6-30-2015

Pennsylvania WIC Educators Affirm Need for Folic Acid Education of Low-Income, SNAP-Ed Eligible Women

Elizabeth Ruder
elizabeth.ruder@rit.edu

Barbara Lohse
balihst@rit.edu

Follow this and additional works at: http://scholarworks.rit.edu/other

Recommended Citation

This Conference Proceeding is brought to you for free and open access by RIT Scholar Works. It has been accepted for inclusion in Presentations and other scholarship by an authorized administrator of RIT Scholar Works. For more information, please contact ritscholarworks@rit.edu.
Abstract

Background: Nutrition education research typically focuses on the program's acceptance and usefulness with the target audience, but sustainable programs must be valued by the nutrition educator for its positive impact on their work. *Everyone Needs Folic Acid* is a colorful, simple nutrition education program delivered by digital photo frame platform or video intended to help low-income persons appreciate the role of folic acid for all age groups.

Objective: To describe Women Infant and Children (WIC) educator practices related to folic acid prior to impact assessment of *Everyone Needs Folic Acid* on WIC educator practices.

Methods: Face-to-Face (n=8) or telephone (n=13) interviews with nutrition educators (n=21) from WIC clinics serving Western (n=6) and Central (n=6) Pennsylvania. Results: Using a 5-point scale, educators reported strong interest in folic acid (mean=3.88, SD=0.93), and rated it highly important during pregnancy (mean=4.95, SD=0.22). Handouts and/or discussion were the sole method(s) of education reported. Only 43% received client-initiated folic acid questions/requests and they rated WIC participant interest as low (mean=2.88/5.00, SD=0.89).

Conclusions: WIC educators affirmed the need for nutrition education focused on folic acid, but findings suggest that novel delivery methods are needed to enhance client interest.

Results

Nearly all educators self-identified race as White, and reported a Bachelor’s degree as the highest level of education. Educators were experienced and mean time employed at current clinic suggested stable employment.

Background

*Everyone Needs Folic Acid* is a digital photo frame program developed considering tenets of the Consumer Information Processing Model and carefully designed for individuals with basic reading skills.

Previous study of *Everyone Needs Folic Acid* with low-income audiences revealed a positive response and supports that the program was understandable, interesting, useful, and sensitive to audience demographics. Furthermore, nutrition education delivered with digital photo frame technology has demonstrated to be feasible, useful and of interest to low-income persons. Nutrition education research typically focuses on intervention acceptance and usefulness with the target audience. However, to be sustainable, programs must be valued by the nutrition educator for its positive impact on their work.

Objective

To describe practices of educators in the Supplemental Nutrition Program for Women, Infant, and Children (WIC) related to folic acid prior to impact assessment of *Everyone Needs Folic Acid* on WIC educator practices.