

April Outreach Morsel

*****This message is being sent to All WIC Coordinators*****

Happy National Public Health Week - April 7th - 13th

In 1995, former President William Jefferson Clinton proclaimed the first full week of April as National Public Health Week. Each year since then, the public health community has celebrated this observance by focusing on an issue that is important to improving the public's health. This year's focus is on the connection between climate change and the health of our nation today. During National Public Health Week 2008, individuals, families and communities will be encouraged to change their daily behavior. Check out more information at <http://www.nphw.org/nphw08/default.htm>

How can WIC continue to be one of the most successful public health programs?

Strengthen our community partnerships by sharing WIC's hot-off-the-press annual report. This annual report provides facts on how WIC is making a difference in Oregon so our partners can continue to refer clients with enthusiasm and confidence. To get printed copies of the 2007 WIC Annual Report, please download the WIC Order Form from http://www.oregon.gov/DHS/ph/wic/wic_staff.shtml. These reports can be ordered in multiples of 25 and will come directly from the mail center. You can include a county fact sheet within the annual report which can be downloaded at: <http://www.oregon.gov/DHS/ph/wic/annual.shtml>.

Consider sending the annual report with WIC outreach brochures (Nutrition for You and Your Family) and a letter thanking them for being a public health partner. Two items are attached to keep this outreach simple. One is a thank you letter template. The other is an outreach log that can be used to track the distribution of the 2007 WIC Annual Reports.

Connect participants with resources by promoting the new SafeNet Web site, www.oregonsafenet.org. This site has valuable information on child/women's health, food stamps, medical help, personal safety and of course WIC! It's user-friendly and each subject includes information and links to other sites. It is a new way participants can access local services. SafeNet will continue to offer information and referrals through the standard phone line, 1-800-SAFENET (723-3638). Please remind your staff that this resource exists and when it may be appropriate to share with WIC participants.

Thank you for all you do to make this program one of the most successful public health programs around! Please let Nhu or myself know if you have any questions, concerns or thoughts with this outreach morsel.

Happy Spring!



Oregon SafeNet Launches New Website

We all know that more and more people are turning to the internet for information. Oregon SafeNet, 211*info*'s statewide health and social services helpline, has a long history of helping people who call us in need of assistance. With the launching of our new website, we hope to reach even more Oregonians who are confused about where to turn for help. Take a moment to look at www.oregonsafenet.org, one of our latest endeavors at 211*info*.

The Oregon SafeNet website was designed to clearly explain our purpose and to be as consumer friendly as possible. It is bright and welcoming and has an easy to use format that anyone can follow. The menu is made up of topics that best addresses the needs that most often come up for our callers. Those topics are -

- ✓ Children's Health
- ✓ Food Stamps
- ✓ Medical Help
- ✓ Personal Safety
- ✓ WIC
- ✓ Women's Health

Each of the subject headings includes information and links to other websites that address these various topics. For example, under Children's Health there is a link to the immunizations that are required for school and links to resources for child care and child abuse. The Food Stamp page can connect someone to the application and spells out the eligibility requirements. Women's Health links women to free or low cost state supported programs for prenatal care, family planning and breast and cervical cancer screenings. Other helpful websites are featured on various pages including the Beehive, Oregon Helps, and Portland Women's Crisis Line. And again, each page was designed to present information in a clear and concise manner and not to overwhelm.

The website also features our online Resource Directory. Anyone can access our entire database of resources. It's simple to use – just select the geographic area and topic and a host of programs come up to review. This directory is updated regularly. In fact, agencies can update their own records at any time.

Please feel free to try out OregonSafeNet.org and let me know what you think! You can contact me on the Contact Us page. I would love to hear any thoughts or comments.

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