

WIC Works HEADLINES

www.nal.usda.gov/wicworks

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To contribute to *WIC Works Headlines* contact:
wicworks@nal.usda.gov

What's New at WIC Works

What's New Online for WIC Works

WIC Works is the place to find information and materials to support your work in WIC. Check out the new postings:

Value Enhanced Nutrition Assessment (VENA) in WIC is the guidance document for the FNS/National WIC Association initiative. Look for it in the Learning Center under Nutrition Assessment.

VENA gives a process for comprehensive WIC nutrition assessment as well as a listing of the necessary staff tools and competencies.

WIC Works also has the VENA Frequently Asked Questions and brochures for program managers and nutrition staff.

Loving Support promotional materials are now in "WIC Topics A to Z." This set of pamphlets and posters support the message "Loving support makes breastfeeding work" and are ready-to-print in English, Spanish, and Native American editions.

New Materials Added to the Sharing Center

Fit Kids = Happy Kids, a tool kit for preventing childhood obesity, adds to WIC Work's growing

collection of state developed materials and comes from the Southwest Region's Educating Communities on Health Options.

In this section you can find the final reports, client-focused tools (flip charts in English and Spanish, posters, and a children's book), and educator-focused tools (a training manual and ready-to-use PowerPoint presentations)

Send us your state-developed WIC materials for the online Sharing Center. Write to us at wicworks@nal.usda.gov.

Upcoming Events

Maternal Nutrition Intensive Course

University of Minnesota

Date: July 26-28, 2006

Location: Minneapolis, MN
Online Aug. 9-Oct. 9, 2006

Focus: Improve maternal/infant health through delivery of risk-appropriate high-quality nutrition services.

www.sph.umn.edu/publichealthplanet/events/mnic.html

2006 Nutrition and Breastfeeding Conference

National WIC Association

Date: September 19-21, 2006

Location: Phoenix, AZ

Focus: Re-energize nutrition education, connect with clients, motivate behavior change, build leadership skills.

www.nwanutritionandbreastfeeding.com/

2006 Food Safety Education Conference

Food Safety and Inspection Service, FDA, CDC, and others

Date: Sept. 27-29, 2006

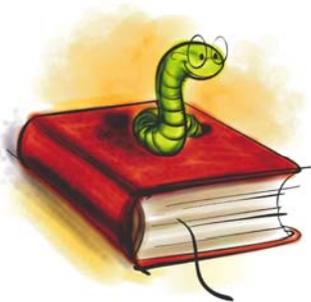
Location: Denver, CO

Focus: "Reaching At-Risk Audiences and Today's Other Food Safety Challenges" including behavioral and attitudinal research, educational interventions, and more.

www.fsis.usda.gov/denver2006/

BRIGHT IDEA

Go for a Grant!



Realtor Gives Money to a Tenant

Most of us don't think about asking our realtors to fund WIC activities. But, for some WIC colleagues in California, it was well worth the effort.

The WIC project "Little-By-Little" expanded with a grant from Majestic Realty Foundation which allowed Little-By-Little (LBL) to replicate what worked to educate parents through WIC Centers in California's Los Angeles and Orange counties.

Judy Gomez, Special Projects Coordinator for Public Health Foundation Enterprises (PHFE), reports that this school readiness project for at-risk children started with funds from other sources. Seeing the project's success, Majestic Realty, landlord for the PHFE WIC program, gave money to allow the project to grow. Now more parents learn about literacy and receive age-appropriate materials to encourage literacy activities for their young children.

Evaluation shows that the program works: families from LBL WIC centers provide a significantly richer home literacy environment.

How did PHFE obtain this funding? Gomez says, "We

always use the team approach. People bring very different skills to the grant writing process."

Applying for a grant takes time and effort but there are advantages even beyond the grant money. Grants can generate positive publicity, boost community awareness, revitalize nutrition education, foster stronger agency relationships inside and out, and bring respect and excitement for what you do.

Make it Easy on Yourself!

WIC Works has information to make applying for a grant easier. Go to www.nal.usda.gov/wicworks/Topics/Grants.html to find these documents:

- ◆ **Grants: Getting Started/Grant Resources**
- ◆ **Grants.gov brochure**
- ◆ **Is a Grant Right for Your Agency?**
- ◆ **30 Quick Tips for Grant Applications**

Work Together. Double the Benefits.

Carla Stratton, of the Michigan Department of Community Health-WIC Division, speaks highly of the partnership their WIC division has with Michigan State University Cooperative Extension. Together the two organizations work with Michigan's Project FRESH. The project makes fresh produce available to low-income, nutritionally-at-risk consumers using Michigan farmers' markets.

"It's been a very good working relationship," says Stratton.

"Extension staff have innovative ideas, and they are energetic and enthusiastic."

This joint program meets the goals of both organizations very successfully using a combination of federal funding and other matching funds.

Viki Lorraine, of Food and Consumer Services for Extension, says, "One of our goals is creating access and availability within sustainable agriculture. WIC provides Extension with an audience for its programs."

Michigan had a 70% redemption rate in 2005. Lorraine continues, "We work with counties where redemption rates are very high as well as some where redemption rates are low. The partnership encouraged other organizations—e.g., a hospital--to come to the table to solve other issues around redemption. An extra benefit emerged when the hospital started to incorporate more local food in its menus!"

For more information about Project FRESH, visit

www.fcs.msue.msu.edu/projectFRESH/index.html

