

## Matrix of: Good Practices for Nutrition Education in a WIC Setting

Note: This is a collection of recommendations for education, teaching, and learning in a WIC setting based upon experience, practice, and the literature.  
Providers are encouraged to use multiple strategies and combinations of strategies.

Intervention	Strategies for Effective Use					
	Time Spent with Client*	Equipment Required	Instructor's Expertise	Group Size	Space Requirements	Other Support
1. Group Videotape	5 min. intro. + video length + 5-10 min. follow-up discussion	television, videoplayer	relevant to video topic	≤ 8 recommended	Room that can be darkened (at least somewhat) with moderate or less noise	
2. Counseling	10-30 minutes		nutrition expertise required; R.D. or grad. degree for high risk clients	1-2	small, private room	
3. Self-instruction Videotape	6-10 min. if in the office; up to 15 or 20 min at home	television, videoplayer	relevant to video topic	1-2	small, private room	
4. Lecture	8-20 minutes		nutrition expertise required; R.D. or grad. degree for high risk clients	6-25 is optimal	sufficient room and seating for audience, good lighting and ventilation	
5. Group Discussion	10-30 minutes		experience relevant to topic; R.D. or graduate degree for high risk clients	4-15	sufficient room and seating for audience, good lighting and ventilation	
6. Printed Handouts/ Pamphlets			Author; nutrition expertise required		storage	
7. Posters					large wall area in public space (storage)	
8. Food Demonstration	5-7 minutes	utensils and cookware, sink, water, soap, food, table	experience expertise required; R.D. or grad. degree for high risk clients	4-15	sufficient room and seating for audience, good lighting and ventilation	

\*Does not include preparation or clean-up time.

Intervention	Strategies for Effective Use					
	Time Spent with Client*	Equipment Required	Instructor's Expertise	Group Size	Space Requirements	Other Support
9. Self-instruction interactive computer program	5-20 minutes	computer hardware, computer software, table, chairs, mouse	knowledge of how to install and fun software; knowledge of nutrition content the CAI addresses	1-2		
10. Kiosks	up to 5 minutes	stand-up computer station; software	knowledge of how to install and fun software; knowledge of nutrition content the CAI addresses	1-2		
11. Cookbooks/Recipes		Designated shelf/display				
12. Role Playing (breast feeding)	5-10 minutes	props as needed (e.g., infant doll)	experience relevant to topic; R.D. or graduate degree for high risk clients	2-15	sufficient room and seating for audience, good lighting and ventilation	
13. Experiential Activities <ul style="list-style-type: none"> <li>garden</li> <li>grocery tours</li> <li>farmers market</li> </ul>	<ul style="list-style-type: none"> <li>time variable</li> <li>30-50 minutes</li> <li>20-40 minutes</li> </ul>	transportation to location		3-5		<ul style="list-style-type: none"> <li>knowledgeable gardener and appropriate tools, seeds, plants, etc.</li> <li>cooperative grocery store manager</li> </ul>
14. Shelf-Label Program <ul style="list-style-type: none"> <li>check-out coupons</li> </ul>						Cooperative grocery store manager/coupons
15. Mass Communication <ul style="list-style-type: none"> <li>mailings</li> <li>public service announcements</li> <li>billboards</li> </ul>		radio/television	well-written scripts by staff knowledgeable in nutrition			Communication/media expert; cooperation with media channels

\*Does not include preparation or clean-up time.