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State Nonprofit, Washington Association of Local WIC Agencies (WALWICA), Makes the Change to Nutrition First

In addition, Nutrition First unveils new user friendly website

SEATTLE, Nov. 10th – Washington Association of Local WIC (Women, Infants and Children) Agencies (WALWICA) has announced a name change to Nutrition First in hopes of clarifying who they are and opening membership to individuals and organizations who share a passion for the work they do but may not currently be working in a WIC program.

Nutrition First provides training opportunities and staff development for those working on behalf of families with young children in Washington. They also provide public education and advocacy for programs, such as WIC, that work to improve the nutrition of children. WIC is a federal program that provides short-term food assistance and nutrition education for lower income pregnant, breastfeeding and post-partum women, and infants and children up to age five. In addition, Nutrition First partners with other nutrition, hunger, and public health coalitions, task forces, and committees across Washington State.

"For the past 22 years WALWICA has successfully represented the cause of WIC, while also working with a diverse array of organizations to help improve the welfare of families with young children, "said Aliya

Haq, President of Nutrition First's Board. "It is time to recognize our work and our passion for building healthy communities in Washington State. Under our new name, Nutrition First, we envision communities in which families of young children with limited resources have access to health and nutrition resources, eat well, breastfeed exclusively and get regular physical activity."

The new name is shorter and simpler allowing Nutrition First to avoid the lengthy explanation to those unfamiliar with their organization and WIC. The name "Nutrition First" highlights the importance of nutrition in their work. "First" signifies several things that the organization stands for including the beginning of life (conception, pregnancy, infancy, and early childhood) and a priority, the first thing to think about in terms of healthy outcomes and disease prevention (making nutrition a priority). The Nutrition First logo includes a green apple which signifies nutrition, wellness, vitality and Washington State.

About Nutrition First:
Nutrition First was founded in 1987 and ensures that young children of families with limited resources have opportunities for better nutrition to improve overall health. They achieve their mission through advocacy, education and training for those who work on behalf of children in Washington State. For more information, please visit us online at: www.nutritionfirstwa.org.

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