

MARWIC

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MID-ATLANTIC REGION SUPPLEMENTAL NUTRITION PROGRAM FOR WOMEN, INFANTS, AND CHILDREN

VIRGINIA'S CHESTERFIELD WIC PROMOTES BREASTFEEDING WEEK ON LOCAL NEWS

Virginia's Chesterfield WIC breastfeeding team decided to think outside of the box this year to raise awareness for World Breastfeeding Week. What better way to draw attention to breastfeeding peer counselor support than going on live television news?!

Breastfeeding Peer Counselor Margie Frazier demonstrated her passion for supporting breastfeeding moms and babies during her interview with Amie McLain, WRIC-TV 8 News Anchor. Margie reported the facts about what World Breastfeeding Week is, why breastfeeding is so good for mom and baby, who breastfeeding peer counselors are, and where to find breastfeeding resources.

In the process of reporting on World Breastfeeding Week and breastfeeding peer counselor support, we hope to reach more breastfeeding moms and babies who qualify for WIC breastfeeding services. WRIC-TV 8 posted a link on its website to direct the community to the WIC website, where potential participants can find more information about WIC services and contact information. The interview successfully created a buzz about breastfeeding, and the station had a follow-up story about breastfeeding the next week. Chesterfield WIC staff are fully dedicated to supporting all breastfeeding participants reach their breastfeeding goals! ■



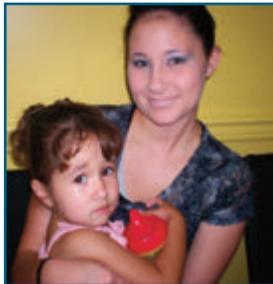
TELEVISION STAR — Breastfeeding Peer Counselor Margie Frazier (left) is interviewed by WRIC-TV News Anchor Amie McLain to promote breastfeeding and WIC.

For complete coverage of World Breastfeeding Week around the Region, see pages 6-9.

NEW eWIC BENEFIT CARDS NOW AVAILABLE AT WEST VIRGINIA'S TSN WIC CLINICS

By Denise Parker, TSN WIC Nutritionist

West Virginia's TSN/WIC Program in Mercer County kicked off WIC electronic benefit transfer (EBT), more commonly referred to as eWIC, in the southern part of the state on July 15. The Mercer County TSN clinic is proud to be the first site in the local agency to implement the change, and to have had excellent cooperation from the WIC-authorized vendors.



HAPPY SHOPPING! — Candace and Kreedance Thornhill receive the first eWIC benefits card in southern West Virginia.

The change from paper voucher benefits to the eWIC cards has been much anticipated and comes with hopes of less waste and loss of benefits. With the new cards, families can purchase only the foods they need at that time. In addition, if the card is lost or stolen, a replacement card can be issued which allows any remaining food benefits to be automatically available for purchase at WIC retailer locations.

The first eWIC benefits card in Mercer County was issued to Candace Thornhill and her daughter Kreedance. Candace shared her excitement of improved confidentiality at the register with a faster, smoother checkout at the grocery store. ■

PENNSYLVANIA'S LANCASTER COUNTY WIC OFFICE PROMOTES FARMERS' MARKET NUTRITION PROGRAM

By Andrea Gamber, Nutrition Assistant

The nutritionists and clients at the Community Action Program of Lancaster County (PA) WIC office commonly set a goal to increase fruit and vegetable intake. The Farmers' Market Nutrition Program (FMNP) is a key resource for both the novice and experienced produce shopper and an incentive to explore the rich world of Farmers' Markets in Lancaster County, an agriculturally productive county of Pennsylvania. "Monday Market Days" is a weekly promotional event to encourage clients to redeem their checks which are issued to both scheduled clients and walk-ins. The event features food demonstrations, tastings, and recipe sharing.

The guidance of a nutrition assistant is available to help the novice shopper plan their purchases. Clients receive instruc-



TRY IT...YOU'LL LIKE IT — Nutrition Assistant Andrea Gamber, and Grant Assistant Samantha Deck promote the redemption of Farmers' Market checks by allowing WIC participants to sample fresh veggies and dip.

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By Christine Berberich, Program Specialist, Supplemental Food Programs Branch

This summer's abundance of sweet fruits and fresh vegetables were prevalent at various farmers' markets and farm stands throughout the Mid-Atlantic Region, offering many opportunities for participants in the WIC Farmers' Market Program (FMNP) and Senior Farmers' Market Nutrition Program (SFMNP) to redeem their benefits.

National Farmers' Market week-long celebration August 4 - 10, recognized the more than 8,000 farmers' markets nationwide registered with the USDA. Agriculture Secretary Tom Vilsack announced that the USDA National Farmers' Market Directory is published online at www.farmersmarkets.usda.gov and is designed to provide convenient access to information about farmers' market locations, directions, operating times, available products, and accepted forms of payment.

In the Mid-Atlantic Region, various events raised public awareness of the benefits of connecting WIC recipients and senior participants with fresh produce from local farmers. On June 21, Pennsylvania kicked off its 2013 Farmers' Market Season at the West Shore Farmer's Market in Lemoyne, PA. Participating in the event was Regional Special Nutrition Program Director Jim Harmon who joined other notable speakers including PA Agriculture Secretary George Greig, PA Secretary of Aging Brian Duke, and PA Health Secretary Michael Wolf.

MARO's Regional Administrator Patricia Dombroski, along with New Jersey Secretary of Agriculture Doug Fisher and NJ Health Commissioner Mary O'Dowd celebrated National Farmers' Market Week at the new Delran Farmers' Market on August 6. Dombroski said, "Farmers' markets like this one in Delran are a real win-win. Participants benefit from healthy, locally-grown produce in their diets, and farmers benefit from having additional customers."

On the same day as NJ's celebration, Maryland Agriculture Secretary Buddy Hance visited the Riva Farmers Market in Annapolis. "It's a great way for farmers to get added value for their products and for consumers to get local, fresh-picked, ripe and good-tasting food from people they can trust," Hance said. That same week Secretary Hance visited the new Pratt Street Market in downtown Baltimore.



HELPING HANDS — SFMNP participants receive vouchers at West Shore Farmers' Market, Lemoyne, PA.



JERSEY FRESH — NJ Secretary Fisher presents a proclamation of Farmers' Market Week to Delran Township Councilwoman Lona Pangia. Alongside Fisher are Regional Administrator Pat Dombrowski and NJ Health Commissioner Mary O'Dowd.



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MARYLAND'S GARRETT WIC FAMILIES GET ACTIVE

Maryland's Garrett County WIC Program has partnered with Garrett College's Community Aquatic and Recreation Center (CARC) to offer reduced individual and family memberships on a sliding scale basis for WIC families at their new facility located in McHenry. When participants provide proof of income at certification or recertification appointments, they are offered the opportunity to join the CARC at reduced rates. If interested, WIC staff provides participants with a form documenting pricing levels for memberships that they can present at the CARC for the reduced memberships. WIC families may qualify for up to a 75% discount.

The facility includes pools, workout equipment and gyms, along with special offerings and classes through the year. Families tell us how wonderful it is to swim when the snowflakes are dancing during the winter months here! Get active Garrett County! ■



GET IN THE SWIM — Garrett County WIC participants can join the new aquatic and recreation center at reduced rates.

DELAWARE'S NEW CASTLE COUNTY CLINICS TESTING WALK-IN CLINIC DAYS

By Jennifer Colantuono

The WIC Program in New Castle County, DE, has been planning and working on a quality improvement plan for our WIC clinics since June 2012. New Castle County has three clinics that are open five days a week and two that are open one or two days a week.

We began a discussion of how well each clinic was able to deliver a wide range of services in the hope of improving the delivery and quality of these services. A task force was identified that represented all clinic sites and composed of a mix of supervisory staff, nutritionists and social service technicians to evaluate clinic operations. Our first decision was to have open communication with all staff members and encourage all staff to be heard and represented.

In September 2012 we asked for assistance from the statewide Division of Public Health Continuous Quality Improvement (CQI) Team. The team consisted of two employees trained in CQI who do not work for the WIC Program. The facilitators guided the task force through the Quality Improvement Process. They explained the CQI process and the tools they would use to help us. They explained that whatever the task force decided to do it needed to define the problem or opportunity and the progress measured over time. The task force began working on developing an AIM statement; a written, measurable, and time-sensitive description of the accomplishments the team expects to make from its improvement efforts.

We decided to address our scheduling process first. WIC federal requirements state that pregnant women need to be scheduled within 10 calendar days of their first request for a certification appointment, all other WIC clients 20 calendar days. This guideline was difficult to meet at some of our clinics, especially clinics that were open only one or two days a week. Added to this, WIC clinics in New Castle County had an average no-show rate of 30% (June 2013). This is significant. The majority of clients do not call to cancel their appointments therefore we are unable to give that slot to another client. Phone time is increased with multiple rescheduling of missed appointments and we lose another time slot for that same individual. This impacts our ability to schedule



Darlene Barnes and Christine Blackledge

effectively and clients become frustrated in the long wait time for appointments. Benefits of improvements include increased client satisfaction due to less wait time for appointments and ability to receive their benefits sooner, improved productivity and efficiency for staff (and less stress), as well as meeting federal program requirements.

We began with a discussion of the barriers the clinics face which make it difficult to schedule in a timely manner. Some of those barriers included a large client demand for services, large client caseload compared to staffing, limited appointments available at part-time sites, no ability to hire more staff, space issues, volume of phone calls, large number of walk-ins, no notification from clients that they will not keep their appointment and inconsistency in the process across clinic sites.

Our brainstorming process led to the idea of implementing a 'walk-in day' at clinics open five days a week. Adding a walk-in day to large-volume clinics has both staff and client benefits. A walk-in day gives clients a choice and holds clients accountable for their decisions/choices. Clients will have options if they miss an appointment and need to reschedule. The client can make an appointment (next available), go to another clinic or come to any walk-in day. By offering options for services within a week of their call we will be in compliance with federal guidelines.

After we developed our basic plan we discussed the concept at a staff meeting in December, 2012 so that all staff would have

the opportunity to participate in the plan.

We then developed our plan. We decided to target current clients who have missed recertification appointments. We hope an attempt to decrease multiple rescheduling of missed appointments will leave more appointments available for new clients since missed appointments will not be taking these slots. Applicants will be seen as time allows. (We encouraged staff to be flexible.)

Clinics open five days a week will hold one walk-in day each week; Tuesday - Westend Neighborhood House, Wednesday - Northeast State Service Center and Thursday - Hudson State Service Center. Walk-in days are for primarily for clients who missed their appointments. It is hoped that this will reduce the enormous amount of time it takes staff to re-schedule missed appointments and allow for more appointments to be available for new clients. Currently there is a hardship on staff when explaining to clients there are no available appointments for months. Clients encounter frustration with the long wait time for appointments and federal requirements for appointment compliance are not being met on a consistent basis. Walk-in days will lead to less stress on staff. In addition, clients will be more satisfied with service, empowered to make their own decisions, accountable for them and have more options for appointments.

The task force developed several handouts for both staff and clients, explaining walk-in days. Sign-in hours for clients are between 8:30-10:30am and 1:00-3:00pm. These sign-in times are flexible based on the number of clients that come; some days we may be able to take clients later than the specified hours and other days we may have to stop sign-ins earlier based on the number of clients waiting for services. Clients will be seen on a first come, first serve basis. Included on the client handout are the walk-in dates for each clinic and all items clients need to bring.

The task force conducted staff training on July 26, and implemented walk-in days on August 1. We agreed the pilot needed to be at least six months to see any change in appointment availability.

We are excited to pilot our 'WIC walk-in days' in New Castle County, Delaware! ■

LOCAL QUILTERS GUILD DONATES "LUVIES" TO WEST VIRGINIA'S RANDOLPH-ELKINS WIC

By Susan Foster, RD Randolph-Elkins WIC Nutritionist

West Virginia's Randolph County WIC Office was the fortunate recipient of handmade baby quilts called "lUVies" from the Log Cabin Quilters Guild. According to Jill Synder, the Quilters Guild makes between 35 and 40 quilts per year and donates them to local community organizations, including WIC, Youth Health Services, the Women's Aid in Crisis Shelter, Hospice, local nursing homes and the Dialysis Center at Davis Memorial Hospital.

The Log Cabin Quilters Guild has been creating these beautiful labors of love for more than 15 years. The project was initially begun in recognition of National Quilting Day in March, but the local Guild members decided they wanted to distribute the quilts during the "month of love" - in February. The Guild has approximately 30 active members who work on the quilts year round. Local businesses, including the Elkins Sewing Center, and individuals donate fabric and supplies to support the labors of the Guild members.

"This is a wonderful gift for the families in our community," said Susan Foster, RD, Nutritionist, with the Randolph-Elkins Health Department. "And we are so appreciative to the Log Cabin Quilters Guild for helping to surround our WIC babies with love." ■

VIRGIN ISLANDS WIC MOM SUCCESS STORY

The following is an excerpt from a letter received by the Virgin Islands WIC Program

On May 31, 2013 at 7:54 pm, I gave birth to a beautiful baby girl that weighed 7 lb., 2 oz. My plan for her is to breastfeed for six months and from the third month to sixth, introduce formula along with breastfeeding. I also plan to go back to work so I am also expressing milk with a pump. We had some difficulties but everything turned out well thanks to the help of Mrs. Pierre at WIC.



Jaye's Baby, J'Adore

My baby was born a healthy girl, thank God. She latched well the first time. She was taken for her tests and cleaning and everything was normal. Around 12 in the morning I got her back into my arms and I tried breastfeeding her again and put her to bed. At 2 am I tried waking her up but it was difficult so a nurse came in to help me and everything went well. She then started to make funny sounds like she couldn't breathe so I had to call the nurse in and they took her until 10 am the next day. The doctor brought her back and said everything was fine and that she had a little amniotic fluid in her. When we brought her home everything stayed well.

After the first week my breast was engorged and she stopped latching on well. I was nervous she was not getting enough milk so I introduced Similac Advance, the same formula she received at the hospital. I noticed she did not have any bowel movements for four days. I received a call from Mrs. Pierre to come in for a class. Although I missed it, I was able to see her for one-on-one time. I told her my problems and she showed me how to fix them. Mrs. Pierre showed me how to pump better with my manual pump. She also showed me another position to hold my daughter so that she would be able to nurse better. After that, everything went well. I went to the pediatrician to see if she was constipated. The pediatrician helped push out her stool and prescribed juices if it happens again. I stopped giving formula and she had her normal three to four diapers.

The next week my daughter was nursing non-stop. I learned on-line that this might be a growth spurt, but she did not gain any weight during this time. The pediatrician suggested I give formula after breastfeeding. I told Mrs. Pierre, and she suggested I come in. At her office, I was introduced to their nutritionist who showed me the Medela Supplemental Nursing System (SNS), which allows me to put formula or breast milk in it and my daughter can drink from the bottle and breastfeed at the same time. Three days later, Mrs. Pierre weighed her, and she had gained 3 ounces!

On July 2, we took my daughter for her first-month checkup. She weighed 8 pounds! I would recommend anyone to use the SNS if their baby is not gaining weight. Throughout this whole experience I was scared and nervous, but I had faith and patience that everything would be OK. I wanted to try to breastfeed because it is the best and my baby would not have any problems. Breast milk is free from your body, the right temperature and you can get it instantly to feed your little one in no time!

In conclusion, I've experienced several things and I'm sure I will experience much more, but with the right help and equipment, I learned to overcome these challenges. There is so much knowledge about nursing and raising children and all can be easily obtained if you make the effort to find the information. I do encourage mothers and even fathers to attend parenting classes because there is much to learn.

Sincerely,
Jaye Whipper ■

PENNSYLVANIA COMMUNITY ACTION PROGRAM OF LANCASTER COUNTY GETS COOKING WITH HEALTHFUL CLASSES

By Roanna Martin, MS, RDN, Grant Coordinator

More than 75 young children and their families have been learning how to cook through a new program launched by WIC at the Community Action Program of Lancaster County, PA. This five-month series of classes began in April and was funded through a grant from the Pennsylvania Department of Health. The initiative specifically targets the high local rates of childhood obesity through nutrition and culinary education.

Designed to promote healthy food choices for low-income families, children eligible for the program include those who meet all three of the following qualifications: (1) are WIC participants; (2) are between the ages of 2-5; (3) have a BMI for age above the 85th percentile.

Parents/caregivers and children take part in hands-on learning experiences that include simple meal and snack preparation, fitness activities, and interactive games. Classes are taught in both English and Spanish. They begin with a short lesson seated on carpet squares surrounded by fun props such as a fabric My-Plate with plastic fruit, a produce bean-bag toss, or stuffed vegetable "friends." After the lesson, toddlers hop into their booster seats around a table for a cooking lesson followed by taste testing.

Based on MyPlate, each month has a different food group theme, with easy-to-assemble recipes such as Fruit Sushi, Strawberry Mice, and Black Bean Fiesta Salad. The fresh lime and cilantro scent of the black bean salad wafts through the hallways, drawing passers-by into the room to ask for samples and recipes.

Additional class activities have included a "Glo-Germ" handwashing experiment, reading "Rah, Rah, Radishes: a Vegetable Chant" by April Pulley Sayre, and planting lima bean seeds in plastic bags. The book "Rah, Rah, Radishes: A Vegetable Chant" is a great starting point for conversations about vegetables, and introduces such novelties as kohlrabi, Swiss chard, parsnips, and hubbard squash in addition to the familiar array of carrots, lettuce, and peas.

At the end of each class, parents are asked to select a goal for their families to work on for the next month. Two weeks after they attend a class, the nutritionist follows up with a phone call to check in on goals, answer any questions they may have, and remind participants about the upcoming class. Participants who attend at least four of the classes will receive a prize bag at the end of the series.

Parents and caregivers report that their children enjoy the classes, and they themselves receive helpful tips on cooking and healthy eating. Moms have been pulling out their phones to take pictures of their children cooking, several children tried new fruits, and parents have reported positive changes in their child's diet at home such as limiting the amount of fruit juice consumed. During regular WIC appointments, several nutritionists have overheard children asking if they were going to the cooking class that day. These children remember how much fun they had, and they are eager to return! When calling prior to class, one grandmother noted, "You hardly needed to call to remind me because my granddaughter won't let me forget that she's going to cooking class!"

These eager little chefs are cooking up a storm. Kids who are involved in the process of making food are more likely to eat what they create. In addition to learning the life skill of cooking from scratch, working with food provides a natural way to discuss nutrition and the importance of dietary choices. Starting today, these children in Lancaster County are truly heading for a healthy tomorrow by cooking their way to good nutrition! ■



CHEF FOR A DAY — Roanna Martin, Grant Coordinator (center), poses with Cheyenne Stein and Marcos Blanco, who are wearing the aprons they received for attending at least four cooking classes.



YUM — Jala Diop just mixed up her own bowl of Black Bean Fiesta Salad.

NEW JERSEY'S NORTH HUDSON WIC PROGRAM KICKS OFF SUMMER WITH SIXTH ANNUAL "SPRING INTO GOOD HEALTH" FAIR

By Dorcas Gonzalez

As a summer tradition, New Jersey's North Hudson Community Action Corporation (NHCAC) WIC Program coordinated its annual health fair "Spring Into Good Health." It was an energy-packed 70's-themed health fair, filled with bright colors, laughter, music and good health. Our extraordinary WIC staff wore matching tie-dye t-shirts and flower headbands, which attracted the attention of many in the community. Everyone was eager to participate in the activities, which were mainly focused on healthy nutrition, breastfeeding, and promoting physical activity.

Our dedicated nutrition staff prepared delicious healthy snacks, with food and drinks provided by the NHCAC Immigration Department, Whole Foods, Trader Joe's and 7-11. On our menu were warm whole wheat cheese quesadillas with a side of delicious creamy hummus and crunchy trail mix, along with slices of yummy, crisp, colorful veggies. To cool things off we offered a thirst-quenching combination of 100% fruit juice and tiny chunks of sweet summer fruits, to give that great tropical summer touch and of course plenty of H₂O!

The wonderful breastfeeding staff offered great breastfeeding tips and advice, along with educational and fun games, enjoyable for individuals of all ages. They had amazing free raffles and giveaways of boppy pillows, nursing covers, and gorgeous baby carrying slings. One lucky participant walked away with a brand new car seat, courtesy of the Hudson County Safety & Injury Prevention Center. Our amazingly creative peer counselors arranged beautiful gift baskets, which included many of the items mentioned along with other baby products.

At other tables our friendly enthusiastic intake staff decorated with fun colors to attract attendees. They had a "Grow your own Food" station, which encouraged the community to plant and grow their own veggies or garden. They offered helpful tips on planting and growing healthy food and how to help keep our planet clean. We had a table dedicated to the children, where they were able to create their own reusable shopping bags, decorate a fun visor and even create their own sand-filled fruit necklace charm. We had a talented artsy face painter and a happy smiley clown, who made funny balloon animals for the children. To keep the festivities going, we had a great DJ providing hits from the 70's and the top 40 of today's music, along with a Zumba instructor leading everyone to dance to the beat! Everyone was more than happy to participate in the activities, especially the music and dancing.

Among all the wonderful things this year's WIC health fair had to offer, the NHCAC Health Center offered free screenings to all attendees who wished to have their blood pressure, cholesterol and glucose levels checked. Also present were other health and social services programs from NHCAC and the local community. Participating programs spoke to the public and provided information about their services.

Overall the public's reaction and comments about our fair is something we take pride in. We believe that this is one of the best health fairs our WIC staff has conducted. It is with great honor and pleasure that we all serve our community and we hope to hold many more successful events. Next year we plan to top the charts! ■



VEGETABLES HAVE MANY USES — Juliany Cruz, WIC Intake Representative, is helping children make fruit and vegetable-themed visors.

MARYLAND'S HARFORD/CECIL COUNTY WIC CELEBRATES WORLD BREASTFEEDING WEEK IN MYRIAD WAYS: RUN. WALK. BREASTFEED.

By Lauren Pillar RD, LDN

Maryland's Harford/Cecil County WIC paired with Upper Chesapeake's Breastfeeding Support Group to offer an active breastfeeding celebration at the John Carroll School in Bel Air, MD. Ready for something different, Marge Kleinberg IBCLC, Harford/Cecil's Breastfeeding Peer Counselor Coordinator; Lauren Pillar, RD, LDN, Harford/ Cecil WIC's Outreach Coordinator; Upper Chesapeake's Laurie Miele RN, IBCLC and Lisa Chassagne RN, IBCLC; teamed up to brainstorm. Starting last December the group met monthly to plan the first annual Breastfeeding Celebration with a Kids' Fun Run, Family Stroller Walk and Health Fair "Run. Walk. Breastfeed."

The event kicked off with the opening of the health fair complete with community groups and vendors from the two counties. State WIC representatives Amy Kovar Resnik MS, RD, CSP, LDN, IBCLC and Ellen Gold MPH, RD, LDN, joined in the fun with the approximately 120 breastfeeding women, infants, children and their families. Attendees picked up goodies and information from the various vendor booths as they waited for the start of the kids' fun run. A representative from Charm City Run-Bel Air led all the runners in a pre-race stretch. Children were corralled in age groups to compete and participate in a real race experience, complete with bibs and medals for all finishers. After the fun run, Stroller Strides led the group in a warm-up before doing a family-stroller walk around the school's campus. Once the families returned from the walk, Peace Yoga did a children's yoga activity. Smoothie King Smoothies and water were available for the thirsty athletes, as well as donated snacks from Frito-Lay.

The event concluded with a door prize drawing of donations from the health fair vendors. The whole celebration was documented for free by local photographer April Stities. Thanks to the positive feedback from families and the enjoyment had by all in attendance, Harford/Cecil WIC and Upper Chesapeake Medical Center look forward to hosting this event again next year! ■



READY TO RUN — This WIC participant is ready to start the race.

PENNSYLVANIA'S COMMUNITY PROGRESS WIC PROVES VEGETABLES WILL GROW ANYWHERE

By Barbara Graham, Administrative Services Coordinator, Community Progress Council, Inc. WIC

Pennsylvania's Community Progress Council, Inc. WIC Program's Nutrition Education Coordinator, Rebecca May, received donated organic seed packs of vegetables, herbs and flowers from Jim Switzenberg, who is an organic farmer and general manager of John Wright Restaurant. She was informed there were enough vegetable, herb and flower seed packs to sow 10 acres of land and decided to do a project for WIC families.

Rebecca made packets of vegetables, herbs, and flowers for 150 participants to take home and plant with their children. She had planted some leaf lettuce in two suitcases to show the families that they could plant their packets almost anywhere and also in anything regardless of the space. The leaf lettuce grew, and WIC Director Beverly Wilson harvested, washed, bagged and placed the bagged lettuce at the receptionist counter for the WIC families to take home to make a salad. Rebecca encouraged the families to mail or bring in photos of what they grew. One family, Ms. Torres and her children, planted their seeds in plastic bottles with the tops cut off. They were excited to report that everything grew. ■



A SUITCASE FULL OF GREEN — Yes... that would be a suitcase filled with lettuce

MID-ATLANTIC REGION CELEBRATES BREASTFEEDING

PENNSYLVANIA WIC LAUNCHES STATEWIDE BREASTFEEDING HOTLINE

By Barbara Jinar, CLE, IBCLC
Ancillary Services Coordinator, Adagio Health WIC Program

Adagio Health's Nutrition Services Department/WIC Program has launched a statewide breastfeeding hotline. This hotline provides support and advice to Pennsylvania WIC prenatal and breastfeeding mothers, provides answers to their questions and someone to talk to about their concerns. It is especially valuable for women who have no family or friends to support their infant feeding decision. Calls are answered by certified lactation counselors and breastfeeding peer counselors. Extended hours allow services to be available Monday thru Friday, 8 am - 8 pm, and Saturday and Sunday, 9 am - 1 pm.

Adagio Health hopes that these extended hours will provide mothers with the support they need so their breastfeeding initiation and duration will increase while decreasing formula supplementation. The extended hours are an asset to the local agencies across Pennsylvania, whose resources are limited. This hotline is a cost-effective way to meet the needs of our expecting and new mothers. The WIC staff has responded to many calls, and has answered questions about pumping and medication, returning to work/school, smoking, engorgement, and sore nipples. ■



HOTLINE HELPERS — Suzanne Sweeney, Breastfeeding Peer Counselor (left) and Billie Connell, Certified Lactation Counselor and WIC Nutrition Assistant, assist with the Breastfeeding Hotline.

DISTRICT OF COLUMBIA WIC CELEBRATES WORLD BREASTFEEDING MONTH

The District of Columbia WIC Program celebrated World Breastfeeding Month in multiple ways and throughout the city, kicking the month off with a celebration at Howard University Hospital. The two-hour event was a combination of education, fun and inspiration. And it proved to be a great opportunity for DC WIC, DC healthcare providers and breastfeeding advocates to work together to bring breastfeeding awareness and education to the community, with exhibits from the March of Dimes, the DOH Healthy Start Program, the Safe Cribs Program, the DC Breastfeeding Coalition and a fabulous food demo from the SNAP ED team.

Opening the program, Brenda Kelly, MPA, Interim Senior Deputy Director of the Department of Health, Community Health Administration, spoke on the barriers and challenges women encounter in achieving their breastfeeding goals, the importance of support in the first few days after delivery and the need to close the breastfeeding disparity gap. In closing, she encouraged the audience to promote and support breastfeeding within their families, workplaces and communities. Gabriela Garcia, Director at the Center for Perinatal Advocacy at Providence Hospital, followed by providing more details on "The State of Breastfeeding in the District of Columbia." Ms. Garcia highlighted the exciting work that District hospitals are doing to improve maternity practices and move towards Baby-Friendly designation. "All hospitals are moving toward improving maternity care...working with the DC Breastfeeding Coalition, the Department of Health...it's a lot of work, but it's good work," said Ms. Garcia.

The next speaker, Cynthia Bailey, RN, IBCLC with INOVA Fairfax Hospital, spoke about the unique challenges of supporting breastfeeding of the late preterm infant. Representing the March of Dimes, Ms. Bailey promoted the "39 weeks" campaign, a campaign to increase the number of healthy pregnancies that go to full-term of 39 weeks when babies are more likely to breastfeed successfully.

But it was two of DC's WIC moms that stole the show, sharing moving stories of their breastfeeding experiences. Maxine, a youth educator in DC, spoke of her commitment to breastfeeding despite social and personal challenges. "It became very easy and I found that I could make it fit into my lifestyle," said Maxine, "anywhere, anytime, in church, on the metro..." WIC mom, Jamila H., emphasized the importance of woman-to-woman support. "Word of mouth is the most powerful form of marketing that exists", she said. She went on to say that "It pays itself forward. Once you get that good advice from a woman, then you become a woman who gives good advice."

And last but not least, in recognition of this year's theme, the program ended with recognition of the dedication and contributions of the DC WIC peer counselors in supporting breastfeeding.

Our local agencies celebrated World Breastfeeding Week with enthusiasm. Clinics created breastfeeding posters and displays, obtained breastfeeding pledges from moms and held individual events. Highlights included a presentation by Gwen West, DC WIC Lactation Consultant, at the CompCare clinic (Children's Hospital local agency), a celebration and group discussion at the East of the River Lactation Center, and a breastfeeding Jeopardy game at Children's National Medical Center. And a display of breastfeeding pledges at the Hunt Place clinic encouraged women to follow their breastfeeding goals by showing them that they are not alone!

DC WIC was even featured on TV! Lisle Cole, a bi-lingual WIC peer counselor and breastfeeding coordinator for the Mary's Center local agency, was featured on the local Univision station (Noticias). The segment also included an interview with one of our own WIC moms, and showed a number of moms nursing their babies!

DC WIC staff and participants were so enthused by this year's events, planning is already underway for next year! ■



APPRECIATION CELEBRATION — DC WIC peer counselors (left to right) Joyce Hayes, Maria Argueta, Lisle Cole, Lilliemae Bonilla, and Aleta Grandison are awarded Certificates of Appreciation as State Breastfeeding Coordinator Paulette Thompson, WIC Program Manager Rayshiang Lin, and Lactation Consultant Gwen West look on.

VIRGINIA'S PENINSULA WIC HOSTS WORLD BREASTFEEDING CELEBRATION

By Kaia Moseley, Breastfeeding Peer Counselor

On August 6, Virginia's Peninsula Health District breastfeeding peer counselors hosted their Annual World Breastfeeding Week event for pregnant and breastfeeding WIC participants and their families. Twenty-four mothers, three fathers, three siblings, and one grandmother attended. Representatives from La Leche League and the mother-to-mother Facebook support group "Breastfeeding Mamas," spoke about community support available to breastfeeding mothers, as well as the importance of support in making breastfeeding successful. In addition, a representative from Eastern Virginia Medical School Division of Community Health and Research discussed "The Business Case for Breastfeeding," to ensure breastfeeding mothers are aware of their rights in the workplace. After the presentations attendees enjoyed snacks, cake and punch while playing breastfeeding-themed games. The peer counselors raffled off door prizes which included donated breastfeeding supplies and baby clothes. The event was a success and the peer counselors look forward to next year's celebration. ■



WIC FAMILY ENJOYING THE DAY

NEW JERSEY'S OCEAN COUNTY HEALTH DEPARTMENT WIC CELEBRATES WORLD BREASTFEEDING WEEK

In New Jersey, the Ocean County Health Department WIC Program celebrated World Breastfeeding Week, August 1- 7. WIC Peer Counselors Linda Brennan and Edith Emmitt were honored for their dedication to the promotion of breastfeeding, and for their support of WIC breastfeeding moms throughout the county.

A RECIPE FOR GOOD BREASTFEEDING

Author Unknown

Start with good positioning

MIX: equal parts time and patience

ADD: balanced nutrition, fluids to thirst and plenty of rest

STIR IN: flexibility and supportive family and friends

FOLD IN: a dash of information, a pinch of humor and a little Stubbornness

COVER: lavishly with LOVE

POUR: into a comfortable chair and rock 'til done

An "I Have Breastfed and It Counts!" exhibit showed the first names of breastfed babies who have WIC appointments during the month of August. The names were written on small cut-out t-shirts that were decorated and hung on a mini clothesline. A tri-fold exhibit entitled, "Moms Make It, Babies Love It," was on display, giving moms basic breastfeeding information, as well as a display detailing "Why Is Breastfeeding Worth It? WIC Moms Tell Us!" Peer counselors and International Board Certified Lactation Consultants Katie Obeng and Debbie Pagano were on hand at the displays where participants were invited to take an "I'm Breastfed And It Shows" onesie, a sippy cup with a breastfeeding message on it, and a copy of "A Recipe for Good Breastfeeding."

The Ocean County Health Department WIC Program continues to salute our breastfeeding participants and our dedicated WIC staff during the month of August and throughout the year. ■



PARTY ON — Enjoying the festivities are Edith Emmitt, PC (left); and Debbie Pagano, IBCLC, Breastfeeding Manager, in Ocean County WIC's Lakewood office waiting room.

A BUSY WORLD BREASTFEEDING WEEK IN PA WIC'S ADAMS AND FRANKLIN COUNTIES

By Alicia Miller, Outreach and Retail Store Coordinator, SCCAP, Inc., WIC Program

Pennsylvania's South Central Community Action Program (SCCAP) WIC Program has been busy celebrating the incredible power of mother support and our WIC breastfeeding peer counselors. Our week has been busy, but included many smiles, words of encouragement, and overall, our community has recognized the importance of support to our breastfeeding mothers and their families.

On August 1, a World Breastfeeding Celebration was held at Norlo Park in Fayetteville, Franklin County. The celebration was planned by the Franklin County WIC peer counselors (PC), but all of the WIC staff from both Franklin and Adams counties contributed their time and talents to make the celebration a success. Despite dire weather predictions, approximately 110 people showed up at the park, including breastfeeding moms and their families, representatives from several other health agencies, and Adams and Franklin county WIC staff. We were pleased to have representation from the offices of PA Congressmen Scott Perry and Dan Moul. Franklin County congressman Rob Kauffman and his family also attended the celebration.

The celebration included children's activities, a breastfeeding awareness walk, and a picnic. One of the activities was making breastfeeding support banners. We called this a children's activity, but in reality it was the moms who had fun painting their children's feet and hands and decorating the banners. A total of five banners were completed, which will be distributed to each of the three congressmen and the PA Department of Health.

On August 2, Michelle Koser, PC Supervisor, and Anela Hadzalic, PC, set up a display at the Adams County Library outlining the benefits of mother support and introducing patrons to our BFPC staff. We have received several comments from people recognizing us from the display.

August 3 was a fun day as we participated in the "Big Latch On" in Camp Hill at the Om Baby and Parenting Center. WIC BFPC staff members Beth Parone and Michelle Koser helped register moms and babies for the event. Crystal Ramirez, PC, participated and breastfed her baby, Aurora. This year, 42 mothers were counted as simultaneously breastfeeding! Owner Shannon Lilienthal, IBCLC, expressed her thanks with having the assistance to make this year's event a success!

The following week, August 5-9, our PC staff provided gift bags of breastfeeding goodies and information to patients of Adams County Women's Health. We met and offered valuable breastfeeding support to seven women during this brief opportunity. Thank you to Wellspan Health for allowing us to share the benefits of mother support.

August 6 was a statewide day of breastfeeding celebration, as peer counselors and other breastfeeding support persons were invited to the Pennsylvania Capital for an event recognizing the importance of support to breastfeeding families. This special day included a reading of the Governor's Proclamation establishing August as Pennsylvania Breastfeeding Month. Individual recognition of PA mother support persons, including each PC in attendance, was an emotional event. Dr. Kenneth Oken, Department Chair of Obstetric Services at Pinnacle Health offered words of support; and Shirley Page, a pioneer of PA's LLL, spoke about the progress made by breastfeeding support in the state. Karen Shaw, a LLL Leader and folk singer delighted everyone by performing a few sing-along songs, all extolling the power of the breastfeeding mother. A motivating, moving, memorable, and proud day for WIC peer counselors, indeed!

The end of our celebratory week had us revisiting WIC and our approach to supporting breastfeeding families. Because participants of York and Adams counties often overlap in obstetrical and hospital services, it is beneficial for our counties to work together as a team to ensure a sustained network of breastfeeding support for our participants. Adams County PCs, Crystal Ramirez, Beth Parone, Anela Hadzalic and Liz Spicer, along with supervisor Michelle Koser, took a road trip to York County WIC to visit the hardworking breastfeeding support staff serving mothers in that area.

Kim Cambell and Lisa Lathrop hosted a short tour of their office and work area, and kindly shared the work they do for their York County mothers. Adams County PCs provided a small gift of appreciation to each of them for their tireless work supporting moms. All staff enjoyed this time of sharing and camaraderie. Great job, York WIC!

It's Friday, and everyone agrees it's been an exhaustive, but memorable week. What's on the agenda for today? Begin planning for World Breastfeeding Week 2014! ■



A BANNER DAY — Adams and Franklin County peer counselors presented Cindy Maki, MS, RD, WIC State Agency Breastfeeding Coordinator (front row, right) with a breastfeeding banner made by WIC participants at the Breastfeeding Picnic in Franklin County.

MID-ATLANTIC REGION CELEBRATES BREASTFEEDING

PENNSYLVANIA'S BI-COUNTY WIC CELEBRATES WORLD BREASTFEEDING WEEK

By Laurie Huff, IBCLC, Bi-County WIC Program

Three exciting events were conducted involving Pennsylvania's Bi-County WIC in honor of World Breastfeeding Week. On August 3, three Bi-County WIC employees joined forces with the Lycoming Clinton Breastfeeding Coalition by participating in an event called "Kids First Friday." This event was held in downtown Williamsport and was open to the general public and featured kid-friendly activities. Bi-County and the coalition collaborated to operate a stand focused on the importance of breastfeeding. Educational games were played by the children and their parents. Prizes were awarded to the children and inspirational information about the advantages of breastfeeding for moms, babies, their families and community were displayed. The event was a success and fun for everyone!

On August 5, the Birthplace staff at Susquehanna Health Care Systems honored Bi-County's eight breastfeeding peer counselors for the wonderful job they are doing. The staff hosted a delicious luncheon for the peer counselors and presented each counselor with a special monogrammed lunch bag. The staff expressed kind words to the peers and gave them a card that made it evident that they are grateful for a job well done!

Also in August, Bi-County WIC participated in a business health fair called "Fun in the Sun." The staff offered information and materials at the stand to the business community. The importance of supporting nursing moms and providing a breastfeeding station in the work place was discussed with attendees. Several businesses showed an interest in receiving additional information to establish a lactation station. Go Bi-County WIC! ■

MARYLAND'S UPPER SHORE WIC CELEBRATES WORLD BREASTFEEDING WEEK ON THE BEACH

By Danya E. Benton, RN, IBCLC
Community Health Nurse

Maryland's Queen Anne's County Department of Health Upper Shore WIC held its sixth annual breastfeeding picnic at Conquest Beach on August 2. Breastfeeding and pregnant clients enjoyed an afternoon with a recipe demonstration, sampling of recipes made with WIC-approved foods, a presentation on baby wear (along with a chance to try several different slings/wraps), and information from local programs. The afternoon wrapped up with a chance for the families to relax on the beach and in the water. A good time was had by all outside in the beautiful weather. ■



IT'S A WRAP — Moms and babies tried slings and wraps while at the beach.

PENNSYLVANIA'S SHENANGO VALLEY URBAN LEAGUE, INC. HOSTS ANNUAL WORLD BREASTFEEDING CELEBRATION

By Lauriethel Ward, RS/OC-CIT, Shenango Valley Urban League, Inc. WIC Program

Pennsylvania's Shenango Valley Urban League, Inc., WIC Program held its fourth Annual World Breastfeeding Week and Nutrition Education Celebration, August 7, at the local agency main site in Farrell, PA.

The celebration was centered on breastfeeding peer support, "Close to Mothers," and nutrition education. Fourteen social service agencies attended the event as exhibitors to provide information for families. There were additional activities, which included child-friendly games, raffles prizes, face painting, and refreshments (banana cupcakes, with peanut butter frosting).

Gift baskets donated by the exhibitors were raffled off and given to WIC participants. The WIC office staff also provided bags filled with nutrition, breastfeeding, and outreach incentive materials for all attendees. Special gift bags were given to all WIC breastfeeding participants to encourage them to continue breastfeeding as long as possible. ■



SMILE — WIC staff (standing, left to right) Kelly Rodriques, NE/BFC, PC Manager; Lori Kocholeck, Peer Counselor, and Mandy Marsh, LPN, Peer Counselor, Clinic Manager, (seated) Renee Mcado, Peer Counselor help celebrate World Breastfeeding Week.

VIRGINIA'S FAIRFAX WIC CELEBRATES WORLD BREASTFEEDING WEEK WITH WIC MOMS' SPA DAY

Virginia's Fairfax County WIC breastfeeding team hosted a WIC Mom's Milk Building Workshop on August 3 to commemorate World Breastfeeding Week, "Breastfeeding Support – Close to Mothers." The breastfeeding team found a common barrier where breastfeeding moms struggled to maintain their milk supply and confidence. We wanted to have a fun, relaxing day for WIC moms and highlight WIC breastfeeding support. Based on our experience, we believe this type of workshop offered on a regular basis could help increase our breastfeeding rates.

The audience included moms who have loaner pumps and personal use pumps, as well as moms who recently gave birth. Whole Foods donated \$250 in healthy foods and a private donor gave a spa gift certificate worth \$233 for a raffle. Movies, popcorn and neck and shoulder massages by a massage therapist were enjoyed by all. WIC moms received a breastfeeding assessment that looked at pumping and breastfeeding schedules. They were then given an opportunity to pump with the Medela Symphony pumps. The breastfeeding team, which included six peer counselors and one IBCLC, uncovered barriers such as pumping while traveling, finding additional times to pump or breastfeed in mom's schedule, and resolving latch problems. Successful outcomes of the event include two mothers who changed their WIC category status to fully breastfeeding, and two mothers who experienced improved latching. Mothers were given breast milk totes with freezer packs to transport their milk home. The WIC mothers and the WIC breastfeeding team were all smiles at the end of the day. Peer Counselor Rosita Benitez said, "We love what we do and going the extra mile with the WIC mothers made our day." ■



A BUSY DAY — top left – Rosita Benitez, peer counselor and Stephanida Bacean, WIC Breastfeeding Mother, top right – Claudia Ruiz, IBCLC and Ana Rosa, WIC Breastfeeding Mother, bottom left – Stephanie Riviere, WIC nutritionist and massage therapist.

DC WIC'S CHILDREN'S NATIONAL MEDICAL CENTER CELEBRATES WORLD BREASTFEEDING WEEK IN EVERY LANGUAGE

By Sara Beckwith MS, RD, LD, CLS

The WIC staff at Children's National Medical Center in Washington, DC began celebrations for World Breastfeeding Week with a colorful bulletin board highlighting the benefits of breast milk. The board featured the phrase, "breast milk is best" in a variety of languages: French, Amharic, Hindi, Chinese, Vietnamese, German, Spanish, Russian, Japanese, Polish, Arabic, and Yoruba. Children's National Medical Center welcomes visitors and patients from around the world. Diversity is an integral part of the WIC Program, and Children's WIC strives to provide culturally sensitive breastfeeding support and nutrition education.

Festivities continued with a World Breastfeeding Week celebration event inside the WIC clinic. To promote collaboration and community engagement, WIC staff partnered with the East of the River Walk-in Lactation Support Center located in Southeast DC. WIC participants were invited to play an interactive Jeopardy game featuring questions about breastfeeding, facilitated by the breastfeeding peer counselor from the East of the River Walk-In Lactation Support Center. Jeopardy participants received breastfeeding-related give-aways and entered a raffle for one of three special give-aways. Raffle give-aways included two durable diaper bags filled with breastfeeding goodies. The final give-away was a decorative gift basket featuring a manual breast pump. Breastfeeding mothers shared tips with each other as well as soon-to-be mothers on how to make breastfeeding successful. Everyone agreed that, all around the world, breast milk is best. ■



BREAST IS BEST IN EVERY LANGUAGE -- A bulletin board celebrating World Breastfeeding Week highlights the world-class breastfeeding support at the WIC Program at Children's National Medical Center in Washington, DC.

VIRGINIA BEACH WIC CELEBRATES WORLD BREASTFEEDING WEEK AT PEMBROKE MALL

The Virginia Beach WIC Program hosted its fourth Annual World Breastfeeding Week Celebration on August 3, at Pembroke Mall. Approximately 150 were in attendance at the fun-filled event. This year's theme, "Breastfeeding Support – Close to Mother," encompasses the different resources available to breastfeeding moms and their babies.

The event kicked off with the Big Latch On at 10:30 am, with all breastfeeding moms in attendance gathering to breastfeed for one minute. The Big Latch



WE'RE HERE — Virginia Beach WIC staff ready for the day.

On was held simultaneously, world-wide to commemorate World Breastfeeding Week. The number of participants worldwide will be tallied to see whether a new world record for simultaneous breastfeeding can be broken. Dr. Heidi Kulberg, director of the Virginia Beach Department of Public Health, read the 2013 Breastfeeding Awareness Month proclamation issued by the City of Virginia Beach. Other events held during the celebration included a contest in which families decorated their baby strollers and Parade Hats and took part in a parade around Pembroke Mall. All entries were judged and prizes were awarded to the winners of the best decorated stroller and best decorated parade hat. Attendees were able to visit various community agency exhibits and received valuable resource information.

Special thanks to Pembroke Mall for providing space and assistance in making this event successful. Mall Marketing Director Susie Wentworth says she looks forward to a continued successful partnership with the Virginia Beach WIC Program and has already booked the 2014 event at Pembroke Mall.

The event was organized by Becky Kear, Office Manager, with assistance from Maria Galang, Breastfeeding Coordinator; Ruby Arredondo, Outreach Worker, and Virginia Beach Peer Counselors Charlene Cattoi, Tanya Jones and Jennifer Yoder-Stedman. ■

LOCAL HEALTH DEPARTMENT EMPLOYEES PARTNER TO HELP WEST VIRGINIA'S WOOD COUNTY WIC PARTICIPANTS

By June Rhodes, Mid-Ohio Valley Health Department WIC Director

Mid-Ohio Valley Health Department (MOVHD) Oral Health Educator Mary Beth Shea and MOVHD Supplemental Nutrition Assistance Program Educator Caroline Eyeberg find a treasure can be had with innovative partnership.

Mary Beth had material she wanted out of her house. Caroline likes to quilt. These two factors added up to an ideal situation of something beautiful for new infants enrolling in WIC.

The thought of donating the beautiful craftwork in their MOVHD home was such an easy decision with the Wood County WIC Clinic housed on the second floor. The WIC staff offer many thanks to the handiwork of Caroline and also for the donation of material from Mary Beth. ■



HANDIWORK FOR A CAUSE — Donated baby quilts for Wood County infants enrolled in WIC came from gracious donations by two Mid-Ohio Valley Health Department employees.

MARWIC TIMES Fall 2013 Calendar

- 2013 American Public Health Association (APHA) Annual Meeting and Exposition. Boston, MA. November 2-6.
- The deadline for the Winter issue of MARWIC TIMES is November 11, 2013. Submit articles, photos and calendar events to your State editor. No Polaroid pictures. 5" x 7" digital photos (saved as JPGs) preferred. All photographs must include a detailed caption.

WEST VIRGINIA'S VALLEY HEALTH CABELL AND KANAWHA WIC PROGRAMS HOLD NUTRITION AND ACTIVITY FAIRS TO CELEBRATE NATIONAL NUTRITION MONTH

By Laura Casto, Valley Health Nutritionist and Outreach Coordinator, Kanawha WIC and Jenna Rose, MA, RD, LD, Valley Health Nutrition & Outreach Coordinator, Cabell WIC

West Virginia's Valley Health Cabell and Kanawha County WIC offices hosted local daycare centers to celebrate National Nutrition Month. The Valley Health WIC clinic in Kanawha County hosted children from Discovery Kingdom Childcare Center. The children watched an interactive reading of "The Very Hungry Caterpillar," participated in a MyPlate matching game and danced to "Reggie and the Veggies." Children learned the importance of eating a variety of fruits and vegetables, and getting plenty of physical activity daily. All participants were offered a healthy snack consisting of a "cutie" clementine and a bottled water, along with a goody bag. Bags included a MyPlate paper plate, coloring sheets, crayons, bubbles in carrot-shaped containers and information about the WIC Program. The children left smiling wearing white, chocolate, or strawberry milk mustaches provided by the National Dairy Council.

The Valley Health WIC clinic in Cabell County hosted children from Ebenezer Learning Center and Enterprise Child Development Center. This year's event was planned and implemented by three undergraduate dietetic students from Marshall University as part of their service learning project for their lifespan nutrition class under the direction of Denise Eagan, MA, RD, LD and Jenna Rose, MA, RD, LD. Teaming with students provided them a great learning opportunity while freeing Valley Health WIC staff to focus on the needs of the WIC clinic. The students planned five stations for the children. This year's stations included Healthy Helpings My Plate Activity Mat, The Fruit and Vegetable Dance from a Sesame Street DVD, trail mix activity, interactive reading of "The Hungry Caterpillar," by our own Sherii Carpenter, IBCLC, and healthy gums and teeth booth provided by the WV Oral Health Project. Each child received a goody bag to take home. More than 50 children attended the Valley Health Cabell WIC event.

The children and Valley Health WIC staff enjoyed the event. It was an excellent outreach opportunity for our local communities and focused on getting WIC and nutrition outreach materials to the families of young children who may be eligible for our program. Both the Valley Health Cabell and Kanawha WIC offices hope to continue this activity annually, inviting more childcare centers each year. ■



HAPPY FOR HEALTHY CHOICES — Marshall University Dietetic Student Elice Hunley leading children from Ebenezer Learning Center in My Plate Activity.



GROOVING TO THE FRUIT DANCE — Valley Health Cabell Nutrition Coordinator Jenna Rose leading the fruit dance with children who attend Enterprise Child Development Center.



REGGIE AND THE VEGGIES GET US MOVING — Valley Health Kanawha Nutrition Coordinator Peg Kenyon leading Discovery Kingdom Childcare Center children in "Reggie and The Veggies" activity video.

PENNSYLVANIA'S ALLEGHENY WIC PARTNERS WITH GIANT EAGLE NUTRITIONISTS

By Carol Janesko, RDN, LDN, Allegheny County Health Dept. WIC Program

Carol Janesko, RDN, LDN, Outreach Coordinator, and Gary Santel, MS, Vendor Coordinator, with Allegheny County (PA) Health Department WIC Program recently completed a new initiative with the Giant Eagle nutritionists. They acknowledged that many WIC participants continue to have a problem finding WIC eligible foods, especially in the larger stores. Carol and Gary decided to take advantage of the fact that many of the larger Giant Eagle stores have full-time registered dietitians to assist with shopping... among other things. So they joined forces with six Giant Eagle RDs representing 10 stores to improve services to WIC participants.



PHOTO OP IN AISLE 1 — WIC staff and Giant Eagle registered dietitians (left to right) Kimberly Jones, RDN, LDN; Cassandra Wert, RDN, LDN; Jessica Dugan, RDN, LDN; Carol Janesko, RDN, LDN; Gary Santel, MS; Tia Wade, RDN, LDN; Lisa Matt RDN, LDN; and Amanda Loscar, RDN, LDN; are all ready to assist WIC participants.

The training program consisted of a tour through the Settler's Ridge Giant Eagle location using the Pennsylvania Food List to identify foods that are eligible on the program. WIC eligible shelf tags were provided to each dietitian to be used in their respective stores. The role of the retail dietitian at Giant Eagle includes providing classes in Managing Diabetes, Nutrition for Life, Aisle Excursions and 10-Week Weight Loss Program. This training for the dietitians has added to their knowledge of the WIC Program and will benefit the WIC participants to make better choices at the grocery stores. We have already had good response from the RDs that have helped WIC families. ■

VALLEY HEALTH WIC PROGRAM LAUNCHES DOLLY PARTON'S IMAGINATION LIBRARY PROGRAM FOR PRESCHOOL AGE CHILDREN IN CABELL COUNTY, WEST VIRGINIA

By Jenna Rose, MA, RD, LD
Valley Health WIC Nutrition and Outreach Coordinator

Recently, West Virginia's Valley Health Cabell WIC Program started registering children for Dolly Parton's Imagination Library Program. The program is being funded through the Cabell County Board of Education and United Way of the River Cities. The only requirement for the program is the recipient be a child under five years of age, and be a resident of Cabell County.

The Valley Health Cabell clinic is honored the Board of Education and United Way have selected the local WIC Program to house the first book, "The Little Engine That Could™." When WIC participants fill out a registration form for their eligible child/children, each eligible child leaves the WIC office with this book in hand. In addition, each eligible child will receive a different book each month. The books are mailed to the child's home in their name for two years or until the child turns five years old, whichever comes first. The goal of the program is to give children an imagination library of books before they start school.

The Valley Cabell WIC clinic is proud to partner with all parties involved to get books into the hands of children. The staff is appreciative of this opportunity and set a goal to get all eligible Valley Health WIC participants registered. ■



BUILDING A HOME LIBRARY — Receiving their first book at the Valley Health WIC office are (left to right) Jaydan, Jayson and Destinee Runyon. Their brother Randy was camera shy but he also received a book.

VIRGINIA'S RAPPAHANNOCK AREA HEALTH DEPARTMENT WIC PLANTS A GARDEN

By Alyce Finch and Maria Garcia-Rios, Rappahannock Area Health Department

The idea for the WIC community garden came up in a conversation between former WIC Coordinator Eileen Alwang, Nutritionist Sarah Whitson and WIC Outreach Worker Maria Garcia-Rios about how to increase our clients' access to fresh local produce. We knew of other districts who had done similar projects and also became inspired by the "Let's Move" White House garden project.

Once we had submitted the grant for the garden, we started to look for land to establish the garden. As part of Rappahannock Area Health Department's outreach activities, we have an extensive partnership with them and do outreach activities at some of their mobile pantry sites and their twice monthly USDA-sponsored pantry. They have a garden on site and we spoke with Inventory Manager Lindsey Williams who offered us the opportunity to take over a portion of the garden.

Lindsey gave the WIC staff a crash course on gardening and assisted us with coming up a gardening plan. During the initial phase, Maria worked on the garden as part of her outreach duties and created the lesson plans for the garden as well as the layout. Once the funds for the grant were approved, two gardening assistants were hired – Breastfeeding Peer Counselor Angie Barone and Every Woman's Life outreach worker Alyce Finch (who happens to be a master gardener). We enrolled families and had groups of them come to garden on a three-week rotation. The families learned basic gardening skills and were provided with grant-funded gardening tools so that they would be able to garden at home.

A few of the families that had the land available were able to start their own home gardens as well!

At times when we had a large amount of gardening to do, WIC staff would volunteer to help – as an organic, pesticide-free garden, all the work was done by hand and required a lot of active time. Thanks to Sarah Whitson, Nutritionist Lauren Sumner, Nutrition Assistant Jane Jarrett and Eileen Alwang.

Though our growing season is winding down, we have already harvested 1,200 pounds of produce from the garden. We currently have a few fall crops that are planted and with the help of Alyce Finch, we will soon have a cover crop that will replenish the soil with much needed nutrients. Planning for next growing season has already commenced and we hope to bring in more participants next year! ■



A GARDEN OF FUN – A child frolicking among the crops.

PA Lancaster County continued from page 1

tions on the use of the FMNP checks, tips on what to purchase and advice on how to incorporate more fruits and vegetables into their diet. A recipe for "sofrito," a condiment made with peppers, garlic, tomatoes, and herbs, has become our success story. Lourdes Garcia, Nutrition Assistant at Lancaster County WIC, explains, "Sofrito has all the ingredients that the Hispanic culture uses on a daily basis to cook and marinate meats. So why not use FMNP checks to purchase the vegetables?" When it's mentioned, the majority of clients recognize this dish immediately. One client who caught a glimpse of the recipe sheet exclaimed, "Sofrito? You're my hero!" She had recently been thinking about learning to prepare it and was elated when given the resources and information needed to do so. Another memorable remark from WIC client Jacqueline Brooks was, "I didn't know you could make sofrito, I just always buy it at the store." Overhearing this, other clients stepped into the conversation exclaiming how much better it tasted homemade with fresh ingredients. It did not take any more convincing for this client to begin preparing sofrito at home. She also shared how in the past she had received checks and struggled with figuring out what to purchase with them. This experience helped her to realize that something her family was already consuming involved ingredients that she could purchase with FMNP checks.

When it comes to improving nutrition, the small steps matter most. The FMNP opens the door for clients to begin taking steps to increase fruit and vegetable consumption. Whether it's discovering the market for the first time, finding a new vegetable to try or learning to make a favorite recipe from scratch, these experiences can all lead to the development of healthy habits. ■

OUTREACH ACTIVITIES ABOUND AT NEW JERSEY'S BURLINGTON COUNTY WIC

The Burlington County WIC Program celebrated National Nutrition Month by observing food safety and proper hand-washing. Guest speakers Kathy Holmes and Suzanne Fajgier, staff from the Department of Environmental Health in the Health Department, presented information on food safety tips and proper hand washing techniques. Demonstrations were conducted with the "black light" on parents and children to illustrate the difference between hands cleaned with hand sanitizer versus hand washing with soap and warm water. Clients were surprised that hand sanitizers are not effective in hand cleansing. Free brand new pajamas were give-aways for clients who attended the class. The pajamas were donated by Tabernacle Elementary School children in observance of Read Across America.

Best practices for Burlington included many collaborative efforts in the community by hosting the Smile NJ Mobile Dentist every month in the Health Department. The local agency provided in-services to numerous agencies as well as Virtua Medical Interns, new Health Department employees and UMDNJ public health students and dietetic interns through Rutgers Cooperative Extension. WIC participants were engaged in a survey called Lending Closet, whose purpose was to gather information to assess the need for supportive services such as baby items, clothing, and parenting education, and provide such items to women in the community. Clients were entered for a \$25 Visa gift card.

The Summer Meal Program funded by USDA ran June 19-August 23 at the Pemberton/Browns Mills satellite site which clients enjoyed. Clients were given information every month of activities provided by The Family Success Center of Burlington County. Activities included distribution of free vegetables, kids in the kitchens, grocery store trips and classes such as Healthy Bones. Free services offered include life skills training, information and referrals for housing, employment, local community resources, and health information. The Inphonite system continues to be instrumental in maintaining reminder calls to clients for their upcoming appointments.

The local agency participated in several health fairs to create nutrition education awareness and provide outreach to the Burlington County residents. Health fairs included the Burlington County Community Action Program; Head Start and Early Head Start Annual Health, Wellness, Nutrition and Fitness Day; The Joint Base McGuire-Dix-Lakehurst Baby/Toddler Expo; the third Annual Living Well Health Fair at Christ Baptist Church; and the Southern Jersey Family Medical Center's Fifth Annual Farmworker Appreciation Festival which reached out to the Hispanic communities. The agency also participated in the second Annual Health and Wellness Day in Willingboro which is also a satellite site for clinics.

Sarah Phillips, Keith Brown, Emily Phillips and Anayeli Sanchez participated in "Bring Your Child to Work" Day. The children were busy labeling and stamping envelopes, counting and stuffing envelopes with the local agency outreach flyers. Each student received an award for recognition and participation for the day. ■



ALL IN A DAY'S WORK — Children of WIC employees show off their certificates following a day at work at the WIC office.

NEWS FROM PENNSYLVANIA'S MATERNAL AND FAMILY HEALTH SERVICES, INC. (MFHS)

By Jodi Phillips, Marketing Associate, MFHS

PA Secretary of Health Visit MFHS WIC...

Pennsylvania Secretary of Health Michael Wolf recently visited the MFHS Lehigh Valley WIC Nutrition Center in Allentown. The WIC Nutrition Program is administered in Pennsylvania by the Department of Health and this visit provided an opportunity for Secretary Wolf to observe how this program is delivered at the local level. WIC serves 250,000 Pennsylvania women, infants and children, and the Lehigh Valley WIC Center is one of the largest centers in the state, serving more than 6,200 participants. Secretary Wolf toured the Center, met with some of the staff, and discussed opportunities for WIC to partner with other Department of Health programs to have an even greater impact on the families we serve.

MFHS WIC Center Recognized for Most Accurate Nutrition Risk Assessments...

Congratulations to the Hispanic Center of Lehigh Valley! The center was recognized by the Pennsylvania Bureau of WIC for "Most Accurate Nutrition Risk Assessments" based on the previous year's WIC Program reviews. The Hispanic Center contracts with MFHS to deliver the WIC Program in Bethlehem, Northampton County, PA serving 2,675 participants.

MFHS Schuylkill County WIC Centers Receive Books...

Thanks to Comprehensive Women's Health Services, an MFHS partner, the National Children's Study donated 100 books to MFHS Schuylkill County WIC Centers. "The Everything Toddler Book" is an indispensable guide offering practical advice on parenting a toddler through the formative years. The books will be offered to

WIC participants with children entering the toddler stage of childhood.

The National Children's Study examines the effects of the environment, as broadly defined as air, water, diet, sound, family dynamics, community and cultural influences, and genetics on the growth, development, and health of children across the United States. The study follows participant from before birth until age 21 years.

The goal of the study is to improve the health and well-being of children and improve their influence on health and disease. Findings from the study will be made available as the research progresses, making potential benefits known to the public as soon as possible. Schuylkill County was one of two Pennsylvania counties to participate. Results of the study will contribute to the knowledge base of children's health and development and will be applied to future child health guidance, interventions, and policy for generations to come.

MFHS WIC Partners with Volunteer Firefighters Association...

MFHS Schuylkill County is currently partnering with the Schuylkill County Volunteer Firefighters Association to provide smoke detectors to WIC participants who do not currently have a smoke detector in their home. Over the past two years Schuylkill County has dealt with a number of devastating fires. It is believed some of the fatalities from these fires could have been prevented if the homes had operating smoke detectors.

Operation Save A Life is a fire safety initiative administered locally by WNEP-TV. Fire Chief Frank Zangari has donated a number of smoke



AWARD WINNING — Sue Uhl, MFHS Senior Operations Manager (center) presented the award to the staff at the Hispanic Center. Pictured (left to right) are Lorna Velazquez, Herminia Rodriguez, Dawn Bush, Mayra Rivera and Jessica Vazquez.

detectors to MFHS offices in Schuylkill County for distribution to participants who do not currently have one in their home.

The Mahanoy City EMS /Citizen's Fire Company #2, together with Chief Zangari, have been diligent in promoting the use of smoke detectors to save lives and protect families from the detrimental outcome of a house fire. Schuylkill County MFHS is honored to pass this very important fire safety measure on to the community now and in the future.

MFHS Celebrates World Breastfeeding Week...

MFHS WIC staff and breastfeeding peer counselors celebrated World Breastfeeding Week utilizing bulletin boards in their centers to help educate and remind women of the amazing gift they are giving to their children. A variety of themes were utilized and baskets raffled off – just another way MFHS breastfeeding moms know they have the support they need. ■



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