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## Is WIC working for your company?

September 2004

Dear Massachusetts Employer:

Your employees may be eligible for an important health and nutrition program – and may not even know it. Now, using the simple tools enclosed here, you can provide valuable information about this program to your workforce **at no cost to your company!**

The Massachusetts Women, Infants and Children Nutrition Program (WIC) provides nutritious foods, nutrition education and other services at no cost to Massachusetts families who qualify. As a human resources professional, **you play a critical role** in helping your employees learn about the benefits of WIC.

After conducting interviews with human resources professionals across the state, the Massachusetts Department of Public Health understands that companies like yours are committed to supporting community programs but need **simple tools that can be easily incorporated into existing employee communication.**

The enclosed materials were developed based on this feedback. Enclosed you will find:

- **WIC Fast Facts:** A tool for HR representatives to keep on hand when communicating to employees about WIC. Contains essential information about the WIC Program, including WIC's services and income guidelines.
- **Sample Email:** Another option to quickly disseminate information about WIC to your workforce. Consider adapting and using this text as an email or as an important benefits update in your company's newsletter.
- **Poster:** Consider hanging the poster in areas where your employees gather on breaks.
- **Paycheck Stuffer:** A one-page summary of WIC's benefits. This tool was created for easy photocopying and insertion into paychecks or company mailboxes.
- **WIC Brochure:** A general informational tool. Consider placing in an area where employees go to find more information about services available to them.

To order more employer information packets or individual pieces, call 1-800-WIC-1007. Help keep your workforce and their families healthy. Refer your employees to WIC! Thank you for your assistance in this important effort.

Sincerely,

A handwritten signature in cursive script that reads "Mary Kelligrew Kassler".

Mary Kelligrew Kassler  
Director, Massachusetts WIC Nutrition Program