

STATE OF COLORADO

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Dedicated to protecting and improving the health and environment of the people of Colorado

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Colorado Department
of Public Health
and Environment

TO: Local Agency WIC Directors

FROM: State Office

SUBJECT: New Food Package Training: Overview of the New Food Packages

DATE: December 1, 2008

This month's topic is very exciting, since it is likely your staff members' first look inside the new food packages! We will cover specifics of the food packages, including changes, nutrition messages, and how to incorporate the Sesame Workshop resource kits into your clinic messages. In the coming months we will take a closer look at certain aspects of these packages, including infant feeding practices, purchasing fruits and vegetables, and retailer information.

The accompanying attachments provide tools for staff training. The design allows these materials to be adapted for either independent study or staff meeting review. Following is the list of enclosed handouts, and the following page is a list of tips and tools for how to use these materials.

Director Guide: *Staff Training Tips and Tools: Overview of the New Food Packages*
Director and Staff Tool: *Resource List for more information on the New Foods*
Director and Staff Tool: *Difficult Questions*
Staff Handout: *Overview of the New Food Packages*
Staff Handout: *A Guide to the Sesame Street Healthy Habits for Life Kit*

As you work through these monthly packets, questions may arise. Please share these questions and scenarios with us; we will compile these frequently asked questions for future training packets, or as inserts in the Colorado WIC News. We have received very good questions from the breastfeeding packet, so please keep the breastfeeding questions coming as well! Please share all questions with Amy Kweller at Amy.Kweller@cdphe.state.co.us.

In the coming months, we will be discussing other exciting topics. Next month we will cover our updated recommendations for infant feeding practices, including specific information and key differences of the new infant food packages, as well as the current American Academy of Pediatrics recommendations. This packet is scheduled for release January 15, 2009.

cc: State WIC Office Staff
 Patricia Daniluk

Enclosures

Staff Training Tips and Tools: Overview of the New Food Packages

1. Have staff review the handout, *Overview of the New Food Packages*
 - If possible, have staff review the handout before the staff meeting.
 - Walk through the sections and each question with staff. Help them understand the nutrition messages, and have them practice the counseling techniques.
 - Encourage staff members to voice opinions and ask questions about the changes.
 - ✓ Ask staff members if they agree with the nutrition messages and food changes.
 - ✓ Ask if anyone has tried any of the new foods. For those who have, give them the opportunity to share their opinions and thoughts on the new foods.
 - ✓ Do they believe the changes will help achieve the nutrition goals? Help staff understand the reasoning behind each of the different foods, and how they play a role in a healthy lifestyle.
 - ✓ How do they think participants will react to these changes? How else can we help participants understand the nutrition messages and how to use the new foods?
 - Write down any questions, scenarios, or “what if” situations that arise during your meeting. Respond to the situations based on the information that we have provided, but also, please keep a list and share them with the state office. In the future, we will provide a Frequently Asked Questions (FAQ) document with guidance on these questions and situations.
→ Email Amy Kweller at Amy.Kweller@cdphe.state.co.us with questions or situations to address.
2. Directors and staff review the *Resource List for more information on the New Foods*
 - The *Resource List* is a list of education materials from scholarly organizations to help you and your staff members learn more about some of the new foods.
 - Encourage staff to review some of the pamphlets to learn more about the new foods, their health benefits, and ways to help participants include them in their eating plans.
3. *Difficult Questions* staff activity
 - The purpose of this activity is to become familiar with aspects of the new food packages that may cause a negative reaction from participants, and to equip staff with quick and easy responses.
 - During the staff meeting, break into small groups and assign a participant category to each group.
 - Ask staff to come up with answers for one or two of the questions in their assigned categories, using the format provided.
 - Share and constructively critique the responses between groups.
 - Encourage staff to consider other questions that may arise, and construct appropriate responses.
 - Pick a few responses that your staff members feel are the strongest, and share them with the state office.
4. Have staff review the handout, *A Guide to the Sesame Street Healthy Habits for Life kit*
 - During staff meeting, review the kit contents and walk through the nutrition messages together.
 - Encourage two or three staff members to read the script aloud. Ask if anyone can improve on this message, or if anyone has other ideas that will help participants get excited about the kits.
 - Ask staff members for other ideas for promoting the kit’s messages, ways to encourage families to make these healthy changes, or ways to help kids improve their eating and physical activity habits.
 - When the kits arrive, encourage staff members to watch the video, video shorts, and review the storybook and magazine. Talk about ways to introduce the kit to participants.
5. Other staff activity ideas:
 - Share recipes that include the new foods.
 - Have a taste test for some of the foods, such as tofu, canned sardines, or even baby food!
 - Host a healthy potluck featuring one or two of the new foods.
 - Read and compare food labels from a couple of the new foods (for example, compare whole grain bread, soft corn tortillas, or brown rice to their refined grain counterparts). Ask staff members, what does the food label tell you? What are key messages from the food labels to point out to participants?
 - Purchase different stages of single ingredient baby foods and compare their various textures/consistencies.