

5.12 Evaluation of Nutrition Education Materials

POLICY:

The Local Agency will evaluate all nutrition education and breastfeeding materials used in individual and group counseling sessions.

PROCEDURE:

A. Criteria for Evaluation

1. Only items used during individual nutrition counseling sessions and in group nutrition education classes will be evaluated.
2. Materials evaluated by the State Agency are exempt from re-evaluation by the Local Agency.
3. Materials written in languages other than English will be exempt from evaluation because of limited, if any, staff proficient in the language.
4. Materials that are unique to a clinical condition will be exempt from evaluation because of specificity and limited availability of materials addressing these topics.

B. Role of the State Agency

1. The State Agency will be responsible for evaluating materials provided from the State Agency on the *Order Form for Nutrition Education Materials* (see OF-3, 1.23) and the *Order Form for Breastfeeding Materials* (see OF-2, 1.23).
2. Upon completion of the evaluation, a copy of the completed "Print Materials" or "Audiovisual" Worksheet will be sent to each Local Agency Nutrition Education Liaison or Local Agency Breastfeeding Coordinator, as appropriate.

C. Role of the Local Agency

1. The Local Agency Nutrition Education Liaison, Local Agency Breastfeeding Coordinator, or Senior Supervisory Nutritionist will evaluate each material used directly with WIC participants and their parents/guardians.
2. The Local Agency Nutrition Education Liaison will maintain one (1) file of completed evaluations as a reference source for educators of WIC participants and their parents/guardians.
3. To facilitate the sharing of information, the Local Agency is encouraged to send a sample copy of the material evaluated plus the completed evaluation worksheet to the State Agency Nutrition Education Coordinator or State Agency Breastfeeding Coordinator for distribution Statewide.

D. Evaluation Results

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4. Ideally materials that fail should not be used directly with WIC participants and their parents/guardians. For materials that fail and are supplied in bulk, continue their use until the supply is exhausted and revise prior to reprinting.
5. For materials that fail only because literacy levels are greater than or equal to the tenth grade, continue to use with a more literate audience.

REFERENCES:

1. WIC Regulations 246.11, Nutrition Education
2. *Guidelines for Evaluation of Nutrition Education Materials*, 1994.
3. Doak C., Doak L., and J. Root. *Teaching Patients with Low Literacy Levels*, 2nd ed. Philadelphia, PA: J. B. Lippincott Company, 1996.

ATTACHMENTS:

1. Print Materials Evaluation Worksheet, 1994.
2. Audiovisual Evaluation Worksheet, 1994.