

**Illinois WIC Program Policy Practice Standards (PPS)**  
***WIC Civil Rights Public Notification & Social Media***  
**July 2022**

Policy Practice Standards (PPS) assist staff in translating policy into practice. This guidance is intended to be used with the Illinois WIC Policy and Procedure manual; Administration section 7.4. The current Nondiscrimination Statement must be included on all publications (print, internet and social media), outreach materials, handouts, leaflets and brochures that identify or describe the WIC Program. This guidance is to ensure that the NDS is added appropriately when using social media to promote the WIC program.

**USDA Nondiscrimination Statement (NDS)**

- Use the NDS provided in policy Administration section 7.4. Provides full web address to file a complaint, use for printed materials.
- It can also be found on the USDA's website using the following link:  
<https://www.fns.usda.gov/cr/fns-nondiscrimination-statement> , which provides the NDS in a variety of languages, including English:
  - There are two versions, use the statement intended for WIC programs: "For all other FNS nutrition assistance programs, state or local agencies, and their subrecipients".
- Non-English versions of the NDS should be used when agency demographics warrant the use.
  - Local agencies should evaluate the number or proportion of low-income households who speak a language other than English who are eligible to be served or likely to be encountered by the local agency to determine translation needs (IL WIC PM AD 7.3).

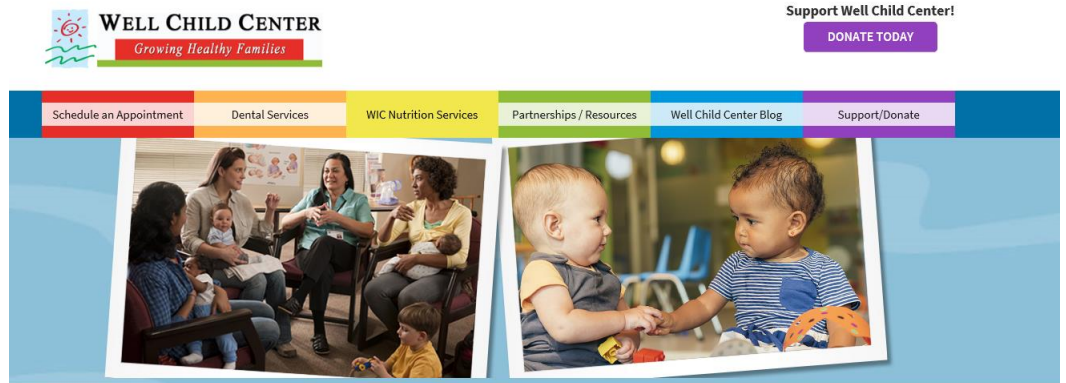
**Agency Websites**

- The full NDS, or a link to the full statement, must be on the agency's homepage or WIC webpage.
- The full NDS must be:
  - Legible (minimum 8pt. recommended) and easy to read.
  - The original format (the NDS must not be changed).
- If a link to the full NDS is used:
  - Do not link directly to USDA's website.
  - It may be a link to a pdf with the full NDS.
  - Name the link to describe the content (e.g., "USDA Nondiscrimination Statement")

**Other Social Media Sites (e.g. Facebook, Twitter, Instagram)**

- The full NDS, or a link to the full statement, must be available on all other social media sites. It must be located on the homepage (e.g., About, Intro sections).
  - Same as using a link for agency Websites.
  - Link may be to the agency's WIC webpage that includes full NDS.

# Agency Website Examples



## WIC Nutrition Services

### What is WIC?

Even working families often struggle to make ends meet. The Women, Infants and Children Program (WIC) may be able to help.

WIC is a federal nutrition program offered through the U.S. Department of Agriculture (USDA) and administered in Illinois by the Department of Human Services (DHS).

WIC helps parents to feed their children properly during critical periods of growth and development. Well Child Center conveniently offers WIC at 4 locations in Northern Kane County: scroll down for clinic locations.

### The WIC program provides:

- Nutrition education
- Nutrition counseling
- Breastfeeding support
  - Breastfeeding
  - Health Works
  - Family Case Management
- Infectious Disease
- Emergency Preparedness
- Clinic Services
- Health Promotion



[CONTACT US](#)

### Please bring the following items to your WIC appointment :

- Identification (driver's license, photo ID)
- Proof of income (your most recent paycheck stub, income tax form, Medicaid card, SNAP ID or TANF ID)
- Proof of address (your utility bill or recent mail)
- Proof of birth (birth certificate for your infant or child)

**\*\* WIC does not require proof of citizenship or alien status.**

\*\* Any infant or child on WIC or qualifying for WIC must come to the clinic.

\*\* This institution is an equal opportunity provider.

[Nondiscrimination Statement](#)

1. Link to pdf of full NDS.

2. Full NDS on WIC webpage.



[HOME](#) [COVID-19](#)

Even if you or your family members are working, it can be hard to make ends meet. We are able to help with buying and preparing healthy foods and linking families to health resources, breastfeeding support, and immunizations.

If you are pregnant or breastfeeding, have an infant and/or children up to 5 years of age for the WIC program. Click the button below to see if you might be eligible for the WIC program.

#### WIC PRESCREENING TOOL

The Kankakee County Health Department WIC program offers both walk-in and appointment options for one-on-one sessions, online modules that can be completed at home, and interactive group classes.

Call the Kankakee County Health Department at (815) 802-9400 to make a WIC appointment.

#### ILLINOIS WIC BNFT DEMO

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotape, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, (AD-3027) found online at <https://www.usda.gov/oascr/how-to-file-a-program-discrimination-complaint>, and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form.

To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA:

1. **Mail**  
U.S. Department of Agriculture  
Office of the Assistant Secretary for Civil Rights  
1400 Independence Avenue, SW  
Washington, D.C. 20250-9410
2. **Fax**  
(202) 690-7442
3. **E-mail**  
[program.intake@usda.gov](mailto:program.intake@usda.gov).

This institution is an equal opportunity provider.

# Agency Facebook Examples

## About


Contact and Basic Info

Privacy and Legal Info

Page Transparency

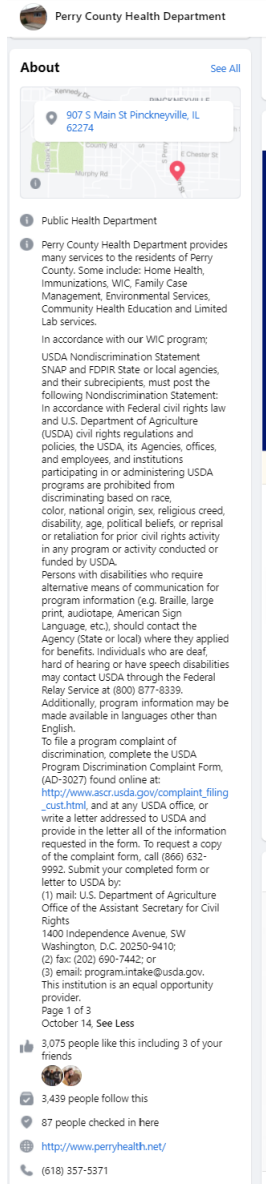
Details About Morgan County Health Department

## Privacy and Legal Info

 <https://www.morganhd.com/services/immunizations/wic-program/non-discrimination-statement>  
Privacy Policy

3. Link in About section to agency website, WIC webpage with full NDS.

4. Facebook Example: full NDS in About section.



The screenshot shows the Facebook profile of the Perry County Health Department. At the top, there is a location pin for 907 S Main St Pinckneyville, IL 62274. Below the location is the 'About' section, which contains a detailed Nondiscrimination Statement. The statement includes information about the agency's commitment to non-discrimination, its compliance with federal and state laws, and contact information for filing a complaint. The text is as follows:

**Public Health Department**

Perry County Health Department provides many services to the residents of Perry County. Some include: Home Health, Immunizations, WIC, Family Case Management, Environmental Services, Community Health Education and Limited Lab services.

In accordance with our WIC program; USDA Nondiscrimination Statement SNAP and FDIR State or local agencies, and their subrecipients, must post the following Nondiscrimination Statement: In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, religious creed, disability, age, political beliefs, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotape, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, (AD-3027) found online at: [http://www.ascr.usda.gov/complaint\\_filing\\_cust.html](http://www.ascr.usda.gov/complaint_filing_cust.html), and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

(1) mail: U.S. Department of Agriculture Office of the Assistant Secretary for Civil Rights 1400 Independence Avenue, SW Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: [programintake@usda.gov](mailto:programintake@usda.gov). This institution is an equal opportunity provider.

Page 1 of 3  
October 14, See Less

3,075 people like this including 3 of your friends

3,439 people follow this

87 people checked in here

<http://www.perryhealth.net/>

(618) 357-5371