

Sample Health Care Provider Outreach Letter

Use Local Agency Letterhead

[Date]

Dear *[Insert Health Care Provider's or Office Manager's name]*:

On July 1, the North Carolina WIC Program implemented a new prescription form. This letter is to remind health care providers that after Oct. 1, WIC will only accept prescriptions that contain all required information. We encourage you to use the WIC Prescription form to capture all the necessary information. We have included a copy for your reference. Additional copies can be obtained from our office or from the State Agency website, www.nutritionnc.com. We ask that you recycle all prior versions of the WIC Prescription form. We also ask that you share this information with all of the physicians and health care providers in your office.

WIC, the Special Supplemental Nutrition Program for Women, Infants and Children is preparing for other exciting changes and we want you to be part of the process. The WIC food package is changing. Beginning in October, the food package will include opportunities to receive a cash-value voucher to purchase fruits and vegetables. The food instruments will include whole-grain cereals, whole-grain bread, whole-wheat or soft-corn tortillas or brown rice. In addition, there are changes for infant food packages and reductions in the amount of juice, eggs, milk and cheese provided to women and children.

These changes strengthen WIC's breastfeeding promotion and support as well as help meet the 2005 Dietary Guidelines for Americans, the Healthy People 2010 goals and are consistent with the current recommendations for the American Academy of Pediatrics on infant feeding.

North Carolina WIC has identified seven key behaviors that the new food package will help support.

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

Nutrition education will focus on the identification, selection and use of the new foods and support the behaviors listed above.

The new and improved WIC food packages can be a powerful tool to improve the health and nutrition status of our mutual clients. In addition to the WIC Prescription form we have enclosed additional information regarding the exciting changes in WIC. For more information about the North Carolina WIC Program, please go to the state agency website, www.nutritionnc.com or contact your local WIC office at *[insert contact number]*.

Sincerely,

[Insert Local Agency Contact Person]

Enclosures: WIC Prescription Form **[required]**
Health Care Provider Flyer **[required]**
New WIC Foods brochure **[suggested]**
[Other information at the Local Agency discretion]