

# PARTICIPANT CENTERED GOALS FOR CASCADES

## WHY USE THE USDA CORE NUTRITION MESSAGES IN CASCADES?

The USDA has a set of 16 core nutrition education messages to address **whole grains, low fat milk, fruits and vegetables, and child feeding**. Mothers and their children guided the development of these messages.

Washington WIC created **goals** for Cascades that reinforce the core messages from the USDA.

Cascades has pre-determined **goals** you can select for a FAMILY or INDIVIDUAL.

When WIC staff use the core nutrition messages during the goal setting conversation they're better able to help families take the incremental steps towards adapting recommended nutrition, breastfeeding, and activity guidelines.

## CHOOSING FAMILY GOALS – Lead the Way

Caregivers **LEAD THE WAY** for their families when they:

- Serve and eat **Veggies and Fruits** more often
- Eat more **Family Meals** together
- Follow the **Division of Feeding Responsibility**
- Offer and eat lower **Fat Milk And Dairy Choices**
- Offer and eat **Whole Grains** more often
- Offer and eat healthy **Protein Foods**
- Make **Being Active** as a family a priority

In the goal setting conversation, seeing the **LEAD THE WAY** pre-fix helps you connect a family goal by affirming caregivers as teachers. Children learn from watching what caregivers do.

*“Today you shared you wished your family would eat more vegetables. One idea you mentioned was to try some new vegetable recipes and add them to your family’s meals. You’re LEADING THE WAY for your children to enjoy a variety of vegetables. What’s your first step to get started?” (Share an affirming statement and express confidence.)*

## Core Nutrition Messages

“Low-income mothers and their children are served by several Federal nutrition assistance programs. When these programs communicate the core nutrition messages to their participants, we can reach millions of mothers and children.”

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### Fruits and Vegetables

Families know that eating fruits and vegetables is good for kids, but many find it challenging to get children to eat them. Children take their lead from watching caregivers. “They take their lead from you. Eat fruits and vegetables and you kids will too.”

### Child Feeding

Give families peace of mind and confidence by using child feeding messages designed for families with kids 2-5 years old. Inspire them to use child feeding practices that can help their children develop healthy eating habits for life. Division of Responsibility Messages include, “Let them learn by serving themselves.”

### Milk

What inspires families to switch their kids to fat free or low-fat (1% fat or less) milk and offer it as part of meals and snacks? “Strong bodies need strong bones. Serve fat-free or low-fat milk or yogurt at meals and snacks.”

### Whole Grains:

The more families understand about whole grains and the health benefits they provide, the more likely they are to serve them for meals and snacks. “Start them early with whole grains. It’s easy to get your kids in the habit of eating and enjoying whole grains when they start young.”

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### CHOOSING INDIVIDUAL GOALS – Make the Difference

PREGNANT, BREASTFEEDING, AND NON-BREASTFEEDING POSTPARTUM MOMS **MAKE THE DIFFERENCE** for themselves and their infants by:

- Choosing **Breastfeeding**
- **Weaning** when it's right for mom and baby
- Knowing their own baby's **Baby Behaviors**
- Correctly **Bottle Feeding** when that's their choice

In the goal setting conversation, seeing **MAKE THE DIFFERENCE** in the pre-fix helps you to talk about goals in a way that affirms the difference they make in their children's lives each day.

*"You mentioned Sammy is fussy sometimes during the day. We talked about this being a common baby behavior at this age. Of the things we talked about was, you said watching for cues that he "needs a break" works the best for you. Did I get that right? What will you do so you're ready to recognize Sammy's cues when he needs a break? ... That sounds great. Understanding babies cues really **MAKES A DIFFERENCE** for baby... and for mom!" (Share an affirming statement and express confidence.)*

CAREGIVERS WITH INFANTS AND CHILDREN **MAKE THE DIFFERENCE** by:

- **Weaning** from the breast when infants, children, (and moms) are ready or it's time to give up the bottle
- Discussing **Healthy Growth** for their infant or child
- **Feeding Solids** when baby is developmentally ready

In the goal setting conversation, seeing **MAKE THE DIFFERENCE** in the pre-fix helps you discuss goals in a way that affirms the caregiver's motivation for creating a healthy future for their infants and children.

*"Now that Rosie is 2 and is drinking milk really well from a cup, you want her to give up that last night-time bottle. Weaning from the bottle really **MAKES A DIFFERENCE** in helping Rosie feel proud of saying good-bye to her bottle. Every time Rosie flashes a pretty smile, you know you've made a difference in keeping her teeth healthy and strong. You mentioned one thing you might try was to offer a bedtime snack in place of the bottle. Did I get that right? ... Great, how do you think you'll get started?" (Share an affirming statement and express confidence.)*

### CHOOSING INDIVIDUAL GOALS – Healthy Lifestyle

PREGNANT, BREASTFEEDING, NON-BREASTFEEDING POSTPARTUM MOMS are inspired to make **HEALTHY LIFETYLE** choices when setting a goal to:

- Eat more **Veggies and Fruits**
- Increase **Iron Foods** when appropriate
- Choose more **Milk Servings** each day or switch to lower fat milk and dairy
- Discuss **My Weight** as healthy weight gain during pregnancy or weight loss after delivery

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- Choose more **Whole Grain Servings**
- Select the healthy option for **Snacks**
- Focus on **Folic Acid**
- Make **Breakfast** a healthy way to start the day
- Discover ways for **Being Active** as a busy mom
- Drink more **Water**

In the goal setting conversation, seeing **HEALTHY LIFESTYLE** in the pre-fix helps you to talk with moms about their goals while affirming the healthy lifestyle choice they're making to improve the future for themselves and their families.

*"You're making so many **HEALTHY LIFESTYLE** choices for you and your baby while you're pregnant, including eating more veggies! You mentioned you've also been trying to choose healthier snacks and it's been hard to give up your favorite chips. One idea you liked from the handout we looked at today was to take some crunchy veggies to work in place of getting chips from the vending machine. Did I get this right? Great! ...What might you do today to start making this change?" (Share an affirming statement and express confidence.)*

**CAREGIVERS WITH YOUNG CHILDREN** commit to a **HEALTHY LIFESTYLE** goal for their child by:

- Offering more **Veggies and Fruits**
- Serving more **Iron Foods**
- Offering the right number of **Milk Servings** each day or switching to lower fat milk when age appropriate
- Offering more **Whole Grain Servings**
- Making available healthy **Snacks**
- Choosing to serve a variety of **Breakfast** options
- Helping children find age appropriate ways of **Being Active**
- Offering **Water** between meals and snacks or in place of sugary drinks

In the goal setting conversation, seeing **HEALTHY LIFESTYLE** in the pre-fix helps you to talk with caregivers about their goals for their child while affirming the healthy lifestyle choice they're making to improve their child's future.

*"You're doing such a great job offering healthy foods to Rhea! It's really the gift of a **HEALTHY LIFESTYLE** you're giving her. You mentioned that Rhea didn't like to drink milk and the recommended 2 cups per day didn't seem realistic. You mentioned you might try offering more foods to Rhea that are made with milk. Did I get this right?...Great!. What do you think you'll do to get started?" (Share an affirming statement and express confidence.)*

## Summary

- We make a bigger impact together! The USDA core nutrition messages:
  - Are based on the USDA Dietary Guidelines for Americans and MyPlate recommendations.
  - Offer opportunities for consistent messaging across nutrition assistance programs to WIC families. Examples of USDA programs include: Supplemental Nutrition Assistance Program (SNAP); National School Lunch Program (NSLP); and Special Supplemental Nutrition Program for Women, Infants, and Children (WIC).
- The core messages address factors that influence the likelihood that children will eat fruits and vegetables, drink low-fat or fat-free milk at meals. These changes are more likely to happen when they're made available and accessible in the home and when parents set a good example by eating fruits and vegetables, whole grains, and low-fat dairy products themselves.
- Cascades goals reinforce messages with three main headings. These examples share how the Cascades goals incorporate the core messages:
  - **Lead the Way** – “They take their lead from you. Eat *fruits and vegetables (low-fat dairy, whole grains)* and your kids will too.
  - **Healthy Lifestyles** – “You teach by doing. Every time you drink fat-free or low-fat milk, or eat low-fat yogurt, you’re giving your kids a lesson in how to eat for better health. It’s a lesson they can use for all their lives.”
  - **Make the Difference** – “Whole grains (breastfeeding, weaning, correctly bottle-feeding, baby behaviors, healthy growth) make a difference. (Whole grains) are good for you and help you have good overall health.”
- It’s easy to use the core messages as building blocks to enhance your nutrition education and goal setting conversations. Participant-centered conversations start with you. Cascades goals are designed to help you in these conversations.
- Participants are guided to make healthy behavior changes when they:
  - Create a goal that’s important to them
  - Are affirmed for their plans to adopt a healthy goal
  - Feel confident in their ability to achieve their goal
  - Have follow-up and support when they return to their next WIC visit

**The Three Steps of Goal Setting**

- 1.**  
Use an open ended question to ask the participant about their next step.
- 2.**  
Help narrow the goal to something that feels achievable to the participant.
- 3.**  
Summarize and express confidence.

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### Goals by Category in CASCADES

Individual Goals	Category	Family Goals
Healthy Lifestyle – Veggies & Fruits	All women and children	Lead the Way – Veggies and Fruits
Healthy Lifestyle– Milk Servings	All women and children	Lead the Way – Family Meals
Healthy Lifestyle – Whole Grain Servings	All women and children	Lead the Way – Division of Feeding Responsibility
Healthy Lifestyle - Snacks	All women and children	Lead the Way – Lower Fat Milk & Dairy Choices
Healthy Lifestyle - Breakfast	All women and children	Lead the Way – Whole Grains
Healthy Lifestyle - Activity	All women and children	Lead the Way – Protein Foods
Healthy Lifestyle - Water	All women and children	
Healthy Lifestyle – Folic Acid	All women	
Healthy Lifestyle – Iron Foods	All women and children	
Healthy Lifestyle – My Weight	All women	
Make the Difference - Weaning	All women, infants, and children	
Make the Difference - Breastfeeding	All PG and BF women	
Make the Difference – Feeding Solids	All infants	
Make the Difference – Healthy Growth	All children and infants	
Make the Difference – Baby Behaviors	All women and infants	
Make the Difference – Bottle Feeding	All women and infants	

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