



HEADLINES

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WIC Works Headlines is published bi-monthly by the Food and Nutrition Information Center in conjunction with the Food and Nutrition Service (FNS), USDA.

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

The staff of the WIC Works Resource System have been busy updating the site and adding new items. To get a first hand look visit us at www.nal.usda.gov/wicworks

New sections on Childhood Obesity have been added to the Learning Center and the Research Center. Links to research articles, educational materials, resources and referrals provide wonderful information for local WIC staff.

The Assessment section of the Learning Center has been enhanced. Here

you'll find links to Research Roundtable Summaries, the Anthropometry Resource Center (Including Tutorial and Desk Reference) and the CDC growth charts.

The WIC-Talk email discussion group continues to grow. If you haven't signed on already you can do so from the WIC Works Home page. Simply choose "WIC-Talk" and enter your information. The discussion has been informative and helpful. Don't miss out on this sharing opportunity.

Help us make WIC Works even better by letting us know what you have to contribute or what you would like to see.

Contact us at:
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301-504-5414

Our mission is to make information on the world wide web easily accessible to the local WIC staff. Please help us reach our goal.

Highlights from ADA

The American Dietetic Association's Food and Nutrition Conference and Exhibition took place in Denver Colorado, October 16 - 19, 2000.

This year's theme: *Taste Tomorrow—Food and*

Nutrition in the 21st Century, allowed insight toward a future bursting with opportunities and possibilities.

Sessions on electronic publishing, especially the development of web sites was a popular topic

of the conference. Copies of the *WIC Works Headlines* were distributed at the Food and Nutrition Service's exhibit hall booth. Thanks to all who stopped by!

BRIGHT IDEA

Operation Big Ears is a catchy title to a wonderful focus group report done by the Virginia WIC Program.

This research study was designed to determine attitudes, perceptions and opinions of mothers when exposed to fifteen proposed nutrition education innovations and targeted nutrition messages.

Virginia WIC commissioned six two-hour interview focus group discussions with 35 current WIC participants. Respondents reacted to the proposed nutrition education concepts in a generally positive way. Messages with emotion and clever messages were preferred over the straightforward style. Messages which were straightforward, typical of

what is currently used, were viewed more negatively.

This synopsis was taken from the executive summary of the report. The entire report is 80 pages and can be downloaded and printed from the Virginia WIC program's web site. www.vahealth.org/wic click on Operation Big Ears.

Did you know...

In September, the Food and Nutrition Service (FNS) and the Food and Nutrition Information Center (FNIC) mailed packets of information to 1800 local WIC Clinics and to all the State offices.

We hope that you are happy with the packet you received. Many people have asked for more copies of the information that was sent. Unfortunately, we are unable to provide these, but, we are happy to share the following ordering information.



1. **Using the Dietary Guidelines for Americans** (\$.50/each) Federal Consumer Information Center (888)-878-3256. Bulk copies in lots of 50 from the Government Printing Office at 202-512-1800.
2. **Nutrition and Health: Dietary Guidelines for Americans** (\$4.75) Federal Consumer Information Center (888)-878-3256.
3. **Bright Futures in Practice Nutrition Users Guide** (single copies are free) from the National Maternal and Child Health Clearing House (888)434-4624 or email: nmhc@circsol.com
4. **Childhood Obesity: A Food and Nutrition Resource List for Educators and Researchers**, (free) from the Food and Nutrition Information Center 301-504-5719. On the web <http://www.nal.usda.gov/fnic/pubs/bibs/topics/weight/childhoodobesity.html> or email: fnic@nal.usda.gov
5. To order copies of the **Bright Futures In Practice: Nutrition** (\$28.00)(the companion piece that goes with the Users Guide but was not included in the mailing) \$28.00 National Maternal and Child Health Clearing House.(888)434-4624 or email: nmhc@circsol.com. Also available on the web <http://www.brightfutures.org/op/bfnut/nupdfmenu.htm>