

Sample Feature Article

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CONTACT: [insert name], [insert agency name]
[insert phone number or e-mail address]

New WIC Foods Promote Healthy Habits

[Insert Town] - Starting on Oct. 1, North Carolina will make major changes to WIC, the Special Supplemental Nutrition Program for Women, Infants and Children. There will be more choices to support healthy habits such as breastfeeding, and eating more fruits, vegetables and whole grains while lowering the fat. And, there will be more variety.

Whole-grain breads and cereals, tortillas, brown rice, fruits, vegetables and tofu are just some of the new items that will be available to low-income pregnant, postpartum and breastfeeding women, infants and children until the age of five. The changes will encourage more breastfeeding. Women who breastfeed will receive more healthy foods than mothers who do not.

As concerns about growing rates of overweight, obesity and diabetes continue, health experts say an overhaul was needed.

"Originally, the WIC foods were meant to eliminate vitamin deficiencies. Today, it's more a problem of eating too much and not getting enough physical activity that we have to deal with," explains [insert WIC Director name], director of the WIC Program for [insert agency name]. "The new foods follow the *Dietary Guidelines for Americans*," added [insert WIC Director name].

In general, the foods available to the [insert number] WIC participants in [insert county/agency name] will be higher in fiber and lower in fat. For the first time, selections like tofu, brown rice, tortillas and a wider variety of beans will meet more cultural preferences.

At the WIC office in [insert county/agency name], families receive food instruments and cash-value vouchers along with recipes and tips on how to buy and use the healthier foods.

"The WIC Program is especially helpful to families in this economy," said [insert WIC Director name]. "Parents want to give their children healthier choices like more fruits and vegetables, and whole grains. Now they can." The North Carolina WIC Program supports healthy habits for healthy families.

For more information, contact [insert agency name] at [insert phone number] between [insert days and hours of operation] or go to www.nutritionnc.com and click on WIC. USDA is an equal opportunity provider and employer.

WIC...Healthy Habits, Healthy Families

- ♦ Breastfeed your baby
- ♦ Eat more fiber
- ♦ Lower the fat
- ♦ Eat more fruits and vegetables
- ♦ Eat more whole grains
- ♦ Drink less juice and sweetened beverages
- ♦ Make family meals matter

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