



## Memorandum

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#10-006

**TO:** Regional Medical Directors for  
Health Service Regions 4/5, 6 & 5 South, 9/10 and 11  
WIC Local Agency Directors

**FROM:** Linda Brumble, Unit Manager  
Nutrition Education/Clinic Services Unit  
Nutrition Services Section

**DATE:** February 9, 2010

**SUBJECT:** Client-Centered Nutrition Education (CCNE) Lessons and Resources

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Texas WIC encourages local agencies to bring principles of Value Enhanced Nutrition Assessment (VENA) into the classroom to make group education more client centered. To support these efforts, three new client-centered nutrition education (CCNE) lessons have been developed. This memo introduces the lessons, gives guidance for incorporating them into Nutrition Education (NE) at your agency, and explains where to get more resources for training staff on client-centered methods and techniques. Please share this information with your NE and breastfeeding coordinators and staff.

### Lessons

Titles, descriptions, and codes for three new lessons are listed below. Each of the lesson titles includes "CCNE" at the beginning of the title to indicate it was developed to illustrate client-centered techniques. The lessons are also written in a lesson template that encourages discussion and hands-on activities to engage participants. These lessons are not as scripted as some previous state lessons have been in the past, and are designed to allow for more interaction.

1) *CCNE Introducing Vegetables: A Client-Centered Conversation, CF-000-25*

This lesson uses a visual aid from the "Touching Hearts Touching Minds" project to stimulate a conversation about introducing vegetables and getting children to eat more of them. Open-ended questions encourage mothers to talk about the strategies they use to encourage their children to eat vegetables and increase their self-efficacy to feed their children vegetables.

2) *CCNE Follow the Leader: Promoting Healthy Eating Through Role Modeling, CF-000-24*

This lesson uses emotion-based learning to facilitate discussion about the importance of modeling a healthy lifestyle for children. The lesson emphasizes that parents are role models for their children. A visual aid from the "Touching Hearts Touching Minds Project" prompts parents to share feelings and ideas about making healthy choices.

3) *CCNE Feeding Your Family on a Budget, FE-000-06*

This lesson addresses food security and the perception that it is too expensive to eat a lot of nutritious foods. Discussion gives clients the chance to share ideas for creating healthy meals and snacks using WIC foods and other nutritious, low-cost ingredients. An activity also enables participants to explore unit pricing as a way to get the most value.

### **Incorporating These Lessons into Nutrition Education Plans**

In the next few weeks, all local agencies will receive copies of these new lessons. The lessons will also be available at <<http://www.dshs.state.tx.us/wichd/nut/lesson-nut.shtm>> in the near future. We encourage local agency staff to consider incorporating these classes into their online NE plans and contact their state NE liaison with any questions. It may be helpful to start small by offering a class or two at a few clinics, and then expand as staff become more comfortable with client-centered methods. Any staff members who teach classes at WIC may teach these classes.

### **Resources for Staff Training**

- **Nutrition Breastfeeding (NBF) Conference Sessions.** We encourage staff to attend upcoming sessions on CCNE at the April 2010 NBF Conference for more guidance. During a CCNE preconference session, NE and training coordinators will be able to receive a CCNE training resource toolkit with materials to use in staff training. We strongly encourage at least one person from each local agency to attend, as this toolkit was developed as a resource for local agencies in response to local agency feedback.
- **Qwest Training** will also be provided to review the new lessons with interested local agency staff. Feel free to log on at either of the following times:
  - **Monday, March 1, 1:00pm – 3:00pm**
  - OR**
  - **Friday, March 5, 10:00am – 12:00pm**

### **How to Log In to the Qwest Training:**

1. Go to the Qwest site: <http://qwest.conferencing.com/index.asp>.
2. Log in as a participant and enter the following room number: **7002060**
3. Choose “dial in now” and call **1(866) 921-2203** to join by phone.
4. Then enter the room number **7002060** again, and then your personal identifier number given to you on your computer screen in order to link your phone and web connections.
5. If you experience technical difficulty logging on, call 1-800-860-8000 for technical support. If you experience technical difficulty during the training, press \*10\* on your keypad.
6. If you wish to mute your phone, press \*6\* on your keypad.

### **What’s Coming**

*WIC News* has featured several recent articles on CCNE, and more will follow in coming issues. Throughout this spring 2010, directors and NE coordinators may also receive email tips from the State Agency (SA) to help local agency leadership identify ways to incorporate client-centered approaches into clinics, and to support staff who are already doing it. UT-Austin may also call some local agency staff during this spring to identify ways client-centered approaches are being implemented and help ensure that agencies are receiving the support they need from the SA.

If you have questions or require additional information about these new lessons, please contact Erica Harris, Nutrition Education Consultant, Nutrition Training Group, at (512)341-4588 or [erica.harris@dshs.state.tx.us](mailto:erica.harris@dshs.state.tx.us) or Shellie Shores, Nutrition Education Coordinator, Nutrition Education/Clinic Services Unit, at (512) 341-4516, or [shellie.shores@dshs.state.tx.us](mailto:shellie.shores@dshs.state.tx.us).