

## **AZ WIC Online Nutrition Education Discussion Sessions (ONEDS)**

### **Purpose:**

Provide strategies and service delivery models that best meet the needs of all WIC participants to ultimately help to retain eligible children in the WIC Program.

### **Activities:**

AZ WIC will be piloting online nutrition discussion sessions with caregivers of WIC participants that will serve as their secondary nutrition education contact. These online sessions will be active facilitated discussions via an online platform that allows WIC staff to facilitate a focus group with caregivers that are participating from their own home. Caregivers will be able to interact with the facilitator and each other. These sessions will use a developed curriculum with identified topic areas for discussion. By participating in these discussion sessions, caregivers will be able to have their food benefits mailed to them thus alleviating the need for them to be present in the clinic for nutrition education.

### **General Background information:**

This is a 3 year project funded by the USDA WIC Special Projects Grant.

Two clinics in up to five local agencies will be able to participate.

Those 2 clinics in each participating agency will serve as the intervention group. Staff from these clinics will receive training on the facilitation of group nutrition discussions, using the online platform, and the curriculum created for this project. This project will allow them to participate in nutrition education without them having to be physically present in the clinic, but still allow an interactive nutrition discussion with other parents as a way to provide nutrition education that meets their needs and interests.

Those clinics/agencies that do not participate will serve as the control group.

The evaluation will consist of examining retention rates in both the intervention and control groups. In addition, participants will be surveyed about their opinions and feelings about participation in the WIC program in order to assess the impact on client satisfaction as well as retention.

### **Local Agency Criteria to Participate in the Online Nutrition Education Discussion Session Project (ONEDS)**

1. 2 clinics from each volunteer agency will be used for the intervention
2. Willing to commit to a 3 year project.
3. Currently offering group nutrition education in a face to face format
4. Local Agency IT must be able to support online platform

### **Benefits:**

Staff from the participating clinics will receive additional training on facilitation, using the online platform and the curriculum. The grant will pay for any travel costs associated with the staff training

### **Timeline:**

FFY 2015: Curriculum, training materials, and evaluation development

Late FFY 2015/Early FFY 16: Training for implementation clinics

\*FFY 2016: Pilot, pilot evaluation, implementation begins

\*FFY 2017: Complete implementation and evaluation

FFY 2018: Final report and presentation to USDA

*\* indicates years with heavy involvement of local agencies*