

### Participant Group Nutrition Education Outline:

#### Capturing the Spirit of Fresh Choices

This group NE outline uses a facilitated discussion format and includes several learning activities. Select the activity or activities that work best for your staff and participants.

**Goal:** Participants will understand the changes that are happening with Fresh Choices and be able to correctly use their new WIC vouchers at the grocery store.



**Target Audience:** WIC participants - Women and children.

**Time needed:** 30 to 45 minutes depending on activities chosen.

#### Objectives:

By the end of the session participants will be able to:

- State at least one reason for the food package changes
- Use the new food list to identify WIC allowed foods
- Know how to use the Fruit and Veggie voucher for purchasing fresh and frozen fruits and vegetables

#### Overview:

1. Welcome/Introduction
2. Getting Started – setting the agenda
3. Activity 1 - Reasons for the Changes to the WIC food package
4. Activity 2 – Reviewing the new WIC food list
5. Activity 3 – How to use the new Fruit and Veggie voucher
6. Activity 4 – Selecting fresh produce
7. Activity 5 – Distributing participants' FIs

#### Materials Needed:

- Capturing the Spirit of Fresh Choices PowerPoint
- WIC Food List
- Produce price chart
- Fruit and Veggie Voucher insert

- Shopper Ed resources
- Anticipatory Guidance handouts
- Fruit and Veggie boosters
- Key Nutrition Messages materials
- Sticky notes
- Poster paper
- Food Scales
- Cash Register, produce for role plays
- Healthy Habits for Life Kits

### **Background:**

This lesson uses the “Explore Offer Explore” approach. You find out what the participant already knows, you offer some information, then find out how they will use that information.

The WIC food packages have changed to align more closely with the USDA guidelines and My Pyramid recommendations. The new WIC foods are lower in fat and higher in fiber. There is now a wider variety of foods to help maintain a healthy weight.

### **Getting Started – 10 minutes**

- Facilitator introduces self and invites clients to introduce themselves.
- Explain that you will be asking questions and everyone is welcome to share and participate but not required to participate.
  - Introduce today’s topic “What is New with your WIC Foods.” Review what you will cover during the class, depending upon the activities you have chosen.

“Before we get started, what else were you hoping to get out of this session? (Write down responses on sticky notes and put on shopping cart flip chart paper.) At the end of the class we will review these items and hopefully will address them.”

### Activity 1: Reasons for the Changes to the WIC foods – 5 minutes

“What have you already heard about the changes happening with the foods you get from WIC?”

(Allow for participants to share. Responses may include the following.)

- New foods are being added such as fresh and frozen fruits and vegetables for women and children. Women and children also now receive 100% whole wheat bread, brown rice and/or corn tortillas.
- There are changes with the type of container for juice. Plastic bottles are now an option, cans are no longer allowed.
- Baby food has been added.
- Breastfeeding women can also get pink salmon in addition to tuna.
- There will be less of some foods such as milk and cheese.
- The amount of formula infants receive will vary depend on their age.

“All across the US, the WIC foods are changing to give you more variety. They are also changing to be healthier by being lower in fat and higher in fiber. Some new foods have been added. Some foods you will continue to get although the amounts may be less.”

### Activity 2: Reviewing the WIC Food List - 20 minutes

“Let’s take a look at the new WIC Food List and the new WIC food packages.”

#### **Handout: Food List**

*Have participants get into partners. Using the food list, talk about:*

*What’s changed – What’s new with the WIC foods and packages? Allow 5-10 minutes for participants to share with each other.*

*How do they support the Oregon WIC key nutrition messages?*

**Focus on fruits**

**Vary your veggies**

**Serve low-fat milk to adults and children over the age of 2.**

**Make half your grains whole.**

**How sweet it is....Breastfeeding is a gift of love**

Ask participants to share what they came up with to the larger group.

### Activity 3: How to use the new Fruit and Veggie voucher - 10 minutes

“Let’s now look at the new Fruit and Veggie voucher.”

**Handout: FVV samples or participants own vouchers if you have printed them already.**

- “Here’s a sample of a Fruit a Veggie voucher. This is a new type of voucher that has a specific dollar amount listed on it. With this voucher you can get fresh and/or frozen fruits and vegetables. We are calling it the Fruit and Veggie voucher. The dollar amount you will receive depends on your category. Children receive a voucher for \$6.00. Women receive a voucher for \$8.00 unless they are fully breastfeeding. Fully breastfeeding women receive a Fruit and Veggie voucher for \$10.00.”
- “Let’s take a look at this voucher and how to use it. This voucher is different from the Farmer’s Market coupons some of you may have receive earlier this summer. At this time, your Fruit and Veggie voucher can only be used at a grocery store.”
- “In some ways it looks similar to your other WIC vouchers. For example, you’ll see that it has a first and last day to use. What else is similar between the FVV and the other WIC vouchers?”

Allow for participants to share. Responses may include the following.

- The store clerk writes in the price.
- You still sign it after the clerk fills in the price.

“What is different about the FVV?”

Allow for participants to share.

#### Roll Play different situations

1. Purchasing less than the \$ amount on the FVV

“If you decide to get an amount of fruits and/or vegetables that is less than the dollar amount on your FVV, the store will not give you change back. For example, if your FVV is for \$8 and you only purchase \$7.25 work of fruits and vegetables, the checker at the store will not give you the .75 cents difference. The store will also not let you use that .75 cents toward the purchase of other items you may be getting, even if it is fruits and vegetables.”

### 2. Purchasing more produce than the \$ amount on the FVV

“You can see on the FVV, you may pay over the amount listed on the FVV. What would be some ways “you may pay over”? (Pay in cash, debit or credit card, Oregon Trail card) Let’s say you have a FVV for \$8. You’ve selected your fresh fruits and vegetables and when the checker rings them up the price is \$9.39. You decide to pay the “extra” \$1.39 with cash.”

### 3. Combining 2 vouchers

“You may use more than one FVV for a single fruit and veggie purchase. For example, if you have a FVV for \$8 and your child has a FVV for \$6 so you have a total of \$14 you can spend on fruits and veggies. You select some produce and it is \$13.78. In the pay exactly box, the checker would put \$8.00 on the \$8 FVV and \$5.78 on the \$6 FVV. This is because the “pay exactly” amount cannot go over the face value on the FVV.”

### **Handout: Using your Fruit and Veggie Voucher**

Review this handout with participants.

### **Activity 4: Selecting Fresh Produce – 5 minutes**

During this activity we will talk about the specific fruits and vegetables you can purchase with your FVV and selecting produce at the grocery store.

“Let’s take back out our food lists and look at the information specific for fruits and vegetables – what’s allowed and what’s not allowed with the FVV.

What questions or concerns do you have about what is allowed and what is not allowed.

“Now that WIC provides a voucher for fruits and vegetables, let’s talk about selecting fresh produce at the grocery store. How do you currently select fresh fruits and vegetables to buy at the grocery store?”

Allow for participants to share.

**Activity:** Practice weighing produce on a scale.

Have participants select produce and see if they can guess how much it weighs. Use the Produce Cost Estimator chart to show how participants can get an idea of how much the amount of produce will cost. Participants could also use a calculator (there may be one on their cell phone) to determine the approximate cost of the produce.

### Activity 5: Distributing FIs – 5-10 minutes

Distribute the vouchers to the participants if you haven't already done so. Have participants get into small groups by category.

- “Please take a few moments to look over your vouchers. Sometimes it is a challenge to begin purchasing, using and cooking with foods that are different. “Within your group, share some ideas of how you will use some of your new WIC foods.”
- “Which of the new foods do you already use? How do you use them?”

### Closing – 5 minutes

- “What questions or comments do you have about your WIC foods or the new Fruit and Veggie Voucher?”
- “If your second signer usually does the grocery shopping, how will you share the information about the new WIC foods and the FVV with them?”
- What was the most useful about today's topic?”
- “How will you use the information we covered today?”
- “Remember, you may want to take the new food list with you to the grocery store as a reminder of the WIC foods that are allowed and not allowed.”
- Thank participants for their participation and coming to the class

### Additional Activities & Resources Available

Healthy Habits for Life kits  
New WIC Foods Tasting  
Baby Food Display  
Bread Label Comparison  
Anticipatory Guidance materials  
WIC Fruit and Vegetable Boosters  
Shopper Ed Flip Book  
DVD of shopper ed