

A COMPARISON OF NUTRITION EDUCATION APPROACHES IN WIC

COUNSELOR CENTERED

PARTICIPANT CENTERED

Counselor's Presentation	<ul style="list-style-type: none"> ○ Counselor wants to be seen as a knowledgeable nutrition expert 	<ul style="list-style-type: none"> ○ Counselor wants to be seen as a facilitator or partner, who provides information, ideas and support to help the participant make positive nutrition/health behavior changes
Counselor's Actions	<ol style="list-style-type: none"> 1. Asks for information from the WIC participant about risks and problems 2. Decides which nutrition/health behavior changes the WIC participant should make 3. Informs the WIC participant what is wrong with her current nutrition/health behaviors (her "nutritional risks") 4. Presents an action plan with broad suggestions for behavioral change 5. Asks yes/no and leading questions to confirm the WIC participant's understanding of the nutrition information and action plan 	<ol style="list-style-type: none"> 1. Asks for information from the WIC participant about her goals, abilities, questions and concerns 2. Helps the WIC participant decide which nutrition/health behaviors she wants to change, in the context of her own goals, culture and personal situation 3. Helps the WIC participant identify barriers to change and strategies she can use to overcome them 4. Offers information and ideas for how participant can change her behavior, with small doable action steps 5. Asks open-ended questions and uses active listening skills to encourage the WIC participant's active participation and to make sure she (the counselor) understands
Expected Outcomes	<ul style="list-style-type: none"> ○ WIC participant leaves with information she can use to change counselor-identified nutrition/health-related behaviors 	<p style="text-align: center;">+</p> <ul style="list-style-type: none"> ○ WIC participant leaves with information and decides what behaviors she can change ○ WIC participant gains ideas and makes her own decisions about small steps she can take, motivation to take those steps and a feeling of support that can help her to change her nutrition/health-related behaviors