

Nutrition Education and Marketing Plan and Outreach

To provide the Local Agency with an overview, guidelines and procedures for use in the development, distribution, implementation of the Local Agency Nutrition Education and Marketing Plan. Provide guidance in the development and implementation of outreach activities required by the Local Agency. To provide Local Agencies with guidelines regarding required nutrition education that must be provided to the adult participant and/or the parent/caretaker of an infant or child or the child themselves when feasible. To provide WIC Staff with guidelines for promoting nutrition education to encourage participants to take advantage of all nutrition education benefits provided in the WIC program.

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