**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 |
| **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. |
| **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> |