



# WIC Works HEADLINES

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To contribute to WIC Works Headlines contact:  
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*On the other side:*

Bright Idea 2  
Notes From NAWD 2



## New WIC Works Database Now Available

The WIC Works Resource System web site has lots of new and exciting items. Don't miss them at: [www.nal.usda.gov/wicworks](http://www.nal.usda.gov/wicworks)

The WIC Works database is a new comprehensive resource tool. You'll find the database under the "Sharing Center" off the home page. The resources listed in the database span a wide range of topics for all of the WIC audience. Materials included in the database come in a wide array of formats such as books, brochures, posters, newsletters, videos, curriculum guides, training manuals etc.

The material is grouped under 12 major subject headings such as Nutrition Risk

Assessment, Program Outreach/Marketing, Nutrition Counseling and Education, Breastfeeding Promotion/Support, etc. The materials are listed in the database with information on the authors, publisher, ordering, language availability, target audience, and subject categories.

The database is still in its early stages, some features will change as it grows. Searching the database will become more specific as the database expands. For now, the database can be searched using full text search terms, or by the following categories: "User Group," "Types of Materials," and "Topics." Future plans include the ability to

search by "Language." We think you will find this resource very helpful when searching for WIC related materials. Be sure to come back and regularly check out the database.

Also in the "Sharing Center" under "State Developed Materials" you'll find the Missouri Farmers' Market materials including the very colorful "Take A Trip to the Market with Kip" book, lesson plan and activity/movement suggestions.

Would you like to contribute to WIC Works? Contact us at:  
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# BRIGHT IDEA

The last two issues of WIC Works Headlines showcased various state agencies that have Web sites with unique qualities. This month we focus on West Virginia and Wisconsin. Both states have exciting and interesting web sites. Take a look and see for your self.

## **West Virginia**

The West Virginia site is located at

<http://www.wvdhhr.org/ons/>  
Here you will find, fact sheets on various topics including breastfeeding and birth control and breastfeeding in public. You'll also find a Medical Professionals FAQ, a Vendor Management Unit and a list of links to other related organizations.

## **Wisconsin**

This spotlight site is located

at: <http://www.dhfs.state.wi.us/wic/>

It contains the usual information about clinic locations, income guidelines etc. But also on this site is a unique set of women's health cards. They are a little buried in the site but you can find them at <http://www.dhfs.state.wi.us/Health/WomensHealth/index.htm#Women's Health Cards>

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## Notes From NAWD

This year's National Association of WIC Directors (NAWD) conference was marked by a healthy, salty ocean breeze and the fresh breeze of nutrition education ideas. Revitalizing Quality Nutrition Service and obesity were the buzzwords.

The topics addressed were innovative and the presenters very dynamic. Following are some of the highlighted ideas and materials:

Cathy Carothers presented the Loving Support campaign in Mississippi.

Cincinnati Children's Hospital Center (<http://www.cincinnatichildrens.org/fitwic/>) presented an award-winning video: Beyond Nutrition Counseling - Reframing the

Battle Against Obesity which was funded by USDA as part of the Fit WIC Project.

Connie Welch from Wisconsin WIC talked about the Jump 'N Jive - the "Come Alive with Fruit" campaign. Colorful fruits and vegetable tip sheets were featured.

Marianne Warmus introduced interactive internet classes for WIC participants in Arizona. The site includes a survey for participants. Check out some of the classes at <http://www.cohave.com/mohave.us/wic/health.htm>.

Ruby Wolf from the Pueblo of Zuni demonstrated that obesity is a problem that needs to be tackled as a community-wide effort.

There were many more wonderful presentations, too numerous to count!

Go to [http://www.nal.usda.gov/wicworks/Sharing\\_Center/statedev.html](http://www.nal.usda.gov/wicworks/Sharing_Center/statedev.html) to look at a synopsis of all of the 2001 Innovative WIC Projects Nationwide.

Also at the NAWD meeting the WIC Works team stayed busy exhibiting the WIC Works Resource System and WIC Works Database and meeting as many WIC professionals as possible.

We were very happy to have met all of you. Thanks to all for stopping by our booth.