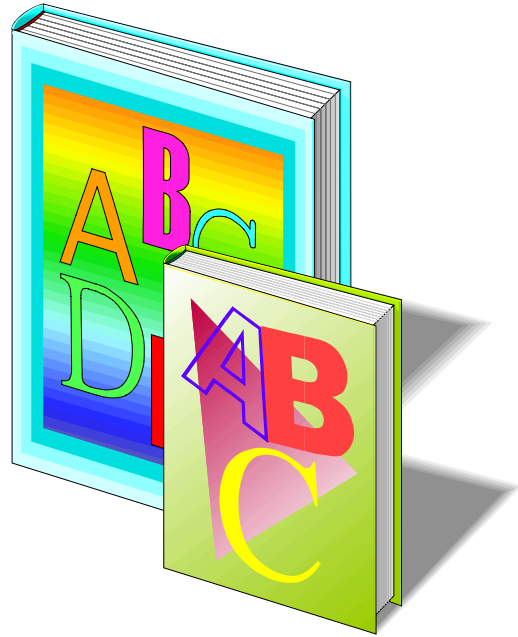


WIC Healthy Children

1. **Talk often with your children from the day they are born.**
2. **Hug them, hold them, and respond to their needs and interests.**
3. **Listen carefully as your children communicate with you.**
4. **Read aloud to your children every day, even when they are babies. Play and sing with them often.**
5. **Say "yes" and "I love you" as much as you say "no" and "don't."**
6. **Ensure a safe, orderly, and predictable environment, wherever they are.**
7. **Set limits on their behavior and discipline them calmly, not harshly.**



Ready to Read

**USDA Literacy Showcase
National WIC Association
2003 Annual Conference
May 24, 2003**

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Alaska

Title of Project: Food For Thought: Reading With Your Child. A
WIC Nutrition Education Library Reading Program

Agency Name: Municipality of Anchorage WIC Program

Key Word Descriptors: Nutrition Education, Reading, Children, WIC

Description of Project:

"Food For Thought" is a nutrition education opportunity for Anchorage WIC clients, which encourages parents to read to their children. A complete set of books, purchased by the State of Alaska WIC Program, used for teaching children about nutrition is available at the Muldoon Branch Library. Four of the titles are available in Spanish. Procedures for WIC staff:

1. Explain procedure to client.
2. Schedule an Interactive Nutrition Education appointment. Make a note that the book must be read by the date of the next appointment, and that the question sheet for that book must be filled out by client and returned to the librarian.
3. Give the client a copy of the library brochure listing hours of library operation. Provide client with *WIC Alternative Nutrition Education Option* form.
4. Explain to the client that WIC staff will mail vouchers to the client's home when a completed question sheet is received from the library.
5. Record the appointment date and type as "LIB" in the Appointment Log of the client's chart.

NOTE: If a client has a library card, he/she may choose to check out one of the books on the list if the book is part of the library's regular inventory and not on reserve. Books on reserve may not be checked out.

Results of Project: This project began in January 2003. It is being evaluated and results will be available beginning in April 2003.

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Arkansas

Title of Project: *Wellness in the Community*. . .Healthy Eating, Healthy Weight, Healthy Living

Agency Name: ARWIC Program

Key Word Descriptors: Nutrition Education, Wellness, Healthy Lifestyle, Weight Management

Description of Project:

As follow-up to our USDA Southwest Region Teleconference: "On the Road to Excellence," which addressed effective educational methodologies and also to begin addressing the issues of childhood obesity and reading readiness, we chose to use secondary nutrition education as our vehicle. We used the overall theme of Wellness in the Community, a title already familiar to our professional WIC colleagues, from our WIC Nutrition quarterly newsletter. We then focused the bimonthly lesson plans around the topics of healthy eating, healthy weight and healthy living. For each of the six lesson topics, nutrition educators were provided a lesson plan, bulletin board ideas, recipes and handouts, including a take home child's booklet relating to the theme of the lesson. To implement the educational method of "modeling behavior" the WIC nutrition educator was provided a large, hardback spiral bound version of the child's book that was read aloud to children who attended the learning session. Each family then took home the smaller version that parent's could also read to the child. Most of the booklets also were designed as color pages for the child. One example is the September-October lesson "BMI. . .A Good Measure" that introduced the new concept of BMI as we implemented the new nutrition risk criteria using BMI. The lesson gave a simple explanation of BMI, and health consequences of overweight. Two healthy recipes were shared with participants. The child's booklet "This is my 'I Like to play, run, jump, eat, drink and look' Book" was distributed. It addressed tooth brushing, eating a healthy breakfast, active play, dinnertime food choices, and drinking milk and water.

Results of the Project: Nutrition educators and participants positively received the project. As a result, in 2003 a similar approach is being implemented with a slightly modified format. The booklet will be family focused and will include a suggested family goal for each week of the month: one focusing on nutrition, one on physical activity, one on family time (activity) and one on literacy. Each booklet will contain information relating to the four goals, including a story to be read to the child participant.

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California

Title of Project: Family-Centered Education (FCE) Project

Agency Name: California WIC Program

Key Word Descriptors: Family-Centered Education, School Readiness

Description of Project:

Family-Centered Education is a nutrition education method that involves the whole family in the education process. The educational activities promote school readiness and healthy nutrition practices for children. The California WIC Program has focused on *Family-Centered Education* as an effective method for preparing WIC children for school.

Results of Project: In 2001, California WIC developed and field-tested three FCE curriculum: *Gardening, Five-a-Day, and Grocery Shopping with the Family*. This curriculum incorporated rich language experiences, including a read aloud book in each class. Parents and their children participated in activities that build thinking, math, and social skills.

In 2002, California WIC expanded FCE to 18 local WIC agencies. The State WIC Program conducted a two-day FCE workshop. Topics included: learning about school readiness, how to incorporate music into learning, working with families that are culturally and linguistically diverse, and how to read aloud to family groups.

Many of the local agencies have displayed creativity and commitment in the implementation of FCE. Of special note were the following agencies:

- Northeast Valley WIC Program successfully partnered with local pediatricians to provide free books to WIC families through the Reach Out and Read program. They also offered a book exchange program for WIC families. They received the Basic Literacy Grant Program from Starbucks.
- San Mateo County WIC Program enlisted students as volunteers from the local YMCAs to bag donated gardening soil for the WIC families participating in the Gardening FCE class. They obtained additional funding from Tobacco Grants for on site WIC libraries.
- Riverside County WIC Program collaborated with a childcare program and local libraries to promote literacy and school readiness with WIC families. Staff read to children in the waiting room and gave out books.

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Cheyenne River Sioux, South Dakota

Title of Project: Reading Readiness Resource Report/Manual

Agency Name: Cheyenne River Sioux Tribal WIC Program

Key Word Descriptors: Readers, Reading Readiness Resource Report;
Congregated Children Centers; Reading
Readiness Program Resources

Description of Project:

The purposes of the project were to:

1. Identify quiescent and actual literacy resources to be used in conjunction with the development of a coordinated Reservation-wide Reading Readiness Project;
2. Identify areas of congregated child services/activities that would serve to provide reading readiness opportunities; and
3. To develop conduits to opportunities/activities for professional/non-professional literacy specialists, mentors and/or volunteers.

Results of Project: Non-applicable at this time. Projected outcome and impact will depend on the number of responses and collaborative interest in the merits of the Project.

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Choctaw Nation of Oklahoma

Title of Project: "Reading: Discover the Rewards"

Agency Name: Choctaw Nation WIC of Oklahoma

Description of Project:

We address reading readiness each month in our nutrition lesson. These lessons are given to each participant during their regular visit. A special section is assigned for a reading list. This list includes food related books such as "Cloudy with a Chance of Meatballs" and non-nutrition books as well. Most books are available through local libraries. We contacted our local libraries, teachers in our area, and used several sources on the Internet to access recommended books in a variety of areas that appeal to young children.

We have purchased 5-A-Day coloring books for our children along with bookmarks. Hot Facts for Cool Kids was given out at our health fairs and county fairs to the early childhood and kindergarten students who came through our building. All items have been popular with our kids. Funding for our project was through our Operational Adjustment money.

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Florida

Title of Project: "Read for Health" Literacy Initiative

Agency Name: Florida Department of Health /WIC & Nutrition Services

Key Word Descriptors: Read for Health, Literacy Initiatives, Mentoring Initiative

Description of Project:

In keeping with the Florida Department of Health's mission to promote and protect the health and safety of all people in Florida, the Department of Health launched its own "Read for Health" literacy initiative in October 2002, which incorporates the importance of literacy among the health care services provided to Florida's families by the Department of Health. The Department's "Read for Health" initiative joins other initiatives across the state in supporting Governor Bush's "Just Read, Florida!" literacy program, which seeks to ensure that all children read at or above grade level by 2012.

Florida's state WIC office has been involved with the "Read for Health" workgroup since its inception and assisted with the following activities: (1) a telephone survey was conducted to assess what types of literacy programs are already implemented in Florida; (2) a book drive was conducted at the state office complex and donated books were distributed to local health department clinics; and, (3) an Intranet website about the Department's literacy initiatives was developed. The workgroup is presently working on an Internet website that will be accessible to the general public who are interested in obtaining literacy information. Also, the state WIC office, in collaboration with the Dade County WIC Project, distributed a set of six developmentally appropriate, nutrition related books to each local WIC agency within the state to promote reading among WIC clients.

As of February 2003, at the local WIC agency level, 23 of Florida's 43 local agencies have implemented literacy initiatives. Some agencies are participating in the national "Reach Out and Read" or "Born to Read" programs to encourage reading among the WIC clients. Other local WIC agencies have conducted activities such as: providing gifts of books to children in their native language at health events; developing displays promoting the importance of reading to children, which are set up in their clinic waiting areas; and, inviting local library staff to offer presentations in the clinic waiting areas, using nutrition-related books. The Bay County WIC Project began a new reading program, "Caring and Sharing through Stories." It combines two of the Governor's initiatives, reading and mentoring. Bay

County WIC staff set up a “Children’s Reading Corner” in their WIC clinic waiting area, and local health department employees participate in the mentoring program by reading to WIC children.

Results of Project: This is an on-going initiative and the plans are to continue this initiative indefinitely.

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Inter-tribal Council of Arizona (ITCA)

Title of Project: Fit WIC

Agency Name: Native American Community Health Center; Salt River Indian Community; White Mountain Apache Tribe

Key Word Descriptors: Native American, Reading Readiness, Food Preparation, 5-A-Day, Satiety, Carrots

Description Of Project:

Fit WIC is a childhood obesity prevention project funded through the United States Department of Agriculture. Currently, three local agencies are piloting the project. Plans to expand the project to additional ITCA local agencies during the 2003 fiscal year are under way. One major component of the Fit WIC Project is interactive classes with WIC children. During these classes, books are read to the children and concepts are then discussed. Each child goes home with the book that was read. There are three books used for the Fit WIC classes and specific concepts discussed. They are as follows:

- The Hungry Caterpillar:
 - The caterpillar must have been very hungry at the beginning of the story. What does your stomach feel like when it is hungry?
 - How do you think the caterpillar felt at the end of the story? How do you know when it is time to stop eating?
- The Carrot Seed Book:
 - How did the little boy feel when his carrot seed didn't grow?
 - Where do you think the orange part is?
 - Have any of you ever grown a carrot?
 - What do you think the boy did with the carrot?
- Oliver's Vegetables:
 - Did Oliver like vegetables in the beginning of the book?
 - Show the children some different vegetables. Ask them if they can name them.
 - What vegetables have you tasted? Carrots? Peas? Cabbage? Spinach? Broccoli? Squash? Corn?

Results of the Project: The Fit WIC Project is currently being evaluated.

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Iowa

Name of Project: WIC Birthday Books

Name of Agency: Iowa Department of Public Health (IDPH)

Key Word Descriptors: Birthday Books, Outreach, Partnership

Description of Project:

The WIC Birthday Book project began as an outreach project using books about healthy foods both as an incentive for parents to return to WIC for certification of one and two-year olds, and to provide a nutrition education message. A state contract with a major book distributor allowed us to purchase board books at a substantial discount in the fall of 2001 with nutrition services and administration funds.

“Read with Me: Good Food, Good Books, Good Learning ” brochures were developed in partnership with the Iowa Department of Education’s “Every Child Reads: Birth to Kindergarten” initiative. Other resources provided to local WIC agencies were: (1) Birthday cards; (2) Monthly lists of children with upcoming birthdays in the two targeted age cohorts; and (3) Flyers with a message from the governor that encourages both continued WIC participation and reading to young children.

Some agencies mail the birthday card enclosing the flyer as a “coupon” that the family must bring to receive the book when they come for certification. Some distribute the books and “Read with Me” brochures at the certification appointment without using the reminder flyers and birthday cards.

We encouraged local agencies to partner with civic groups and businesses to provide books. The two Borders stores in Iowa used WIC as the recipient of their “giving tree” at Christmas. Barnes and Noble has expressed an interest in doing a similar project.

Results of Project: There have been many positive comments from families and eager acceptance of the books. The project was highlighted in the IDPH Annual Report and in remarks by Iowa First Lady Christie Vilsack at the 2002 Iowa Public Health Conference. The project was included in the “Every Child Reads: Birth to Kindergarten” report in the Iowa Community Empowerment—Partners for Success newsletter.

At least one agency has expanded the program to all age groups. In addition, we are now offering Project READ (Read, Eat And Do Together), a book bag/family activity program developed by Iowa State University Extension that focuses on family meal times. Twelve of the twenty local agencies will be using Project READ materials in 2003.

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Louisiana

Title of Project: Breastfeed + Reading = A Smart Start

Agency Name: Department of Health and Hospitals, Office of Public Health,
Center for Preventive Health, Nutrition Services

Agency Name: Louisiana WIC

Key Word Descriptors: Breastfeed + Reading

Description of Project:

Louisiana instituted a pilot project, "Breastfeeding + Reading = A Smart Start" in response to USDA's request to integrate literacy into the nutrition education received by WIC participants. "Breastfeeding + Reading = A Smart Start" is adapted from a similar project in the Public Health Foundation Enterprises WIC Program in California. The objective of this particular class is to help prenatal mothers on the WIC program understand how breastfeeding and early reading experiences promote optimal development in children. Louisiana has a high rate of illiteracy, therefore this project also teaches mothers who are unable to read that they can give their child a head start by holding a book and telling the infant a story while breastfeeding. Simple visuals were developed to use as props for the class. This project was extremely cost effective and required no assisted funding.

Results of Project: The project was piloted at a local clinic in the City of New Orleans Health Department from June – August 2002, demonstrated at the state's annual WIC Nutrition Educators' Conference held September 18 - 20, 2002 and is now being taught in all WIC clinics around the state.

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Louisiana

Title of Project: 5-A-Day the Rabbit Food Way

Agency Name: Department of Health and Hospitals/Office of Public Health

Key Word Descriptors: 5-A-Day, Picky Eaters, Literacy, Reading Readiness

Description of Project:

The "5-A-Day the Rabbit Food Way" project is a nutrition education lesson plan that incorporates the 5-A-Day message, addresses the issue of picky eaters while stressing the importance of reading readiness. The lesson plan was developed as a result of the USDA/FNS initiative *WIC Healthy Children Ready to Read*. The State Agency Nutrition Education Coordinator developed the lesson plan based on information from the Texas Department of Health, Reach Out and Read National Center, and the Produce for Better Health Foundation. The children's book Rabbit Food by Susanna Gretz is the centerpiece of the lesson plan. The story is read to the participants followed by activities to reinforce the theme. Materials are provided to take home that highlight the concepts of reading and fruit/vegetable consumption.

The project was funded as part of the 2002 Operational Adjustment Funds awarded for the statewide Louisiana Nutrition Educators' Workshop. Books were purchased directly from the publisher, Candlewick Press, as part of their Non-profit Special Sales Program.

Results of Project: The lesson plan was initially presented at the statewide Nutrition Educators' Workshop in September 2002. Several local agencies have incorporated the lesson plan as part of their nutrition education program for child participants and reported favorable results. The lesson plan is to be utilized on a statewide basis beginning in 2003.

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Maryland

Title of Project: Discover Nutrition: An Interactive Nutrition Education Program for Children

Agency Name: Washington County WIC Program

Description of Project:

The Washington County WIC Program provided the Washington County Free Library with five Book Boxes. Book Boxes are themed learning kits. The boxes include materials, such as games, books, recipes, and audiotapes, which serve a variety of learning styles. Each box provides accurate nutritional information in a fun and interactive way. The five Book Boxes include: A Gardening Box, The Food Guide Pyramid Box, The Vegetable Box, The Fruit Box, and The Calcium Box. The Book Boxes are catalogued in the children's department of the library. The local area March of Dimes provided \$500.00 towards this project. The money was used to buy books, cassettes, boxes, file pockets, puzzles, and games. Permission was given from Barbara Mayfield, MS., R.D. of Noteworthy Creations, Inc. to copy her songs to use in the boxes. Jill Allen, a University of Maryland student assisted with the project. She developed the Calcium Land game – the nutritional relative of the popular game Candy Land.

Results of Project: The Washington County WIC program and The Washington County Free Library succeeded in working together to provide the library with an interactive children's nutrition education program. Parents are learning with their children about the benefits of good nutrition. Educators in the preschool and elementary schools have used the boxes in their classrooms.

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Missouri

Title of Project: WIC Reading Program

Agency Name: Montgomery County Health Department

State Agency: Missouri Department of Health and Senior Services

Key Word Descriptors: Reading Program

Description of Project:

Partner with the local Reading Council and Dolly Parton's Imagination Library to register each WIC participant 0-5 years of age for one free book monthly until age five. The WIC budget allowed for each family to receive a free book titled *Making Vegetable Soup*. This book will be given out during the months of August and September 2003 to accompany the nutrition topic *Healthy Eating for Weight Control/ Healthy Snacks vs. Unhealthy Snacks*. On the back cover of the book a recipe for vegetable soup is available for families to use and interact with their children.

Results of Project: Placing books in the homes of Montgomery County children promotes reading and a positive experience in homes that may otherwise be bookless.

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Missouri

Title of Project: Born to Read

Agency Name: South Central Public Health Services Group, Inc.

Key Word Descriptors: Learning, Reading Program, Children

Description of Project:

The Community Interagency Council is a coalition of human service and educational agencies. The Infant Child Committee focuses on projects to benefit infants and young children. (South Central Public Health Staff are part of the coalition and Infant and Child Committee.)

Books are provided to newborns at the local hospital, and to South Central Public Health. They are included in newborn layettes, which are given out at the health department, and also provided to children in WIC to read while at the health department or take home. Each book is accompanied by a packet of information that includes: information for parents on the importance of reading to their new baby; *Ten Tips to Boost Your Baby's Brainpower*; a list of libraries in a seven county area; and a brochure from Parents as Teachers. This national literacy program was initiated at Ozarks Medical Center in West Plains, June 2000. The Infant Child Committee, a sub-committee of Howell County Community Interagency Council, implemented the project with funding from a GTE Literacy Grant. The cost of each packet is approximately \$5.00, for a total cost annually of \$4,000. Donors of \$100 or more are acknowledged on the bookplate affixed to each book. Books were also donated to the project from other groups.

Results of Project: The program has been accepted with enthusiasm by all parents and children. The impact has been tremendous. "We cannot keep enough books available and the demand far exceeds the funding source. Many of our WIC children are thrilled to take a book home with them."

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Missouri

Title of Project: *Body Strong, Mind Strong...Read a Book!!*

Agency Name: Cole County Health Department

Key Word Descriptors: Reading Program

Description of Project:

The WIC Reading Program officially started September 2002. Community volunteers and WIC staff read to the children in the clinic while parents are receiving health department services. Cole County Commissioner, Eric Peters, has volunteered his time to read to the children. Through the program children receive a free age-appropriate book and bookmark. Approximately 75 books have been given to children. Scholastic, Inc. (Jefferson City, Missouri) provides the books to the program as a donation.

Results of Project: The reading program promotes the enjoyment of reading at a very young age while also providing entertainment to the children while they are waiting. This provides for a less stressful visit for both the child and parent. Readers model to parents the importance of reading to their children. Starting at a young age assists these children in becoming good readers, which in turn will help them be good students.

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Nebraska

Title of Project: Building Blocks Reading Project

Agency Name: Northeast Nebraska Family Health Services

Key Word Descriptors: Volunteers, Grant, Points, Library

Description of Project:

In Wahoo and Ashland WIC clinics, Ameri-corp volunteers read to the children. A Dollar General grant provides free books to hand out to the children. For every 10 books the children read, they receive a new one of their choice. Parents show a log to the volunteer, which tracks the books the children read.

At the Blair WIC clinic, our Building Blocks Boutique gives out donated books to all the children that come into their room. They are located just down the hall from WIC. Families earn points for reading to their infants and children and those points buy them merchandise in the Boutique. Points can also be cashed in to purchase a family membership at the local library, if they live outside of the city limits. At the Fremont WIC clinic, children's nutrition books have been purchased from the National WIC Association and students volunteer to read to the children at the clinic.

Results of Project: Because the children can earn books, parents are encouraged to read more to their children. The children look forward to getting their books and families are able to get memberships to the local library that they may not have been able to do previously.

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Nebraska

Title of Project: Reading to Children in the WIC Clinic

Agency Name: Douglas County Health Department

Key Word Descriptors: Volunteers, Blanket, Interns

Description of Project:

We have been reading to our children in the WIC clinic for the last three years. We purchased nutrition storybooks and have had volunteers come to the clinic to read. We have a blanket we place on the floor and the volunteers invite the children to sit with them and read. They also talk about the stories. The volunteers are usually Dietetic students from the University of NE at Omaha.

Results of Project: Children are encouraged to read and learn about nutrition. Students have an opportunity to learn about WIC and how to communicate with children.

Contact person for more information

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Nebraska

Title of Project: Reading Project for WIC Secondary Education

Agency Name: Lincoln/Lancaster Co. Health Dept.

Key Word Descriptors: Secondary Education

Description of Project:

Nutrition books were purchased to use in the WIC Clinic in two ways. We have a volunteer that comes in weekly to read to the children in the waiting room. The books are also used for secondary education as the staff speaks with the kids and the moms. They look at the books and talk about the foods they eat, where they fit into the food pyramid, and why they are "always" or "sometimes" foods. We also let the kids play with or look at the books during the certification visits for something to do

Results of Project: This is a good way to involve the children in the education visit. Visuals always keep children interested and talking. Also, if the child is occupied, mom is more likely to listen.

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Nebraska

Title of Project: WIC/Public Library Reading Project

Agency Name: Community Action Partnership of Mid-NE, Hastings Clinic

Key Word Descriptors: Reading project, Public Library, WIC

Description of Project:

In Hastings, Nebraska, the WIC clinic has partnered with the local Public Library to provide children's books and readers for the children in the waiting room. Several times each month, the library sends over a volunteer with a bag of books to read to the children while their mothers are completing their WIC visit. The volunteers sign a confidentiality form at each visit. The volunteers have been the same people for the length of the project and children have come to recognize "Grandpa Frank" and Madelyn and join in the circle to hear a story!

Results of Project: The children not only enjoy their time at the clinic; they are less disruptive to the clinic, which allows mom to concentrate on the education provided.

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New Hampshire

Title of Project: Gift of Reading

Agency Name: Rockingham Community Action

Key Word Descriptors: Books, Gift of Reading, WIC, Storytime

Description of Project:

The Gift of Reading of NH project annually provides a quality children's book for over 2,000 low-income preschoolers in Rockingham County, and informs families of the free resources available to them at their local public library. Distributions of quality, hard cover children's books take place in the children's room of 23 public libraries during the holiday season.

The Gift of Reading Storytime at WIC clinics expands on the Gift of Reading by providing books and arts activities to low-income children year-round. NH Reads Americorps*VISTA members and community volunteers plan and perform the storytimes in clinics. NH Reads is a statewide literacy initiative developed to meet the national America Reads Challenge that aims to have every child reading independently and well by the end of third grade. NH Reads focuses on children and their families in out-of-school time, and promotes literacy programs rich in arts-based activities.

Since 1999, Rockingham Community Action (RCA) WIC has also participated with Reading is Fundamental (RIF) to purchase over 5,000 new books each year, resulting in placing 2-3 quality paperback books into the hands and homes of over 2,000 low-income children annually throughout Rockingham County. RIF is a nationally recognized literacy program that provides 75% in matching funds for the purchase of new books. RCA's RIF Program takes a unique approach because it is a preventive effort that is community-based and serves children ranging in age from birth to age 6 and their families. In this effort, Americorps*VISTA members work with RCA Literacy Services to read books and do related arts activities at WIC clinics, in an effort to integrate themes focusing on good nutrition, child development, self-esteem, and positive health practices. In addition, at WIC certification clinics, pregnant women and children up to the age of 5 are able to choose one free RIF book to keep. When the family meets with the nutritionist, in addition to covering WIC-specific topics, the nutritionist also discusses the child's development and how to help their infants and preschoolers become good readers.

Results of Project: By encouraging parents to read to their children and to expose them to books from infancy onward, not only are children's reading levels higher, but also early development of a love of books, and ultimately reading, can be a major step in breaking the cycle of poverty. WIC clinics provide a unique setting for Gift Of Reading Storytime because parents and children are there together. The storytimes take the same preventive approach to reading that WIC does for nutrition. Information is provided on literacy as well as showing parents how to help their infants and preschoolers become good readers. Books with nutrition themes are chosen that complement and enhance information given to families by WIC staff. As a result, parents leave the WIC clinic with skills and information that encourages and supports their children to become both healthy and literate adults.

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North Carolina

Title of Project: The ABC's Of Nutrition

Agency Name: Surry County WIC Program

Key Word Descriptors:

Description of Project:

In an effort to increase WIC children's knowledge on the benefits of good nutritional habits and increase children's reading readiness, the American Cancer Society provided funding to the Surry County WIC Program to implement "The ABC's of Nutrition" intervention project. The American Cancer Society provided \$6,855 to the Surry County WIC Program as well as a total of 1,500 brochures on cancer prevention entitled "Taking Control". With these funds, local WIC staff was able to purchase 1,500 books entitled Eating the Alphabet, by Lois Ehlert, at a discount from a local Borders Book Store. The local WIC staff also had stickers made for each book that had the Surry County WIC Program and the American Cancer Society's names, logos and local telephone numbers.

The "ABC's of Nutrition" materials were distributed to the caretakers of the Surry County WIC Program participants during clinic visits. The materials included the book Eating the Alphabet, the "Taking Control" brochure and various recipes. Also, nutrition staff discussed the importance of having 5-A-Day and reading nutrition education materials to their children.

Pre- and post-tests on fruit and vegetable consumption were administered to the WIC Program participants parents/caretakers to determine if their children increased their daily consumption of fruits and vegetables. The impact that reading Eating the Alphabet had on increasing the WIC parents/caretakers children's consumption of fruits and vegetables was also measured.

Results of Project: A total of 542 pre-tests and a total of 166 post-tests* were administered to caretakers of WIC participants; information obtained presented the following results:

- 16% increase in the number of children that consumed three (3) or more servings of fruits/vegetables daily;
- 9% increase in the number of families that introduced new fruits/vegetables to children; and,
- 90% usage by WIC families of the Eating the Alphabet book.

*NOTE: This assessment was made during the mid-point of the project.

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Ohio

Title of Project: Ohio WIC Healthy Children Ready to Read

Agency Name: Statewide; Franklin County

Key Word Descriptors: Healthy Heroes Module and First Book

Description of Projects:

(1) Healthy Heroes Module - Ohio WIC distributed books to one through four year-olds throughout the State in an effort to promote the fifth and final Healthy Heroes message, "I get my shots and health check-ups." The short booklet features a bear family (including older sister, baby, and dad) visiting the doctor. The book was provided to children with the expectation that parents would read the story to the child to explain the importance of immunizations while also encouraging reading in the home. The booklets are being distributed September '02 through spring '03.

(2) First Book - Last year, Ohio WIC connected with a national book distribution center, First Book. This nonprofit organization receives mass donations from publishing companies and other sources. The books are distributed free of charge if an approved program is able to pick them up, or can be shipped for 25 cents per book. Ohio WIC submitted an application and was approved to participate in the program.

Currently, Ohio awaits the organization to contact staff when a shipment will arrive in Ohio. Ohio WIC has followed up with the company, but has not been able to confirm a date. Upon receipt, books will be distributed to WIC children throughout Ohio. The books must be given directly to children (i.e., cannot be used as waiting room books) and will be used to encourage parents and children to read at home.

(3) Franklin County Reading Project - Ohio WIC has worked with Franklin County WIC to pilot a book distribution program. The Franklin County WIC Director is working with a nonprofit entity to pursue possible grants for the purchase of books to give to WIC children. Ohio WIC has been updated on Franklin County's progress; if successful, Franklin County may become a pilot for statewide initiatives.

Results of Project: Ohio WIC is in the early stages of these initiatives and has no progress information to share.

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Oklahoma

Title of Project: Oklahoma WIC Emphasizes Literacy in Nutrition Education Classes

Agency Name: Oklahoma State Department of Health

Key Word Descriptors: Nutrition Education, Literacy, WIC, Oklahoma

Description of Project:

Oklahoma State Department of Health WIC Nutrition Educators are using children's hard cover books in teaching group Nutrition classes. One lesson plan includes the book Vegetable Friends. During the class, Nutrition Educators read the book and encourage families to increase consumption of fruits and vegetables and read to their children. Each family gets to take a copy of the book home.

Another book, I Want My Banana, (bilingual book) is read to children during class time and includes an activity for parents to help their child glue a banana on a piece of paper. Families who attend this class will also receive a book to take home (2003 OA) and reading is again encouraged.

Other books we plan to make available for use in Nutrition Education Class include: What's For Supper (bilingual book) to use with Meal Planning lesson plan, Food "Elmo's World" to use with Food Guide Pyramid lesson plan, Oliver's Milkshake with Milk and Cheese are Sure to Please lesson plan.

Results of Project: These activities began statewide in 2002-2003 using Operational Adjustment Funds (\$75,000) and will continue in 2003 (\$300,000 requested).

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Rosebud Sioux Tribe, South Dakota

Title of Project: Wakanyeja Yawapi Reach Out and Read Program

Agency Name: Rosebud Sioux Tribe

Key Word Descriptors:

Description of Project:

Students from local schools volunteer to read to infants and children who are waiting at the WIC field clinics, which are held in conjunction with the Rosebud Sioux Tribe Oral Health Clinics, Rosebud Sioux Tribe-Maternal and Child Health Well Baby/Child Clinics, and Rosebud Indian Health Service Immunization Clinics. These students model appropriate reading skills for parents and others who are present at these clinics. Prior to their volunteer service, the students receive training developed by Reach Out and Read (ROR).

PART 2: As a part of the Well Baby/Child visit or WIC Certification process each infant or child receives a book and the parent/guardian receives information about reading to infants/children and the importance of reading. The books are purchased through the Reach Out and Read Program with RST-MCH Incentive funds, donated funds, and federal funds from the National ROR Program.

Results of Project: Books have become an accepted part of infant/child health education and have benefited not only the infants and children but also their parents/guardians and the student volunteers.

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South Carolina

Title of Project: Reach Out and Read

Agency Name: Wateree Health District – Sumter County Health Department

Key Word Descriptors: Reach Out and Read, EPSDT, Waiting Rooms, Library, Volunteer Readers, Sumter Pediatrics, Books

Description of Project:

Wateree Health District launched its first Reach Out and Read (ROR) site in the spring of 2000 at the Sumter County Health Department. Since this time, staff have added four new sites, which are located at the Lee County Health Department, Dr. Edward Keith's office in Clarendon County, Sumter Pediatrics and the Family Health Center in Sumter.

In the two Department of Health and Environmental Control (DHEC) offices, children (ages 6 mos. - 5 yrs.), who are coming in for EPSDT appointments, are read to in the waiting rooms (when there are volunteers present). Once in the exam room, the nurse talks to the parent about reading and sharing books at home with their children/grandchildren. They mention the importance of sharing books in the home to foster the child's development. The child receives an age appropriate and culturally appropriate book to take home. If a child comes to all appointments from 6 mos.– 5 years he or she will have a library collection of 10 books over that time period. Staff also have a supply of gently used books from which the participant's siblings can choose.

Occasionally, volunteer readers will read in the WIC waiting area when the site is not conducting child health clinics. Most of the EPSDT clients are on WIC as well, so they benefit from the ROR program. Not all children who participate in the ROR are seen at the Wateree WIC site. However, if the children receive services at the Sumter Pediatrics or the Family Health Center for well child visits, then they obtain their books there.

Sumter Pediatrics provides books to all of their patients (6 mos.- 5yrs) who come in for well child visits, not just Medicaid clients. Most ROR sites are targeted to reach Medicaid clients, but at Sumter Pediatrics staff include every child. ROR is not a book giveaway program, but one that incorporates the importance of reading with the child's healthcare visit.

All funding is provided either from grants or donations. In Wateree, staff partner with United Way's Success By 6 who serves as our fiduciary agent. Staff receive all start up funds from the ROR National Office and the remainder has come from a Bank of America continuation grant that funded the implementation of Success By 6. The grant cycle ends this year. Michele Martin of Success By 6 has been successful in obtaining funding for our local ROR sites through smaller grants and local donations. Staff are concerned about future funding for the project.

Results of Project:

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Texas

Title of Project: Texas WIC Reading Initiative

Agency Name: Texas Department of Health

Key Word Descriptors: Children's Books, Reading, Literacy, Nutrition

Description of Project:

The WIC Program is in a unique position to promote literacy and early reading. The Texas WIC Program is actively committed to promoting early childhood reading. As part of a 2002 operational adjustment project, a large number of age-appropriate, English and Spanish books were purchased for the Texas WIC Program. Food, eating, cooking, gardening and/or nutrition are thematically prominent in each of the books. These books will be distributed to local WIC agencies that agree to provide them to WIC children as part of their approved nutrition education curriculum.

In addition to the books, the State Agency is developing a group class lesson plan, a video, and a self-paced lesson to compliment the reading initiative. The video, titled *Feed Your Child's Future*, follows a WIC family that learns how high-iron foods and reading aloud to their young son enhances his brain development. Both lessons include a handout that provides parents with tips for reading to young children and information about the benefits of reading to young children.

Each interested local agency has been given the freedom to design a distribution plan that best meets their participants' needs and meshes with their existing resources. Plans for implementing the reading initiative have taken many forms. Some local agencies have existing relationships with local libraries and are simply integrating the new books into their existing programs. Generally, these programs allow WIC participants to receive credit for a nutrition education contact by going to their local library, checking out a book supplied by the WIC Program, reading it to their child, and completing an evaluation/activity sheet. Other local agencies intend to distribute the books as part of the certification process or during nutrition education classes. In some agencies, volunteers have been recruited to read out loud to children in the waiting room.

Results of the Project: Currently about one fourth of the WIC local agencies in Texas have indicated that they intend to participate in the reading initiative. The books and other materials developed for the initiative are scheduled for delivery to local agencies at the end of February.

A pilot reading project was conducted in one Texas WIC local agency in 2001. Evaluations indicated that participants and staff viewed the literacy project as a positive enhancement to WIC nutrition education.

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West Virginia

Title of Project: WV WIC's Ready to Read Project,
Read Aloud Outreach Program

Agency Name: West Virginia Office of Nutrition Services

Key Word Descriptors:

Description of Project:

The West Virginia WIC Program will be introducing a new reading initiative titled, "WV WIC's Ready to Read Project...helps families read together". This reading project encourages families to read aloud to their children. Slated to begin May 1, 2003, children participating in the WV WIC Program will receive a greeting card near their birthday. The card will be mailed from the State office, and include a message to parents inviting them to visit their local WIC office to receive a free storybook.

WV WIC's Ready to Read Project is supported by Operational Adjustment Funds. The goal of the project is to promote reading readiness in children aged one to five, while also hoping to increase caseload. The project will encourage reading activities by providing a book to families along with tips for having an enjoyable family story time.

A variety of books have been chosen based upon their visual appeal, nutrition content, and for their literacy value. Selections include classic favorites, award winning and current popular children's books. Additional activities are being planned to help achieve the WV WIC's "Ready to Read Project" goal of promoting literacy among WIC families. We are also planning to invite the First Lady, Mrs. Bush, for the "Kick-Off".

The books will most likely be obtained from a company called "All About Books, Inc". The bid process is yet to be completed, but this company is offering us a 62.5% discount, free shipping and free storage during the length of this twelve-month project.

The project's decisions are made by a reading committee comprised of eleven people. Nutritionists and formal educators from WIC make up the committee. We have also included an early education-reading specialist from the Northern part of the State. Five of the eight regional offices are considered non-profit.

Results of Project: The results of the project are unknown since we are slated to begin May 1, 2003.

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