



Conference Session Offered Opportunity to Learn about **Client-Centered Nutrition Education**

The April 2010 Nutrition and Breastfeeding Conference offered an excellent opportunity for attendees from 68 local agencies to learn more about Client-Centered Nutrition Education (CCNE). During a CCNE breakout session, staff heard from peers about client centered approaches and were able to practice these skills. In an additional CCNE pre-conference workshop, local agency leadership learned about a newly released CCNE training toolkit and how to best use it at their local agencies.

The CCNE toolkit contains an overview document, five modules of training resources, and an accompanying DVD and CD. The overview document provides instructions on how to use the toolkit and outlines the content and purpose of the five modules. The DVD contains samples of CCNE classes facilitated by local agencies involved in the CCNE pilot program. The CD contains sample PowerPoint slides that could be used for training at the local level. Here is a snapshot of each of the five training modules that comprise the toolkit.

Module 1: Introduction to the Client-Centered Approach. This module introduces the

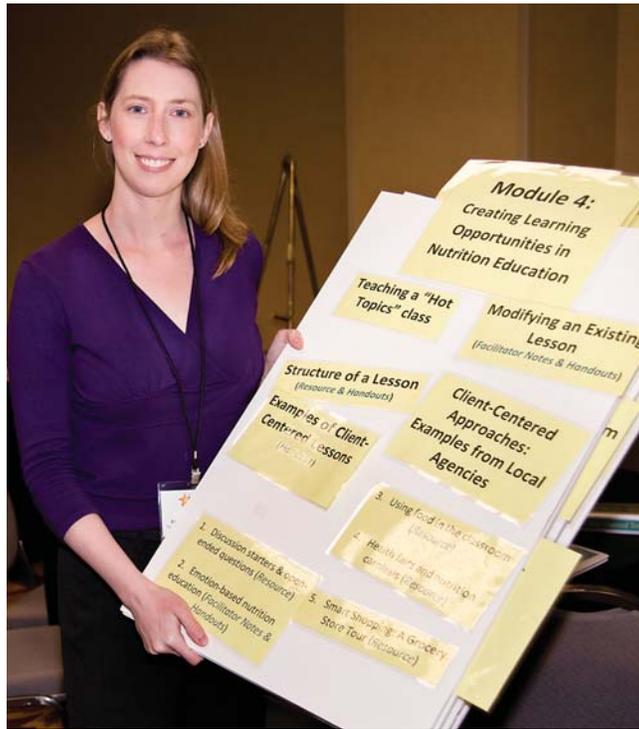
movement toward CCNE and brings principles of Value Enhanced Nutrition Education into the classroom, creating a unified voice to all nutrition education at Texas WIC.

Module 2: Foundations of Nutrition Education. This module provides a basic foundation on adult learning principles and factors that influence behavior change.

Module 3: Fostering a positive Learning Environment. This module offers tools for creating and maintaining a clinic and classroom environment that promotes learning, both in terms of physical space and WIC staffs' role.

Module 4: Creating Learning Opportunities in Nutritional Education. This module is intentionally designed to encourage creativity and flexibility when providing nutrition education. The content highlights steps local agencies have taken to create new lessons using this dynamic, client-centered approach.

Module 5: Hands-on Learning, Observation and Practice for Staff. This module offers tools and activities for trainers to facilitate opportunities for their staff to observe and practice client-centered techniques, share



by Carlos Galvan
Nutrition Education Consultant

best practices, and support each other to improve their skills.

After reviewing the contents of the toolkit, conference attendees identified two resources that were relevant to their local agency. Working in small groups they discussed possible strategies for motivating staff and proactively addressing staff concerns regarding CCNE. Those agencies already implementing CCNE were asked to share their best practices. The final portion of the session was utilized to aid local agencies in finding ways to incorporate CCNE into staff training and nutrition education at their local agencies.

Since the conference, the CCNE team has continued to provide training via the QWEST conferencing system. These trainings have provided answers to questions as well as offered the opportunity for the sharing of ideas and best practices. The plans are to continue these Qwest calls in the future to assist local agencies in the development and implementation of CCNE at their local agencies. Future memos will indicate what dates have been selected to conduct the conference calls.

So what is next for CCNE?

The state agency is considering options for

offering either regional “booster trainings” or developing a CCNE training to be conducted at the state office. Local agencies will be notified once a decision is made.

Plans are underway for making the documents and toolkit files available for download. The documents will include the five modules and additional resources that are to be utilized for training purposes. If you are in immediate need of these documents feel free to duplicate the information available in the toolkit or contact the NE team for additional copies of the toolkit.

Currently CCNE is not mandatory; however, this is the direction that Texas WIC is heading. A timeline has not been established for making CCNE mandatory, but many local agencies have taken the lead and have opted to begin the process. At this time, the majority of all lessons developed at the state are being written in the CCNE format. The state agency will soon begin to adapt existing lessons to CCNE formats. Many local agencies have begun developing new lessons as well as modifying existing lessons to better serve their participants. The state agency looks forward to assisting your local agency in making CCNE the norm.