

# MARWIC

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

## SHARING GOLD: WEST VIRGINIA WIC MOM'S MILK DONATION TOTALS 1,617 OUNCES

By Lynne Ryan, BA, IBCLC, Breastfeeding Counselor, MCHD WIC

The success of Amanda Ejimofor, a Monongalia County (WV) Health Department (MCHD) WIC participant, was highlighted in the winter 2015 issue of MARWIC TIMES. Amanda pumped so abundantly while her newborn daughter Jahya was in the neonatal intensive care unit (NICU) that this dedicated mom had more than enough milk for her daughter's needs leading to her decision to donate the extra milk through the Ohio Milk Bank.

Amanda pumped with an old, dependable Medela Lactina breast pump which she was loaned through the WIC Breastfeeding Support Program. The milk was stored in a small, used freezer the MCHD WIC Program had in the break room. While WIC staff offered encouraging words with the occasional help in labelling containers or carrying shipping boxes to Amanda's car, ultimately, this amazing woman earned the praises and respect of others as she came and went from the WIC clinic week by week.

Through Amanda's experience, WIC staff learned a lot about human milk banking. Each week Amanda would bring an insulated duffel bag filled with containers of frozen milk to load into the deep freeze. Then every few weeks, she would pack up her breast milk donation into shipping containers provided by the milk bank, and head off to Fed-Ex for overnight shipping; all expenses were covered by the milk bank.

Amanda never lagged in her pumping — continuing to wake during the night for months — to maintain her milk supply. Her strength and

*Continued on page 9*



SHARING GOLD — Lynne Ryan, BA, IBCLC, WIC Breastfeeding Counselor and Amanda Ejimofor packing breast milk for shipping.

## MARYLAND'S HOWARD COUNTY WIC BREASTFEEDING OUTREACH CAMPAIGN TARGETS DADS

By Jane Ghaffari, Breastfeeding Services Coordinator

Maryland's Howard County WIC Program celebrated National Breastfeeding Month with soccer, a shower and a new outreach campaign.

During the entire month of August, participants wrote their breastfeeding goals on paper soccer balls and placed them on the clinic bulletin board which was decorated like a soccer field in conjunction with this year's theme, "Breastfeeding...A Winning Goal for Life!"

On August 28, the program hosted a Breastfeeding Baby Shower. The event was a big success with over 50 participants attending with their families. There was information sharing, a cooking demonstration by United Healthcare and games and prizes for WIC participants.

For the grand finale of National Breastfeeding Month, the program launched a new breastfeeding campaign, which highlights dads and the important role they play in supporting the mother's choice to breastfeed and sustain breastfeeding. Several dignitaries attended the event, including Steven Snelgrove, President of Howard County General Hospital; Councilperson Courtney Watson and Dr. Maura Rossman, HCHD Health Officer. Each of them gave outstanding talks about importance of breastfeeding. ■



WORTH CELEBRATING — Howard County WIC Breastfeeding staff share enthusiasm with moms and dads alike!

## SPRING 2015

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By Kelly Mannherz, MS, CLC

**M**ARO is thrilled to announce that Jaime Van Lieu is the new Branch Chief for the Supplemental Food Programs Branch, which includes WIC, the Farmers' Market Nutrition Program, and the Senior Farmers' Market Nutrition Program. Although Jaime is new to this position, Jaime is no stranger to FNS and began working at MARO over 15 years ago. She started as an intern in Financial Management while in college and loved the office environment and the people instantly. Jaime later started her full-time career in SNAP where she spent nine years working in their policy unit. During this time she conducted many state and local reviews, visited more than 25 SNAP offices in the region, and also had the opportunity to provide training both in our region and throughout the country. Assisting in disaster response in Virginia after Hurricane Isabel and in New Jersey following Hurricane Irene were the most rewarding experiences of her career in SNAP.

Jaime began in WIC on a detail in October 2011 and loved it so much that she never left. She was pregnant with her first child at the time which seemed so fitting to her. Jaime served as the Deputy Director over all of WIC at first, then transitioned to a Team Lead position, with both roles allowing her to gain experience in every facet of the program. "I was surprised with WIC's complexity and I have embraced learning all about it," Jaime said. Jaime has participated in eight Management Evaluations of WIC State Offices in our region, which also included clinic visits at local agencies. When asked what she likes most about WIC, Jaime said "I love WIC clinics – all those babies and children!" Jaime is also a huge supporter of breastfeeding and enjoys seeing the breastfeeding-friendly clinics throughout the region. When asked why she chose to work for WIC, Jaime stated "WIC's mission to provide nutritious foods, breastfeeding support, referrals to needed services, and nutrition counseling is so vital in improving the lives of the people we serve. Simply put, it's a wonderful program!"

Outside of work Jaime loves spending time with her two beautiful children, AJ and Lilly, and also enjoys running, yoga, pilates, and hiking. She also loves music of all genres and is often solicited to sing the national anthem at our office. In the rare instances that she gets down time, Jaime enjoys zoning out in front of the television too! ■



*MOVING ON UP — Congratulations to Jaime Van Lieu, MARO's new Branch Chief for the Supplemental Food Programs Branch.*



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- Virgin Islands.....Lorna Concepcion, MS, RD
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- West Virginia .....Heidi E. Staats
- MARO, USDA.....Jaime Van Lieu

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**DIAPER BAGS PRESENTED TO PENNSYLVANIA'S NORTH EAST ERIE COUNTY WIC**

By Barbara Warner, Outreach Coordinator, Erie County WIC Program

**A**n exciting initiative happened in the Pennsylvania Erie County North East WIC office! The Community Women's Club of North East (CWCNE) chose WIC as recipient of their latest service project. The group realized what a wonderful service WIC provides to moms, infants and children. The CWCNE provided diaper bags filled with a wide assortment of helpful items such as diapers, wipes, receiving blankets, and onesies, along with a beautiful handmade quilt, all contributions from several local individuals and agencies. These wonderful donations will be used as incentives for newly enrolled WIC moms.

WIC is extremely grateful to this organization for supporting our efforts and appreciate their generosity to our families. This is just an example of how amazing things happen when WIC and the community work together to promote a healthy lifestyle for our families. ■



*A COMMUNITY EFFORT — Community Women's Club of North East presents diaper bags and supplies to North East WIC! Pictured are (front, left to right) Darlene Orschek, quilter; Sue Hammond, CWCNE President; Debora Jamison, UNFHCC Erie County WIC Director; and Ashley Lauria, Registered Dietitian; (back, left to right) Sharon Wagner, Jodi Kubiak, Bonnie Rearick, all CWCNE members; and Donna Rodland, WIC Site Manager.*

## NEW JERSEY'S NORTH HUDSON WIC PROGRAM CELEBRATES WILLOW!

New Jersey's North Hudson Community Action Corporation WIC Program is bringing "Willow Comes to WIC" to our office. This is a special project funded and supported by PepsiCo and FamilyCook Productions. WIC Nutritionist Josephine Valenzuela and Intake Representative Zunilda Malena host the classes three times per week with the assistance of a nutrition intern. The goal of this project is to increase young children's interest in trying and eating new fruits and vegetables.

Willow is a magical bunny puppet that takes the children on a journey where they get to experience fruits and vegetables in a whole new way. Willow is a whimsical and fun way of encouraging

children to try new foods that they would not otherwise be exposed to. During each session, a new fruit or vegetable is introduced. The children explore the food by touching, holding and even examining it under a magnifying glass. Then the children get involved in the preparation of easy and fun recipes using their newly discovered fruits and vegetables. Afterwards, Willow offers them a taste. The participating children are excited and surprisingly eager to try Willow's recommended foods which have included kale, turnips, beets, and pomegranates. Recipes are distributed to parents so the participants can try similar foods at home. Eating fruits and veggies has never been this fun!

The program will be evaluated for effectiveness by using pre- and post-surveys regarding children's behavior changes along with assessing the Cash Value Vouchers (CVV) and Farmers' Market check redemption rates. The NHCAC WIC Program is thrilled to host this exciting project and hopes to continue the program for years to come. ■



*COOKING WITH KALE — Nutritionist Josephine Valenzuela and Intake Representative Zunilda Malena showing a child how to prepare kale.*



*LEARNING IS FUN — Nutritionist Josephine Valenzuela and Willow teaching the children about kale.*

## VIRGINIA WIC PARTNERS WITH HEAD START TO INCREASE ENROLLMENT

In 2012, Virginia WIC set out to increase WIC-Head Start collaborations. The aim was to conduct WIC outreach clinics in local Head Start sites in order to increase enrollment of the 2- to 4-year-old WIC-eligible population. A task force identified key pilot locations, developed a memorandum of agreement between WIC and Head Start and provided guidance on program operation, regulatory requirements and technology use.

Using portable equipment, pilot sites were set up in Alexandria, Stafford and Richmond. Alexandria had two sites in which they alternated weekly. They operated as a walk-in clinic for Head Start clients only and provided nutrition education in the classroom for kids. Stafford operated in one site as a weekly walk-in clinic that was open to Head Start clients as well as the community. Richmond alternated between four sites with appointments for Head Start clients only. Stafford and Richmond also participated in special events which increased WIC participation at Head Start.

During the first six months, the WIC-Head Start clinics were operating (one Alexandria site and all Richmond sites were closed for the summer) 153 WIC clients were serviced. Services included certifications, re-certifications and checking printing. Currently, in addition to increasing our WIC-Head Start collaborations, we have instituted the use of Electronic Balance Transfer (EBT) and a non-invasive hemoglobin analyzer. Our hope is by removing barriers (such as transportation and busy schedules), the use of EBT (which includes the reduction of the stigma associated with the paper Food Instruments) and the reduced pain and stress of finger sticks should increase WIC participation in the 2- to 4-year-old eligible population.

Sarah Whitson, WIC Coordinator for the Rappahannock Area Health District said, "I think the biggest benefit to our Head Start clinic is that it is walk-in, so parents don't feel tied down to a specific appointment time. The participants we have coming to Head Start love coming to that office and much prefer it to coming to one of our regular clinics. Lately we've been so busy at that site that we are thinking about having additional staff at the clinic to accommodate the large number of participants! It is really working for us!" ■

## BRANCH CHIEF ROBERTA HODSDON SAYS GOODBYE TO WIC AFTER 25 YEARS

By Kelly Mannherz, MS, CLC

In October, the MARO WIC Branch said goodbye to Branch Chief Roberta Hodsdon after 25 years of service to the Program. Thankfully she only moved a few offices away where she has taken over as the Branch Chief for the School Nutrition Programs Branch. When asked what she will miss the most about WIC, Roberta stated "I will miss the opportunity to work with our States who haven't rolled out EBT yet. Having been in WIC for so long, I would have liked to have been a part of the change in food delivery systems. Although moving towards EBT is a huge undertaking, the results are enormously beneficial to WIC clients. I will also miss the teamwork and support that exists among all of the MARO States and the Regional Office. Together we have achieved great things!"

One of Roberta's favorite memories from her time in WIC was the MARO WIC Regional Conference held in July of 2005. The Regional Office staff worked jointly with the District of Columbia to host the conference which was entitled "Path to Wellness." The conference focused on physical, emotional, intellectual, and occupational wellness with an emphasis on nutrition and physical activity. Roberta stated, "I really enjoyed the many activities offered throughout the conference, which included belly dancing, chair aerobics, Afro-Brazilian dancing, and morning walks around the Capitol in DC." Roberta also recalled an exciting game of WIC-tionary, a WIC version of the game Pictionary, as well as a MARO WIC State Challenge where each State raced through a tricky obstacle course and a three-legged race. This was an enjoyable and fun way for both the State and local staff to show their State pride.

MARO would like to thank Roberta for all she's done to support the women, infants, and children throughout the region over the past 25 years. We miss you already! ■



*Roberta Hodsdon*

## VIRGINIA'S ARLINGTON WIC OFFERS CLIENTS INNOVATIVE ZUMBA® KIDS PROGRAM

“Slide to the left, slide to the right,” Josefina Giron calls out to her class of enthusiastic WIC clients. The sliding is part of a Zumba® for Kids program Giron, an Arlington County (VA) WIC Nutritionist, Registered Dietitian and Zumba® instructor, created for high-risk WIC children ages 3-5 and their parents. Once a month for six months, participants lace up their sneakers and head to the Arlington County offices for a 90-minute class focusing on healthy habits. With upbeat music and kid-sized Zumba® steps, Giron has the room full of smiles while participants get their heart rates pumping. Parents and kids (and even siblings) stretch, jump and dance. Each week Giron also reads a story about how eating good meals and being physically active helps keep people healthy.



**ZUMBA FUN** — WIC Nutritionist Josefina Giron leads the class of WIC mothers, fathers and children enjoying the Zumba® class.



**MOVE IT** — Arlington WIC's Zumba® Kids Program encourages dance and movement.



**SNACKS FOR ALL** — Zumba® participants fuel up with a healthy snack at the end of class.

Through the Arlington Health Department's "Healthy Kids, Healthy Families" program (funded by the Virginia Department of Health) participants are provided with reusable water bottles, hula hoops, and DVDs for home use. At the end of each session all participants eat a snack consisting of water and a piece of fresh fruit to reinforce the healthy food message. Twenty-two children and their parents are participating in the program through the end of August. A majority of families report using the DVD at least twice a week in their homes. When surveyed, parents excitedly shared that their families are drinking more water, eating more fruits and vegetables and doing more physical activity since starting the class. One parent noted, "the only thing I would change about this class is to have it more often!" Heights and weights of children and participating parents were recorded at the beginning of the program and will be compared to measurements taken at the final class. ■

## MARYLAND'S CCI-WIC CELEBRATES NATIONAL NUTRITION MONTH

By Nina El-Chebli, WIC Dietetic Intern, CCI-WIC

In celebration of National Nutrition Month, staff from Maryland's CCI-WIC participated in a fun-filled game of Nutrition Jeopardy during a monthly all-staff meeting at the Wheaton WIC office. The game was created and hosted by Nina El-Chebli, a dietetic intern with CCI-WIC, to help remind staff of the importance of a healthy lifestyle. The game encompassed this year's National Nutrition Month's message, "Bite into a Healthy Lifestyle," by including categories related to healthy snacking and physical activity. Each staff member had the opportunity to participate and show off their nutrition knowledge. The goal of the game was to strengthen the staff's nutrition awareness to better promote a healthy lifestyle to WIC participants all year round! ■



**PLAYERS** — Participants in the National Nutrition Month game of Jeopardy are (left to right) Stephanie Zafiroopoulos, Debbie Earl, Megan Crum, Valerie Michaud, Katie Busacca, and Ayan Ibrahim.

## DISTRICT OF COLUMBIA WIC OUTREACH AT NBC4 HEALTH AND FITNESS EXPO

The District of Columbia (DC) WIC Program participated in the annual NBC4 Health and Fitness Expo at the DC Convention Center on January 14 and 15. The Expo draws thousands of people and hundreds of exhibitors. Therefore, it was a great opportunity for the WIC Program to reach out to the community as well as to foster partnerships with other healthcare organizations in the city.

WIC Nutritionists Emily Cleaves of Unity Health Care, and Kimberly Thompson of Children's National Health Systems, shared their enthusiasm and expertise about the WIC Program and educated the public on the importance of healthy nutrition and breastfeeding.

Emily and Kimberly were also able to make appointments for current participants and new clients right at the fair! Overall, the event was a successful outreach opportunity and one that DC WIC plans to attend again in the future. ■



**WIC AT THE EXPO** — Nutritionists Emily Cleaves, Unity Healthcare, and Kimberly Thompson, Children's National Health Systems, staff a table at the NBC4 Health and Fitness Expo in Washington, DC.

## TRAINING PROVIDED TO HUNDREDS OF HEALTH PROFESSIONALS IN THE SECOND MATERNAL AND CHILD HEALTH SUMMIT OF PUERTO RICO

As part of the strategies to promote quality care in health services for mothers, the Puerto Rico WIC Program, in conjunction with the Committee for the Promotion of Breastfeeding of the Department of Health, held the Second Maternal and Child Summit of Puerto Rico. The summit took place on Friday, January 23, in the amphitheater of the Conservatory of Music of Puerto Rico.

As reported by the Executive Director of the Puerto Rico WIC Program, Dana Miró Medina, the Second Maternal and Child Summit of Puerto Rico intended to serve as a forum to help hospitals optimize maternal and child care in the delivery rooms and achieve the 10 steps recommended and supported by the World Health Organization (WHO) and the Pan American Health Organization (PAHO), to promote the bonding of the newborn to his/her family and to breastfeed.

"We all want to raise a generation of healthy children and to achieve this, we need all health-related sectors to be committed to the implementation of strategies that bring us closer to this goal. The promotion of healthy practices during pregnancy, labor and birth will facilitate the baby to enjoy a healthy start," said Miró Medina.

The summit included the participation of 140 professionals — doctors, nursing professionals, hospital administrators, representatives of non-profit agencies, representatives of health insurance agencies, social workers and health educators. As a nutritionist, Miró Medina urged participants to collaborate actively in educating the population on the recommended practices to achieve the bonding and nutrition needed by the baby and the mother.

"As health professionals, we know the many benefits that come with breastfeeding; however, it is urgent for us to communicate this information to our patients or clients who come with confidence that we will recommend the best for their health and that of their children. We are the ones who have the authority to establish public policy that leads us to develop a culture aware of the importance of breastfeeding and bonding for the health of the mother and infant. Likewise, hospitals occupy a main role in offering mothers breastfeeding as the first option, providing them with the appropriate breastfeeding techniques," Miró Medina emphasized.

On the other hand, the Breastfeeding Coordinator, Iris Roldán, emphasized that the summit offered the opportunity to reiterate the commitment of the WIC Program to work in partnership with the hospitals serving our participants. "We have taken very seriously the commitment to support our WIC mothers/infants, so that they can initiate breastfeeding within the first 24-48 hours postpartum. We know the importance and impact of the immediate postpartum period in the initiation and continuation of the breastfeeding process. Through the implementation of the Program of Peer Counselors, we will be in the hospitals to support mothers as many times as necessary," said Roldán.

Among the invited guest speakers was the Main Advisor to the Nutrition and Social Determinants of Health of the Pan American Health Organization, Rubén Grajeda, who shared the maternal and child experience in other countries. In addition, other topics were discussed during the summit such as strategies of the peer counselors of the WIC Program; management of childbirth and bonding; laws that protect the pregnant woman and the breastfeeding mother; as well as future legislation and doulas as support for breastfeeding mothers. ■



EXPERTS — This group of panelists shared their expertise during the summit.



Iris Roldán



Dana Miró Medina

## PROFESSIONAL DIETETIC EXPERIENCE STRENGTHENS QUALITY OF CARE IN WEST VIRGINIA

By Mary Caldwell, MA, IBCLC, RLC  
Valley Health WIC Director

Nutritionist Karen Poole has a lot of clinical experience that informs her intuition as well as helps size up and identify when an intervention is needed to save a baby falling through the cracks. Karen saw what the infant's doctors weren't seeing; and now a baby, who we thought wouldn't survive the week, is six months old and starting to eat baby foods.

While counseling a mother and her small infant, Karen's tenacity and clinical experience kept her focused on monitoring the infant's development. Even though the mother said the doctor wasn't concerned, Karen suspected something was affecting the child's growth. She spent extra time working with this mother and observing the infant through additional follow-up visits. Ultimately, information was shared, and coordination of services occurred with the infant's physician. With additional testing, it was determined this baby wasn't growing properly and needed a feeding tube.

On another occasion, at a routine infant nutrition appointment, Karen became concerned while observing a postpartum mother. Through counseling and interviewing, Karen was able to determine a referral was needed to address the mother's symptoms of postpartum depression. Thanks to Cedar Grove Valley Health-WIC clinic being in the same building as the Valley Health Upper Kanawha Medical Center, Karen was able to immediately alert a physician who quickly came over to attend to this mother.

Karen Poole is a true asset to our Valley Health-WIC team. Her intuition and clinical experience, coupled with her passion and willingness to go above and beyond, has proven a great benefit to WIC participants. ■



NATURAL INSTINCTS PROVE RIGHT — Karen Poole, Nutritionist with Valley Health WIC, has helped many WIC participants through her efforts and passion during nutrition counseling.

## NEW EDUCATIONAL TV'S IN WIC WAITING ROOMS IN DELAWARE

By Maria Shroyer, MS, RD, LDN

Children in the WIC clinics sat silently, entranced by the colorful Disney scenes dancing across the TV screen. Once the movie ended, one of the WIC staff members would have to take valuable time to restart the video. Those days are in the past.

Delaware WIC has installed new Digital Signage TVs in 10 waiting rooms statewide. The TVs use virtual video content, hand selected by the WIC State Office, on a variety of health topics. Topics include: dental health, immunizations, cooking demos, vaccines, smoking, fire safety, diabetes, and pregnancy. Videos originate from sources such as the USDA, AND, CDC, American Lung Association, Nemours, as well as original videos from the Delaware Health and Social Services and the Delaware WIC Program. Videos are in English, Spanish, and some Creole. There are a variety of kids' videos.

The TVs also have a portion of the screen to post clinic messages, with statewide WIC information or individual clinic information such as clinic hours or closings, the Breastfeeding Peer Counselor's name and number. This area also contains health messages ("Did you get your Flu Shot?") and references to WIC videos available on the Delaware WIC website such as: "Warm up with our Hearty Bean Soup Recipes" (visit [de.gov/wic](http://de.gov/wic)).

Staff members love the new signage TVs. Since the TVs start up and shut down at a programmed time each day, tailored to the clinic hours, staff members no longer have to manage the workings of the TV. In addition the programming varies so that the same video or information does not play over and over each day!

Best of all, WIC participants have the opportunity to receive valuable education during the idle time spent in the waiting room! ■



*EDUCATIONAL TV — Delaware WIC installed television monitors in its clinic waiting rooms to show educational videos and display clinic information.*

## MARYLAND WIC'S NUTRITION UPDATE GOES HIGHER TECH

By Colleen Pierre, MS, RD, LDN

Nutrition Specialist, Maryland WIC Program

January's WIC Nutrition Update used "Go To Webinar" to allow most CPAs to meet online and "stay home" while brushing up on Nutrition Risks and trying out some new nutrition resources.

The State Nutrition and Breastfeeding Unit introduced Nutrition Care Counseling Guidelines, a new support tool for CPAs. The Guidelines added medical information, Stages of Change counseling, and links to professional health organizations to provide background on high-risk nutrition conditions and breastfeeding risks.

WIC CPAs are expected to be able to counsel participants on 80 high-risk conditions, and 50 moderate nutrition risks. With the rapid advance of nutrition and health information, staying informed is a major task. The three-year project was designed to make on-the-spot refreshers available to CPAs. The Nutrition Care Counseling Guidelines are the work of the Nutrition Care Committee, which coordinated and edited the contributions of 18 WIC CPAs and 20 Dietetic Interns.

CPAs also had the opportunity to log into and explore the Nutrition Care Manual and the Pediatric Nutrition Care Manual developed by the Academy of Nutrition and Dietetics. The manuals provide dietary guidelines and special diet-related meal plans for nutrition professionals to use in Nutrition Care counseling. CPAs can use the information to help WIC participants use their WIC checks to manage their nutrition-related medical conditions.

Most CPAs logged into the meeting from their own local agencies, eliminating winter travel time. It was an opportunity for many CPAs to experience the process of joining Go To Meeting on their own. ■

## "FEEDING THE WORLD" HOSTED BY NEW JERSEY'S TRINITAS WIC

By Anita Otokiti, Trinitas WIC Director

"Feeding the World" was the 2014 theme of World Food Day. New Jersey's Trinitas WIC hosted an event to celebrate the common goals shared by the World Food Day Organization, World Vision and the Trinitas WIC Program which is to promote awareness of hunger in the world; encourage economic growth; increase food production; encourage new technology and join resources to end hunger. One sixth of the entire human race suffers from hunger. To end hunger seems unattainable due to the current global economic crisis. Food prices continue to rise as disposable income decreases. Food supplies are limited and often unsafe. Many areas have been affected by environmental conditions; weather and natural disasters have damaged crops and destroyed occupied land.

WIC addresses hunger by providing healthy foods, nutritional support and breastfeeding education and healthcare referrals to low-income families. Approximately 50 percent of infants born in the United States are enrolled in the WIC Program. Enrollment in WIC is associated with improved pregnancy outcomes and increased savings of medical costs.

The Christian humanitarian organization, World Vision, is dedicated to working with children, families, and communities worldwide to reach their full potential by tackling the causes of poverty and injustice. It seemed a perfect quest as employees of Trinitas WIC were inspired to "just do something." The event was dedicated in memory of their co-worker, Erva Williams, who served families in WIC for more than 25 years. A card was delivered to her family members. A display featuring World Food Day and World Vision offered WIC information to be taken.

Just this past October, NJ WIC hosted a statewide conference where Dr. Adolf Brown conducted a session entitled, "Don't Judge a Book By Its Cover." Many have the opinion that WIC participants only take from our government, but with this agency project we found that it was the WIC participants that were most willing to share whatever they had in their pockets. Employees and participants donated \$420 to World Vision designated for food and care to Haiti. This gift was matched for a total donation of \$2100. Giving Inspires: Caring Empowers. ■



*IN MEMORIAM — The event was dedicated to the memory of Trinitas employee Erva Williams.*



*SUCCESSFUL DAY — Trinitas WIC Staff shows off the proceeds of the "Feeding the World" event.*

## A WEST VIRGINIA SUCCESS STORY:

### BLESSED WITH BREASTFEEDING

By Sherii Carpenter, IBCLC,  
Valley Health Systems WIC Lactation Consultant

**S**awyer Mathis was born with Cystic Fibrosis. This congenital disease affects his respiratory functioning. Sawyer's treatment regimen includes two lung poundings with medications every day; when he is sick, he has to have more.

Sawyer was blessed to have a mommy who participated in WIC, and decided to breastfeed! He was exclusively breastfed until he was six months old, then fruits, vegetables, and infant cereal were introduced into his diet. As a result of his body not producing the enzymes needed to assist in digesting foods, Sawyer had to be given medication before each meal and eat his meal within 30 minutes. Even though he was still nursing, Sawyer would often gag and vomit while eating solids. As a matter of fact, he had to have coconut oil and cereal added to his foods to help him gain weight.

When Sawyer was about two-and-a-half years old, his parents took him up to Columbus for his regular six-week appointment, and blood work. About a week later, his parents got a phone call from the hospital. The test results revealed that Sawyer could be weaned off of his enzymes because his pancreas was working as it should! He now eats whatever he wants and is growing well.

Sawyer is my grandson and my wonderful daughter blessed him with breast milk until his third birthday. More and more research is showing how breast milk is working to help and heal a variety of illnesses. I can't medically say that is what healed Sawyer, but I truly believe it helped! ■



*HAPPY FAMILY — Garrett, Caybreh and Sawyer Mathis.*

## VIRGIN ISLANDS WIC CONTINUES 40TH ANNIVERSARY CELEBRATIONS

By Lorna Concepcion, MS, RD



*Nutritionist Hanne read a dinosaur story to WIC kids at Tutu Park Mall Clinic, St. Thomas.*



*WIC children learn portion size with parents as they use 1/4 cup scoops to put cereal in their ziplock bags to make their Cereal Snacker at Charles Harwood WIC Clinic, St. Croix.*



*WIC collaborates with DOH's Mental Health Division and staff member Marin Roebuck read stories to WIC kids at Charles Harwood WIC. This photo was captioned incorrectly in the Winter issue of MARWIC TIMES. We apologize for the error.*



*WIC staff nutrition aides Shermaine (left), Lizzette (center), and Breastfeeding Coordinator Donabel (right) show kids how to stir their milk in pudding snacks at the Charles Harwood Clinic, St. Croix.*

## MARYLAND WIC'S CONNIE WEBSTER RETIRES AFTER 25 YEARS OF SERVICE

Colleen Phebus, Marketing Specialist

**F**riends and co-workers bid Connie Webster, Chief of Nutrition Services, a fond farewell on November 21 at a retirement luncheon held in her honor.

Colleagues toasted Connie and shared memories of good times, hard work, and many accomplishments during her 25 years of service. Jackie Marlette-Boras, WIC Director, presented Connie with a plaque to commemorate her service and Dr. David Paige, the founder of WIC, thanked Connie for her dedication and professionalism in a heartfelt speech.

A potluck luncheon was held at the State Office and the staff presented Connie with a large basket of assorted chocolate candy and a gift card to Connie's favorite yarn store.

Connie joins her husband in retirement and looks forward to leisure time to read, knit and enjoy life, because it's like a box of chocolates, you never know what you're going to get! ■



*FOND FARWELL — Connie Webster (left) and Jackie Boras.*

A class of new interns is selected each year from qualified candidates. The 11-month part-time internship allows the dietetic intern to obtain 1200 supervised practice hours qualifying graduates to take the national credentialing exam. Generally the intern continues to live and work in their home community for the duration of the program.

During the more than 24 years of operation, 130 interns have graduated from the program, with 28 interns graduating over the last five years. Although the program has grown and changed during the past 24 years, changes are still occurring. Connie Webster, MPH, RD, LDN, WIC Internship Coordinator from Maryland retired from Maryland WIC in December 2014. Current Internship Director Kathleen Sergent, MA, RD is planning to retire in May 2015. Check out the internship website for more information: [www.vahealth.org/DCN/DieteticIntern/index.htm](http://www.vahealth.org/DCN/DieteticIntern/index.htm). ■



VA/MD WIC DIETETIC INTERNSHIP CLASS OF 2014/2015 — Dietetic interns pictured (left to right) are Kathlin Gordon (VA), Austin Voltin (VA), Susan Samuel (VA), Kelly Freno (VA), Kimberly Zisman (MD), Nina El-Chebli (MD), Victoria Crone (VA), and Mary Garrison (VA).

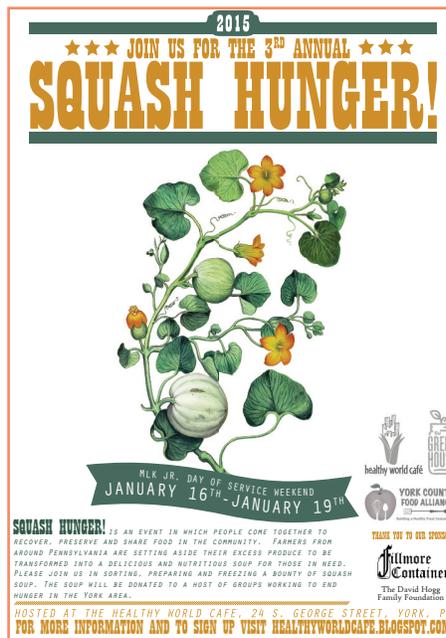
### PENNSYLVANIA'S YORK COUNTY COMMUNITY PROGRESS COUNCIL WIC PARTICIPATES IN 2015 SQUASH HUNGER

By Barbara Graham, Administrative Services Coordinator  
Community Progress Council WIC Program

"Squash Hunger" was a joint community event sponsored by York County Food Alliance, Healthy World Café and The Green House which was held January 16-19. "Squash Hunger" is an event in which people come together to recover, preserve and share food in the community. Farmers from around Pennsylvania are setting aside their excess produce to be transformed into a delicious and nutritious soup for those in need.

Healthy World Café made the Squash soup and the York County Community Progress Council WIC Program was one of the programs selected to receive jars of frozen Squash soup. The WIC staff were able to offer taste samples and a recipe sheet was available to the WIC participants. If they liked the soup, they were given a jar to take home and share with their family.

Local farmers and food banks donated fresh produce for the soup preparation. Becky May, CPC York Nutrition Education Coordinator, participated in the Food Alliance Healthy Food Access work group. Some of the other agencies that received the jarred soup were the Nutrition Link Super Cupboard Program, Community Progress Council Early Head Start Program, food pantries, and several churches. ■



PROMOTING THE EVENT — The beautiful Squash Hunger flyer was hung all around town.

### MARYLAND WIC UNVEILS NEW OUTREACH MATERIALS

By Colleen Phebus, Marketing Specialist, Maryland WIC

Maryland WIC knows that the services and support the Program offers to Maryland families are invaluable. Through outreach, we make aware, or remind, Marylanders that WIC is here to serve them. Recent outreach efforts have focused on two goals: telling our target audience that we have services that can help them and reminding families that our services continue through the critical pre-school years.

To achieve these goals, the Maryland WIC State Office, with input from our local agencies, has developed updated outreach materials that are available for use this April.

The highly anticipated 2015 outreach materials follow the new Maryland WIC Brand Guidelines coordinating with other recently updated program materials. The items are visually engaging as well as informative using a novelty chalkboard font and colorful illustrations to capture the reader's attention. The outreach brochure sets the standard for outreach language used across all platforms to deliver a consistent programmatic message. To reduce cost and waste due to obsolescence, the income guidelines are now a separate insert fitting inside the new outreach brochure. A customizable handout allows Local Agencies to personalize outreach by adding their contact information or message on the back panel. A new banner can be adapted for local agencies by exchanging the Maryland WIC information for their local agency number and logo. Birthday cards are a new addition to the outreach family. Local agencies have been creating and using their own version and inspired the creation of a standard card with a postscript message aimed at participant retention until the age five. The card design mirrors the new Help Me Be Healthy series. All materials are available in English and Spanish.

Newly designed items include: Customizable Handout, Income Guidelines, Business Card, Poster, Birthday Cards for 1st, 2nd, 3rd and 4th birthdays, and Banner.

Items in development include a Physicians' Outreach Kit (to include: Director's Letter, Outreach brochure and business cards with logo holder, Poster, WIC pen and logo sticky pad, Medical Documentation Forms) and table cloths/ display table with the new Maryland WIC logo. ■

## WEST VIRGINIA'S MID-OHIO VALLEY HEALTH DEPARTMENT WIC PROGRAM TARGETS ORAL HEALTH AND HEALTHY HABITS

By Jennifer Habeb, Nutritionist II, Outreach Coordinator

When children attend clinic at WV's Mid-Ohio Valley Health Department (MOVHD) WIC, they not only get to speak with a nutritionist about healthy habits, they also get to take some goodies home with them to help accomplish this task. To promote kids eating foods from all the food groups, children get to take home a MyPlate. Families love these plates. The pictures of the foods on the plate are eye-catching and also are an incentive to put a variety of foods on the plate. MOVHD WIC Program has offered these plates in the past. When the supply was gone, many WIC participants asked for them, and even asked where MyPlate could be purchased. Since it was such a success, we decided to do it again.

On top of offering plates, we have been giving cups to try and encourage cup use at a young age. Unfortunately we see many children continuing bottle use or sippy cups

past the recommended developmental age. This creates problems such as too many sugary drinks, filling up on liquids or not getting needed nutrients from foods. In the worst scenarios, young children will develop cavities, require caps on their teeth, or have extraction of their baby teeth. To help prevent this, and to educate families on recommended fluid intake, MOVHD WIC started giving out cups made just for kids. These are small enough for kids to hold, but yet teaches them appropriate serving sizes and how to drink from a big kid cup.

To continue to promote healthy teeth, MOVHD WIC has put together bags to help promote healthy brushing habits in older kids. In the bag, kids receive a toothbrush, toothpaste, and dental floss to help get them started early in learning the proper care of their teeth. The month of February was ideal to promote National Children's Dental Month and distribute the bags to children participating in WIC. WIC has also partnered with Mary Beth Shea, the Oral Health Coordinator for the Mid-Ohio Valley Health Department, in trying to get kids to receive dental care at an early age. She has started a Children's Preventive Dental Screening, Treatment, and Referral Program. We can refer WIC participants to receive preventive treatment such as cleanings and fluoride treatments as well as education for the parents. The Oral Health staff will help families find a dental home to ensure continued care of their teeth. Thanks Mary Beth for your support and continued work with the WIC Program! ■



**READY TO PRACTICE HEALTHY HABITS** — Mid-Ohio Valley Health Department WIC Program offers tools for families to practice the health habits highlighted during WIC nutrition education.



## MARYLAND WIC FARMERS' MARKET COOKBOOK TURNS 3

By Colleen Phebus, Marketing Specialist, Maryland WIC

2015 marks the third edition of Maryland WIC Farmers' Market Cookbook. The widely popular book focuses on how to redeem your WIC fruit and vegetable check and your Farmers' Market Nutrition Program checks at the local market coupled with practical information and recipes. The goal of this collaborative outreach tool is to increase WIC participant fruit and vegetable consumption through the redemption of checks at Maryland's farmers' markets while promoting farmers across the state.

The University of Maryland Extension, Food Supplement Nutrition Education is back for their third year as a key partner providing recipes from their Market to Meal Time curriculum. They also provided other nutrition education materials in conjunction with the Maryland Department of Human Resources' Supplemental Nutrition Assistance Program.

New in 2014 and back for 2015, Share Our Strength contributed recipes from Cooking Matters.Org. Cooking Matters helps families to shop for and cook healthy meals on a budget as part of *Share Our Strength's No Kid Hungry* campaign.

The cookbook includes partner program advertisements that provide valuable information about services for WIC participants. The 2014 cookbook features ads from Text4baby, March of Dimes, Maryland PRAMS, the American Diabetes Association, Maryland Kids in Safety Seats, the National Domestic Violence Hotline, and the No Kid Hungry Meet Up and Eat Up summer meals campaign. Look for new additions in 2015.

The 2014 publication included a Maryland Farmers' Market Directory with content provided by the Maryland Department of Agriculture (MDA). The MDA anticipates unveiling a new app for 2015 for smartphones and tablets to help participants easily and conveniently locate markets. ■



**JUDGING BY ITS COVER** — This edition of the Maryland WIC Farmers' Market Cookbook is a winner.

### **Sharing Gold** continued from page 1

resolve were inspiring to witness as she mothered her seven children, including an infant who struggled and fought for life, all the while maintaining a pumping regimen that ensured enough milk for her child and countless others. The milk bank kept a meticulous tally of the milk Amanda donated, and were grateful for the 1,617 ounces of breast milk that benefitted so many babies.

Sadly, baby Jahya died when she was four months old. As Amanda weaned off pumping, and I helped her pack up the last shipment of breast milk in late January, I received her permission to share this story. I asked if there was anything in particular Amanda would like to share. She stated that while spending time with her daughter in NICU, she saw babies who had been abandoned for various reasons. They were no longer ill, but had no home — spending months in the hospital. As a matter of fact, some infants were still there on their first birthday.

These babies have captured Amanda's heart; she has dreams about them. She said they could be adopted, but the system is broken. Amanda has a Masters in Social Work and believes she can work on the problem. She said it will take time as well as legislation, but she is determined to do something to help abandoned NICU babies. Amanda believes it may have been a purpose of her daughter's life for her to meet these babies. ■

## MARYLAND WIC STARTS NEW YEAR WITH NEW TRANSIT CAMPAIGNS

By Colleen Phebus, Marketing Specialist, Maryland WIC

Following the success of the *Friends and Family* outreach campaign and the introduction of Maryland WIC's new logo and tagline, Maryland WIC launched the new *Stick with WIC* campaign aimed at increasing participant retention until the age of five.

According to Maryland WIC Program Director Jackie Marlette-Boras, "Nationwide, Program participation is declining, but in Maryland the rate of decline has been significantly less than the national average. We attribute our consistent outreach and especially our transit outreach campaigns with our ability to maintain participation."

The new campaign concept was born when the local agency coordinators attended an outreach workshop last spring. All agreed there was a need for outreach addressing program participant retention for children over the age of one. Transit advertising was chosen because it gives the Program the ability to reach hundreds of thousands of participants and potential participants during the campaign.

*Stick with WIC* is a campaign with subtext that grew from the findings in the recently released study *Early Childhood WIC Participation, Cognitive Development and Academic Achievement* by Brown University sociologist Margot Jackson in the journal *Social Science and Medicine*. The study finds that children who participate in WIC show stronger cognitive development and higher test scores. The study confirms what Maryland WIC has been saying all along, "Brighter futures begin with WIC."

The *Stick with WIC* slogan appears in more than half of our local agencies including Baltimore City, Anne Arundel, Frederick, Howard, Montgomery, Prince George's, Queen Anne's, Somerset, Wicomico, and Worcester counties. There are 391 assorted bus and MARC images. The campaign runs from the beginning of February until the end of May with approximately 75% of the images being interior and the balance exterior. Overall, interior images give the audience a longer time to engage with the campaign and its subtext, which tells why one should *Stick with WIC*.

In Baltimore City, four additional campaigns are running concurrently with *Stick with WIC*. These campaigns provide the opportunity to test new concepts, which can eventually roll out statewide. The *Superheroes* campaign is running on the Light Rail with messaging that half of all children (superheroes) are eligible for WIC. The ad includes a call to action to make a WIC appointment.

*WIC is worth it!* is a campaign that showcases new WIC graduates endorsing the Program with the same subtext as *Stick with WIC*. The messaging focuses on participant retention. The campaign appears on the Baltimore City Metro trains and kiosks.

Bus King Exteriors feature the *WIC Works* campaign. This ad addresses pregnant participants but alludes to the future of the unborn child with the subtext "It's where brighter futures begin," appearing next to the Mom along with a call to action to make an appointment.

The final campaign is a reprise of our *Brighter Futures* slogan. The new slogan simply states, next to our logo, "It's where brighter futures begin." These ads feature the new verbiage in our outreach brochures that gives the definition of the WIC Program. Playful icons swirl around a baby set against the iconic yellow circle, which represent the brighter future. The graphic is on large-scale premium locations including a Metro floor graphic and billboard style display. ■



GET ON BOARD WITH WIC — Maryland WIC has developed a series of creative transit ad campaigns.



## A NEW WAY TO GO PAPERLESS – VIRGINIA HAS GONE MOBILE

Starting October 1, 2014, the Virginia WIC Program began using a customized iPhone® application for documenting all store monitoring visit results. This customized "app" was developed by the Nova Dia Group, a Xerox Corporation subcontractor. This same contractor already offered an iPhone® application that allowed for the collection of WIC Approved Universal Product Codes (UPCs). The host system being used to collect both UPCs and monitoring visit results is called APL Central. Using the iPhone® mobile app allows WIC Program staff to document on-site monitoring results, including inventory surveys for both existing and new store applicants. Administratively, the majority of communications related to store monitoring visit outcomes are sent totally electronic, without the use of paper forms.

Building on the mobile platform efforts used by Pennsylvania and Michigan WIC Programs, the Virginia WIC Program received an Operational Adjustment Grant (FFY 2013).

The Virginia solution leverages the approved UPCs so that WIC staff using their iPhone® along with a Daily Systems® "sled" can easily scan and identify products that are approved and are eligible to be counted toward the Program's minimum stocking requirement. WIC staff members also enter into the app the scanned item's quantity and enter other required information which allows Program staff to automatically check the electronic form for completeness. The Virginia solution also allows for a manual override should an eligible product's UPC be missing from the APL database. The electronic monitoring record collects a store representative and WIC staff signature, using their finger. Additionally all information can be collected "off line", allowing monitoring review to be continued even in remote locations without cell service or a wifi connection.

The current version of the iPhone® mobile app used by WIC staff meets the goals of automating a previously manual, labor-inten-

sive process, eliminating paper forms, eliminating tracking and mailing paper forms and reducing the need for revisits due to inaccurate or incomplete forms. Results documented from the iPhone® mobile app are available to the Vendor Compliance Manager to review and approve within minutes after the on-site review has been completed.

In FFY 2015, more than 60 WIC staff members from 35 Health Districts will be trained to use the new iPhone® mobile app to document monitoring visit results. Some enhancements are being made to allow greater access to monitoring visit results by local WIC Coordinators and their staff. Again, this key program change has revolutionized how we meet this important business requirement.

If you are interested in finding out more about Virginia's iPhone® mobile app, or would like to arrange for a demonstration, please contact Sheila Brewer, Vendor Compliance Manager of the Virginia WIC Program at 804-864-7810, or [Sheila.brewer@vdh.virginia.gov](mailto:Sheila.brewer@vdh.virginia.gov). ■

## HIGHLIGHTS OF NEW JERSEY'S BURLINGTON COUNTY WIC PROGRAM

By Dr. Deepti Das, PhD, Coordinator, and Leshette Williams, MS, RD, Assistant Coordinator

### CELEBRATES MADELINE MURRAY'S RETIREMENT

After 30-plus years of dedicated service with NJ's Burlington County WIC Program, Madeline Shultz Murray retired on October 31. "Mad," or "Maddie" as we all call her, was an integral part of the Burlington WIC Program. She held the position of Principal Account Clerk Typist which she proudly filled. More importantly, she was true to heart and would always give from her heart, as we all knew from her love of people. "It's so hard to say goodbye to yesterday." We love you and will miss you Maddie. Enjoy and have a blessed retirement!



Maddie Schultz



SO LONG, FAREWELL — the staff bids adieu to Madeline Schultz.

### SOUTHERN NJ PERINATAL CO-OPERATIVE

The Burlington County WIC Program would like to thank the Southern NJ Perinatal Cooperative for supporting the breastfeeding services for Burlington participants through FFY 2014. The Local Agency accepted the Breastfeeding Grant in FFY 2015. A Lactation Consultant and two Peer Counselors were hired to provide breastfeeding services. Lactation service hours at the main office are Monday-Friday, 8am-5pm, with extended hours, 8am-8pm, four times per month. Services are also provided at all 10 satellite sites.

### AUGUST BREASTFEEDING CELEBRATION

The Burlington County WIC lactation staff participated in "The Big Latch On" event held on August 2 in Medford, NJ as a kick starter event to World Breastfeeding Month. The event was attended by Peer Counselor Claudia Schanil of the Burlington County WIC Program. The Global Big Latch is an international event held in various areas where mothers come together around the world and breastfeed simultaneously. Burlington County WIC lactation staff also hosted a table.

### BURLINGTON COUNTY BEST PRACTICES

The local agency continues to host "Smile NJ" monthly which provided a total of 178 children with dental care during FFY 2014. Nurse Representatives from Nurse Family Partnership come twice a month to the Administrative site to enroll first-time moms. A total of 127 pregnant moms were seen during the second half of FFY 2014. The agency staff participated in several annual health fairs, including Fort Dix/McGuire AFB Expo, The Burlington County Farm Fair, and The Latino Services Health Fair. The staff distributed WIC Outreach Flyers and nutrition education materials at the events. ■

### BREASTFEEDING IS A TEAM EFFORT AT WEST VIRGINIA'S RANDOLPH-ELKINS WIC

By Kristi Orr, Randolph-Elkins Health Department WIC Program

The decision to breastfeed does not come easily to all women. Many factors come into play when considering how to feed a new bundle of joy: "will I be embarrassed;" "will I make enough milk;" "how do I know the baby is getting enough;" "is it going to be inconvenient?" While these concerns are a determining factor of whether or not women breastfeed, we often neglect to look at one of the most influential factors - the support of dad and other loved ones.

While many family members are on board with the idea of breastfeeding, there are those who are opposed to the idea; they may be dealing with their own insecurities of feeling left out, or are not sure how they will bond with the baby. Those who are supportive of breastfeeding may not know how to encourage their loved one when difficulties arise - should they offer a bottle if the baby is crying all the time or what can they do for sore nipples? Empowering dads and other family members with breastfeeding knowledge will open the door for them to be more supportive and involved in the breastfeeding experience.

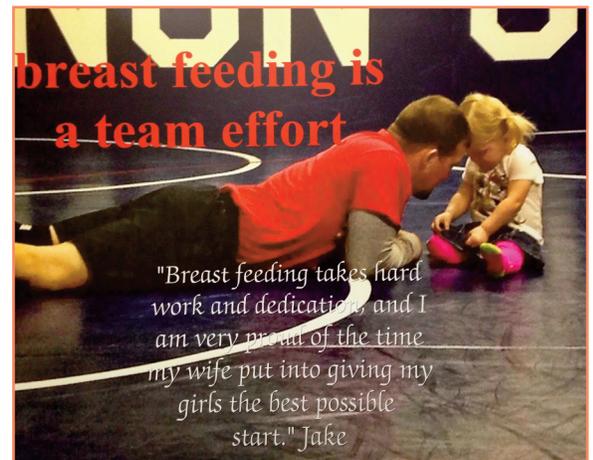
First, and foremost, knowledge is power. Informing dads about the importance of breastfeeding and the benefits of breastfeeding may motivate them to help more.

Secondly, have moms discuss their breastfeeding goals such as how long they intend to breastfeed. With a specific goal in mind, and with dad on board, they can work together to reach the intended outcome.

Next, discuss bottles with dad. While keeping in mind the importance of getting breastfeeding off to a good start, and the recommendation of no bottle for the first four to six weeks, open discussion should happen regarding preferences. For example, will mom exclusively breastfeed, or is she open to dad feeding the baby a bottle of expressed breast milk from time to time?

Then stress to dad that he is an important part of the baby's life. There are numerous ways for dad to bond with the baby. Dads can be involved by doing skin-to-skin with the baby and taking part in bath time.

Lastly, appoint dad as coach of his breastfeeding team. The entire family unit and breastfeeding are part of a team effort. When everyone works together with a common goal in mind, breastfeeding is much more likely to be successful. As the coach, Dad would also stand by his family's decision to breastfeed despite the criticism others may have. Additionally encourage him to watch videos and become a breastfeeding guru himself. He will feel more comfortable jumping in and helping the baby get latched on or assisting with any other issues that may arise. ■



TEAM WORK — A dad's perspective says it all.

## CHILDREN'S HOME SOCIETY OF NEW JERSEY MERCER COUNTY WIC PROGRAM CELEBRATES BREASTFEEDING

Besides its health benefits, breastfeeding can be a protective mental health factor for babies and contribute to healthy families. This was in evidence as the Children's Home Society of NJ (CHS) Mercer County WIC Program hosted its Fifth Annual Breastfeeding Brunch. It was attended by 23 families and community partners.

The breastfeeding message resonated with our WIC participants as they celebrated with WIC staff at our event. LAF Studios Photography, a community partner, took lovely 5x7 photos of our breastfeeding and pregnant participants. Other community partners attending included a local breastfeeding support group, 609Breastfeeding, started by one of our participants; one of our community health insurers, Wellcare; and our partnering hospital, Capital Health Systems – the only Baby-Friendly hospital in the area.

Our families walked away with a beautiful 5x7 portrait of their healthy breastfed family through studio sittings that were donated by LAF Studios. We were especially delighted that many of our toddlers were continuing to breastfeed. The positive effect that breastfeeding has had on families of all types was beautifully shown at this event. CHS went the extra step of providing a plethora of raffles and door prizes for our moms and babies. Our WIC families enjoyed highlighted WIC foods of fresh fruit and breakfast burritos, graciously prepared by Jeanine Hearne Barsamian, Breastfeeding Supervisor and Victoria Fredrick, Senior Breastfeeding Peer Counselor.

While enjoying the event, the breastfeeding moms were invited to participate in the launch of the CHS Mercer WIC Program's Pinterest page: [www.pinterest.com/MERCERWIC](http://www.pinterest.com/MERCERWIC). ■



*PICTURE PERFECT — Breastfeeding supports healthy attachments in WIC families, as evidenced in this beautiful family portrait.*



*SPREADING THE WORD — Senior Breastfeeding Peer Counselor Victoria Fredrick speaks to participants at the Breastfeeding Brunch.*

## VIRGINIA'S ROANOKE CITY AND ALLEGHANY HEALTH DEPARTMENT STAFFS GO THE EXTRA MILE

Virginia's Roanoke City and Alleghany Health Districts' WIC staffs go the extra mile to provide support to their clients. Breastfeeding Peer Counselor Michelle Hayden went to visit a first-time mother and her newborn at home shortly after the baby's birth to check on the baby, support breastfeeding and deliver a breast pump. The infant had a history of jaundice and Ankyloglossia, commonly known as being tongue-tied. While there, she became very concerned with the baby's condition, as the infant did not wake easily, had diarrhea and had difficulty latching. With the mother's permission, Michelle communicated with the child's pediatrician and arrangements were made to transport the baby and mother to the hospital by EMS. The mother asked Michelle to be with her at hospital. Michelle arrived at the hospital and helped support the mother and facilitate communication between the mother and her healthcare providers. During the course of the baby's stay, Michelle visited several times. By the time of discharge, the infant had picked up weight and was on a good feeding schedule. Michelle arranged nursing support with the district's Baby Care program and a few days after discharge, a joint Health Department visit was conducted by WIC and Baby Care program staff.

The new mother expressed her thankfulness for WIC and the support she received. In addition, while at the hospital, the doctor and nurses were amazed at how much support she had with WIC and the Health Department! ■

The deadline for the Summer issue of MARWIC TIMES is May 18, 2015. Submit articles, photos/captions and calendar events to your State editor.



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