



**3 NUTRITION SERVICES**  
**3.36 Nutrition Education: Materials**

*Effective: 12/1/95*

*Revised: 1/4/10*

**Changes in bold**

**POLICY:** Nutrition education materials must reflect scientifically correct information and be appropriate for the clientele served. Use of state-developed (Wisconsin WIC Program) materials is strongly recommended. If non-state-developed materials are purchased or printed, or sources of non-state-developed materials are linked to by local WIC projects, they **must be evaluated using the *Nutrition Education Materials Evaluation Checklist***. (See Policy 3.40 for evaluation of breastfeeding materials.)

**PROCEDURE:**

**A. EVALUATION OF MATERIALS**

1. Local WIC projects must use the *Nutrition Education Materials Evaluation Checklist* before purchasing or printing non-state-developed materials or linking to sources of non-state-developed materials.
2. Evaluations of materials must be kept on file.
3. It is recommended that materials be pilot tested with participants reflecting the **race/ethnicity** of the population served.

**RESOURCES:**

*Nutrition Education Materials Evaluation Checklist* (available on WICPRO, Training Connection, Resources).

Wisconsin WIC Forms and Publications Directory (PPH 4468) available on WICPRO.

WIC Works Resource System Education Materials and Resources (e.g., materials from other states, resources for developing and evaluating materials, etc.) available at: <http://www.nal.usda.gov/wicworks/>.

Criteria for the Development and Evaluation of Electronic-Based Nutrition Education for WIC Participants (available on WIC Works Resource System at: [http://www.nal.usda.gov/wicworks/Learning\\_Center/criteria\\_electronicd.pdf](http://www.nal.usda.gov/wicworks/Learning_Center/criteria_electronicd.pdf)).