



# HEADLINES

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

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## What's New at WIC Works

If you haven't been using the WIC Works Resource System as a tool to connect you to all the resources you need, you don't know what you've been missing. If you can't find what you're looking for be sure to let us know. New links and new items are added everyday. To see it visit [www.nal.usda.gov/wicworks](http://www.nal.usda.gov/wicworks)

A new feature on the site is the addition of searchable WIC-Talk

archives. If you are a member of the electronic discussion group WIC-Talk you'll love being able to search the past postings. If you're not a member what are you waiting for? Join the over 700 other WIC professionals as we discuss important issues. To join the group or to see the new archives go to: <http://listserv.nal.usda.gov/archives/wic-talk.html>

The WIC Works Database is expanding

rapidly. If you haven't yet used this valuable tool give it a try. You can find the database in the Sharing Center of the resource system: [http://www.nal.usda.gov/wicworks/Sharing\\_Center/index.html](http://www.nal.usda.gov/wicworks/Sharing_Center/index.html)

If you have a suggestion for WIC Works please contact us at:

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## Nutrition Education: Going High-Tech

The annual Society For Nutrition Education conference was held July 20-24, 2001 in Oakland California. This years theme was Full Circle: Agriculture Nutrition and Health.

Two sessions hinted towards what nutrition education could be in the future, maybe near future: "Technology to Tailor, Target, and Teach" and "Multi-media Strategies

for Nutrition Education." Expert tailored counseling seems to be the equivalent buzzword of what facilitated discussion groups is in the more traditional group nutrition education arena.

HealthMedia, Inc. is one of the forerunners in the use of the World Wide Web and tailored print materials. Go to <http://www.healthmedia.com/>

products/etc.html read up on this new concept entrenched in technology.

Also, the new 5- A-Day Adventures" CD-ROM produced by Dole demonstrates state-of-the-art multimedia with incorporated behavior change principles. See [http://www.dole5aday.com/Teachers/T\\_Index.html](http://www.dole5aday.com/Teachers/T_Index.html) for more information.

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# BRIGHT IDEA

Although World Breastfeeding Week was held August 1– 7, 2001 we know that you are promoting breastfeeding everyday. You might find the following sites interesting:

**The Breastfeeding Peer Counselor Program in Texas**

<http://www.tdh.state.tx.us/lactate/peer.htm>

The program trains WIC mothers who have successfully breastfed their infants to serve as peer counselors and offer encouragement, information, and support to other WIC mothers.

**HHS Blueprint for Action**

<http://www.4woman.org/Breastfeeding/>

This publication from the Department of Health and Human Services lists the benefits, ways to facilitate and support, and finally the blueprint for Action on Breastfeeding.

**Ten Steps to Support Parents' Choice to Breastfeed Their Baby**

<http://www.aap.org/advocacy/bf/tensteps.pdf>

Ten things that pediatricians can do to make their practices breastfeeding friendly. Make sure every Pediatrician who refers to your WIC Clinic has a

copy of this great publication.

**101 Reasons to Breastfeed Your Child**

<http://www.promom.org/101/>

A list of 101 great reasons to breastfeed. Many include references and internet links to more information.

[www.breastfeeding.com](http://www.breastfeeding.com) This is not a government site, but it is very informative for the actual user. You'll find chat rooms on all sorts of topics and a lot of information from moms who are currently breastfeeding.

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## Did you know...

The folks at World Education have published two health literacy resource guides which list some good easy-to-read nutrition education materials (including Susan Auger's photonovela series)

There are also brochures, recipe books and a nice set of pictorial recipes. You will find ordering information for each material and the Web address if it has one.

The guides are:

- ◆ The Health and Literacy Compendium
- ◆ Culture, Health and Literacy.

They are also available online at: The Health & Literacy Special Collection

[www.worlded.org/us/health/lincs](http://www.worlded.org/us/health/lincs)

This site has health curricula and activities for literacy or ESOL classes, health brochures in easy-to-read English as well as other languages, information about incorporating health into literacy classes, and information about addressing low-literate populations from health institutions.



The Center on an Aging Society at Georgetown University and the Center for Medicare Education are pleased to announce the release of their report "Health Literacy: Responding to the Need for Help."

In this report, the issue of health literacy is examined in greater detail. The report defines health literacy and discusses the individual and societal consequences of inadequate health literacy. It also highlights programs and efforts that address the needs of people with low health literacy and illustrates techniques they use to identify and assist this population.

The report can be accessed from the Center on an Aging Society's web site: <http://www.georgetown.edu/research/ihrp/agingsociety/projects.html#literacy>

If you would like to obtain a hard copy of the report, you can contact Rachel Bealle via email at [Rbealle@aahsa.org](mailto:Rbealle@aahsa.org).