

**Illinois WIC Program Policy Practice Standards (PPS)**  
**WIC Civil Rights Public Notification & Social Media**  
**February 2021**

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)**

- The following link provides the NDS in a variety of languages, including English:  
<https://www.fns.usda.gov/cr/fns-nondiscrimination-statement>
  - 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”**
  - Agencies may not provide a link directly to USDA’s webpage, but should have the statement placed on their website.
- Non-English versions of the NDS should be used when agency demographics warrant the use.
  - If your agency’s internet and/or social media page(s) post non- English information for WIC purposes (e.g., information provided in English and Spanish), then the expectation would be to include the NDS in the appropriate language.

**Agency Websites**

- The full NDS statement, or a link to the full statement, must be used on the homepage of all websites. The NDS must be legible (minimum 8pt. recommended) and easy to read. The format of the NDS must not be changed.

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

- If the homepage is too small to permit the full NDS statement to be included, the homepage will at a minimum include the statement below in print size no smaller than the text.

*“This institution is an equal opportunity provider.”      or*

*“Esta institución es un proveedor que ofrece igualdad de oportunidades.”*
- If using the short statement, there must be a link to the full NDS.