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WIC 101

USDA, Economic Research Service:

[Food Assistance Landscape, 2009](#)

[The WIC Program: Background, Trends, and Economic Issues, 2009 Edition](#)

USDA, Food and Nutrition Service:

[WIC Fact Sheet](#)

Publication – How WIC Helps

[Food Packages Staff Training Materials](#)

[Nutrition Education Guidance](#)

[VENA: A Guide to the Art and Science of WIC Nutrition Assessment](#)

[Loving Support Makes Breastfeeding Work™](#)

Institute of Medicine:

[WIC Food Packages: Time for a Change](#)

Images provided by:

West Virginia WIC Program

Maryland WIC Program

Texas WIC Program

WIC Breastfeeding Basics

USDA, Food and Nutrition Service:

[Using Loving Support™ to Grow and Glow in WIC](#)

[Counseling Points for the Breastfeeding Mother](#)

[Feeding Infants: Nourishing Techniques and Attitudes modules and Infant Nutrition and Feeding: A Guide for Use in the WIC and CSF programs](#)

U.S. Department of Labor

[Fact Sheet #73: Break Time for Nursing Mothers under the FLSA](#)

U.S. Department of Health and Human Services (DHHS):

[Business Case for Breastfeeding](#)

DHHS, Centers for Disease Control and Prevention:

[Breastfeeding](#)

[Breastfeeding Trends and Updated National Health Objectives for Exclusive Breastfeeding --- United States, Birth Years 2000--2004](#)

[CDC National Survey of Maternity Practices in Infant Nutrition and Care \(mPINC\)](#)

Nemours Foundation:

[Weaning Your Child](#)

West, D. and L. Marasco. *The Breastfeeding Mother's Guide to Making More Milk* (Chapter 1). New York, NY: McGraw Hill, 2008. 304 pp.

Colson, S. *An Introduction to Biological Nursing: New Angles on Breastfeeding*. Amarillo, TX: Hale Publishing L.P., 2010. 136 pp.

Kleinman R. *Pediatric Nutrition Handbook, 6th ed.* Elk Grove Village IL: American Academy of Pediatrics, 2009. 1500 pp.

Images provided by:

Texas WIC Program

Value Enhanced Nutrition Assessment

[VENA guidance and associated training documents](#)

Feeding Infants: Nourishing Attitudes and Techniques

[Infant Nutrition and Feeding: A Guide for Use in the WIC and CSF Programs](#)

Communicating with Low Literacy Audiences References

Books

- Doak, C., Doak, L.G., Root, J.H. *Teaching Patients with Low Literacy Skills*. Philadelphia, PA: J. B. Lippincott Company, 1996. 212 pp.
- National Cancer Institute. *Clear & Simple: Developing Effective Print Materials for Low-Literate Readers*. NIH Publication No. 95-3594. 1994. 61 pp.
- Nitzke, S., Shaw, A., Pingree, S., et al. *Writing for Reading: A Guide for Developing Print Materials in Nutrition for Low Literacy Adults*. University of Wisconsin Extension.
- Osborne, H. *Overcoming Communication Barriers in Patient Education*. Gaithersburg, MD: Aspen Publishers, Inc., 2001. 65 pp.
- Shield, J., Mullen, M.C. *Developing Health Education Materials for Special Audiences: Low Literate Adults*. Chicago, IL: American Dietetic Association. Audiocassette, workbook, and pamphlet. 1992.

Articles

- Fry, E. "Readability Formula that Saves Time." *Journal of Reading*, 11(7): 512-516, 575-578. 1986.
- McLaughlin, H.G. "Smog Grading: A New Readability Formula." *Journal of Reading*, 12(8): 639-646. 1969.

Internet Resources

- SNAP-Ed Connection's Health Literacy Links
Description: Provides statistics, reports, and general information regarding health literacy.
- Health Care Provider/Health Educator Resources
Description: A list of web sites geared for professionals who want to learn about or address the issue of health literacy.
- The Literacy Information and Communication System
(formerly National Institute for Literacy)
Description: The National Institute for Literacy encourages the development and provision of high quality adult education and literacy services.
- Readability and Reading Tests
University of Virginia Health Systems (no longer available online)
Description: This site provides methods used to measure the readability of a document.
- The Smog Readability Formula
Description: The Smog Readability Formula is a method one can use to determine the reading level of written materials.
- Substitute Word List (no longer available online)
Description: This site presents a list of words that are commonly found in health care literature, and provides a substitute word instead of the technical word which will lower the readability level of material.
- WIC Works Developing Educational Materials - WIC Works Resource System.
Description: This site provides guidelines for developing education materials.

Working in a Multicultural Environment References

Books

- Graves, D.E., Sutor, C.W. *Celebrating Diversity: Approaching Families through their Food*, Revised edition. Arlington, VA: National Center for Education in Maternal and Child Health, 1998.
*NAL CALL NO.: RA784.G73
- Kittler, P.G., Sucher, K.P. *Cultural Foods: Traditions and Trends*. Belmont, CA: Wadsworth/Thomson Learning, 2000.
*NAL CALL NO.: TX725.A1K545

- Kittler, P.G., Sucher, K.P. *Food and Culture in America: A Nutrition Handbook*. 2nd edition. Belmont, CA: Wadsworth/Thomson Learning, 1998.
*NAL CALL NO.: TX357.K5
- Kletzky, L.R. *Maternal and Infant Nutrition Bilingual Counseling: English-Spanish*. Beverly Hills, CA: Bilingual Counseling Center, 1991.
*NAL CALL NO.: RG599.K6
- Lassiter, S.M. *Multicultural Clients: A Professional Handbook for Healthcare Providers and Social Workers*. Westport, Conn.: Greenwood Press, 1995.
*NAL CALL NO.: RA418.5.T73L37
- Sue, D.W., Sue, D. *Counseling the Culturally Different: Theory and Practice*, 3rd edition. New York: J. Wiley & Sons, 1999.
*NAL CALL NO.: BF637.C6S58
- U.S. Department of Agriculture. *Cross-Cultural Counseling: A Guide for Nutrition and Health Counselors*. Food Nutrition Services, 1986.
*NAL CALL NO.: ATX353 U5 no.250

Articles

- Curry, K. Multicultural Competence in Dietetics and Nutrition. *Journal of American Dietetic Association*, 100:1142-1143. 2000.
- Harris-Davis, E., Haughton, B. Model for Multicultural Nutrition Counseling Competencies. *Journal of American Dietetic Association*, 100:1178-1185. 2000.

Internet Resources

- Cultural Diversity as Part of Nutrition Education and Counseling
National Policy & Resource Center on Nutrition & Aging.
Description: This site describes why multicultural competence is important in nutrition education.
- Ethnic and Cultural
Food and Nutrition Information Center, National Agricultural Library (NAL), USDA.
Description: Links to various related Web sites.
- Food Guide Pyramid for Kids
Human Environmental Sciences publication GH1801. University of Missouri
Description: A colorful Food Guide Pyramid for kids that shows healthy food options in each group. There is also a blank Food Guide Pyramid that can be filled in by participants.

Using Facilitated Discussion References

Books

- *Facilitator's Guide for Nutrition Education: Listen, Share, and Support*. Santa Fe, NM: New Mexico WIC Program, 1994.

Articles

- Peacock, A.R., Achterberg, C. How to Make Nutrition Education More Meaningful through Facilitated Group Discussions. *Journal of the American Dietetic Association*. (99)1: 72-76. 1999.
- Sigman-Grant, M. Facilitated Discussions. *University of Nevada Cooperative Extension Continuing on the Road to Excellence Newsletter*. Issue 1; June 2001.

Internet Resources

Nutrition Education: On the Road to Excellence. Teleconference sponsored by the Southwest Region of USDA. April 26-27, 2001.

Applying Motivational Interviewing References

Books

- Miller, W.R., Rollnick, S. *Motivational Interviewing, 2nd edition: Preparing People for Change*. New York, NY: Guilford Press, 2002.
- Prochaska, J.O., DiClemente, C.C. *The Transtheoretical Approach: Crossing Traditional Boundaries of Change*. Homewood, IL: Dorsey Press, 1984.

- Rollnick, S., Mason, P., Butler, C. *Health Behavior Change: A Guide for Practitioners*. New York, NY: Harcourt Publishers Ltd., 2000.

Articles

- Berg-Smith, S.M., et al. A Brief Motivational Intervention to Improve Dietary Adherence in Adolescents. *Health Education Research*, 14(3), 399-410. 1999.
- Keller, V.F., White, M.K. Choices and Changes: A New Model for Influencing Patient Health Behavior. *Journal of Communications in Medicine*, 4(6), 33-36. 1997.
- Noonan, W.C., Moyers, T.B. Motivational Interviewing: A Review. *Journal of Substance Misuse*, 2, 8-16. 1997.
- Resnicow, K., et al. A Motivational Interviewing Intervention to Increase Fruit and Vegetable Intake Through Black Churches: Results of the Eat for Life Trial. *American Journal of Public Health*, 91(10), 1686-1693. 2001.
- Rollnick, S., Heather, N., Bell, A. Negotiating Behavior Change in Medical Settings: The Development of Brief Motivational Interviewing. *Journal of Mental Health*, 1, 25-37. 1992.
- Smith, D.E., et al. Motivational Interviewing to Improve Adherence to a Behavioral Weight-Control Program for Older Obese Women with NIDDM: A Pilot Study. *Diabetes Care*, 20(1), 52-54. 1997.

Internet Resources

- Nutrition Education: On the Road to Excellence. Teleconference sponsored by the Southwest Region of USDA. April 26-27, 2001.
- Motivational Interviewing. Mid-Atlantic Addiction Technology Transfer Center.
Description: This site provides information on the background and practice of motivational interviewing.

Getting the Word Out References

Books

- McGee, J., McGee & Evers Consulting, Inc. Writing and Designing Print Materials for Beneficiaries: A Guide for State Medicaid Agencies. Health Care Financing Administration, DHHS, 1999. Publication Number 10145.
- WIC at the Crossroads: The Texas WIC Marketing Study. Best Start, Inc. Distributed by the Texas Department of Health. 1994
*NAL Call No.: HV699.3 T4W53

Internet Resources

- MCH Program Interchange: Focus on Outreach. Maternal and Child Health Library. 1999. 28 pp. No longer available online.
- Reaching Our Children: A Compendium of Outreach Models. Health Resources and Services Administration. Centers for Medicare & Medicaid Services.
No longer available online.
- WIC Outreach Settings, WIC Learning Center
WIC Works Resource System.
Description: This site contains links to various related topics.
- WIC Works Sharing Center
WIC Works Resource System.
Description: The WIC Works Sharing Center contains materials developed by the state WIC agencies.

Videos

- Lily Talks About WIC
United Learning
Evanston, IL: AGC/United Learning, 2001.
*NAL CALL NO.: Videocassette no. 3078

Making Nutrition Education Fun and Attractive References

Books

- Achterberg, C., Kiel, M.L., and C. Miller. Nutrition Education Ideas Resource Manual. The Pennsylvania State University. 2000.
*NAL Call No.: TX364.N889 2000

Articles

- Anliker, J., et al. Using Peer Educators in Nutrition Intervention Research: Lessons Learned from the Maryland WIC-5-A-Day Promotion Program. *Journal of Nutrition Education*. Nov/Dec, 348-354 1999.
- Carroll, J.M., et al. Using Interactive Multimedia to Deliver Nutrition Education to Maine's WIC Clients. *Journal of Nutrition Education*. Jan/Feb, 19-25. 1996.
- Hampl, J.S., Hampl, P., and N.M. Betts. Education, Entertainment, and a Great Snack: A WIC Example. *Journal of Nutrition Education*. July/Aug 216A. 1995.
- Hampl, J.S., Wallen, M.K. Smart WIC Shoppers: Advanced Nutrition Education for WIC Participants. *Journal of Nutrition Education*. May/June 178-179. 1998.

Internet Resources

- Extension Education Process and Practice: Program Delivery Methods.
North Carolina Cooperative Extension Service's
Description: This site describes the method of delivering Extension education programs.
- Make Every Class Count: Ideas to Liven Up Nutrition Education Classes
Utah WIC's "Make Every Class an Event"
WIC Works Sharing Center
- Mooove Campaign Kit
Florida WIC's Mooove to Lowfat or Fat Free Milk Campaign
Web site:
Description: This site allows education materials to be duplicated for the Lowfat or Fat Free Milk Campaign.
- Nasco Nutrition Teaching Aids Catalog
Description: Items can be ordered directly from the Web site, or a print catalog can be requested.
- WIC Works Learning Center's Nutrition Education, Counseling, Materials and Evaluation
WIC Works Resource System

Feeding Infants and Children Safely References

Books

- Riordan, J., Auerbach, K. *Breastfeeding and Human Lactation*, 2nd edition. Boston, MA: Jones and Bartlett Publishers. 1999.

Internet Resources

- American Academy of Pediatrics
- Food Safety WIC Works Topics A-Z
WIC Works Resource System.
- Listeriosis and Pregnancy: What is Your Risk?
Association of Women's Health, Obstetric and Neonatal Nurses
Description: This pamphlet describes safe food handling practices during pregnancy.
- USDA / FDA Foodborne Illness Education Information Center
Food Safety Information Center, National Agricultural Library, USDA
Web site no longer available.
- WIC Works Food Safety Resource List
Food and Nutrition Information Center, National Agricultural Library, USDA.

Breastfeeding Promotion and Support References

Books

- Gotsch, G. *Breastfeeding - Pure and Simple*. La Leche League International, 2000.
- La Leche League International. *The Womanly Art of Breastfeeding*, 7th edition. Plume, 2004.
- Pryor, K. *Nursing Your Baby*. New York, NY: Harper & Row, 1991.
- Renfrew, M., Risher, C., Arms, S. *Bestfeeding: Getting Breastfeeding Right for You*. Celestial Arts, 2000.

Internet Resources

- 4Women.gov. The National Women's Health and Information Center
U.S. Department of Health and Human Services.
- Breastfeeding Promotion and Support
Center for Disease Control
- Fathers Supporting Breastfeeding
Food and Nutrition Services, USDA
Description: This site is part of WIC's national breastfeeding initiative to involve fathers in breastfeeding promotion efforts.
- Learning Center - Breastfeeding Promotion and Support
WIC Works Resource System
- National WIC Association
- United States Breastfeeding Promotion Committee
Description: This site promotes, supports and protects breastfeeding.

Organizations and Education Materials

- Best Start Social Marketing
Description: Best start is a not-for-profit corporation that provides social marketing services including the Loving Support Campaign to support public health, education, social service and other organizations that serve economically disadvantaged families.
- Childbirth Graphics Catalog
This Web site offers pamphlets, posters, etc., for breastfeeding promotion and education.
- International Lactation Consultant Association
This Web site provides a list of Lactation Management Courses.
- La Leche League International (LLLl)
This Web site has local league contact information for referring WIC participants.
- Noodle Soup Catalog
This Web site specializes in educational materials for pregnancy, breastfeeding, World Breastfeeding Week, childbirth and parenting education.

Herbs and Supplements: What you should Know

Articles

- Food and Nutrition Information Center's *Dietary Supplements Resource Lists*.
- Position of the American Dietetic Association: Food Fortification and Dietary Supplements. *Journal of the American Dietetic Association*, 101:115. 2001.
- Position of the American Dietetic Association: Functional Foods. *Journal of the American Dietetic Association*, 2001.
- U.S. Food and Drug Administration. *Supplements Associated with Illness and Injuries*. Sept. - Oct. 1998.
- U.S. Food and Drug Administration. *Tips for the Savvy Supplement User: Making Informed Decisions*. March - April 2002.

Internet Resources

- Dietary Reference Intakes (DRI) and Recommended Dietary Allowances (RDA). Food and Nutrition Information Center, USDA, National Agricultural Library (NAL).
- Dietary Supplements
Food and Drug Administration, Center for Food Safety and Applied Nutrition.
- Dietary Supplement and Herbal Information
Food and Nutrition Information Center, USDA, National Agricultural Library (NAL)
- Dietary Supplements Warnings and Safety Information
Food and Drug Administration, Center for Food Safety and Applied Nutrition.
- A Mini Course in Medical Botany. J. Duke.