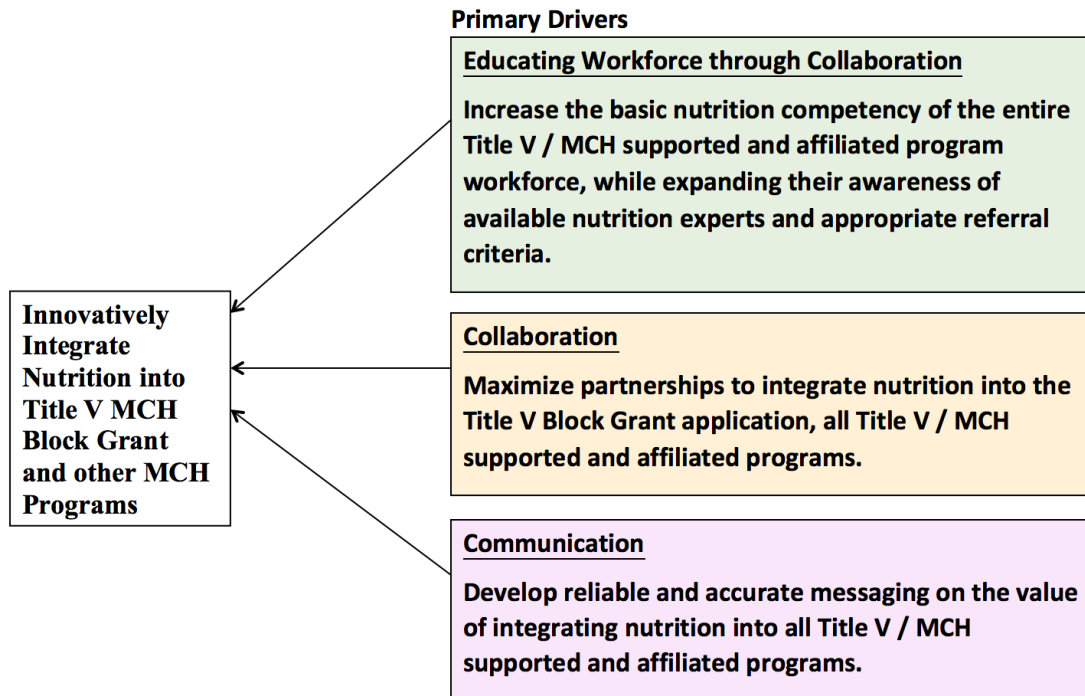


# Innovative Nutrition Integration

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# Innovative Nutrition Integration

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**Innovative Nutrition Integration Change Package  
(Top 3 drivers for states)**

Workstream Aim	Primary Driver	Secondary Drivers
<p>Innovatively Integrate Nutrition into Title V MCH Block Grant and other programs that serve the maternal and child population.</p>	<p><b>Educating Workforce through Collaboration</b> Increase the basic nutrition competency of the entire Title V/MCH Workforce, while expanding their awareness of available nutrition experts and appropriate referral criteria.</p>	<p>Identify and publicize upcoming nutrition education opportunities of relevance to MCH staff.</p>
		<p>Integrate nutrition into existing education opportunities</p>
		<p>Strategies to better disseminate and market existing nutrition campaigns for consistent messaging to clients that are evidence based/evidenced informed.</p>
		<p>Include nutrition resources in regularly scheduled meetings with program staff.</p>
		<p>Statewide MCH Coalitions promote healthy nutrition on websites, in newsletters, and through social media campaigns.</p>
		<p>Develop and implement dissemination plan of nutrition best practices and referral sources to Title V Workforce.</p>
		<p>Add links to evidence based/evidence informed nutrition education webpages to statewide webpages (e.g., MCH, DOPH, Nutrition Division, Partner websites).</p>
		<p>Apply for TA to support planning around integrating nutrition into other priority areas.</p>

# Innovative Nutrition Integration

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Workstream Aim	Primary Driver	Secondary Drivers
	<p><b>Collaboration</b> Maximize partnerships to integrate nutrition into the Title V Block Grant application, all Title V supported and affiliated programs.</p>	<p>Identify partners with nutrition and physical activity education goals or complementary missions, including non-traditional partners.</p> <p>Complete an environmental scans to determine what else is available in our state, what other organizations are already doing, and determine who else we need at the table.</p> <p>Assess and inventory partnerships. Identify and consider how to address overlaps and gaps in services.</p> <p>Encourage multi-disciplinary collaborations including partnerships with WIC, SNAP-ed, food banks, food system non-profits, chronic disease partners, children with special health care needs partners, hospital based lactation consultants and other nutrition related partners.</p> <p>Build and strengthen relationships with partners. Engage in joint planning, determine assets, set priorities, share resources, implement activities, maintain strong communication and evaluate efforts.</p>
	<p><b>Communication</b> Develop evidence based/evidence informed messaging on the value of integrating nutrition into all Title V /MCH supported and affiliated programs</p>	<p>Use effective communication strategies to inform and influence key partners on the value of integrating nutrition services into State Title V/MCH programs.</p>

# Innovative Nutrition Integration

Additional Drivers those were not high on States priority list or that were incorporated into 3 main drivers

Primary Driver	Secondary Drivers
<p><b>Access</b></p> <p>Improve access to quality nutrition services provided by qualified providers in all Title V supported and affiliated programs.</p>	<p>Inventory resources and identify barriers to access to quality nutrition services. Develop an action plan to address barriers to access to quality nutrition services by qualified providers.</p> <p>Develop, support and provide incentives for program-based interventions that include quality nutrition services.</p> <p>Use resources and interventions to promote quality nutrition services at all stages of the life course: preconception, perinatal, infancy, childhood, adolescence and adulthood including older adults.</p>
<p><b>Workforce</b></p> <p>Optimize the number of public health nutrition FTEs in the Local, State and National Title V workforce.</p>	<p>Support the hiring of credentialed Registered Dietitians/Registered Dietitians Nutritionists (RD/RDN) in key positions.</p> <p>Support the use of continuing education from credentialing organizations, professional associations, academic institutions and other groups to strengthen the nutrition knowledge and skills among other health professionals in the Title V workforce.</p> <p>Identify and use opportunities identified within current legislation to strengthen the nutrition workforce.</p>
<p><b>Science, Research and Evaluation</b></p> <p>Accelerate the transfer of research to practice by building and using the science base.</p>	<p>Develop a community-based participatory research (CBPR) agenda that addresses the impact of nutrition policies, programs and services.</p> <p>Use and improve data systems to measure the impact of interventions.</p> <p>Develop and implement evidence based/ evidence informed policies and interventions.</p> <p>Contribute to the evidence base by identifying effective strategies.</p> <p>Create a repository of best or promising practices.</p>
<p><b>Policy and Advocacy</b></p> <p>Develop and fund effective nutrition and physical activity interventions, programs and policies for all Title V sponsored programs.</p>	<p>Find opportunities within current laws and regulations to expand access to quality nutrition services.</p> <p>Mobilize partners to advocate for inclusion of nutrition within new laws and regulations.</p> <p>Education decision-makers and funders about the importance of quality nutrition services in moving the needle for all Title V National Performance Measures and many National Outcome Measures.</p> <p>Strengthen the quality and availability of programs and interventions designed to improve healthy eating and physical activity.</p>

Adapted from the Blueprint for Nutrition & Physical Activity: Cornerstones of a Healthy Lifestyle 2nd Edition.  
[http://www.asphn.org/resource\\_files/560/560\\_resource\\_file3.pdf](http://www.asphn.org/resource_files/560/560_resource_file3.pdf)