

VENA VISION 20/20: The Motivational Experience

**Satellite Conference and Live Webcast
Wednesday, January 29, 2020
9:30 – 11:00 a.m. Central Time**

**Produced by the Alabama Department of Public Health
Video Communications and Distance Learning Division**

Faculty

**Janie C. Clay, MSPH, RD, LD
Assistant Nutrition Director, WIC
Alabama Department of Public Health**

**Kenneth Harrison
Workforce Development
Program Coordinator
Alabama Department of Public Health**

Objectives

- **Provide a basic introduction and history of VENA (Value Enhanced Nutrition Assessment)**
- **Explain the motivational importance of providing the best possible VENA practices when counselling**
- **Discuss the ADPH core values**
- **Review and Discuss VENA**

What Is VENA?

- **VENA = Value Enhanced Nutrition Assessment**
- **Developed jointly by the Food and Nutrition Service (FNS) and the National WIC Association (NWA).**

What Is VENA?

- **To improve nutrition services in the WIC Program by establishing standards for the assessment process used to determine WIC eligibility and to personalize nutrition education, referrals and food package tailoring.**

https://wicworks.fns.usda.gov/sites/default/files/media/document/VENA_Guidance_1.pdf

Why Is VENA Necessary?

A report by the Institute of Medicine (2002), recommended that all women and children ages 2 to 5 years who meet the eligibility requirements of income, category of dietary risk, and residency status should also be presumed to meet the requirement of nutrition risk through the category of dietary risk based on failure to meet Dietary Guideline.

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Why Is VENA Necessary?

Following this report, FNS identified the need to develop a comprehensive nutrition assessment guidance = VENA.

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Importance and Benefits of VENA

- Serves to enhance the nutrition services of the WIC program
- Serves to ensure the integrity of the WIC program as a premier public health program.

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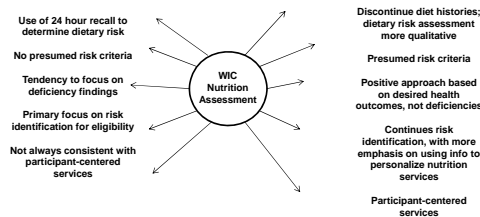
Importance and Benefits of VENA

- *By using VENA Alabama WIC will:*
- Enhance our nutrition assessment process
- Empower staff by improving nutrition assessment skills
- Enjoy more satisfied staff and participants

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Pre-VENA

Post-VENA



VENA will help...

WIC Staff

- Use limited time to collect relevant nutrition assessment info.
- Use critical thinking skills to link assessment info to participant's individual needs and concerns.
- Plan a personalized nutrition intervention.
- Engage participant in dialogue and goal setting.
- Weave nutrition and diet as a common thread throughout assessment.

WIC Participants

- Experience a positive encounter.
- Receive information and services related to their individual needs and concerns.
- Feel involved in goal setting to improve their own health.

VENA Framework and Skills for Effective Nutrition Counseling

