



# eWIC Nutrition Education Messaging

Looking ahead, one can see transitioning from paper checks to using Idaho eWIC cards (also known as electronic benefit transfer cards, EBT cards) will involve staff explaining the new process to WIC participants. To help allow time for discussing the eWIC process during appointments, it will be beneficial to align the nutrition education message along with explaining eWIC. Basically, staff will want to seamlessly transition from the nutrition education discussion to a conversation telling about eWIC.

The primary objective is helping participants become ready to use their new Idaho eWIC cards. The main participant goal will be for the participant to use their full nutrition benefits while shopping with their new card before their next appointment. For participants who are low nutrition risk (not needing RD follow-up) and no other education need has been identified during the assessment, staff can consider using one of the quick nutrition education messages listed below to quickly transition into discussing how to use the card. Or staff can create their own transitional message using a similar idea. The concept is to share a brief targeted nutrition education message (about one minute) so the remainder of the time can be focused on explaining eWIC:

## Examples:

[For the nutrition education topic: **Budgeting/shopping for food**]

*“If it’s okay with you, I’d like to share a shopping tip for saving money at the supermarket...”*

- *“**Keeping a grocery shopping list** on your phone or on paper can be a great shopping aid. It reduces the likelihood of impulse purchases, can help with meal planning, and saves gas money by reducing extra trips to the supermarket. → Your new Idaho eWIC card will be another shopping aid. Here’s how to use the card...”*

- *“**Coupons are okay to use** when making WIC food purchases. Coupons can help you save money on grocery bills and may be found online, in newspapers, magazines, and at the store. Some stores will price match a coupon from another store. → It’s a quick process to combine using coupons with your new Idaho eWIC card. Let’s talk about how to begin using your card...”*
- *“When shopping, **consider selecting whole fresh fruits and vegetables rather than pre-cut**. Cutting fruits and vegetables at home saves money and maximizes the value of your WIC benefit. Fresh whole produce usually keeps longer than the pre-cut, too. → You can purchase fruits, vegetables and other WIC foods with your new Idaho eWIC card. Here’s how to use the card...”*
- *“**Choosing store brands** when shopping can help you save money on purchases. They’re comparable in nutrition to name brands, and many store brand products are made by the same companies that produce the name brands. Name brands are often on eye level shelves, so be sure to look at the lower shelves when searching for store brands. → Purchasing WIC authorized store brands can be done with your new Idaho eWIC card. Let’s review how to use the card...”*
- *“Everything looks good when shopping on an empty stomach. Being hungry can cause a person to buy more than they originally planned and often it’s expensive unhealthy foods. To minimize impulse purchases, **eat before shopping and feed kids who will be going along** to the store. → WIC foods can be purchased using the new Idaho eWIC card. Here’s how to use your card...”*

[For the nutrition education topic: **Healthy balanced eating (specific to category)**]

*“If it’s fine with you, I’d like to share a quick strategy for coping with a picky eater...”*

- *“Kids typically like to try foods they help select and make. When shopping, **letting your child choose a vegetable to buy** is an excellent way to encourage her/him to try it. It’s a great trick over time for helping a picky eater learn to like more foods. → Shopping with your child will be a bit different with the new Idaho eWIC card. Follow these steps to use your card...”*
- *“Patience works better than pressure. Offer your child new foods. Then let them choose how much to eat. Kids are more likely to enjoy a food when eating it is their own choice. Having your child help select a healthy food at the store increases the likelihood they’ll eat it at home. → You can shop for healthy foods using the new Idaho eWIC card. This is how to use the card ...”*
- *“Many parents worry about their child’s appetite. When a child’s body is between growth spurts, it’s normal for appetite to really decrease. Offering healthy foods and letting your child decide how much to eat helps assure your child is getting enough to eat for growth needs. → You can shop for healthy WIC foods with the new Idaho eWIC card. Follow these steps...”*

[For the nutrition education topic: **Planning meals/snacks**]

*“If you don’t mind, I’ll share a quick tip about meals...”*

- *“**Planning meals ahead of time** is the key to healthy eating and it helps with budgeting too. Planning meals and creating a grocery list is quicker than ever with the online tools at one’s fingertips. There’s lots of great tips at the WICShopper App and the SNAP-ed website: <https://snaped.fns.usda.gov/>  
→ In addition to a list, use the new Idaho eWIC card when shopping. Here’s how to use your new card...”*

[For the nutrition education topic: **Dental concern nutrition**]

*“If it’s okay with you, let’s briefly discuss water and juice...”*

- *“Offering water for thirst between meals is a healthy habit that will help protect your child’s teeth for years to come. When shopping, **letting your child choose a fruit to buy and try** is an excellent way to encourage eating fruit over drinking juice. → The new Idaho eWIC card will be useful towards purchasing WIC foods including fruit. Follow these steps to use your card...”*

**Have fun with it and share your own ideas with your coworkers!**

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