

5-1 Job aid: Framework for Nutrition-Focused Counseling (NFC)

Content Areas

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)

Feeding/Eating Environment

- Parent-child feeding relationship
- Infant cues/baby behaviors; soothing
- Age-appropriate eating behaviors and concerns
- 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

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

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)

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.

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

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>