



# WIC Works HEADLINES

<http://www.nal.usda.gov/wicworks>

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## What's New at WIC Works

Despite the cold winter weather, the WIC Works Resource System **continues to grow and improve!**

Since the development of our **Spotlight** section in August, we have made efforts to highlight WIC-related topics and themes. Recent features include "Health Literacy Month" (October) and "Non-English Materials/ Translation Services."

Our February Spotlight is "**National Children's Dental Health Month.**" sponsored by the American Dental Association. This section

includes links to oral health promotional and educational materials.

Access this current Spotlight, as well as any of our previous topics, from our homepage at <http://nal.usda.gov/wicworks>.

While visiting our Spotlight section, you may also want to check out the **new sections in Topics A -Z** on newsletters, kids' sites, online learning modules and WIC 5-A-Day resources. In addition, we have added **over 100 new links** to Topics A-Z and the Learning Center and are in the process of updating our education materials database.

We are continually looking for resources to add to our **Sharing Center**. Please contact us if you have completed materials that you would like to share, or if you are in the development process and have questions about formatting materials for eventual placement on WIC Works.

As the winter months end and we prepare for spring, we are working to bring you **even more exciting updates and additions.**

**Stay Tuned!**

## Upcoming Events

<p><b>Preventive Medicine 2004</b> <b>Sponsor:</b> American College of Preventive Medicine <b>Date:</b> February 18-22 <b>Location:</b> Orlando, FL <b>Focus:</b> Preventive medicine in both community and acute-care settings. <b>Info:</b> <a href="http://www.preventivemedicine2004.org/">http://www.preventivemedicine2004.org/</a></p>	<p><b>National WIC Association's (NWA) 14th Annual Washington Leadership Conference</b> <b>Sponsor:</b> National WIC Association <b>Date:</b> March 14-16 <b>Location:</b> Washington, DC <b>Focus:</b> Federal health and nutrition issues related to WIC. <b>Info:</b> <a href="http://www.nwica.org">http://www.nwica.org</a></p>	<p><b>Annual National WIC Association (NWA) Conference</b> <b>Sponsor:</b> National WIC Association <b>Date:</b> April 24-28 <b>Location:</b> Anaheim, CA <b>Focus:</b> "Food and Fitness: Striking a Healthy Balance - WIC Moves Forward." <b>Info:</b> <a href="http://www.nwica.org">http://www.nwica.org</a></p>
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## **March is National Nutrition Month!**

This March, bring **National Nutrition Month®** activities and materials to your WIC agencies!

Beginning in 1973 as a week-long event and later extended to a month-long celebration, this **American Dietetic Association (ADA)-sponsored campaign** focuses on the importance of “making informed food choices and developing sound eating and physical activity habits” (ADA Web site 2004). This year’s theme is **“Eat Smart, Stay Healthy.”**

ADA offers resources for nutrition professionals to promote this event including fact sheets,

recipes, resource lists and marketing materials. Visit the ADA Web site for more information at <http://www.eatright.org>.

You may also find helpful information in the **Learning Center** on WIC Works including materials on family meals, recipes using WIC foods and food buying/preparation. Other resources that may be helpful include:

\*The Food and Nutrition Information Center (<http://www.nal.usda.gov/fnic>). In the Consumer Corner you can find

consumer-focused nutrition topics such as planning meals and modifying recipes, while in the FNIC Resource List section, you can print copies of the publication, “Eating Smart: A Nutrition Resource List for Consumers.”

\*The Child Care Nutrition Resource Center (<http://www.nal.usda.gov/childcare>) contains a recipe section with links to materials in both English and Spanish.

With these resources and more, you can help WIC clients “Eat Smart & Stay Healthy” **all year long!**

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## **Need More Resources for Making Referrals?**

Making appropriate referrals is an important part of the hard work you do. Here are some ways **the WIC Works Resource System** can help:

\*Visit the **Program Coordination and Participant Referrals section** in the Learning Center to view resources on substance abuse, food assistance, immunizations and other referral areas.

\*Try the **WIC Talk electronic discussion group** – Find out what resources other WIC professionals use for referrals. Subscribing is easy and you can

start receiving messages right away. Check out the archives while you are there to see what you’ve been missing!

\*Use the **Advanced Search feature of the Education and Training Materials Database** to search for books and manuals on developing community partnerships.

\*Check out the **State-Developed materials in the Sharing Center** where you can find a referral notebook, as well as program outreach and marketing materials. This can help promote WIC to

other programs and organizations in your area.

Still looking for more? **Check your mailbox in March** for our packet of referral resources featuring the Food Stamp Program!

