



North Carolina Department of Health and Human Services
Division of Social Services

Pat McCrory
Governor

Aldona Z. Wos, M.D.
Ambassador (Ret.)
Secretary DHHS

Wayne E. Black
Division Director

December 16, 2014

RE: Aisle by Aisle: Choosing Food Wisely DVD

Dear County Director of Social Services:

Attention: Food and Nutrition Services Managers and Supervisors

The Supplemental Nutrition Assistance Program Education (SNAP-Ed) provides nutrition education to low income adults and children that are below the 180% poverty level. The SNAP-Ed goal is to improve the likelihood that persons eligible for SNAP or other government services, such as WIC and TANF, will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and the associated USDA Food Guidance System, MyPlate.

The focus of SNAP-Ed is:

- Health promotion to help the SNAP-Ed target audience establish healthy eating habits and a physically active lifestyle and,
- Primary prevention of diseases to help the SNAP target audience, who have risk factors for nutrition-related chronic disease such as obesity, prevent or postpone the onset of disease by establishing healthier eating habits and being more physically active.

The Aisle by Aisle: Choosing Food Wisely DVD, developed by the NC Department of Public Health, will be mailed to Local County DSS agencies by December 19, 2014. We encourage agencies to play the DVD in an appropriate waiting area or other venue to educate households regarding healthy food choices.

Economic and Family Services
www.ncdhhs.gov • www.ncdhhs.gov/dss
Tel 919-527-6300 • Fax 919-334-1265

Location: Hargrove Building/Dix Campus • 820 S. Boylan Avenue • Raleigh, NC 27603

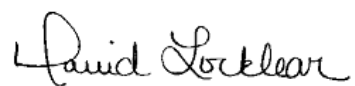
Mailing Address: 2420 Mail Service Center • Raleigh, NC 27699-2420

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If you have any questions, please contact Ivy Murphy at 919-527-6315 or via email at Ivy.Murphy@dhhs.nc.gov.

Sincerely,

A handwritten signature in black ink that reads "David Locklear". The signature is written in a cursive style with a large, prominent 'D' at the beginning.

David Locklear, Acting Chief
Economic and Family Services

DL/im

EFS-FNSEP-23-2014