

Nutrition Education in the WIC Program

Nutrition education makes WIC a premiere public health program

Using a detailed nutrition assessment, motivational interviewing and participant-centered counseling, WIC nutritionists work with families to develop goals and achieve positive behavior change. Examples of topics that may be explored in an education session may include weight gain during pregnancy, breastfeeding strategies and techniques, complementary feeding for infants, picky eating and much more. Nutrition education is the program benefit that makes the WIC program unique from other Food and Nutrition Service (FNS) programs, contributing to the improved health related outcomes associated with participation on the program.

Program features:

- Individual counseling with Registered Dietitians and Certified Lactation Specialists
- Interactive online nutrition education platform
- Ongoing support and follow-up at least every three months
- Ideas for healthy recipes and simple cooking techniques
- Resources for other breastfeeding, prenatal and parenting classes