



HEADLINES

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To contribute to WIC Works Headlines contact:
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What's New at WIC Works

Over the past few months, the WIC Works staff has been hard at work providing technical and content support for the **WIC Formula Database** and **WIC Learning Online**

Course. These two new resources have added a wealth of information to our Web site and we hope you have had the opportunity to give them a try.

Since their launch in April 2004, we have been actively promoting and enhancing these services, by adding resources to the "Help" section of

WIC Learning Online. We are also adding new products to the formula database after they are approved by the USDA/ Food and Nutrition Service.

Other areas of the Web site have continued to grow as well. The **State Developed Materials** section of the Sharing Center now has a new look with the addition of an enhanced menu and graphics. We also have a variety of new full-text materials that you can easily view and download.

In **Topics A-Z** and the **Learning Center** we have

added new pages on Cultural Competence, Outreach and Marketing and Communication Techniques.

Want to know when new sections are added to the site and to network with other WIC professionals? Join **WIC-Talk**, our electronic discussion group. It is a great way to share ideas and keep in touch with the latest WIC news. You can access WIC-Talk, as well as any of the other resources mentioned above, by visiting our homepage.

Upcoming Events

Association of Maternal & Child Health Programs Annual Conference

Date: February 19-23, 2005
Location: Washington, DC
Theme: "Delivering Results: Improving Pregnancy and Birth."

Society of Behavioral Medicine Annual Meeting & Scientific Exhibition

Date: April 13-16, 2005
Location: Boston, MA
Theme: "Behavioral Medicine and Public Health: Promoting the Health of Individuals, Families, Communities and Populations."





New Childhood Obesity Resources Available!

As the incidence of childhood obesity continues to rise, so does the need for educational and training materials for staff and participants alike. In the last few months of 2004, a variety of new resources were released. Many existing resources were also updated.

The Food and Nutrition Information Center released an updated version of “**Childhood Obesity: A Food and Nutrition Resource List for Educators and Researchers.**” It is comprised of a listing of journal articles and reports on prevalence, assessment, outcomes, predictors and associated factors (including family influences, infant/child feeding practices, physical activity and Type II Diabetes/Metabolic Syndrome), and prevention/intervention approaches. You can also find a selection of educational materials and a list of additional contacts.

One of the reports that is included in the resource list, is a new release from the Institute of Medicine entitled, “**Preventing Child Obesity: Health in the Balance.**” This report discusses the social, environmental and dietary factors that have contributed to the increase in childhood overweight and obesity and includes supplemental fact sheets.

Another publication revised in 2004 was “**If My Child is Overweight, What Should I Do About It?**” by Joanne P. Ikeda, Cooperative Extension Nutrition Education Specialist at the University of California, Berkeley. This pamphlet includes information for parents and

caregivers on how to determine if a child is overweight, as well as how-to guidance for preparing healthy meals and increasing activity.

Early in 2005, the Food and Drug Administration announced the launch of a new section of their Web site devoted to **resources for losing and managing weight.** This site includes links to education and research materials.

More resources on childhood obesity, child feeding and physical activity can be found in **WIC Works Topics A-Z.**

Celebrate National Folic Acid Awareness Week!

January is National Birth Defects Prevention Month and as part of that event the National Folic Acid Council is sponsoring **National Folic Acid Awareness Week January 24 - 30.**

The theme for this year is “**Folic Acid: You Don’t Know What**

You’re Missing” and focuses on educating the public on the importance of folic acid in the diet. Folic acid has many roles, most importantly (to the WIC population) the prevention of neural tube defects in newborn babies.

The Council is offering a free

toolkit that can be downloaded from their Web site and includes a brochure, bookmark, poster (in English and Spanish), sample letters and press releases.

Additional resources can be found on the **WIC Works Spotlight** page.