

USDA Center for Collaborative Research on WIC Nutrition Education Innovations at the USDA/ARS Children's Nutrition Research Center at Baylor College of Medicine and Texas Children's Hospital

#### Online WIC Nutrition Education to Promote Farmer Markets Fruit and Vegetable Purchases and Consumption

Dr. Jennifer Di Noia from William Paterson University is a recipient of a 2014 award. Her project will develop and test a web-based nutrition education lesson to promote fruit and vegetable consumption among women enrolled in WIC. Designed to leverage an existing resource – vouchers provided to WIC participants for fresh fruit and vegetable purchases through the Farmers' Market Nutrition Program (FMNP) – the lesson is conceptually grounded in formative research on knowledge, attitudes and skills influencing farmers' market fruit and vegetable purchases and consumption and theoretical understanding of approaches for modifying them. The research will evaluate the lesson, relative to existing online nutrition education, in a randomized, pretest, posttest, follow-up design among 545 women from the collaborating local WIC agency.