, a handout on learner-centered principles and actions, an explanation of “Affirm, Admit and Resolve,” a suggestion sheet for “Affirm, Admit and Resolve,” and a “To Bounce or Not To Bounce” worksheet.

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### MATERIALS CAN BE FOUND AT

<http://www.cdph.ca.gov/programs/wicworks/Pages/WICTrainingYourStaff.aspx>

California WIC Program  
Dept. of Public Health  
P.O. Box 997375  
West Sacramento, CA 95899-7375

3901 Lennane Drive  
Sacramento, CA 95815  
Toll Free Number  
1-800-852-5770  
1-888-WIC-WORKS or 1-888-942-9675

## Tips for Learner-Centered Individual Education

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Developed by the California WIC program, this two-page handout provides valuable tips for interacting with participants when providing learner-centered individual education. Topics include establishing a rapport with WIC participants, paraphrasing responses to ensure that you understand the participant's responses, reflecting and validating feelings, and addressing the learner's concerns.

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### MATERIALS CAN BE FOUND AT

<http://www.cdph.ca.gov/PROGRAMS/WICWORKS/Pages/WICNEToolkit.aspx>

California WIC Program  
Dept. of Public Health  
P.O. Box 997375  
West Sacramento, CA 95899-7375

3901 Lennane Drive  
Sacramento, CA 95815  
Toll Free Number  
1-800-852-5770  
1-888-WIC-WORKS or 1-888-942-9675



## Touching Hearts, Touching Minds

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With support from two USDA Special Projects grants, the Massachusetts WIC Nutrition Program developed Touching Hearts, Touching Minds to revitalize nutrition education by focusing on the emotion-based benefits of making eating and activity changes, in addition to improving knowledge among participants. Emotion-based strategies help counselors and mothers find the motivation for making changes that they may already know the importance of. The Touching Hearts, Touching Minds Web site offers a wealth of information about emotion-based behavior change strategies, implementing emotion-based strategies within WIC, and materials that can be used with WIC participants.

*Counseling Tips:* The project offers 39 tips that may be useful for WIC staff when implementing emotion-based counseling. Tips range from setting up a comfortable environment for participants and being a good facilitator, to getting people to share in groups or individual sessions.

*Printable Emotion-based Tools/Materials:* The Touching Hearts, Touching Minds project developed 33 handouts that can be grouped into 5 topic areas: for mothers and infants, pregnancy, healthy eating, physical activity, and recipes. Each handout comes with tips for counselors to use with participants in individual or group sessions, identifies the appropriate audience is for using these materials, and provides information on how to use the emotion-based materials to help mothers take action. Materials are available in Spanish and English.

*Training Video:* The WIC Parent Connections Video offers nutrition educators examples of emotion-based techniques demonstrated by WIC counselors and parents in actual group discussions. The training video demonstrates numerous aspects of emotion-based counseling, including how to begin an emotion-based conversation, how to get parents to talk, what to do when there are long silences, and whether or not parents really enjoy emotion-based counseling. (A free video is available for training purposes upon request from Massachusetts WIC, Nutrition Services, 617-624-6100.)

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### MATERIALS CAN BE FOUND AT

<http://www.touchingheartstouchingminds.com/>

Massachusetts WIC Nutrition Program, Nutrition Division  
Massachusetts Department of Public Health  
617-624-6100

## WIC Breastfeeding Peer Counseling Training Manual

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California WIC developed “*Mothers Helping Mothers*,” a breastfeeding peer counselor training manual based on the principles of learner-centered education. The program designed the manual to train peer counselors to provide breastfeeding support to WIC participants. The manual also has been used to train WIC staff in a number of California WIC agencies. “*Mothers Helping Mothers*” was developed for five sessions that last approximately 4 hours each. Each session includes learner-centered activities such as facilitated discussions, small group discussions, role playing, and hands-on activities. The training also focuses on a three-step peer counseling strategy developed by Best Start: asking open-ended questions, affirming the participant’s feelings, and educating the participant.

*Facilitator’s Guide:* The Facilitator’s Guide provides background and practical information for conducting the trainings. The Guide includes a checklist of tools and materials for each session.

*PowerPoint Trainers Tools:* PowerPoint Trainers Tools for each individual training session follow the general outline of the training manuals.

*Peer Counselor Training Manuals:* Peer counselor training manuals accompany each of the five sessions, educating participants and discussing breastfeeding, breastfeeding practices, as well as common problems/barriers to breastfeeding and how counselors can help mothers work through these. Some specific topics covered during the sessions include:

- Signs that Breastfeeding is Going Well
- Early Breastfeeding Problems
- Cultural Awareness
- Topics to Cover When Talking to Mothers

*Accompanying Handouts:* Handouts are available to reinforce and offer practice to training participants regarding specific concepts learned during the trainings. Topics include:

- Open-ended Questions
- Telephone Counseling Suggestions
- Telephone Role Play
- Collecting and Storing Breastmilk

Most of the handouts are available in English and Spanish.

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### MATERIALS CAN BE FOUND AT

<http://ww2.cdph.ca.gov/programs/wicworks/Pages/WICBFPeerCounselingTrainingManual.aspx>

California WIC Program  
 Dept. of Public Health  
 P.O. Box 997375  
 West Sacramento, CA 95899-7375

3901 Lennane Drive  
 Sacramento, CA 95815  
 Toll Free Number  
 1-800-852-5770  
 1-888-WIC-WORKS or 1-888-942-9675

# LEADERSHIP AND MENTORING MATERIALS

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The following materials intend to assist WIC agency or clinic leaders in implementing a PCE model by providing them with training or instruction regarding how to mentor and support staff as they implement PCE with WIC participants. A Web link to electronic copies of the materials is included after the summary description wherever possible, so that you can review the materials and use or adapt them as appropriate.

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## Oregon WIC Listens – Materials for PCE Champions

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Oregon is implementing *Oregon WIC Listens*, a Statewide systems approach to participant-centered nutrition education and counseling. The State has developed numerous training schedules for Statewide implementation, trainings and practice activities for certifiers and staff, peer mentoring trainings and supporting materials, and multiple continuing education lessons that include instructor and staff materials.

A number of materials are available that can be used to implement and support champions of PCE and a peer mentoring model. The materials include:

*Practical planning checklist for champions:* This checklist can be used by PCE champions to keep the goals and concepts of PCE in mind, as well as the implementation timeline, when planning to carry out their roles and responsibilities.

*Stages of change overview and strategies:* Recognizing that all WIC staff will feel differently about PCE, this handout provides champions with strategies for working with staff at each stage of change. The strategies aim to be participant-centered, focusing on the needs and ideas of individual WIC staff members.

*Peer to peer observations:* This handout is aimed at all WIC agency staff and provides an introduction to the idea of peer counseling observations using a PCE approach. Information is shared about what to expect from observations, and staff are assured that this is a new process for everyone at all levels and that it will take time for everyone to develop these skills.

*Conducting observations:* This handout provides PCE champions with valuable information regarding conducting observations of nutrition education sessions. The guide outlines what to do to get started, what to watch for and observe, how to provide positive feedback, and how to wrap up with the nutrition educator.

*Counseling observations guide and details:* The observation guide provides examples of PCE skills to listen and watch for and space for observers to record examples of what they heard or saw. The guide includes a list of examples.

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### MATERIALS CAN BE FOUND AT

<http://www.oregon.gov/DHS/ph/wic/orwl.shtml>

Kim McGee  
Training Coordinator  
Oregon WIC Program, State Office  
800 NE Oregon Street, Suite 865  
Portland, OR 97232-2162

Phone: 971-673-0049  
e-mail: [Kimberly.o.mcgee@state.or.us](mailto:Kimberly.o.mcgee@state.or.us)

## Oregon WIC Listens – Supporting PCE Champions

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Through *Oregon WIC Listens*, a systems approach to participant-centered nutrition education and counseling, the State developed tools to help guide and support the use of PCE champions in the PCE model. These include:

*Support for Oregon WIC Listens Champions:* This document describes the goals of using PCE champions within local agencies, as well as the champion's roles, and provides a plan outlining how and when the State agency can support those champions.

*Selecting Your Champions:* This one-page handout provides valuable tips on what to consider when choosing PCE champions within local agencies, as well as a brief description of the roles and responsibilities of the champions.

*Training and Support Plan:* The plan provides an outline for implementing PCE and the use of champions in affecting change in local agencies. The outline provides room for champion comments and at each point in the process, and champions have the opportunity to identify what their agency will do together. This corresponds with the plan outlining how/when the State agency will provide support and the implementation timeline.

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### MATERIALS CAN BE FOUND AT

<http://www.oregon.gov/DHS/ph/wic/orwl.shtml>

Kim McGee  
Training Coordinator  
Oregon WIC Program, State Office  
800 NE Oregon St, Suite 865  
Portland, OR 97232-2162  
Phone: 971-673-0049  
e-mail: [Kimberly.o.mcgee@state.or.us](mailto:Kimberly.o.mcgee@state.or.us)

## Participant-Centered Nutrition Education in WIC: A Training Video

---

Altarum Institute, in collaboration with California WIC, produced this training video to demonstrate participant-centered nutrition education and services in a WIC clinic. The video features a WIC visit from the time the participant walks in the door until they leave, focusing on their interactions with WIC staff. The DVD also includes three vignettes on affirmation, rolling with resistance, and digging deeper. A DVD bonus feature is provided in which motivational interviewing expert, Steven Malcolm Berg-Smith, mentors a nutrition educator on his participant-centered skills. This tool can be used to train those providing nutrition education, as well as those who mentor, coach, observe, and provide feedback to nutrition educators.

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FOR A COPY OF THE DVD, CONTACT

Altarum Institute  
<http://www.altarum.org>  
e-mail: [WICPCE@Altarum.org](mailto:WICPCE@Altarum.org)

## LOCAL AGENCY SERVICE DELIVERY

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The following materials are included to assist WIC agencies in implementing PCE with regard to multiple aspects of the clinic environment. Unlike many resources, these are not primarily focused on nutrition education, but take into consideration the overall flow and operations of the clinic. Web links to electronic versions of the materials are included after the summary description wherever possible, so that you can review the materials and use or adapt them as appropriate.

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## Cultural Diversity Staff Training

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California WIC designed “Working with Diverse Staff and Participants In-Service Series” to explore the concepts of cultural diversity and competence. The series consists of three separate trainings to help staff become more familiar with the concepts of cultural diversity and to build cultural competence. The trainings were developed for 8 to 15 participants and last approximately 1-2 hours each, but may be combined into two half-day or one full-day workshop.

*Getting to Know You:* Getting to Know You is the first of the three trainings and focuses on helping WIC staff broadly define culture and provides a forum for discussion of personal differences and similarities. During the training staff are encouraged to explore feelings and issues related to culture in a non-threatening way; reflect on aspects of personal cultural history and background; identify some commonalities and differences with other staff; and identify personal assumptions about other staff.

*Why Culture Matters:* This workshop includes activities for staff to explore how communication at WIC is affected by culture. Staff experience first-hand the fun and challenges of communicating when there is no common language, as well as the importance of non-verbal communication when working with people from different cultures. Small group discussions allow participants to share ideas about how culture can affect interactions with WIC participants and other staff.

*Telling Your Story:* The third training focuses on how culture influences the expectations that staff and WIC families have about health related services. Each participant is given an opportunity to share a piece of their own cultural story in an interview activity conducted in pairs, then describe from listening to one another how different cultures define and treat health concerns addressed at WIC. Participants reflect on how their past experiences shape current beliefs and behaviors related to health and WIC services. Participants also explore ways to build on their cultural competence.

The materials for conducting each training include an agenda, a leader’s preparation checklist, and an outline with leader’s notes for facilitating the discussion. A trainee handbook also can be created by editing out the leader’s notes from the outline provided.

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### MATERIALS CAN BE FOUND AT

<http://www.cdph.ca.gov/programs/wicworks/Pages/WICTrainingCulturalDiversityStaffTraining.aspx>

California WIC Program  
Dept. of Public Health  
P.O. Box 997375  
West Sacramento, CA 95899-7375

3901 Lennane Drive  
Sacramento, CA 95815  
Toll Free Number  
1-800-852-5770  
1-888-WIC-WORKS or 1-888-942-9675



## Fit WIC: Train the Trainer Workshop for Childhood Obesity Prevention

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Through the Fit WIC project, California WIC developed and tested several approaches to childhood obesity prevention, targeting WIC families, WIC staff, and communities. As a result, the State developed a model for local and State WIC agencies to use in implementing their own Fit WIC programs. One product developed through this effort is the *Supporting WIC Families and Staff: Train the Trainer Workshop for Childhood Obesity Prevention*, a full-day workshop for WIC educators.

*Trainer's Manual:* The trainer's manual is a guide to training local agency staff who will then in turn train other staff. Participants learn ways to train staff on interacting with WIC families who have overweight children with a focus on health rather than on weight; ways to use facilitated group discussion to discuss physical activity with WIC families; ways to support staff in developing healthy lifestyles; and what materials and resources are available for staff training and participant education. Participants also learn ways to develop staff training activities for each of these topic areas.

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### MATERIALS CAN BE FOUND AT

<http://www.cdph.ca.gov/programs/wicworks/Pages/WICNEFITWIC.aspx>

California WIC Program  
Dept. of Public Health  
P.O. Box 997375  
West Sacramento, CA 95899-7375

3901 Lennane Drive  
Sacramento, CA 95815  
Toll Free Number  
1-800-852-5770  
1-888-WIC-WORKS or 1-888-942-9675

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## Shining the Light on Civil Rights in WIC

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*Shining the Light on Civil Rights* is a lesson plan for educating WIC staff using a learner-centered education format. The lesson plan encourages the educator and learner to ask open-ended questions, respect other adult learners, affirm what they may already know about civil rights, and assist them in reviewing new information immediately useful in the clinic. While the training is primarily to train WIC staff to understand non-discrimination policies, participants also acquire knowledge and skills necessary to communicate WIC's Civil Rights policies to participants in such areas as discrimination compliant procedures, conflict resolution, customer service, collecting and using data, and public notification, among others. Training materials include a lesson plan for trainers, a trainee guide, as well as a PowerPoint presentation, "Gallery Walk," which describes the history of civil rights in the United States.

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### MATERIALS CAN BE FOUND AT

<http://www.cdph.ca.gov/programs/wicworks/Pages/WICCivilRightsTraining.aspx>

California WIC Program  
Dept. of Public Health  
P.O. Box 997375  
West Sacramento, CA 95899-7375

3901 Lennane Drive  
Sacramento, CA 95815  
Toll Free Number  
1-800-852-5770  
1-888-WIC-WORKS or 1-888-942-9675

# PARTICIPANT-CENTERED NUTRITION EDUCATION MATERIALS

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The participant-centered nutrition education materials aim to provide support to PCE-trained staff in utilizing PCE skills and techniques with their participants. These materials have already been used by WIC clinics, and Web links to the electronic copies of the materials are included after the summary description wherever possible. You are encouraged to contact the developers of the materials if you have any questions or concerns about how to use or adapt the materials.

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## Facilitator's Guide for Nutrition Education

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The New Mexico WIC program developed a Facilitator's Guide for Nutrition Education to aid WIC nutritionists and paraprofessionals in moderating group nutrition education sessions. This type of group conversation-style discussion intends to provide participants with a more meaningful nutrition education experience that involves interactive learning and provides nutrition information relevant to the participants' needs. The guidelines include a number of components critical to conducting participant-centered group education, and provide WIC staff with tools for beginning the discussion and interactive activities that can be conducted as part of the session.

In addition to the Guide, outlines and information to conduct "Prenatal Discussion Sessions," "Infant Discussion Sessions," and "Childhood and Postpartum Discussion Sessions" are available. These materials include topic guides for multiple group discussions on each topic, as well as scientifically-based background information covering the topic of each discussion for the WIC nutritionist or paraprofessional to review. Instructions for conducting participant-centered individual counseling sessions are also included for some topics.

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### MATERIALS CAN BE FOUND AT

[http://www.nal.usda.gov/wicworks/Sharing\\_Center/gallery/couns\\_ed1.htm](http://www.nal.usda.gov/wicworks/Sharing_Center/gallery/couns_ed1.htm)

New Mexico Department of Health  
Family, Food and Nutrition Section  
2040 South Pacheco Street  
Santa Fe, NM 87505  
Phone: 505-476-8814  
Fax: 505-476-8900  
e-mail: [deanna.torres@state.nm.us](mailto:deanna.torres@state.nm.us)

## Family-Centered Education Lesson Plans

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California WIC designed and experimented with a number of family-centered education (FCE) lesson plans that are available for other programs to adapt and use. The family-centered lesson plans help children and parents interact with one another, promote parents as their children's first teachers, and help children prepare for school, while educating participants about nutrition.

Lesson plans include:

- Eating the Rainbow: At the Farmers' Market (also available in Spanish)
- 5 A Day (also available in Spanish)
- Grocery Shopping with Families (also available in Spanish)
- Grow Your Own Garden (also available in Spanish)
- Making Snacks Count

In addition to the lesson plans, materials include an FCE Intro to Lesson Plans, which provides a brief overview of FCE principles and practices and how lesson plans reflect those concepts.

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### MATERIALS CAN BE FOUND AT

<http://www.cdph.ca.gov/programs/wicworks/Pages/WICNEFamilyCenteredEducation.aspx>

California WIC Program  
Dept. of Public Health  
P.O. Box 997375  
West Sacramento, CA 95899-7375

3901 Lennane Drive  
Sacramento, CA 95815  
Toll Free Number  
1-800-852-5770  
1-888-WIC-WORKS or 1-888-942-9675

## Finding the Teacher Within Project

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Finding the Teacher Within was a 1-year project that helped WIC agencies make their education more “learner-centered.” The project involved 20 local WIC agencies in California by assisting them in designing learner-centered classes and in-services; training educators to understand and use learner-centered principles and practices; and helping management explore ways to support and sustain these efforts.

The project included developing lesson plans and many include supplemental materials (eg, pamphlets or visual aids). Each lesson plan focuses on the following key principles and practices:

- Honoring the learner as the decision-maker
- Ensuring that the learner has a voice before, during, and after the session
- RISE – Respect, Immediate meaningfulness, Safety, and Engagement
- Minimizing content to allow participants to see, discuss, and practice using the most important information and skills

Topics covered by the lesson plans include:

- Baby’s First Food
- Fitness for Families
- Fit WIC
- Iron In, Anemia Out
- Older Infant Feeding
- Rate Your Family’s Plate
- Time for a Cup
- Welcome to WIC (Solano)
- WIC Orientation – The New Beginning

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### MATERIALS CAN BE FOUND AT

<http://ww2.cdph.ca.gov/programs/wicworks/Pages/WICNEFTW.aspx>

California WIC Program  
 Dept. of Public Health  
 P.O. Box 997375  
 West Sacramento, CA 95899-7375

3901 Lennane Drive  
 Sacramento, CA 95815  
 Toll Free Number  
 1-800-852-5770  
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## Fit Kids = Happy Kids Tool Kit

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The Fit Kids = Happy Kids tool kit consists of a flip chart, Jump for Joy book, poster, and educator-focused training tools. The tool kit is a product of the Southwest Region Educating Communities on Healthy Options revitalizing quality nutrition services initiative.

*Healthy Habits for Healthy Weights Flipchart:* The participant-focused flip chart contains participant information on one side and educator tips for “starting the conversation” on the reverse. The flip chart is designed to reinforce positive eating, activity, and TV behaviors, and answer parents’ questions about how they can help their children develop good health habits.

“The flipcharts provide instructors with an interactive tool that allows them to engage the client and to share new information through discussion and active review.... The flipcharts present information in a cogent, easy-to-understand format that allows clients to learn quickly. Clients like the variety of topics: nutrition information, portion control and lifestyle options.... Based on this research, the most effective staff training is instructor-led training, ideally with hands-on use of the flipchart.” – from the “Fit Kids = Happy Kids Materials Evaluation”

Flip charts are available in English or Spanish, and come in two sizes: 8 ½ by 11 inches for individual counseling or 16 by 20 inches for group presentations.

*Jump for Joy Book:* a children’s physical activity and nutrition book to reinforce messages in the flip chart.

*Educator-focused tools:* The training manual includes an introduction about using the materials to conduct a training with WIC staff and the accompanying PowerPoint slides and notes. The training covers six modules designed to teach and empower staff to begin a conversation with WIC participants on issues of weight. The training is estimated to take 16.5 hours and covers the following topics:

- **“From Research to Practice”** Theory and experience behind the messages to parents; set up of the flip chart; topics for interactive discussion about delivering messages to participants
- **“Myths and Realities”** Ten myths that influence participant behavior; ten realities to guide your participants to healthy habits
- **“Healthy Feeding”** The child’s natural ability to regulate food intake; the feeding relationship; developmental ages, stages and feeding skills
- **“Person of Influence”** Feelings are more important than facts; it’s not what you say but how you say it; seven tools for influencing participants toward healthy habits
- **“Physical Activity”** It’s not about body size, it’s about moving your body. Small steps lead to big successes
- **“TV-Free Time”** How TV/screen time affects the family, the mind, and the body

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### MATERIALS CAN BE FOUND AT

[http://www.nal.usda.gov/wicworks/Sharing\\_Center/gallery/wic\\_fam4.htm](http://www.nal.usda.gov/wicworks/Sharing_Center/gallery/wic_fam4.htm)

## Fit WIC Lesson Plans

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California WIC developed a number of lesson plans to support its Fit WIC program. Lesson plans cover a range of topics and incorporate principles of family-centered and adult-centered education. Each lesson plan includes background materials for the educator, a lesson overview, interactive activities, and a materials checklist.

### Family-Centered Education Lesson Plans:

- Let's All Help (The Little Red Hen)
- Fit Families Play Every Day
- Grow Your Own Garden
- Happy Mealtimes (and the Hungry Caterpillar)
- Making Snacks Count

### Adult-Centered Education Lesson Plans:

- Super-sized! (Is it really a deal?)
- I'm Hungry Right Now! (Snacks away from home)
- What's on TV? (You choose)

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### MATERIALS CAN BE FOUND AT

<http://www.cdph.ca.gov/programs/wicworks/Pages/WICNEFITWIC.aspx>

California WIC Program  
Dept. of Public Health  
P.O. Box 997375  
West Sacramento, CA 95899-7375

3901 Lennane Drive  
Sacramento, CA 95815  
Toll Free Number  
1-800-852-5770  
1-888-WIC-WORKS or 1-888-942-9675



## Maximizing the Message: Helping Moms and Kids Make Healthier Food Choices

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In January 2009, the Food and Nutrition Service released a set of 16 core nutrition messages and supporting content in a publication entitled, “Maximizing the Message: Helping Moms and Kids Make Healthier Food Choices.” These consumer-tested messages and related resources are designed to help low-income mothers and children meet key aspects of the 2005 Dietary Guidelines for Americans. The messages focus on increasing consumption of fruits, vegetables, and low-fat milk products and encouraging mothers to engage in child feeding practices that promote development of healthy eating habits. The publication includes complementary and reinforcing messages for children aged 8-10 years.

In addition to conveying the messages and supporting content, the publication also includes:

- Background information
- Overview of the developmental approach
- Lessons learned from 30 focus groups with low-income mothers and children
- Implementation approaches and evaluation guidance

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MATERIALS CAN BE FOUND AT

<http://www.fns.usda.gov/fns/corenutritionmessages/default.html>

## New York WIC Emotion-Based Materials

The New York State Department of Health WIC Program developed a number of posters and handouts using emotion-based messaging. These address topics such as breastfeeding and physical activity and development. A sample of the available posters are below (electronic copies are not available for viewing online).



FOR MORE INFORMATION ABOUT HOW TO OBTAIN COPIES OF THESE RESOURCES, PLEASE CONTACT

Nicole Cunningham, RD  
 New York State WIC Program  
 Riverview Center  
 150 Broadway  
 Albany, New York 12204

Phone: 518-402-6817  
 e-mail: nac07@health.state.ny.us

## Nutritious Story Time

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*Nutritious Story Time*, developed for the Florida WIC program, incorporates family-centered nutrition education principles into group education sessions involving parents and children. The program focuses on educating parents and children about healthy eating and physical activity, while promoting emergent literacy concepts by reading to and encouraging parents to read to their children. This program includes a training manual for WIC staff, as well as a series of lesson plans promoting nutrition education, physical activity and literacy with young children. Two books also were developed as part of this program.

*Training Manual*: The training manual incorporates principles of participant-centered education in demonstrating to WIC staff how the Nutritious Story Time lesson plans are implemented with groups. WIC staff are active participants in the training, while the trainers guide the participants through each of the activities highlighting important messages and aspects of this family-centered approach.

*Lesson Plans*: The series of six lesson plans incorporate reading aloud to children with demonstrating positive parenting skills and goal-setting through facilitated discussion with parents. The plans also include materials for interactive crafts and play after the read-aloud time, and handouts for parents in English and Spanish. Lesson plans are available for the following books:

- *Give Me 5 A Day!* by Kathy Reeves, Brenda Crosby, Jennifer Hemphill, and Elizabeth Hoffman
- *Eating the Alphabet* by Lois Ehlert
- *Feast for Ten* by Cathryn Falwell
- *The Very Hungry Caterpillar* by Eric Carle
- *I Will Never Not Ever Eat A Tomato* by Lauren Child
- *Carlos and Clarice Mooove to Lowfat Milk* by Kathy Reeves, Mary Stickney, and Diane Bowden (available in English/Spanish and English/Haitian-Creole)
- *The Whole Grain Choo Choo Train* by Kathy Reeves, Mary Stickney, and Diane Bowden (available in English and Spanish)

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### MATERIALS CAN BE FOUND AT

Nutritious Story Time: [http://www.flwic.org/Documents/nutritious\\_story\\_time/nutritious\\_story\\_time.html](http://www.flwic.org/Documents/nutritious_story_time/nutritious_story_time.html)

Bureau of WIC and Nutrition Services  
Florida Department of Health  
Bin #A-16, HSFW  
4052 Bald Cypress Way  
Tallahassee, FL 32399-1726  
Phone: 850-245-4202  
Fax: 850-922-3936  
e-mail: [Debbie\\_Eibeck@doh.state.fl.us](mailto:Debbie_Eibeck@doh.state.fl.us)

## Touching Hearts, Touching Minds

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With support from two USDA Special Projects grants, the Massachusetts WIC Nutrition Program developed Touching Hearts, Touching Minds to revitalize nutrition education by focusing on the emotion-based benefits of making eating and activity changes in addition to improving knowledge among participants. Emotion-based strategies help counselors and mothers find the motivation for making changes that they may already know the importance of. The Touching Hearts, Touching Minds Web site offers a wealth of information about emotion-based behavior change strategies, implementing emotion-based strategies within WIC, and materials that can be used with participants.

*Counseling Tips:* The project offers numerous tips that may be useful for WIC staff when implementing emotion-based counseling. Tips range from setting up a comfortable environment for participants and being a good facilitator, to getting people to share in groups or individual sessions.

*Printable Emotion-based Tools/Materials:* The Touching Hearts, Touching Minds project developed a series of hand-outs that can be grouped into five topic areas: for mothers and infants, pregnancy, healthy eating, physical activity, and recipes. Each hand-out comes with tips for counselors to use with participants in individual or group sessions, describes the appropriate audience for using these materials, and includes information on how to use the emotion-based materials to help mothers take action. Materials are available in Spanish and English.

*Training Video:* The WIC Parent Connections Video offers nutrition educators examples of emotion-based techniques demonstrated by WIC counselors and parents in actual group discussions. The training video demonstrates numerous aspects of emotion-based counseling, including how to begin an emotion-based conversation, how to get parents to talk, what to do when there are long silences, and whether or not parents really enjoy emotion-based counseling. (A free video is available for training purposes upon request from Massachusetts WIC, Nutrition Services, 617-624-6100.)

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### MATERIALS CAN BE FOUND AT

<http://www.touchingheartstouchingminds.com/>

Massachusetts WIC Nutrition Program, Nutrition Division  
Massachusetts Department of Public Health  
617-624-6100

## WIC Breastfeeding Peer Counseling Training Manual

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California WIC developed “*Mothers Helping Mothers*,” a breastfeeding peer counselor training manual based on the principles of learner-centered education. The program designed the manual to train peer counselors to provide breastfeeding support to WIC participants. The manual also has been used to train WIC staff in a number of California WIC agencies. “*Mothers Helping Mothers*” is based on the latest scientific information available, has been pilot tested, and has been reviewed by numerous International Board Certified Lactation Consultants (IBCLC). The training was developed for five sessions that last approximately 4 hours each. Each session includes learner-centered activities such as facilitated discussions, small group discussions, role playing, and hands-on activities.

In addition to educating peer counselors, the training manuals and accompanying handouts include nutrition education materials for WIC participants on numerous breastfeeding topics, including:

- Early Breastfeeding Problems
- Collecting and Storing Breastmilk
- Baby’s First Week of Breastfeeding
- How Formula Compares to Breastmilk
- Topics to Cover When Talking to Mothers
- Working and Breastfeeding

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### MATERIALS CAN BE FOUND AT

<http://ww2.cdph.ca.gov/programs/wicworks/pages/WICBFPeerCounselingTrainingManual.aspx>

California WIC Program  
Dept. of Public Health  
P.O. Box 997375  
West Sacramento, CA 95899-7375

3901 Lennane Drive  
Sacramento, CA 95815  
Toll Free Number  
1-800-852-5770  
1-888-WIC-WORKS or 1-888-942-9675

## WIC Learner-Centered Lesson Plans

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California's local WIC agencies have developed a number of lesson plans that use the learner-centered approach. Multiple lesson plans cover:

- Women's Prenatal and Postpartum Topics
- Infants – Feeding and Caring for Babies
- Children – Raising a Healthy, Happy Toddler and Pre-Schooler
- Health and Nutrition Topics
- Promoting Physical Activity
- Other Topics, including gardening, safety, shopping, and stress management

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### MATERIALS CAN BE FOUND AT

<http://ww2.cdph.ca.gov/programs/wicworks/Pages/WICNELessonPlans.aspx>

California WIC Program  
Dept. of Public Health  
P.O. Box 997375  
West Sacramento, CA 95899-7375

3901 Lennane Drive  
Sacramento, CA 95815  
Toll Free Number  
1-800-852-5770  
1-888-WIC-WORKS or 1-888-942-9675

[www.WIChealth.org](http://www.WIChealth.org)

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WIChealth.org is an online, participant-centered nutrition education tool for WIC participants. The tool allows participants to choose from 13 modules on a variety of topics, including:

- Helping your child make good eating choices
- Baby's first cup
- Being healthy as your baby grows
- Starting infants on solid foods
- Feeding picky eaters
- Trusting your child to eat enough
- Creating good eating habits in your child
- Support for breastfeeding moms
- Children's physical activity

The modules help participants assess their current stage with regard to individual topics, gauge their intent to make changes, and offer suggestions on how to make those changes if the participant expresses interest in doing so. While the content is predetermined, the modules are participant-centered, offering encouraging comments and only focusing on changes that participants are interested in or intend to make in the near future. Links to resources are provided when participants indicate a strong interest in making particular changes.

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MATERIALS CAN BE FOUND AT

<http://www.wichealth.org>





# CONTACTS

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The following people may be helpful with various aspects of developing your agency's participant-centered education model, including training, materials development, and consultation. While this list is not exclusive, it is a starting point for finding champions of participant-centered nutrition education and services who may help your agency develop and implement PCE.

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## Cultural Competency Training

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Loren Bell  
Jan Kallio, MS, RD, LDN  
Altarum Institute  
4 Milk St, 3<sup>rd</sup> Floor  
Portland, ME 04062  
Phone: 207 772 1410  
e-mail: WICPCE@altarum.org

Jose Reyes, EdD  
Cultural Competency Consulting LLC  
6950 E. 4th Avenue  
Denver, CO 80220  
Phone: 303-321-2197

Suganya Sockalingam  
Executive Director  
TeamWorks  
2721 Breakers Creek Drive  
Las Vegas, NV 89134  
Phone: 212-957-5351  
Fax: 702-953-5743  
e-mail: suganya@mindspring.com

## e-Learning Development

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Loren Bell  
Jan Kallio, MS, RD, LDN  
Altarum Institute  
4 Milk St, 3<sup>rd</sup> Floor  
Portland, ME 04062  
Phone: 207 772 1410  
e-mail: [WICPCE@altarum.org](mailto:WICPCE@altarum.org)

Learning Dynamics  
1062 Barnes Road, Suite 105  
Wallingford, CT 06492  
Phone: 203-265-7499, ext. 201  
Fax: 203-265-7742  
[www.learningdynamics.com](http://www.learningdynamics.com)

## Emotion-Based Materials

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Loren Bell  
Jan Kallio, MS, RD, LDN  
Altarum Institute  
4 Milk St, 3<sup>rd</sup> Floor  
Portland, ME 04062  
Phone: 207 772 1410  
e-mail: WICPCE@altarum.org

Pattie Garrett, RD  
New York State WIC Program  
email: pmg05@health.state.ny.us

Pam McCarthy, MS, RD  
5 Hill Farm Circle  
St. Paul, MN 55127  
Phone: 651-484-3467  
Fax: 651-484-3459

Kara Ryan, RD  
Massachusetts WIC Nutrition Program  
250 Washington Street, 6th floor  
Boston, MA 02108  
Phone: 617-624-6100  
Fax: 617-624-6179  
email: kara.ryan@state.ma.us

## Emotion-Based Services Training

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Cathy Carothers IBCLC, IBLA, RLC  
Director, Every Mother, Inc.  
P.O. Box 615  
Greenville, MS 38702  
Phone: 877-666-7226  
e-mail: [info@everymother.org](mailto:info@everymother.org)

Pam McCarthy, MS, RD  
5 Hill Farm Circle  
St. Paul, MN 55127  
Phone: 651-484-3467  
Fax: 651-484-3459

Megan McNamee, MPH, RD  
WIC Training and Resource Design Manager  
Arizona Department of Health Services  
150 N. 18th Ave., Ste 310  
Phoenix, AZ 85007  
Phone: 602-542-2814  
Fax: 602-542-1890  
e-mail: [HAMMERM@azdhs.gov](mailto:HAMMERM@azdhs.gov)

Teresa Morse  
Nutrition Trainer  
Massachusetts WIC Learning Center  
63 Fountain Street, 3rd Floor  
Framingham, MA 01702  
Phone: 508-875-8794  
e-mail: [teresa.morse@state.ma.us](mailto:teresa.morse@state.ma.us)

## Motivational Interviewing Training

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Steven Malcolm Berg-Smith, MS  
A.I.M. for Change (Awakening Inner Motivation)  
436 William Ave.  
Larkspur, CA 94939  
Phone: 415-924-6842  
e-mail: [stevenmalcolm@berg-smithtraining.com](mailto:stevenmalcolm@berg-smithtraining.com)

Nicole Cunningham, MS, RD  
NYS WIC Program  
e-mail: [nac07@health.state.ny.us](mailto:nac07@health.state.ny.us)

Dr. Gail Frank, RD, CHES  
Dietetic Internship Director  
California State University Long Beach  
1250 Bellflower Blvd.  
Long Beach, CA 90840-0501

Trish MacEnroe, Director  
NYS WIC Training Center  
8 Executive Park Drive  
Albany, NY 12203  
Phone: 518-453-0227  
Fax: 518-453-0299  
e-mail: [tmacenroe@aol.com](mailto:tmacenroe@aol.com)

Megan McNamee, MPH, RD  
WIC Training and Resource Design Manager  
Arizona Department of Health Services  
150 N. 18th Ave., Ste 310  
Phoenix, AZ 85007  
Phone: 602-542-2814  
Fax: 602-542-1890  
e-mail: [HAMMERM@azdhs.gov](mailto:HAMMERM@azdhs.gov)

Dana Sturtevant, MS, RD  
Larson Sturtevant Consulting, LLC  
Portland, OR  
Phone: 503-288-4104  
e-mail: [dana@benourished.org](mailto:dana@benourished.org)

## PCE Technical Assistance and Training

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Loren Bell  
Jan Kallio, MS, RD, LDN  
Altarum Institute  
4 Milk St, 3rd Floor  
Portland, ME 04062  
Phone: 207 772 1410  
e-mail: [WICPCE@altarum.org](mailto:WICPCE@altarum.org)





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