References

Table of Contents

WIC 101 ..............................................................2
WIC Breastfeeding Basics ........................................2
VENA modules ...............................................3
Infant Feeding Modules .........................................3
Communicating with Low Literacy Audiences References ..........................3
Working in a Multicultural Environment References .................................3
Using Facilitated Discussion References ..............................................4
Applying Motivational Interviewing References .....................................4
Getting the Word Out References .................................................5
Making Nutrition Education Fun and Attractive References .....................5
Feeding Infants and Children Safely References ....................................6
Breastfeeding Promotion and Support References ..................................6
Herbs and Supplements: What you should Know ....................................7
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

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


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


Articles


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.

  Description: This site provides guidelines for developing education materials.

Working in a Multicultural Environment References
Books

  *NAL CALL NO.: RA784.G73*

  *NAL CALL NO.: TX725.A1K545*
  *NAL CALL NO.: TX357.K5*

• Kletzky, L.R. *Maternal and Infant Nutrition Bilingual Counseling*: English-Spanish.
  *NAL CALL NO.: RG599.K6*

  *NAL CALL NO.: RA418.5.T73L37*

  *NAL CALL NO.: BF637.C6S58*

  *NAL CALL NO.: ATX353 U5 no.250*

**Articles**


**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**


**Articles**


**Internet Resources**


**Applying Motivational Interviewing References**

**Books**


**Articles**


**Internet Resources**

- 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**

- 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**

- 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
  *NAL CALL NO.: Videocassette no. 3078*

**Making Nutrition Education Fun and Attractive References**

**Books**
  *NAL Call No.: TX364.N889 2000

Articles

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

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
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 (LLLI)
  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.

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.