

APPENDIX F: STUDY BROCHURE (NOTE: OMB information provided on email.)

WHAT IS THE PURPOSE OF THE STUDY?

WIC nutrition education has been transformed over the past decade with changes in delivery modes and educational approaches. The WIC Nutrition Education Study will document how local agencies and their sites are providing nutrition education.

Objectives of the WIC Nutrition Education Study:

- Provide a nationally representative description of how nutrition education is currently being provided.
- Obtain an understanding of nutrition education methods and practices that have evolved from the national initiative to Revitalize Quality Nutrition Services.
- Assist with gaining an understanding of optimal nutrition education practices that support participants in adopting healthy behavior.
- Conduct a study in 6 sites to design an evaluation of the impact of nutrition education on behavior.
- Develop methodology for conducting a future national evaluation of WIC nutrition education.



WHO IS CONDUCTING THIS STUDY?

Under contract with USDA/FNS, RTI International is the coordinating contractor leading the study team.

Additional study team members include:

- Atkins Center for Weight and Health, University of California at Berkeley
- Altarum Institute's Center for Food Assistance and Nutrition
- Consultants from the Public Health Foundation Enterprises, Inc.

In addition, an external Advisory Panel of WIC experts and researchers will provide input at critical points in the study.



Questions about the study?

Contact USDA-wic-nest@rti.org



The United States Department of Agriculture (USDA), Food and Nutrition Service (FNS) is conducting this study through a contract with RTI International, located in Research Triangle Park, NC.

USDA is an equal opportunity provider and employer.



To better understand the variety of delivery modes, educational approaches, and the behavioral effects of WIC nutrition education, USDA is conducting the

WIC Nutrition Education Study



USDA's Food and Nutrition Service is sponsoring this study to better understand how local agencies provide nutrition education and to evaluate the impact of nutrition education on participants' behavior.

HOW WILL THE STUDY BE CONDUCTED?

Phase I: Local Agency and Site Surveys and Interviews

During 2014, 1,000 local agencies will be asked to complete an online survey about nutrition education.

- Surveys will include questions about each local agency's policies and practices and questions about nutrition education services at 1 to 3 of the local agency's sites.
- Local agencies and sites will be selected through a sampling methodology designed to provide national representation.
- Paper versions of the surveys will be available upon request.



A group of 80 sites will be selected to participate in telephone interviews.

- Interviews will be conducted in 2014, following the local agency and site surveys.
- Interview questions will focus on details of how sites provide nutrition education.

Phase II: Nutrition Education Study

Beginning in 2015, a study will be conducted in 6 WIC sites.

- The study will collect data over a 1-year period on how nutrition education is provided and the impact of WIC nutrition education on participants' behavior.
- Selected sites will represent different approaches to providing nutrition education. The sites will be asked to:
 - › Post signs about the study and make space available (e.g., waiting room) for a recruiter to enroll participants.
 - › Respond to interviews and a survey on how they provide nutrition education.
 - › Accommodate a member of the study team for an onsite visit to observe nutrition education activities. No changes in site activities will be required for these visits.
 - › Provide a limited amount of administrative data for a subset of study participants (e.g., number of appointments during study period, whether nutrition education was provided)
- About 135 participants per site will be enrolled in the study and asked to complete three surveys over the 1-year study period. Participants will receive \$50 in gift cards for completing all three surveys.
- Participants will complete the first survey at the site when they enroll in the study. The other two surveys will be mailed to participants.

WHEN IS THE STUDY BEING CONDUCTED?

