

WIC - Fresh Ideas for Nutrition Education with *Get Fresh!* - WIC

Each WIC agency and clinic is unique. Different nutrition education strategies work best at different agencies and clinics, which is why your local expertise is invaluable. Be creative and find ways to make the most of the opportunities and strengths at your agency, and to brainstorm ways to overcome the challenges at each site. Think of new ideas, then try them out to see how they work!

Below you'll find ideas for using *Get Fresh!* in WIC clinics. They include tried and tested practices, lessons learned, and suggestions conceived over three years of developing and testing *Get Fresh!* videos and recipe cards at diverse WIC agencies. They have been compiled for you as a source of possible practices. See what you can use, or what the ideas might inspire you to try at your agency!

Waiting Rooms

In testing the video, participants have overwhelmingly enjoyed it. In waiting areas, with their distractions, staff can successfully bring participants' attention to the *Get Fresh!* video by doing the following:

- Tell each participant personally about the video and invite the participant to watch.
- Give each participant one or two short questions to respond to after watching the video (e.g., What was the most helpful thing about the video? What might you now do differently after watching? What could be changed to improve the video? Do you currently eat the featured vegetable? How do you prepare it?).
- Use posters, signs, or other methods to promote the video.
- In a waiting area, provide recipe samples to draw participants in. (See the section below, "Other Ideas for Food demonstration and Sampling.")

One-on-One Counseling

Follow-up on the video in one-on-one nutrition education sessions. The video is especially useful for opening the topic of fruits and vegetables for individual discussion with participants who have older children and those who have participated in WIC for many years. Suggestions for discussions with participants include the following:

- Use participants' responses to questions posed in the waiting room as a starting point.
- Ask if they know where and when the farmers' markets are.
- Find out if they have ever tried the featured fruit or vegetable and how they prepared it.
- If a participant cites a barrier to going to farmers' markets or eating fruits and vegetables, encourage them to brainstorm possible solutions.
- Use the *Get Fresh!* recipes as a starting point for discussions of ways to include more fruits and vegetables in a participant's diet.
- Share ways to strive for five fruits and vegetables each day and encourage participants to share their own ideas.
- Encourage participants to use their Farmers' Market Nutrition Program (FMNP) checks, showing them what is in season now and how they can prepare it.
- Engage parents of "picky eaters" by asking them to brainstorm new ways to offer fruits and vegetables to children.

- Encourage parents to involve their children in meal preparation, pointing out steps in the recipes that children of a particular age can do, and the supervision they will need.

Group Instruction

The videos worked great when tested with groups. Showing just one or two 5-minute segments has been most successful for capturing participant attention. If you plan to show two segments, let participants know ahead of time so they don't get fidgety as the first segment ends. If you can't schedule large groups, call participants a few at a time from the waiting room to a separate area for mini-classes.

Warm Up Discussion

Use a warm-up before starting the tape to ascertain the participants' previous experience with farmers' markets and the featured fruit or vegetable. This helps get the class interested in the topic, and helps the educator tailor the rest of the class. Sample warm-up questions include the following:

- Have participants been to farmers' markets before? Which markets?
- When and where are the markets? (Let participants share this information with one another if they know, and be sure to have the correct information available.)
- Have they prepared or eaten the featured fruit or vegetable? (Point out that this video will show some healthy ideas for using food from the farmers' market.)

Involve Kids

If children are present, make the class more lively and appealing to them by getting them involved. This helps kids learn about healthy, fun eating. Here are some ideas for involving kids:

- Direct some warm-up questions to the children. Ask if they've been to the farmers' market; what is their favorite food to buy; have they've tried the featured fruit or vegetable; and what is their favorite way to eat it?
- Include kids in a post-video watching discussion. Ask them what they saw; what looked good to them; and what do they want to try?
- Have kids assist with the class by doing tasks like handing out the recipe cards.

Follow-Up Discussion

Experience with *Get Fresh!* has revealed that the videos can incite lively conversation and recipe sharing about fruits and vegetables. Here are some ideas for directing the discussion:

- Encourage critical reflection. Ask participants what they would do or change if they could make their own video. Ask what they think about the recipes.
- Ask the class participants to share their own cooking ideas for the featured fruit or vegetable.
- If barriers to fruits or vegetables or going to farmers' markets are brought up, find out how common that barrier is within the class, and have the class generate a list of possible solutions.
- Ask the class what tips from the video they found useful. Encourage them to share their own tips.
- Encourage behavior change. Ask participants what they might do differently now. Prompt them to think about what they might do differently when shopping at markets, when preparing fruits and vegetables, and when helping kids enjoy fruits and vegetables. Encourage them to commit

to trying one new thing, or making one change in the next month (or before their next WIC appointment).

- Discuss ways to make recipes flexible to your participants' kitchens and schedules.

Lesson Plans

Tie *Get Fresh!* resources into lesson plans or objectives tailored to suit the important issues of participants at your local agency. Nutrition educators proposed incorporating *Get Fresh!* into lesson plans with the following objectives:

- Encourage visits to farmers' markets and use of FMNP checks.
- Encourage more fruit and vegetable consumption, consistent with 5-A-Day.
- Use the video as an introduction to child feeding and mealtimes, then discuss the participants' concerns and possible mealtime solutions.
- Show the actual child and adult portion sizes of the featured fruit or vegetable to help participants conceptualize portion sizes.

Food Demonstrations and Sampling

- Prepare a *Get Fresh!* recipe with the group. If you have several classes in a row, each class can sample the food made by the previous class.
- If there are no facilities to make foods in the clinic, prepare recipes ahead of time and offer samples of a recipe shown in the video.
- See the section below, "Other Ideas for Food Demonstration and Sampling."

Other Ideas for Food Demonstration and Sampling

These great ideas come from WIC agencies across New York State:

- *Crunchy Apple Cheddar Salad* or *Carrot Confetti Salad* can be demonstrated on site even where there are no cooking facilities.
- Keep *Mediterranean Squash Stew*, *Portuguese Kale Soup*, *Broccoli Stir Fry*, *Hot Pot Cabbage and Meatballs* or *Thai Cabbage Noodles* warm in a crock pot.
- Make mini-sized *Carrot Spice Muffins*.
- Make *Apple Cinnamon Wrap and Roll*, *Baked Squash with Sugar and Spice*, or *Broccoli and Black Bean Quesadilla* ahead of time. Cut them into individual portion sizes and wrap each in a piece of aluminum foil. Stack them in a crock pot to keep them warm.

Other Ideas for Satellite/Temporary Clinics

Satellite clinics can offer a particular challenge to nutrition education, but the following creative solutions have been successful:

- The "Brochure Buffet!" is a lightweight, inexpensive, shoe bag that hangs on the back of a door or room divider, and is handy for carrying commonly used handouts like the *Get Fresh!* recipes. The kind with clear plastic compartments works best, so that writing can be seen through the bag. Simply fill each shoe space with a stack of handouts, roll-up the whole bag for transporting, and then hang it in the waiting area of the satellite clinics.
- The recipe cards can still be used if no VCR is available. Have a sampling of simple foods like *Carrot Confetti Salad* or apples with cheese and peanut butter to accompany it.
- Many agencies brought a small portable TV to outlying sites and if necessary, used a lock to secure it. VCR's with an option to automatically rewind and replay tapes were a favorite!

- Brainstorm your own creative ideas for satellite clinics at your next staff meeting.

Increase the Educational Life of *Get Fresh!*

To use the video series for years to come, and be sure that participants aren't bored by seeing the same segment two years in a row, try the following:

- Show only one or two of the segments in classes one year, and another one or two the next year.
- In the waiting room, use only one of the two 4-segment tapes one year, and the other the next year.

Collaborate with FMNP Partners

The FMNP is implemented through a partnership among WIC, farmers, market managers, and Cooperative Extension. When each partner supports and enhances the messages conveyed within the video series, program outcomes are multiplied. Partners are encouraged to collaborate prior to the beginning of the FMNP season to "fine-tune" implementation of this resource to maximize its potential impact on the target FMNP audiences.

Good Luck and Enjoy Getting Fresh!

Thanks !

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