



United States Department of Agriculture  
Food and Nutrition Service

Western Region

Reply to  
Attn of: WSN-1: NT-3  
WRO Policy Memo 805-F

January 24, 2006

Subject: All States Memorandum (ASM) 06-24  
**WIC Nutrition Education Guidance**

**INFORMATION – X**  
**POLICY – X**  
**ACTION – X**

To: All Western Region State Agency WIC Directors

WIC State and local agencies are required by section 246.11 of WIC Program regulations to design nutrition education to achieve the broad regulatory nutrition education goals and to make available to participants at least a minimum number of nutrition education contacts during each certification period. However, studies have shown that WIC needs to: 1) strengthen its nutrition education component; 2) adopt a more behavioral approach in nutrition counseling; 3) be more client-oriented; and 4) focus on healthy behavior for life.

The attached guidance is intended to assist State and local agencies in strengthening their nutrition education service component by identifying the key elements of quality nutrition education interventions/contacts that have been determined by research to be effective.

Appendix A, *Criteria for the Development and Evaluation of Electronic-Based Nutrition Education for WIC Participants*, is designed to provide specific technical assistance to State and local WIC agencies by providing standardized, science-based criteria to use when designing, developing and evaluating electronic-based nutrition education for WIC participants. Appendix A contains a checklist of site evaluation questions, the criterion rationale and references.

State Directors

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Nutrition education is the Program benefit that sets WIC apart from the other nutrition assistance programs as a premiere public health program. Applying the elements of effective nutrition education will enable WIC agencies to provide quality, effective and relevant nutrition education that helps participants achieve and maintain optimal nutrition status.

A handwritten signature in black ink that reads "Ronald B. Rizzo". The signature is written in a cursive style with a large, stylized 'R' at the beginning.

RONALD B. RIZZO  
Acting Regional Director  
Supplemental Nutrition Programs  
Western Region

Attachments