



DATE: July 28, 2014

TO: Regional, State and Local WIC Offices

**United States
Department of
Agriculture**

Food and
Nutrition
Service

3101 Park
Center Drive
Alexandria, VA
22302-1500

The Department of Agriculture's Food and Nutrition Service (FNS) and Center for Nutrition Policy and Promotion are pleased to have recently partnered to revise two popular participant resource materials for WIC.

The *What Should I Eat? MyPlate for Moms* poster and the *How WIC Helps* brochure were updated to be consistent with the 2010 Dietary Guidelines for Americans, as well as the icon change from MyPyramid to MyPlate. These resources join the previously updated MyPlate resources for WIC participants titled Tips for Breastfeeding Moms, Tips for Pregnant Moms and Healthy Eating for Preschoolers factsheets. The poster correlates content from the *Tips for Pregnant Moms* factsheet while the *How WIC Helps* brochure's target audience has expanded to include not only pregnant and breastfeeding moms, but all potential WIC-eligible participants. WIC agencies have the ability to choose from 4 different cover images and add its agency's address to the back of the brochure. The brochure and poster may be used to enhance nutrition education interactions with WIC participants and for outreach activities.

Enclosed in this mailing are the revised poster and brochure. To access these resources online, visit the Works Resource System (WWRS) at: wicworks.nal.usda.gov/nutrition-education; or to request print copies, you may use our new online order form available from the WIC Works homepage (wicworks.nal.usda.gov). The African-American version of *How WIC Helps* can be ordered in print. WIC agencies can print the other brochures as needed.

FNS also recently posted the revised substance use prevention manual, *Substance Use Prevention Screening, Education, and Referral Resource Guide for Local WIC Agencies*. This new resource replaces the existing manual, *Providing Drug Abuse Information and Referrals in the WIC Program: A Local Agency Resource Manual*.

Like the previous manual, the new resource guide is designed for WIC agency staff to help integrate alcohol, drug and other harmful substance use related information and referral elements into their clinic activities. It contains a wealth of available resources and links to access a variety of appropriate educational materials for WIC participants and training materials for WIC staff. Of potential particular interest to WIC staff are a number of appendixes that provide several training and information material, participant education materials, additional links/resources for both staff and participants, and guidance to assist WIC staff in addressing issues outside of WIC scope of practice.

In addition, a new, exciting feature to this guide is that it is interactive, providing internal and external hyperlinks, navigation buttons and, where applicable, customizable forms intended to facilitate education and referral activities for a user-friendly experience. Users can save the new resource guide to a computer/desktop for easy use and reference. This resource is available online at: wicworks.nal.usda.gov/topics-z/substance-abuse-guide.

We hope you find these materials helpful to your education and outreach efforts. Visit the WWRS for additional materials. Let us know what else we can do to help you help WIC! Contact the WWRS team by phone: 301-504-6047, by fax: 301-504-6409, or by email: wicworks@ars.usda.gov.

DEBRA R. WHITFORD
Director
Supplemental Food Programs Division