**Framework for Nutrition-Focused Counseling (NFC)**

 **Content Areas**

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| **Nutrition & Breastfeeding*** Promotion and support of breastfeeding
* Breastfeeding topics (e.g. prenatal preparation, milk production, latch, managing challenges, use of breast pump)
* Breastfeeding support services
* General food and nutrition topics (e.g. introduction to solids, adding textures, weaning, healthy food choices)
* Common nutrition concerns of participants by category, age
* Child development and growth related to nutrition
* Impact of nutrition over the life-course (epigenetics)
* Oral health
* RD’s: special needs impacting nutrition (e.g. medical formulas, special dietary concerns)

**Parenting*** Parenting styles related to feeding
* Attachment; Parent-child interaction; Serve and return
* Brain development
* Positive conflict resolution; stress response (fight, flight, freeze)
* Developmental feeding
* Social support
* Social and emotional competence
* Setting limits
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| **Feeding/Eating Environment*** Parent-child feeding relationship
* Infant cues/baby behaviors; soothing
* Age-appropriate eating behaviors and concerns (e.g. picky eating)
* Teaching children about food; role modeling; family meals
* Shopping; meal preparation; food safety

**Physical Activity, Play & Rest*** Importance of infant tummy time, play for children
* Age appropriate activity ideas for families
* Identify safe areas for physical activity
* Appropriate screen use/time
* Importance of sleep

**Family Environment / Social Determinants of Health*** Food insecurity
* Income
* Housing
* Behavioral health (depression, addictions)
* Safety or trauma (domestic violence)
* Health care
* Educational level (literacy)
* Class (generational or situational poverty)
* Historical trauma (race, culture)
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| **Foundational capabilities**: Evidence-based content knowledge, critical thinking, assessment and participant centered counseling skills, cultural humility, health literacy, trauma and resilience informed practices |
| **Required Actions** |
|  * Complete a thorough assessment using critical thinking skills
* Provide nutrition-focused counseling
	+ Discuss a topic identified during assessment -or-
	+ Provide anticipatory guidance based on what to expect in the future
* Make appropriate and effective referrals
* Schedule appropriate follow-up or quarterly nutrition education (includes the mid-certification health assessment and counseling).
* Document each action in TWIST.
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| **Desired outcomes -** Examples of evidence-based, commonly accepted nutrition-focused outcomes are listed below. This list is not exhaustive. |
| **Nutrition & Breastfeeding*** Participants meet their breastfeeding goals; there is an increase in breastfeeding exclusivity and duration
* Infants and children grow and develop at an appropriate rate
* Families practice principles of nutrition and achieve/maintain good health

**Feeding/Eating Environment*** WIC families provide a pleasant eating environment for their children; Dads and other caregivers are integrated
* WIC staff are perceived as the nutrition and feeding experts; role of WIC is expanded in the community

**Physical Activity, Play & Rest*** Children engage in active play daily; Parents are active and are good role models for their children
* Parents ensure that children develop appropriate sleeping habits

**Parenting*** Parents interact with their children well and provide the support needed for healthy development
* Parents develop skills for managing conflict and setting appropriate limits with their children

**Family Environment / Social Determinants of Health*** Participants develop a healthy lifestyle, and seek help when problems occur
* Identify any impact on family nutrition for nutrition-focused counseling; Screen and refer as appropriate
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| **Resources** |
| * Bright Futures in Practice: Nutrition: <https://www.brightfutures.org/nutrition/index.html>
* Bright Futures in Practice: Physical Activity: <https://www.brightfutures.org/physicalactivity/>
* Healthy Eating Guidelines for Infants and Toddlers: <http://healthyeatingresearch.org/research/feeding-guidelines-for-infants-and-young-toddlers-a-responsive-parenting-approach/>
* Surgeon General’s Call to Action: <https://www.surgeongeneral.gov/library/calls/breastfeeding/index.html>
* WHO and HP 2020 goals: <https://www.healthypeople.gov/2020/topics-objectives/topic/maternal-infant-and-child-health>
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