

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.