

# **WIC and Be Smart! Eat Smart!**

## **Memorandum of Understanding**

### Purpose

The purpose of this Memorandum (MOU) is to:

1. establish a collaborative relationship between the West Virginia University Extension Service "Be Smart! Eat Smart!" Nutrition Education Program (BSES) and the West Virginia Supplemental Nutrition Program for Women, Infants, and Children (WIC), and
2. facilitate the more effective and efficient use of funds by collaborating with referrals and information that improve the quality and quantity of nutrition education to pregnant and parenting adults who are served by BSES and WIC.

Both BSES & WIC will benefit from this MOU through improved service delivery and program enhancement at the State and local level.

### Background

Both the WVU Extension Service and WIC have long histories of improving the health and well being of low-income and limited resource women and children. Research demonstrates that their methodologies yield a high return in terms of the prevention of health problems and self-sufficiency. Although there has been cooperation in the past, closer coordination is sought to assure more effective referrals, communication, and client service.

### Objectives

Specific objectives of this initiative are:

1. to increase interagency cooperation between BSES and WIC;
2. to reach an increased number of WV's "neediest" population through BSES and WIC in the most effective, efficient manner;
3. to ensure that BSES and WIC program participants acquire the knowledge, skills, and behaviors that contribute to nutritionally sound diets and a healthy lifestyle; and
4. to study and make recommendations that will allow BSES, WIC, and the Office of Maternal and Child Health to improve policy and practice.

### Responsibilities

#### **"Be Smart! Eat Smart!"**

The BSES program is under the direction of the West Virginia University Extension Service and the US Department of Agriculture (USDA). The Extension Service and BSES will provide primary leadership for this initiative. The BSES program agrees to:

1. hire, supervise, and support paraprofessionals in selected counties to conduct nutrition education programs,
2. together with WIC and other interested agencies, develop a formal communication and referral system,
3. refer BSES participants to WIC and other agencies for additional services, and
4. collaborate with WIC and other agencies to provide nutrition education and document program impact and efforts.

## WIC

The WIC program is under the direction of the West Virginia Department of Health and Human Resources, Bureau for Public Health, Office of Nutrition Services, and the US Department of Agriculture, Food and Nutrition Service (USDA/FNS). The WIC program agrees to:

1. actively participate in the development of a formal communication and referral system,
2. plan and conduct on-going training of BSES staff in the areas of breastfeeding promotion and nutrition education, and
3. refer WIC participants to BSES for additional services in areas with BSES programs.

### Assurances

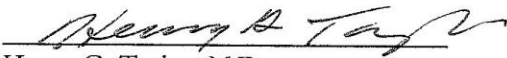
BSES shall assure the WIC Program that any information obtained under this MOU shall be disclosed to a third party only if the identity of the individual is protected. Confidentiality of information will be maintained and safeguarded according to the USDA/FNS regulations.

### Termination

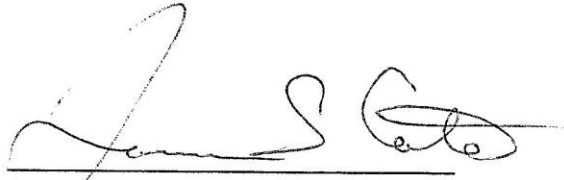
Any problems encountered with this MOU shall be resolved between the State WIC Director and the State BSES Director. Should a determination be made regarding noncompliance of any procedure outlined in this MOU, or the MOU is no longer serving the best interest of the WIC or BSES program, each state director shall have the authority to cancel this MOU with 30 days written notice.

### Effective Date

The BSES and WIC programs are jointly committed to this initiative and establish this MOU effective October 1, 1999.



Henry G. Taylor, M.D.  
Commissioner, WV Bureau for Public Health



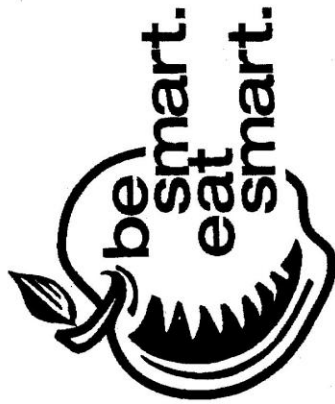
Lawrence S. Cote, Ph.D.  
Associate Provost, WVU Extension Service



Denise Ferris  
WIC Program Director



R. Jeff Olson  
"Be Smart! Eat Smart!" Program Director



This certifies that

has successfully completed the  
requirements for graduation from the  
**Be Smart. Eat Smart. Program**

\_\_\_\_\_  
Extension Agent

\_\_\_\_\_  
Extension Associate

\_\_\_\_\_  
Date

