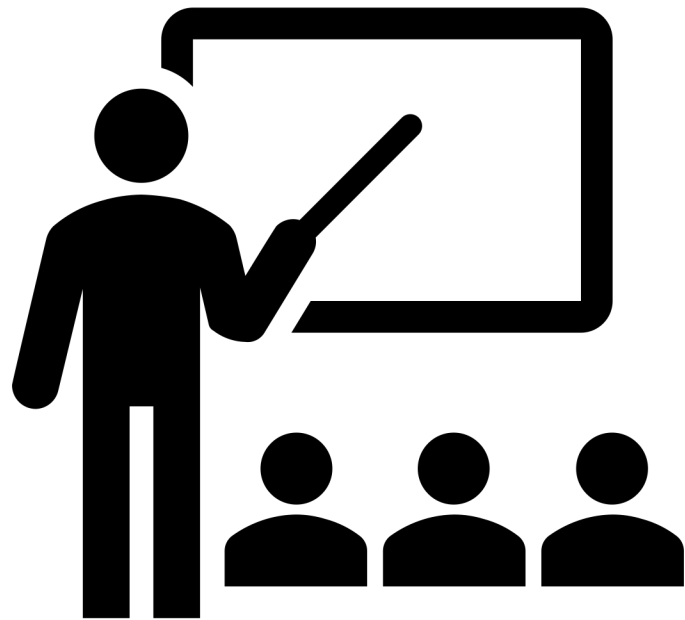


Nutrition Education versus Nutrition Counseling

Allison Bono

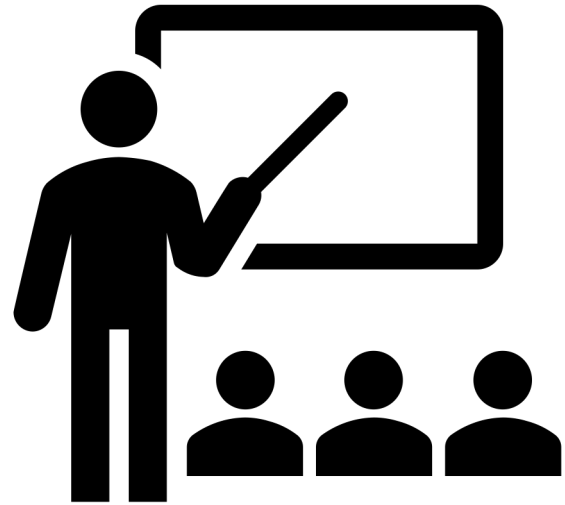
Katie Lopez

Ann Vu



Nutrition Education

- Learning activities that provide practical knowledge and application that promote voluntary changes in nutrition-related behaviors, encouraging health and wellness
- encourage healthier, sustainable food choices, and eating patterns



Nutrition Education

- Examples: presentations, handouts, pamphlets, cooking classes and demos, menu planning, food tastings, gardening, fitness programs, Q&A, field trips, videos, electronic resources, etc.

Dietary Guidelines

- Evidence-based guidelines created to help Americans make healthy food choices, to maintain health and prevent disease.
- Updated every five years
- Suggestions for food intake

1 Follow a healthy eating pattern across the lifespan. All food and beverage choices matter. Choose a healthy eating pattern at an appropriate calorie level to help achieve and maintain a healthy body weight, support nutrient adequacy, and reduce the risk of chronic disease.

2 Focus on variety, nutrient density, and amount. To meet nutrient needs within calorie limits, choose a variety of nutrient-dense foods across and within all food groups in recommended amounts.

3 Limit calories from added sugars and saturated fats and reduce sodium intake. Consume an eating pattern low in added sugars, saturated fats, and sodium. Cut back on foods and beverages higher in these components to amounts that fit within healthy eating patterns.

4 Shift to healthier food and beverage choices. Choose nutrient-dense foods and beverages across and within all food groups in place of less healthy choices. Consider cultural and personal preferences to make these shifts easier to accomplish and maintain.

5 Support healthy eating patterns for all. Everyone has a role in helping to create and support healthy eating patterns in multiple settings nationwide, from home to school to work to communities.

→ Follow a healthy eating pattern over time to help support a healthy body weight and reduce the risk of chronic disease.

A healthy eating pattern includes:



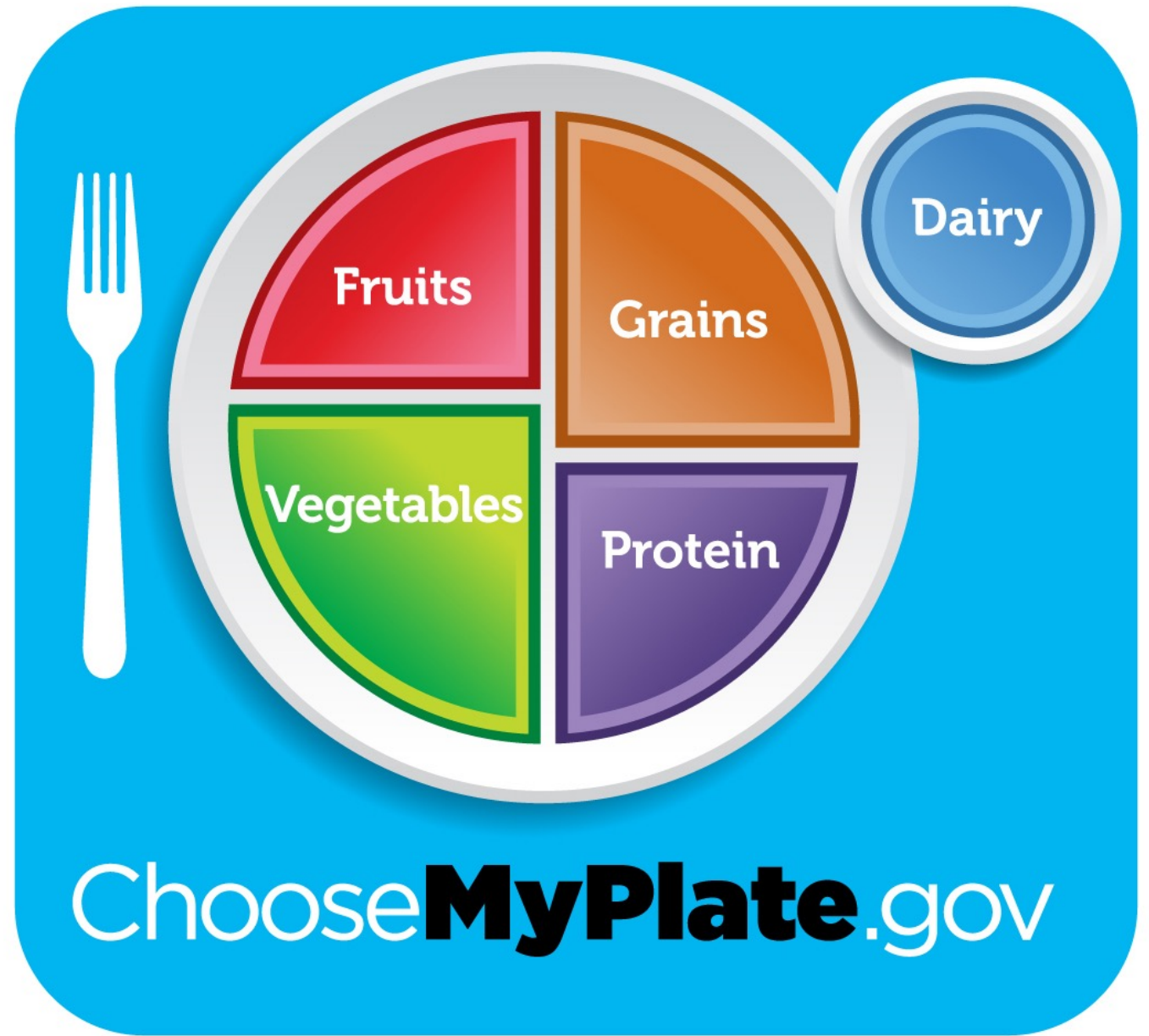
A healthy eating pattern limits:



MyPlate

- Based on Dietary Guidelines
- Tips for creating a healthy plate and eating patterns

<https://www.youtube.com/watch?v=eg0uVx0Uilo>



What Makes a Nutrition Educator Successful?



Identifying Population
Interests and Needs

Modifying approach and type
of engagement



Compassion and
Understanding

Take into account stages of
change



Activities and
Demonstrations

Fun, effective, memorable



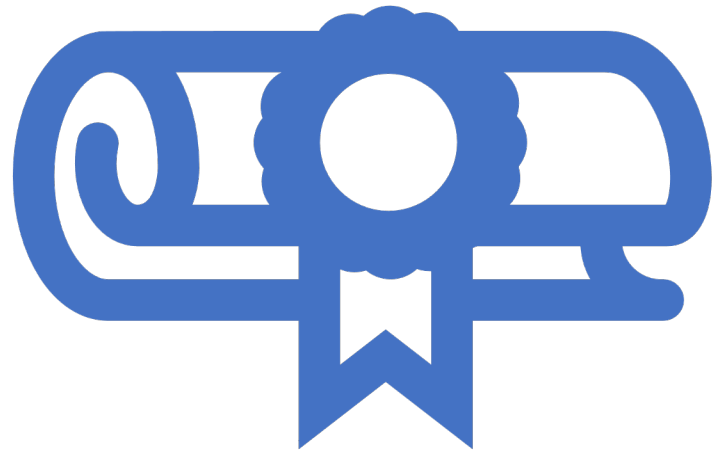
What Makes a Nutrition Educator Successful?

- Approachable
 - Can be labeled as the food police
 - No judgement!
- Stay up to date with research

Nutrition Counseling



- Definition: Nutrition Counseling is a two-way interaction through which a client and a trained counselor interpret the results of nutrition assessment, identify individual nutrition needs and goals, discuss ways to meet those goals, and agree on next steps



Credentials and Nutrition Counseling

- CCN: Certified Clinical Nutritionist
- CNS: Certified Nutrition Specialist
- RD: Registered Dietitian



Realms of Nutrition Counseling

- Hospitals
- Academic health science centers
- Long-term care facilities
- Corporate wellness programs
- Sports centers
- Weight loss
- Public health agencies
- Private practice
- Corporate management

Effective Nutrition Counseling

Individualized

Private

Comfortable

Non-
judgmental

Respectful

Supportive

Informative

Open-ended
questions

Counseling Skills

ATTENDING aka Listening: the most basic counseling skill; 4 components: eye contact, body language, vocal style, verbal following

PARAPHRASING: a critical skill

REFLECTION

LEGITIMATION

Responses are also very important



Why is it important?



- https://www.youtube.com/watch?v=EhX5M-ylgpE&feature=emb_title



Building rapport



Communication



Active/reflective
listening



Collaboration



Goal setting



Empathy

Nutrition Education and Nutrition Counseling

- Nutrition Education is the presentation of general information related to health and nutrition
- Nutrition Counseling is a two-way interaction through which a client and a trained counselor interpret the results of nutrition assessment, identify individual nutrition needs and goals, discuss ways to meet those goals, and agree on next steps



GOAL SETTING

SPECIFIC
MEASURABLE
ATTAINABLE
RELEVANT
TIMELY

Nutrition Education vs. Nutrition Counseling

Nutrition Education

- Done in groups
- Basic information about nutrition
- Information is provided to increase knowledge
- Content oriented
- Based on the needs of the public

Nutrition Counseling

- One-on-one
- Personalized goals (SMART) about nutrition
- Facilitates change in attitude and motivates behavior change
- Problem oriented
- Based on needs of the patient

Nutrition Education and Nutrition Counseling



- Both nutrition education and nutrition counseling are necessary when it comes to helping people advance toward behavioral changes and optimal health.
- EX: A client is obese and wants to lose weight. The client is also nutrition education deficient. How would nutrition education and counseling help this client?

Summary

- Nutrition education is the presentation of general information related to health and nutrition
- Nutrition counseling is a two-way interaction through which a client and a trained counselor interpret the results of nutrition assessment, identify individual nutrition needs and goals, discuss ways to meet those goals, and agree on next steps
- Implementing BOTH nutrition education and counseling are important for lifelong health





ACTIVITY



Case Study:

Erika is a 35-year-old school teacher, wife, and mother of two who is interested in learning about healthy eating so she can be a good role model for her children. She has come to you because she would like to eliminate processed foods from her family's diet. Respond to each of the client's statements below.

Nutrition Educator: "Tell me about what brings you here to see me today."

Erika: "I am concerned that what I'm feeding my children is not healthy. I have read articles in the newspaper about children getting fat because they eat processed foods. I need to know what foods are good to eat."

Reference

- Food and Nutrition Technical Assistance III Project (FANTA). 2016. Nutrition Assessment, Counseling, and Support (NACS): A User's Guide—Module 3: Nutrition Education and Counseling, Version 2. Washington, DC: FHI 360/FANTA.