

Nutrition Education Materials

Policy

USDA Federal Regulations: 246.4(a)(9)(ii) State agencies have the option to provide nutrition education materials to institutions participating in the CACFP at no cost, as long as a written agreement for sharing such materials is in place between the relevant WIC and CACFP entities. State agencies may initiate a sharing agreement with their State-level CACFP counterparts that would apply statewide, or may authorize their local agencies or clinics to initiate a sharing agreement at the local level with their local level CACFP counterparts.

246.11(c) State agency responsibilities. The State agency shall perform the following activities in carrying out nutrition education responsibilities, including breastfeeding promotion and support:

246.11(c)(3) Identify or develop resources and educational materials for use in local agencies, including breastfeeding promotion and instruction materials, taking reasonable steps to include materials in languages other than English in areas where a significant number or proportion of the population needs the information in a language other than English, considering the size and concentration of such population and, where possible, the reading level of participants.

246.11(d) Local agency responsibilities. Local agencies shall perform the following activities in carrying out their nutrition education responsibilities, including breastfeeding promotion and support:

(1) Make nutrition education, including breastfeeding promotion and support, available or enter into an agreement with another agency to make nutrition education available to all adult participants, and to parents or caretakers of infant and child participants, and whenever possible and appropriate, to child participants. Nutrition education may be provided through the use of individual or group sessions. Educational materials designed for Program participants may be utilized to provide education to pregnant, postpartum, and breastfeeding women and to parents or caretakers of infants and children participating in local agency services other than the program.

Authority

7 CFR Part 246.4(a)(9)(ii)

7 CFR Part 246.11(c)(3)

7 CFR Part 246.11(d)(1)

Procedures

The state WIC office produces numerous nutrition education, outreach, and breastfeeding

promotion brochures and pamphlets for women, infants, and children. These materials are made available to other programs and entities in order to share resources and provide consistent messages.

- The State WIC office has a written agreement in place with the Child and Adult Care Food Program (CACFP) through the Iowa Department of Education. This agreement allows the WIC program to share print nutrition WIC materials with institutions participating in the CACFP.

Agencies are encouraged to contact their local WIC agency for copies of these materials but if an agency does contact the State WIC office with their request, these materials will be provided. Depending on the quantity requested, a print ready document will be provided at no cost so the agency can print their own supply.

The state WIC office provides program, nutrition, breastfeeding, and health education materials free of charge to local WIC agencies. Some materials are stored at the ISU Distribution Center, others must be ordered quarterly through the Iowa Department of Health and Human Services (HHS).

- WIC materials stored at the ISU Distribution Center can be ordered at any time (allow 5-7 days for delivery) by completing the ISU Distribution Center Order Form found on the WIC Web Portal at hhs.iowa.gov/wic-portal/resources.
- Materials not stored at the ISU Distribution Center are printed quarterly as needed. Agencies must fill out the Quarterly Drop Shipment Order Form to receive these materials and they are due March, June, September and December. The order form can be found on the WIC WebPortal at hhs.iowa.gov/wic-portal/resources.

Best Practices

Several programs and bureaus in the Iowa Department of Health and Human Services produce print materials targeted to women, infants, and children. These materials are distributed using a variety of methods. The table below lists contact information by bureau or program for ordering materials.

Bureau/Program	Contact	Website
Family Health <ul style="list-style-type: none"> • Healthy Families Line • TEEN Line • Provider Service Line 	(800) 369-2229 (800) 443-8336 (800) 383-3826	hhs.iowa.gov/health-prevention/family-health
Immunization & Tuberculosis	(800) 831-6293	hhs.iowa.gov/health-prevention/vaccines-immunizations

		hhs.iowa.gov/health-prevention/disease-information/tuberculosis
Oral Health	(866) 528-4020	hhs.iowa.gov/health-prevention/dental-oral-health
Childhood Lead Poisoning Prevention	(800) 972-2026	hhs.iowa.gov/health-prevention/child-adolescent-health/childhood-lead-poisoning-prevention-program
Addiction and Substance Use Disorders <ul style="list-style-type: none"> Your Life Iowa 	Call: 855-581-8111 Text: 855-895-8398	hhs.iowa.gov/health-prevention/addiction-substance-use-disorders yourlifeiowa.org
Quitline Iowa	(800) 784-8669 (800) QUIT NOW	https://iowa.quitlogix.org hhs.iowa.gov/portal-tobacco-prevention/quitline-iowa
Iowa SIDS Foundation	515-965-7655	www.iowasids.org
First Candle/SIDS Alliance	(800) 221-7437	https://firstcandle.org/
Perinatal Mental Health	Healthy Families Line 1-800-369-2229	hhs.iowa.gov/health-prevention/birth-maternal-care/perinatal-mental-health www.beyondthebabyblues.org https://yourlifeiowa.org/learn/maternal-health
Nutrition and Physical Activity <ul style="list-style-type: none"> Healthy Eating Active Living (HEAL) Iowa WIC 	(800) 532-1579 or 515-281-6650	https://hhs.iowa.gov/ <ul style="list-style-type: none"> hhs.iowa.gov/pick-better-snack hhs.iowa.gov/assistance-programs/food

<ul style="list-style-type: none">• 5-2-1-0 Healthy Choices Count		<ul style="list-style-type: none">• assistance/wic-iowa-hhs.iowa.gov/health-prevention/food-diet-exercise/5-2-1-0
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Selecting appropriate and useful nutrition education materials is an important priority of the WIC Program. The four-step process listed below is recommended to ensure that selected materials meet the needs of the target population.

- Assess the needs of your target audience.
- Evaluate the nutrition education material.
- **Pilot** the materials with the target audience.
- Use the materials effectively.

All materials must be free from product bias (i.e., product brand names in the text or illustrations). All materials, regardless of the topic, must be free of formula names or pictures.

Exception: In recipes that include WIC-approved foods, product names or pictures may be used only when the item is approved on a brand-name basis. Whenever possible, use nonspecific or generic product names, and use brand specific references only for foods that require them.