

MAKING CHANGE MATTER:

MAXIMIZING THE HEALTH IMPACT OF THE NEW WIC FOODS

Wednesday, January 16, 2008 • 9 AM to 5 PM
Center for Healthy Communities
1000 N. Alameda Street
Los Angeles, CA 90012
www.calendow.org/chc

A Summit for California WIC Partners

If planned carefully and leveraged by strategic partnerships, the implementation of the new WIC food changes could result in dramatic health improvements in communities most impacted by the obesity epidemic. Simply adding an estimated \$80 million in new purchasing demand for produce is bound to have positive effects on local food economies! Taken together, the new WIC foods will make healthy food choices easier for millions of low-income households—including, significantly, households not participating in WIC.

The California WIC Association and PolicyLink, in partnership with the California WIC Program, is seeking input and support from all potential WIC stakeholders, on ways to maximize the benefits of these historic changes for the families we serve – and for the communities they live in. Please join us for a one day summit to hear about the new WIC foods, and to explore options for leveraging this historic opportunity to Make Change Matter.

Who Should Attend

State and local policymakers, public health and community development experts, low-income and multicultural health advocates, nutrition and health educators, breastfeeding advocates, farmers, food processors and retailers, and WIC professionals.

Convened by California WIC Association and PolicyLink in partnership with the WIC Supplemental Nutrition Program, California Department of Public Health.

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