

Local Collaboration:

NUTRITION EDUCATION & OUTREACH



Collaborative Nutrition Education and Outreach can help WIC and Head Start work “Better Together” for participants and staff. Work with the members of your collaboration team to develop a plan to achieve a more sustainable partnership through collaborative nutrition education and outreach activities and events.



SET GOALS

The following are examples of goals you may want to work on:

- ✓ Increase visibility for both WIC and Head Start
- ✓ Provide program information to families
- ✓ Recruit new participants for both programs
- ✓ Retain existing participants for both programs
- ✓ Provide consistent nutrition messaging to families

PLAN ACTIVITIES AND EVENTS

Now that you’ve set goals for nutrition education and outreach, select activities and events that will be most effective for meeting these goals. Creating a plan keeps everyone accountable and helps with documentation. The following nutrition education and outreach chart provides specific examples of activities and events. Review this with your team to determine what activities and events to plan.



“WIC staff came to the Head Start site and engaged parents at pick up time. Several parents were interested in getting their children back on WIC.”

HEAD START STAFF



THE FOLLOWING ARE EXAMPLES OF **OUTREACH ACTIVITIES** YOU CAN CONDUCT

OUTREACH EVENTS	DESCRIPTION	GOALS
PARENT ADVISORY MEETINGS	WIC staff can attend Head Start Parent Advisory meetings to present about the WIC food package and provide nutrition education. Topics to address include picky eating, healthy snacking, and healthy cooking.	<ul style="list-style-type: none">• Increase visibility• Provide program information• Recruit and retain participants• Provide consistent nutrition messaging
OUTREACH TABLE AT WIC OR HEAD START	WIC and Head Start can set up a recruitment table in one another's waiting rooms or entrances to recruit new participants. Parent pick-up and drop-off is a great time for WIC to visit Head Start.	<ul style="list-style-type: none">• Increase visibility• Provide program information• Recruit and retain participants
HEALTH FAIRS AND FAMILY FITNESS DAYS	Plan community health fairs with fun activities for children and families. This is also a great opportunity to collaborate with other community partners to conduct health screenings and provide information about community services.	<ul style="list-style-type: none">• Increase visibility• Provide program information• Recruit and retain participants• Provide consistent nutrition messaging
BULLETIN BOARDS AND PROGRAM FLYERS	WIC and Head Start can install bulletin boards and place program flyers in one another's waiting rooms and hallways to educate families.	<ul style="list-style-type: none">• Provide program information• Recruit new participant• Provide consistent nutrition messaging
BREASTFEEDING MESSAGING OR CELEBRATIONS	WIC and Head Start can work together on World Breastfeeding Week events by planning a joint event or by Head Start encouraging families to attend. WIC staff can share information about WIC breastfeeding trainings or invite Head Start staff to attend.	<ul style="list-style-type: none">• Increase visibility• Provide program information• Recruit and retain participants• Provide consistent nutrition messaging



THE FOLLOWING ARE EXAMPLES OF
NUTRITION EDUCATION ACTIVITIES
YOU CAN CONDUCT

NUTRITION EDUCATION EVENTS AND ACTIVITIES	DESCRIPTION	GOALS
CLASSROOM VISITS	WIC staff can visit Head Start during meal times to eat with the children and provide nutrition education.	<ul style="list-style-type: none">• Increase visibility• Provide consistent nutrition messaging
COOKING DEMONSTRATION	WIC staff can visit Head Start during family events to assist with Head Start cooking demonstrations for recipes that include foods from the WIC food package.	<ul style="list-style-type: none">• Increase visibility• Provide program information• Recruit and retain participants• Provide consistent nutrition messaging
FARMERS MARKETS	Host a farmers' market at Head Start to educate families about the WIC farmers' market nutrition program and promote the consumption of fruits and vegetables.	<ul style="list-style-type: none">• Increase visibility• Provide program information• Recruit and retain participants• Provide consistent nutrition messaging
NATIONAL NUTRITION MONTH	WIC and Head Start can team up to promote national nutrition month. Events might include nutrition workshops, cooking demonstrations, or cooking classes.	<ul style="list-style-type: none">• Increase visibility• Provide program information• Recruit and retain participants• Provide consistent nutrition messaging



PROMOTE YOUR EVENTS

Once you've planned your event, promote it to WIC and Head Start participants and the larger community. Nutrition education groups at WIC and Head Start Parent Advisory meetings are a great place to get the word out. Please see the WIC and Head Start Better Together Toolkit for example of promotional materials.

**ADVERTISE
THE EVENT
USING FLYERS,
WORD-OF-
MOUTH, AND
YOUR AGENCY'S
NEWSLETTERS.**

SELECT OUTREACH MATERIALS TO DISTRIBUTE AT YOUR EVENTS

Develop or use existing outreach materials that include consistent messaging about nutrition, early learning, and the benefits of WIC and Head Start. Use the WIC and Head Start Better Together Logo when developing your own outreach materials. The logo is available in the Better Together Toolkit.



DOCUMENT EVENTS

Be sure to document all of your hard work! Sharing pictures and stories of your events in your agency's newsletter, with the local media, on social media and within your organization will help to:

- reinforce the message that WIC and Head Start are better together,
- provide exposure for both programs, and
- may help you secure funding for future collaborative events.



For more information and resources visit the Better Together Toolkit at www.WICHeadStartBetterTogether.org