



United States Department of Agriculture  
Research, Education, and Economics  
Agricultural Research Service  
National Agricultural Library

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SUBJECT: WIC Mailing

TO: Regional, State and Local WIC Offices

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The Department of Agriculture, Food and Nutrition Service (FNS) recently released new core messages on the key topics of milk, whole grains, and child feeding practices. These messages help State and local agencies to deliver consistent messages and “speak with one voice;” a goal that FNS supports. The consumer-tested messages, supporting content, tips, advice, and guidance support FNS’ long-standing commitment to improving the nutrition of children and low-income families and complement the earlier core messages, MyPlate, and the Dietary Guidelines for Americans.

Designed specifically for populations served by FNS nutrition assistance programs, these resources can help WIC staff deliver consistent nutrition education messages that resonate with moms and preschoolers, and motivate them to adopt healthier eating habits. In combination with the earlier messages, these resources are designed to help:

- Increase consumption of whole grains, fat-free and low-fat (1% fat or less) milk, and fruits and vegetables; and
- Encourage child feeding practices that foster healthy eating habits.

In addition, new web-based tools such as videos and rollover widgets were also developed to help convey key messages and serve as additional means of disseminating the messages.

Enclosed in this mailing is a flyer about the new resources as well as a DVD containing three looped videos that each feature a mother who addresses one of the topics: milk, whole grains and child feeding practices. The mother-to-mother conversational style of the videos makes them ideal for use in waiting rooms. The content of the videos covers the “what,” “why,” and “how” elements of the core messages and supporting content. To access these resources online, visit: <http://www.fns.usda.gov/fns/corenutritionmessages/default.htm>

Also enclosed in this mailing is a *Text4baby for WIC Professionals* fact sheet. An educational program of the Healthy Mothers, Healthy Babies Coalition, Text4baby is a free texting service for pregnant women and moms with infants under age one. Messages can reinforce the nutrition education WIC staff provide through tips, information and resources. Users can also set up WIC appointment reminders to receive a text message three days before and the morning of their appointment. To access additional Text4baby resources online, visit: <http://www.text4baby.org/> or WWRS at: <http://wicworks.nal.usda.gov/topics-z/text4baby>

The final item included in this mailing is a Pregnancy Exposure Registry card developed by the FDA Office of Women’s Health. Some pregnant women take prescription medicines for conditions like diabetes, epilepsy, morning sickness, and asthma. Pregnancy registry studies collect information from these women to help learn about the effects of medication use during pregnancy. The Office of Women’s Health created a website to connect women to registries and other FDA resources. Free website outreach cards are available in bulk to hand out at WIC locations and can be ordered at: <http://promotions.usa.gov/f06owhcard.html>.

We hope you find these materials helpful to your education and outreach efforts. Contact the WWRS team by phone: 301-504-6047, by fax: 301-504-6409, or by email: [wicworks@ars.usda.gov](mailto:wicworks@ars.usda.gov).