



Memorandum

#12-099

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: September 14, 2012

SUBJECT: Food Day is October 24, 2012

Food Day is a nationwide celebration of healthy, affordable, and sustainable food, established by the Center for Science in the Public Interest. The goal of Food Day is to strengthen and unify the food movement in order to improve our nation's food policies. The National WIC Association is an official partner of Food Day celebrations.

Food Day's focus on healthy foods presents a great opportunity for WIC to promote fresh fruits and vegetables, to raise awareness about its mission, and to position itself as an essential nutrition education and healthy food promotion program.

Below are four simple steps related to WIC-specific ideas to help you develop plans to celebrate Food Day at your WIC clinic and in your community:

1. Download Food Day action ideas from put together by the National WIC Association in 2011 from <http://www.nwica.org/sites/default/files/Fooddayfinal.pdf> .
2. Print the "WIC celebrates Food Day" poster from <http://www.nwica.org/sites/default/files/WIC&FoodDay.pdf>
3. Check out our Guide for Food Day Organizers at <http://www.foodday.org/resources>
4. Register your participation on the Food Day "Host an Event" web site at http://www.foodday.org/host_an_event. This web site will list events in your area and show them on a national map.

If you have questions, contact Matt Harrington, Nutrition Education Coordinator, at (512) 341-4515 or matt.harrington@dshs.state.tx.us.