

MARWIC

T · I · M · E · S

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

VIRGINIA WIC CLINIC GRAND OPENING CELEBRATES PRINCE WILLIAM HEALTH DEPT. COMMUNITY PARTNERSHIPS

Recently, Manassas City (VA) Mayor Hal Parrish, several local Rotary members, and leadership from the Georgetown South Community Center helped cut the ribbon on the newest WIC satellite clinic in the Prince William Health District (PWH). The new WIC clinic is located at the Community Center.

The PWH leveraged resources and partnered with the Manassas Rotary and Georgetown South Community Council, Inc. to bring this much-needed clinic to the vulnerable, underserved residents in this area of Manassas. According to the 2015 County Health Rankings, Manassas City has the highest obesity rate in the PWH. Therefore WIC services that support breastfeeding and nutrition education are extremely important in order to prevent childhood obesity in this community.

Thanks to the team who helped get the clinic up and running: WIC Coordinator Deborah Tillman, Nutritionist Andrea Astudillo, Nutritionist Senior Sarah Greenslade, Nutritionist Senior Marbella Moreno-McCarthy, Breastfeeding Peer Counselor Elizabeth Parone, and Nutritionist Associate Maria Velasco. Prince William Health District Director Dr. Alison Ansher, Nurse Manager Linda Woods, and Business Manager Rodney Follin also provided important support for this successful partnership in the community. ■



THIS OPENING IS GRAND — Those in attendance at the ribbon-cutting included Manassas City Mayor Hal Parrish, Dr. Ansher, Health Director for PWH, WIC staff, staff and officers of the Georgetown South Neighborhood Council, Rotary members and a representative from Head Start.

YESTERDAY, TODAY AND TOMORROW – WE’VE COME A LONG WAY BABY AT MARYLAND WIC!

By Sherri Sabol, RD, LDN, CLC
Chief of Nutrition and Breastfeeding Services

The 2015 Maryland WIC State Conference was held on Tuesday, March 31 at the Hilton Baltimore BWI Airport Hotel. The day began with opening remarks from our Director, Jackie Boras. Jackie recognized all staff for their years of service to the Maryland WIC Program. This recognition included honoring Patricia Bell-Waddy for 40 years of service. Congratulations Pat!

The keynote speaker was Dr. Adolph Brown. He presented a very inspiring and motivational presentation entitled, “Don’t Judge a Book by Its Cover.” Many staff commented that his presentation was the best they had ever seen.

The day continued with a presentation by Shelby Watson on the Farmers’ Market Nutrition Program. The new mobile app she presented was innovative and cutting edge. Joe Ferrera, eWIC Project Manager for Maryland and USVI, gave a comprehensive overview of the impact of EBT. More information will be shared as our implementation process begins. We certainly have come a long way baby!

Race Pica presented an interesting approach to physical activity and movement in children, which was followed by a high energy fitness demonstration by Laura Sullivan, CCI WIC, and Adam Thomas. The day ended with a comprehensive overview of advocacy in breastfeeding. It truly does “take a village to breastfeed a baby.”

A special thank you goes out to all of the staff who served on the planning committee and volunteered during the conference. This day would not have been such a success without each and every individual who put their time and effort into the conference. ■

DISTRICT OF COLUMBIA WIC ANNOUNCES CHRISTI DORSEY AS NEW STATE WIC DIRECTOR

The District of Columbia WIC state agency is pleased to announce Christi Dorsey, MA, RDN, CP-FS as the new state WIC Director. Christi holds a BS in Dietetics, Nutrition and Food Service



Christi Dorsey

Management, and a Masters of International Affairs and Food Policy from Columbia University in New York. She previously worked for WIC in the state of New York.

Christi came to DC WIC from a position as Division Project Manager for the District of Columbia Office of the State Superintendent of Education (OSSE). In that position, she worked with numerous nutrition programs including national school lunch, school breakfast, the Summer Feeding program and the Temporary Emergency Food Program. In

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By Kelly Mannherz, MS, CLC, MARO Nutritionist

In honor of Take our Daughters and Sons to Work Day, several FNS Mid-Atlantic Regional Office (MARO) staff brought their children to work with them on April 23. Nine children ranging in age from six to 16 attended the event. The nutritionists from the WIC Program, School Lunch Program, and Supplemental Nutrition Assistance Program (SNAP) at MARO planned a fun-filled, educational day for the children which provided them with an opportunity to learn more about the work that their parents and mentors do. The day started with a nutritious breakfast of fruit, low-fat milk, and whole grain cereal, consistent with USDA's School Breakfast Program, while children learned about both the School Breakfast and the National School Lunch Programs. Next the children learned about the important work that SNAP does and they participated in a "re-think your drink" game. The children were asked to guess how many packets of sugar were in some of their favorite drinks like soda, Gatorade, iced tea, energy drinks, and juice. The children were shocked to learn the exorbitant quantity of sugar packets that the beverages they often drank contained. The activity closed with everyone naming different ways to limit their sugary beverage intake, including watering down your juice, adding a lot of ice, drinking a smaller portion, or drinking water instead.

The day continued with a brief presentation about the WIC Program and a guessing game where the children selected which foods they thought were WIC-eligible. Vincent Van Lieu, a six-year-old whose aunt is MARO's WIC Branch Chief Jaime Van Lieu, impressed the group with his knowledge of what the WIC acronym stands for. Next the children had a lot of fun doing a matching game with a variety of less common fruits and vegetables including pepino melon, radishes, star fruit, kumquats, purple potatoes, Asian pears, and sugar snap peas. Following this was a taste test of these foods, and the children were



NAME THAT FRUIT — Children compare the colors and shapes of various fruits and vegetables as they try to guess the name of each.



HOW MANY — Children at MARO's Take Our Daughters and Sons to Work Day guess the number of sugar packets in their favorite sugary beverages.



I SMELL A MELON — Six-year-old Vincent Van Lieu tries to identify the pepino melon.

excited to compare the colors, textures, sweetness, and shapes of all of these foods. Following the taste test, the children made yogurt parfaits using low-fat yogurt, blackberries, strawberries, and whole grain cereal, and making healthy snacks and meals with WIC foods was discussed. The event concluded with an exercise session where the children learned the importance of a healthy balance between food and fitness, followed by the presentation of an award to each child for participating in our event.

When asked what he learned during the day, Vincent replied, "I learned about healthy and unhealthy foods!" ■

MID-ATLANTIC REGIONAL OFFICE WIC TEAM WELCOMES DENISE VALDEZ

By Amy L. Holtan, MA, RD, LDN

In late December, the Mid-Atlantic Regional Office (MARO) welcomed Denise Valdez to the WIC team. Denise is not new to the MARO family; she previously served as a Hispanic Association of Colleges & Universities (HACU) intern for a year with our National School Lunch Program. That was her first exposure to the Food and Nutrition Services programs. She was aware of free and reduced lunch during her time in school, but was not aware of all that the program entailed. Denise was able to learn about WIC during that internship and it caught her interest. She was very excited when she found out that her new position would be working with WIC. Denise's focus area will be WIC Funding, but she is learning all aspects of WIC as time allows.

Denise always planned to work in public service to make a difference in people's lives. When asked what she likes most about MARO, she responded, "My favorite thing about working at MARO is the family-feel environment and how everyone works together, even though each program is unique." Denise attended Seton Hall University where she received a BA in Liberal Studies concentrating in English and Communication Studies in 2011 and a Master's Degree in Public Administration in 2014.

Outside of work, Denise enjoys traveling, reading, working out, and relaxing on the beach during the summer. To contact Denise, e-mail her at Denise.Valdez@fns.usda.gov or call 609-259-5180.

Denise looks forward to meeting and working with all the Mid-Atlantic WIC Programs. ■



Denise Valdez



MARWIC TIMES is funded by the United States Department of Agriculture, Mid-Atlantic Region Office as a discretionary project of New Jersey WIC.

- Sylvia S. Dellas, MPH, RD.....Project Manager
NJ WIC Services
- Christina Balas.....Creative Director
- Lisa Arnold.....Editor

Please submit articles or story ideas for MARWIC TIMES to your State Editor at the State WIC Office Address.

- DelawareLaura Peppelman, RD
- District of ColumbiaPaulette Thompson
- MarylandDebbie Morgan
Colleen Phebus
- New Jersey.....Sylvia S. Dellas, MPH, RD
- Pennsylvania.....Bonnie Mellott
- Puerto Rico.....Lourdes I. Romero Reyes
- Virgin Islands.....Lorna Concepcion, MS, RD
- VirginiaTodd Osborne
- West VirginiaHeidi E. Staats
- MARO, USDA.....Jaime Van Lieu

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PUERTO RICO WIC PROGRAM PROMOTES HEALTHY EATING HABITS

On April 22, Puerto Rico's Barrazas WIC Clinic offered an educational activity for its participants and families, as well as for its community. Nutritionists, office clerks and breastfeeding peer counselor are part of the clinic team. USDA personnel also participated in the activity.

The activity, named "WIC Promotes Foods From the Garden to the Table," focused on planting and care of the garden to help cultivate your own meals, and the benefits of bringing such meals to the table. At the same time, participants had the opportunity to taste some fruits and vegetables grown in the garden, as well as to prepare healthy recipes with them. Participants were also able to taste foods that were prepared with products obtained by redeeming their FVS and CVV's through authorized vendors.

Additionally, breastfeeding moms received orientation from the breastfeeding peer counselor on the positive effects that breastfeeding provides, as well as the recommended practices to achieve the bonding and nutrition needed by the baby and the mother.

The Two-Bite educational storybook was read to the children who participated in the activity and were encouraged to try food from each food group by eating just two bites like the characters in the story. Each child received a copy of the Two-Bite storybook as part of the educational material available in Team Nutrition.

Approximately 100 people participated in this educational activity. Each family received either a fruit or vegetable plant to be planted in their own gardens. This type of activity promotes participants' awareness of the benefits obtained from the educational and nutritional services that the WIC Program provides. ■



LIGHTS, CAMERA, ACTION – Puerto Rico WIC staff get into the act during the Barrazas Clinic's nutrition education event.



PLANTING THE SEEDS FOR GOOD NUTRITION — These small fruit and vegetable plants were sent home with each attendee to plant in their own garden.

DELAWARE WIC INTRODUCES LAUREN LEHR

I graduated in 2007 from the University of Delaware with a double major in Nutritional Sciences and Dietetics. I started my career in 2007 working for the WIC Program in Maryland, switching between the clinics in Elkton and Hartford County. I was hired temporarily to assist with clinic needs at the time. After my contract was completed, I returned to Delaware and I was hired in 2008 by the WIC Program as a casual/seasonal Nutritionist I. In August 2010, I was hired into a full-time merit position.



LAUREN LEHRER

The Delaware WIC Program offers qualified full-time merit Nutritionists the opportunity to participate in a Dietetic Internship that is co-sponsored by the Delaware WIC Program and the University of Delaware Dietetic Internship Program. The Nutritionist remains in their full time merit position (with full pay and benefits) while working part time for WIC and completing the dietetic internship (without tuition) on a part-time basis. At the end of the internship, the Nutritionist repays this by continuing to work for the WIC Program for two years.

After I worked for Delaware WIC for one year, I applied, was accepted and started my internship with the University of Delaware in August 2011. I completed the program and passed the Commission on Dietetic Registration (Academy of Nutrition and Dietetics) Exam to become a Registered Dietitian. I continued to work for the WIC Program. In February, I was hired to be the WIC Southern Health Services Nutritionist Supervisor.

I feel that I have received opportunities with the WIC Program that I could not have gotten anywhere else. I plan to keep my CEUs up for all my future endeavors. My goal is to assist the people of Delaware to live a healthier lifestyle. My work through the WIC Program is one of the ways I can do so. ■

NEW JERSEY'S ST. JOSEPH'S WIC PROGRAM PARTICIPATES IN THE PASSAIC COUNTY TEEN HEALTH FAIR

By Wendy Wither, Nutritionist and Nicole Muzones, Nutritionist

On May 13, the St. Joseph's WIC Program in Paterson, New Jersey participated in the Passaic County Teen Health Fair at Eastside High School, where students participated in a dynamic learning activity called the "Game of Life." The students were given different life scenarios, such as teen pregnancy and drug addiction in low socioeconomic environments, and simulated the process of seeking community assistance. Our staff provided WIC Program information, nutrition education materials, and giveaways to 2,000 students. ■



GAME OF LIFE SIMULATION — St. Joseph's WIC Program staff (left to right) Martha Hernandez, Tina Perea, and Brittney Anthony provided WIC Program information to high school teens.

PENNSYLVANIA'S ALLEGHENY WIC LEARNS "HOW TO BE STREETWISE AND SAFE"

By Carol Janesko, RD, LDN, Allegheny County Health Department, WIC Outreach Coordinator

Deputy Sheriff Jason Tarap of the Allegheny County (PA) Sheriff's Office provided a program on "How to be Streetwise and Safe" for the Allegheny County Health Department WIC staff. Officer Tarap gave tips on how to change office furniture placement to optimize staff safety, cell phone help versus downfalls, confrontations in the offices, and becoming familiar with your WIC clinic neighborhood and building. The program was very beneficial for the WIC staff! ■



SAFETY FIRST — Allegheny WIC staff pictured with Sheriff Jason Tarap are (left to right) Martha Beccari-Wlazlinski, Robin Blumer, Patricia Waag, Candis Sines Westerberg, Carol Janesko, and Donna Lee.

MS. MELTON (OF MD'S GREATER BADEN WIC) GOES TO WASHINGTON

For the past 25 years, the National WIC Association (NWA) has sponsored an annual conference in Washington, DC that focuses on federal initiatives in the hands of our policymakers in Congress. These initiatives include current issues regarding funding for WIC and Reauthorization of the Child Nutrition Act. The goal of this year's conference, held March 8-10, was to explore tools to reach, teach, and keep WIC participants and to educate policymakers about WIC's mission and accomplishments.

The first day of the conference included presentations by a wide range of speakers with topics such as Creating WIC Messages, Current Policy Issues, Social Media Training and Being a Voice for WIC. Days two and three were comprised of excellent presentations from WIC personnel from every USDA region. In addition to the WIC staff who learned from their colleagues from other states, the audience for these presentations included Congressional staff members. This was a great opportunity for House and Senate staff members to learn about the WIC Program in their state.

Jackie Melton, MS, RD, LDN, Local Agency Coordinator for the Greater Baden Medical Services WIC Program and MD WIC Local Agency Liaison to NWA, did an outstanding job presenting highlights from Maryland WIC with an emphasis on our outreach campaigns, training programs, partnerships with other programs, and customer service delivery.

Other Mid-Atlantic Region presenters were from West Virginia, New Jersey, and Puerto Rico. Since the conference, we have received requests from many WIC Programs across the US who asked to use our outreach campaigns in their efforts to reach and keep more participants.

All of the presentations from the conference can be viewed at: https://www.nwica.org/events/info/2015-leadership-conference#tab_eid-14-conference-presentations. And don't forget to thank Jackie Melton the next time you see her for showcasing the great work you do in Maryland WIC! ■



JACKIE MELTON

VIRGINIA WIC'S PENINSULA AND HAMPTON HEALTH DISTRICTS TEAM UP TO TRAIN

Virginia's Peninsula Health District WIC Program, in conjunction with the Hampton Health District WIC Program, presented a developmental training for all WIC personnel in the two districts. The training was to enhance the goals of improving nutritional health, increasing active lifestyles, increasing awareness of domestic violence and improving personal mental health. There were eight presenters covering an array of topics.

We started our day with Mary Rapoport, Educational Director for the Virginia Egg Council, who gave information on the nutritional value of eggs and egg safety. She concluded her presentation by demonstrating several egg dishes, which all attendees had a chance to sample. The next presenter was Robert Franklin, Community Outreach Specialist with the Virginia Department of Health, who presented on the topic of Domestic Violence. He informed staff members on the kinds of abuse, signs of abuse and ways to help abused victims. The third presenter was Abigail Villalba, Food Safety Specialist with the Virginia Cooperative Extension Agency, who presented Food Allergen Interactive Awareness. The objectives covered were the differences between food allergies and food intolerances, recognizing symptoms, major food allergens and managing food allergies. The last presenter for the morning was Susan Samuel, Public Health Nutritionist with the Peninsula WIC Program, who gave a brief description of Cooking Matters at the Store for WIC Participants program. She informed the staff of its importance and how to be successful when giving store tours to WIC clients.

The afternoon session began with activity by Kiana Bess, Childhood Obesity Educator with the Peninsula Department of Health. She presented a snippet of the programs she does with children in HeadStart, daycares and public schools. Her goal with the program is to get children more active in order to help decrease the rates of childhood obesity. She involved all staff members in activities to get moving. Everyone enjoyed the activities, especially since it was after lunch (staying alert). The next presenter was Laura Buxenbaum, Assistant Director of Nutrition Affairs with the Southeastern United Dairy Association (SUDIA), who presented Milk Education and Tasting. After an informative session on the benefits of milk and other dairy products in the diet, she had the staff members participate in a blind taste-test of different types of milk— 2%, 1%, skim and lactose free. The next presenter was Dr. Larry Connatse, Family Financial Management Specialist with Virginia State University, who presented on Personal Mental Health. He discussed mental health and ways to strengthen mental fitness in our daily lives. Lastly, Dominique Gallo, Nutritionist Assistant /IBCLC with the Peninsula WIC Program, presented "Unsupportive Support - How Do We Undermine the Breast-feeding Relationship in the Clinic?" She shed light on ways staff does not intentionally support breastfeeding. Closing the day was Angela Burton, IBCLC of Riverside Regional Medical Center; who shared what Riverside has to offer our joint clients on breastfeeding support.

The full day of presentations and activities was very informative and enjoyed by all. It was thoroughly helpful in promoting ways to better educate and support our WIC clients and ourselves to lead to a healthier lifestyle. A special thank you goes out to Verna Beckford, Peninsula WIC Coordinator and Tabitha Monroe, RD, Nutritionist with the Peninsula Health District WIC Program, for collaborating to make the training a total success. ■

**WEST VIRGINIA'S WHEELING-OHIO COUNTY HEALTH DEPARTMENT
WIC PROGRAM PARTNERS WITH THE CHILDREN'S MUSEUM
OF THE OHIO VALLEY FOR A WIC APPRECIATION DAY**

By Katie Bulian
Wheeling-Ohio County WIC Program Outreach Coordinator

On April 21, from 10 am to 5 pm, the Children's Museum of the Ohio Valley opened its doors to all WIC participants from Marshall and Ohio (WV) counties. WIC participants showed their eWIC card at the museum entrance for a day of free play.



WIC WELCOME TO THE MUSEUM — As families arrived at the Children's Museum of the Ohio Valley, they could enter for a door prize or choose resource materials.



HEALTHY SNACKS FOR ACTIVE FAMILIES — Fruit donated by Jebbia's Market offered healthy snacks while the families spent time enjoying the activities offered throughout the museum.

Each attendee also enjoyed free healthy snacks donated by Jebbia's Market Wholesale Fruits and Vegetables of Wheeling, as well as various hand-outs and prizes. An original wreath, designed and donated by Marshall County WIC Program employee Carol Patterson, was awarded to one lucky participant.

The WIC Appreciation Day was an event to honor not only WIC participants, but also show appreciation for successful community partnerships. Advertisements via newspaper, radio, and television news stations highlighted the community support for the WIC Appreciation Day. Even the employees of the Marshall County WIC office went above and beyond – by mailing a flyer to every participant in Marshall and Ohio County — to ensure families were aware of the opportunity to enjoy the Children's Museum of the Ohio Valley.

The event was a success with more than 70 WIC participants visiting the museum. Patricia Croft, Executive Director of the Children's Museum of the Ohio Valley, shared that the WIC Appreciation Day drew the largest crowd of attendees the museum has experienced on a given day. Likewise, many of the WIC participants expressed thanks, and raved of how the museum was a great experience for their children. ■

**VIRGINIA WIC'S LORD FAIRFAX HEALTH DISTRICT
EDUCATES YOUTH ON BEVERAGE CHOICES**

On May 13, students, teachers, and health advocates across Virginia came together to continue changing the way Virginians think about their drinks for the third annual Rev Your Bev Day. Since 2013, more than 420 events have taken place throughout Virginia, and they are organized by Y Street, Virginia's largest youth-led movement and a program of the Virginia Foundation for Healthy Youth. This year, they focused on the amount of hidden sugars in popular beverages, thereby empowering Virginians to make the healthiest choices.

In the last two years, more than 15,000 surveys have been collected at Rev Your Bev events across the state to gauge Virginians' perceptions and knowledge about sugary drinks. The survey revealed the following interesting data:

- 33% of 5-19 year olds drink at least one sugar-sweetened beverage every day.
- 69% of respondents did NOT know they can gain 25 lbs. from drinking just one 20oz soda per day for a year.
- 86% of all Rev Your Bev Day respondents said they learned something NEW about sugary drinks. ■



LEADING THE CHARGE — Danielle Lewis, our VDH Dietetic Intern, who with the help of our energetic VDH nurses and staff in Warren County, spear-headed the entire day!



SINK YOUR TEETH IN THIS — Dental Hygienists Paula Beard and Pam Bray wanted to take part in the event with Danielle, so they developed boards on the effects of sugar on your teeth and then offered a dental screening to any interested WIC participants.

WEST VIRGINIA'S SHENANDOAH COMMUNITY HEALTH SYSTEMS WIC PROGRAM JOINS CHILDREN'S DAY AT THE MALL

By Lauren Korzep, Nutritionist and Local Agency Outreach Coordinator

On Saturday, March 28, West Virginia's Shenandoah Community Health Systems WIC Program partnered with the Shenandoah Community Health Center (SCHC) to promote National Nutrition Month while also targeting WIC outreach efforts to potentially eligible children.

Children's Day at the Mall is hosted by the Regional Education Service Agency (RESA VIII) in Martinsburg, WV. The event is intended to serve as the child find mandate – a requirement of all school districts to identify, locate and evaluate all children to determine the need for preschool and special education services – as well as an annual preschool and kindergarten screening event.

Approximately 1,000 kids eager to sign up for preschool spent the day enjoying activities hosted by community organizations, intermixed with educational screening tasks centered around a "Dino Roar" theme. Shenandoah WIC and SCHC hosted a "Chomp and Stomp into a Healthy Lifestyle" station. Physical activity highlighting dinosaur bowling (knocking down water bottles with a dinosaur tail) and munching on dinosaur trail mix (made with graham cracker bones, Kix cereal, dried fruit, and yogurt covered raisins as dinosaur eggs) reinforced the National Nutrition Month message and mission of WIC. ■



DINOSAUR BOWLING IS THE FIRST STEP TO "CHOMP AND STOMP INTO A HEALTHY LIFESTYLE" — Jane Squires, Lactation Consultant from Shenandoah Community Health Center, guides kids through dinosaur bowling as a physical activity station during a National Nutrition Month event.

PENNSYLVANIA'S COMMUNITY ACTION SOUTHWEST STAFF HELPS LOCAL FOOD BANK

By Rosa Snyder-Boyd, MA, IBCLC, WIC Director
Community Action Southwest WIC Program

During the 2015 National Nutrition Month, Pennsylvania's Community Action Southwest WIC Program collaborated with Corner Cupboard Food Bank of Greene County to fill grocery bags with "kid friendly" foods. Children of families coming to the food pantries received a special bag just for kids! The WIC rack cards were distributed to all the pantries and were placed in the family food boxes to promote the Program. ■



FOOD BANK COLLABORATION — Pictured (left to right) are Rosa Snyder-Boyd, IBCLC; Caitlin Rogers; Erin Barbetta; Nancy Hampson; Meghan Nagle, RD; Bethany Dawson, MS, RDN, LDN; Michael Arrigo; Debbie Patton, CLC; Karen Ringe; Angela Coppi-McDonough; Christy Hixson; Kathy Fonner; Joan McCrory; Kathi Gaso. Not pictured: Cheryl Piroch, CLC.

DISTRICT OF COLUMBIA TAKES A BITE INTO A HEALTHY LIFESTYLE!

By Paulette Thompson, MS, RDN, DC WIC State Agency

DC WIC celebrated 2015 National Nutrition Month (NNM) with social media postings, fun events and tasty food demonstrations.

DC WIC State agency staff started the month by gathering the Community Health Administration at the DC Department of Health together to "Take a Bite for Your Health" and encouraging all staff to share the message that "WIC helps children from birth to five develop strong minds and bodies!" on Twitter and Facebook.

Mary's Center, a local WIC agency in DC, effectively utilized social media as well! Check out their Facebook page to see photos of staff and participants taking a bite of a healthy food! Photos were posted throughout the month and the photos with the most "likes" were given prizes of fruit baskets to share. Additional small prizes of NNM gear were given out throughout the month to people who submitted photos.

Mary's Center also collaborated with a Senior Wellness Center and a neighboring school to hold two cooking demos. Demonstrations were tailored to the audience, with a focus on making delicious snacks without sugar for the seniors, while at the Briya School, the food demo encouraged kids to enjoy colorful and tasty fruits and veggies.

Fabulous food demos were the highlight at Children's National Health System WIC sites as well. DC SNAP-Ed staff joined WIC to provide interactive food demos and educate WIC families about the benefits of eating fruit and vegetables. Dietetic Intern Amy Maguire provided expert slicing and dicing skills during the food demonstrations.

National Nutrition Month is a great opportunity to spread the word about the importance of healthy eating, a message central to our work at WIC every day! ■



TAKE A BITE FOR YOUR HEALTH, ENROLL IN WIC! — District of Columbia Community Health Administration staff practice what they preach.



WANT TO TRY A RED PEPPER? — A WIC participant is offered a tasty treat at the National Nutrition Month celebration at Mary's Center in Washington, DC.

WEST VIRGINIA'S RANDOLPH-ELKINS WIC PROGRAM INITIATES COMMUNITY-BASED PROJECT TO RECOGNIZE SCHOOL COOKS DURING NATIONAL NUTRITION MONTH®

West Virginia's Randolph Elkins WIC Program celebrated National Nutrition Month with a community-based program designed to thank elementary school cooks for their hard work and dedication in helping children receive nutritious school meals.

School cooks play a vital role in continuing WIC's mission to encourage children to eat healthfully through their school age years and for a lifetime. They are often the cheerful "good morning" to help children start their day on a positive note through the breakfast line, and can encourage children to try new foods they have prepared. School cooks have a very important role!

School cooks are seldom recognized for the very important job that they do. Randolph-Elkins WIC visited elementary schools in our eight-county region during March to say thank you and deliver a small token of our appreciation. We presented each cook with a tan apron displaying the West Virginia WIC logo. We also took pictures of the cooks displaying their aprons, which we will use for publications. The recipients were extremely appreciative and over-joyed with the gesture of thankfulness. It was a community-based project that was rewarding for both the recipients and our WIC Program as well! ■



RECOGNIZING OUR UNSUNG HEROS DURING NATIONAL NUTRITION MONTH — School Cooks Sandy Day, Annie Alborano, and Cindy Clowdus from Union Elementary School in Buckhannon, West Virginia.

NATIONAL NUTRITION MONTH ACTIVITY IN VIRGINIA'S FREDERICK-WINCHESTER HEALTH DEPARTMENT A TASTY HIT

To celebrate 2015 National Nutrition Month, Virginia's Frederick-Winchester Health Department presented a cooking demonstration for WIC participants and health department staff. The demonstration featured healthy dip recipes that included homemade hummus, guacamole and peanut butter dip. The recipes featured ingredients that may be purchased using WIC benefits. Participants and staff were encouraged to taste the dips with fruits and vegetables, including zucchini, radishes, carrots, celery, apples and kiwi. Several people tried new foods and were pleasantly surprised they enjoyed it.

This program was a great opportunity to showcase simple healthy recipes that are family- friendly, encourage tasting new foods, and promote increasing fruit and vegetable intake. ■



TASTY TREAT — WIC Nutritionist Tori Crone prepares a healthy treat for tasting.

NEW JERSEY'S ST. JOSEPH'S WIC HOSTS NNM HEALTH FAIR

By Wendy Wither, Nutritionist and Nicole Muzones, Nutritionist

In March, the St. Joseph's WIC Program in Paterson, NJ hosted a health fair for participants to celebrate National Nutrition Month. In keeping with this year's theme, "Bite Into a Healthy Lifestyle," participants enjoyed a festive atmosphere filled with physical activity games, food-demos, and fruit and vegetable face painting. Several of our staff members dressed as their favorite WIC-approved foods such as skim milk, carrots, apples, and peanut butter on whole wheat toast, while others participated in our creative t-shirt contest, donning their own t-shirt designs centered with the National Nutrition Month theme.

The halls were filled with happy children and parents participating in various activities. Nutritionist Jane Yi and WIC Representative Tina Perea designed and hosted an obstacle course they called "Mission Impossible: Fruit and Vegetable Edition," where children climbed through a web of strings to reach the desired answer to a fruit- and vegetable-themed question. Children also enjoyed a physical activity wheel, where children spun a wheel and completed the corresponding physical activity. These activities included hop-scotch, jumping rope, dancing, and jumping jacks. Those that participated were awarded with prizes, such as health and nutrition themed coloring books, pencils, and stickers. Parents were provided with nutrition education materials and were eager to play along with their children in the various activities offered. Using WIC-approved foods, our staff nutritionists, Patricia Santelli and Wendy Wither, prepared new and healthy snacks for families to sample, including hummus with carrots and toasted tortillas, pineapple and mango tofu smoothies, and pizza bruschetta. Many children left smiling with their favorite fruit or vegetable painted on their faces and a prize in their hands. Overall, participants expressed positive feedback, wishing that we could have a health fair every day!

Both our staff and participants had an exciting and active day. We loved seeing our participants walk away with happy faces and our staff looks forward to hosting more events to share with them in the near future. ■



MISSION IMPOSSIBLE: FRUIT AND VEGETABLE EDITION — Peer Counselor Rosie Furman helps a child complete the obstacle course.



FRUITS FOR ALL — Nutritionist Nicole Muzones paints delicious blueberries on a child's face.



FRESH PICKED BUNCH — St. Joseph's WIC staff were eager to participate in the National Nutrition Month health fair.

NEW JERSEY'S NORTH HUDSON WIC PROGRAM CELEBRATES NATIONAL NUTRITION MONTH

New Jersey's North Hudson Community Action Corporation WIC Program celebrated National Nutrition Month throughout the entire month of March. The celebration consisted of festive decorations, costumes, multiple food demonstrations, and fruit- and vegetable -inspired games.

WIC nutritionists prepared weekly food demonstrations using delicious and healthy WIC- approved foods. Each demonstration had a different theme; one week was cold side dishes, one week was hot meals along with fruit-infused water, and the final week healthy snacks were served. The participants tasted a variety of foods and learned new recipes using their favorite WIC foods. The recipes ranged from colorful fruit and pasta salads to egg and vegetable quesadillas paired with a refreshing side of pineapple infused water.

Participants were enthusiastic to try the colorful variety of foods and were equally excited to play the games. The most popular game was a matching game in which participants were asked to recreate a picture of a flower made with slices of fruits and veggies. The games provided a colorful and fun way for participants to learn about and try new foods.

The fun did not stop at games and food demonstrations. Participants were able to dance and take pictures with staff members dressed in costumes of an apple, corn and green pepper! It was a festive celebration which truly captured the spirit of National Nutrition Month. ■



NUTS ABOUT FRUITS — The NHCAC WIC Nutrition staff wearing fruit-themed shirts donated by Amerigroup.

VIRGINIA'S PENINSULA HEALTH DISTRICT CELEBRATES NATIONAL NUTRITION MONTH

By Susan Samuel, DTR, VA/MD WIC Dietetic Intern

For National Nutrition Month, clients in Virginia's Peninsula Health District had the opportunity to "Take a Bite Out of a Healthy Lifestyle" with a focus on grocery shopping. Waiting room bulletin boards at the York-Denbigh clinic highlighted the differences between "anytime" food choices and "sometimes" food choices, giving a visual reminder of the types of foods that should fill a shopping cart in order to create balanced meals at home. Group nutrition education classes for the month focused on tips for eating healthy on a budget, and gave participants the chance to share meal planning, budgeting, and shopping tips with each other, while also learning new strategies for saving money at the store.



READY FOR ANYTHING — Nutritionist and dietetic intern Susan Samuel prepares shopping bags for tour participants.

Clients also had the opportunity to participate in one of four grocery store tours offered in partnership with the Cooking Matters at the Store program. These one-hour tours were held at a variety of grocery stores in the area at locations convenient to each of the four WIC offices in the Peninsula Health District. Tours were tailored for WIC families, and included practical information on how to read and interpret food labels, how to find whole grains, how to compare unit prices, and how to make the most out of the WIC fruit and vegetable vouchers. Each tour participant received a reusable shopping bag and a handy booklet of shopping tips and recipes from Cooking Matters, as well as a calculator to assist in figuring out unit prices, and measuring spoons, an apron, and a My Plate refrigerator magnet to help bring the lesson home to the kitchen. ■



WIC IN THE USA — Military families participated in a tour at the Fort Eustis commissary.

CHILDREN'S DISCOVERY MUSEUM OF WEST VIRGINIA DONATES 12-MONTH MEMBERSHIP TO ALL MONONGALIA COUNTY WIC FAMILIES IN CELEBRATION OF NATIONAL NUTRITION MONTH

By Renee Stonebraker, Nutritionist and Outreach Coordinator Monongalia County Health Department WIC Program

On March 19, the Children's Discovery Museum of West Virginia partnered with the Monongalia County Health Department WIC Program for the first annual 'WIC Night at the Museum' to celebrate National Nutrition Month. In addition, the Children's Discovery Museum donated 12-month membership cards to all Monongalia County WIC families.

The WIC Night at the Museum featured an evening of play at the museum, healthy snacks that utilized WIC foods, and a reusable shopping bag filled with children's nutrition-themed storybooks and handouts. If WIC families had not already

received a free 12-month pass while visiting the WIC clinic during National Nutrition Month, the pass was given while visiting the museum from 5:00-7:30 pm. The WIC children that attended enjoyed all of the activities within the museum including puppets, science experiments, and dress-up stations. ■



MUSEUM OF FUN — Stacy Taft and Bobby Preset enjoyed the day with their children, Reese and Alexander "Zander," as they took part in all the varied activities throughout the Children's Discovery Museum of West Virginia during the Monongalia County WIC National Nutrition Month Celebration.

NEW JERSEY'S NORTH HUDSON WIC PROGRAM HOSTS ITS ANNUAL SIPPY CUP EVENT

On February 20, New Jersey's North Hudson Community Action Corporation WIC Program celebrated its fourth annual Sippy Cup Event. WIC nutritionists Erika Mendez and Wendy Sanchez educated the participants on the importance of sippy cup use and weaning from the baby bottle.



CUP TIME — WIC nutritionists Wendy Sanchez and Erika Mendez discuss the importance of sippy cup use.

The nutritionists discussed oral health and proper oral

hygiene. Participants learned how to introduce sippy cups and how to wean off bottles and pacifiers, especially at bedtime. Children were encouraged to throw away their bottles and were given bright new sippy cups to take home. Homemade trail mix and fruit salad were offered to the participants, as well as juice, which many participants proudly served in their new sippy cups.

WIC intern Pamela Locsh assisted by distributing snacks and sippy cups to all participants. We are thankful for a donation of baby food from Beech Nut and to Amerigroup for their generous contribution. ■

VIRGINIA'S HAMPTON WIC CELEBRATES WITH MILITARY FAMILIES

Virginia's Hampton WIC participated in the Little Heroes at Home 2015 Military Child Event at the Hampton Roads Convention Center. The fun-filled event was in honor of our local military children. This "Candy Land" themed event featured family-friendly activities, line dancing, entertainment, DJ, crafts, giveaways and much more. Children had an opportunity to take a photo with the Easter Bunny and Candy Land characters. ■



ATTENTION — Nutrition Assistant Artenser Parker (left) and Nutritionist Supervisor Senior Denise Williams work the table at the Military Child event.



DANCE WITH ME — Military families had a ball line-dancing with the Army Mascot.

WEST VIRGINIA'S MID-OHIO VALLEY HEALTH DEPARTMENT WIC PROGRAM PARTICIPATES IN COMMUNITY BABY SHOWERS

By Jennifer Habeb, Nutritionist and Outreach Coordinator

Throughout the spring, West Virginia's Mid-Ohio Valley Health Department (MOV) WIC Program reached out to potentially eligible pregnant and post-partum women by participating in community baby showers. Even though the agency covers a nine-county region, outreach efforts are ensuring agency representation in each county offering a community baby shower for pregnant and post-partum moms to learn more about services and support for their families.

At the Wood County baby shower, there were a total of 46 local vendors that offered information to all the 30 moms in attendance. A few vendors conducted presentations and others set up displays with information for families.

One presentation was from Mamaology. They showed several different ways to "wear your baby." Some of the tools and techniques were more structured items for purchase while others were wraps that could be made. The rule to follow with baby wearing is T.I.C.K.S - Tight, In view at all times, Close enough to kiss, Keep chin off chest, and Support the baby's back. For example, the presenter highlighted a wrap that accommodated her one-year-old child which she breastfed while presenting; she pulled up the sides and she was able to wear him, breastfeed, and continue talking with no overt sign that she was nursing her child. It was very discreet.

Other programming during the Wood County community baby shower included the Office of Maternal, Child and Family Health presenting Safe to Sleep; Coventry Cares talking to moms about post-partum depression; car seat checks provided by the Mid-Ohio Valley Regional Highway Safety Program; and Quilts For Kids giving a new blanket to each mom.

In typical baby shower fashion, no one went away hungry! Unicare provided lunch for all the attendees and vendors, which included grilled chicken salad and a fruit tray. Birth to Three, an early intervention service, provided punch and cupcakes for everyone.

As for the gifts – each vendor donated a door prize so all participants walked away with a special gift for mom or baby. Body Logic donated a free one-hour massage. MOV WIC donated a diaper bag filled with goodies such as books, baby washcloths, a bib, t-shirt, cups, baby spoons, cold pack compress, baby toothbrush, bathtub thermometer, and a fruit infusion cup for mom.

Community partner agencies refer mothers throughout the area, which has proven successful. Every year WIC has discovered some women who have never heard of our program, and some women that have gone off the program who decide to participate again. It is a great opportunity to network with our partner agencies while also conducting outreach to the eligible WIC population. ■



SHOWER POWER — Mid-Ohio Valley Health Department WIC finds success in reaching pregnant and post-partum mothers at Community Baby Showers.

MARYLAND'S HOWARD COUNTY WIC REACHES OUT WITH OUTREACH BLITZ

By Kimberly Zisman, Howard County WIC

In an effort to increase participation rates throughout Maryland's Howard County, the local WIC agency has been proactive in the development and placement of advertisements in key areas of the county. Some of the displays include large scale posters in the highly popular Columbia Mall, regional bus ads, billboards along Route 1, and various print and online newspapers ads.

These advertisements beautifully depict WIC's message and target all populations suitable for WIC eligibility. Howard County staff members are determined in their efforts to boost WIC participation and retention in addition to reaching populations who are otherwise unaware of their potential benefits within the WIC Program. ■



GET THE MESSAGE – These eye-catching WIC ads can be seen all around Howard County.

PENNSYLVANIA'S ALLEGHENY COUNTY HEALTH DEPARTMENT WIC PROGRAM SUPPORTS CRUNCH! EAT FRESH, EAT HEALTHY, MOVE MOVE!

By Carol Janesko, RD, LDN, Allegheny County Health Department, WIC Outreach Coordinator

“**C**RUNCH! Eat Fresh, Eat Healthy, Move Move” is a research study designed by the faculty at Chatham University's Master of Arts (MA) Food Studies Program. CRUNCH! aims to increase the redemption rate of the Farmers' Market Nutrition Program (FMNP) vouchers by WIC participants through a collaboration with Pennsylvania's Allegheny County Health Department (ACHD) WIC Program. Miriam Seidel, MS, RD, LDN, Director of the research study and faculty at Chatham



PHOTO OP — Participating in the CRUNCH! Program are (left to right) back row, Malik Hamilton, Research Coordinator, MA candidate; Carol Vohar, Candis Sines Westerborg, Nanette Foy, all WIC employees; front row, Miriam Seidel, MS, RD, LDN, Director of the research study and faculty at Chatham University's Food Studies Program; Amy Grill, WIC employee; and Dani Lyons, Research Intern, MA candidate.

University's Food Studies Program is the lead researcher for the project. Ms. Seidel is a former employee of ACHD WIC Program/Nutrition Services, from 1990 to 2002.

The ACHD Wilkesburg WIC clinic is often the site of the lowest redemption rate for the FMNP vouchers in Allegheny County and will be the focus area for the research study. The study will run from June through early November, to coincide with the FMNP, and will include cooking demonstrations, guided visits to the farm stands and visits/participation in the neighborhood community gardens. The activities will be implemented by students from the MA Food Studies program. The WIC participants will be encouraged to be involved and will receive incentives for each event they attend. If they attend all events and complete the pre- and post- questionnaires, they will receive a slow cooker (crock pot).

CRUNCH! is funded by a grant from Aetna Health Foundation's Regional Grants Program – GoLocal: Cultivating Healthy Communities. ■

VA WIC Clinic continued from page 1

in addition to her work with school nutrition, Christi has previous experience in supply chain management and food safety programs, providing her with a wide range of skill sets, including developing and maintaining strategic plans for public health programs; defining current and future administrative, financial and management environments; and establishing metrics to measure and evaluate performance of program participation levels.

At DC WIC, Christi is looking forward to the challenges of EBT implementation, development of a new MIS system and building partnerships with DC government agencies, community non-profit organizations, physicians, researchers and public health officials.

“It's great to be back to WIC,” said Christi. “The WIC Program's impact on the health of women, infants and children, is unparalleled. Our work helps those who otherwise may go to sleep hungry and wake up with a saddened spirit. From teenage mothers to low-income families to undocumented immigrants, we reach out to each one of them with opportunities to improve their health for the body and mind.”

In her spare time, Christi is a fan of all things culinary, and enjoys visiting new restaurants and traveling outside the country on culinary tours. She is the mother of three daughters and enjoys taking them to the Washington, DC museums with her husband. ■

PENNSYLVANIA'S ERIE COUNTY WIC SAYS HATS OFF TO BEHREND MANAGEMENT GROUP

By Barbara Warner, Outreach Coordinator, UNFHCC Erie County WIC Program

Or perhaps we should say "Hats on," which you'll understand as you read this article. This past semester, the Management Group of Penn State Behrend chose PA's UNFHCC Erie County WIC Program to be the recipient for their fundraising efforts. Although this group only had five members, they were mighty in power, as they rallied a large group of students to help their cause.

During their first event, they housed a donation table, where each donor received candy and could place their name on a decorated wall for a small donation. One of the group members, Wes Davic, even played the guitar to attract donors.

For the second event, the group organized a basketball tournament, signing up students to play for a \$5 fee and gathering sponsors to provide shirts for everyone. This was a big success and a lot of fun!

Finally, the group met on a very snowy day at Wal-Mart to collect monetary and clothing donations. All in all, the group raised \$673.63, which the Erie County WIC office used to purchase hats, gloves and socks for our WIC children. After Christmas, many of the items were half-off, so the money went even further to keep WIC kids warm during the extreme cold weather. The Management Group also collected a considerable amount of gently worn clothing which was handed out when needed.

UNFHCC Erie County WIC Program is extremely grateful to this hard-working and enthusiastic group of students for providing care and comfort to our WIC families last winter. ■



BEHREND COLLEGE STUDENTS HELP WIC KIDS STAY WARM — Management Group of the Penn State Behrend students (left to right) Kiley Ransbury, Pat Kress, and Wes Davic present a check to Barbara Warner, Outreach Coordinator, Erie County WIC Program.

MICKEY AND MINNIE MOUSE VISIT PENNSYLVANIA'S ADAGIO'S BUTLER COUNTY WIC OFFICE

By Barb Jinar, Outreach Coordinator
Adagio Health WIC Program

On May 8, PA's Adagio Health capitalized on the success of their walk-in days by adding an appearance by Mickey and Minnie Mouse at their Butler County WIC site. The popular characters greeted WIC clients and posed for photos. By the end of the day, 35 families had visited the office and a total of 125 sets of checks were issued. The Adagio Health WIC staff also had a great time seeing how excited the children were to meet Mickey (Jen Hundertmark) and Minnie (Natalie Kolish).

The walk-in days have proven to be popular since they were initiated in the summer of 2013. Originally conceived as a way to combat no-show rates, the days have caught on with clients juggling busy lives. WIC participants who miss their scheduled appointment can either reschedule or stop by during a set once-a-month "walk-in" day. ■



DISNEY FOR A DAY — Adagio WIC participants met Mickey and Minnie Mouse.

NEW JERSEY'S VNACJ WIC CLIENTS RECEIVE BROWN BAG LUNCHES FROM LOCAL CHURCH

The first Friday of each month, the VNACJ WIC program holds a satellite clinic at the First Presbyterian Church in Belmar, New Jersey. During this past Lenten season, the Sunday school children prepared lunch bags that were handed out to WIC families on April 3 and May 1 during clinic hours. In lieu of giving up something for the Lenten season, these thoughtful children decided to give.

A total of 50 bags were decorated with positive messages and bright colors. The bags contained: apple juice box, apple sauce container, Uncrustable PB&J, and a bag of chips. Originally, the decorated, prepared lunch bags were only a one-time project. Fortunately for the Belmar WIC clinic, the Sunday school children showed a strong desire to continue this special project. They were inspired after hearing all the positive feedback and how appreciative the WIC families were when they received a bagged lunch.

The Sunday school students will take a hiatus for the summer, but will resume the bagged lunches for our WIC families during our October and November clinics. This added bonus brightened our WIC families' day and lent to the Sunday school's message of, "Instead of giving up, we are going to give back." This is a great example of how coordinating with community partners enhances WIC services! ■

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BAGS BY THE DOZEN — Check out the lunch bags decorated by the Sunday school children.



AND ONE FOR YOU — WIC Breastfeeding Peer Counselor Iris Ortiz hands out a lunch bag.



ONE FOR YOU — WIC Generalist Shalika Whitley hands out a lunch bag.

PARTNERS STRIVE FOR A HEALTHIER MARYLAND THROUGH FARMERS' MARKET OUTREACH

By Colleen Phebus, Marketing Specialist

Maryland WIC and the Center for Chronic Disease Prevention and Control joined forces to create a new mass transit outreach campaign with the slogan "See You at the Farmers' Market." Debi Celnik explains, "The DHMH Center for Chronic Disease Prevention and Control and the DHMH WIC Program have partnered to increase consumption of local fruits and vegetables by promoting the use of farmers' markets across Maryland. By combining efforts, the two programs provide a standardized message to encourage all Marylanders to make healthy lifestyle choices."

The campaign ran from June 1 to June 28 in Baltimore City, Montgomery, Howard, Anne Arundel, Prince George's, Frederick, Somerset, Worcester, Wicomico, and Queen Anne's counties. The campaign featured two graphics appearing on 505 displays across the state including Bus Kings, Bus Tails, Bus Streetside Displays, Bus Curbside Displays, Bus Interior Cards, Metro Premium Squares, Light Rail Premium Squares, and Bus Shelters.

"See You at the Farmers' Market" is a friendly welcoming call to recipients of assistance programs, letting them know they can use their benefits including WIC Fruit and Vegetable Checks (FVC), SNAP, and Farmers' Market Nutrition Program Checks (FMNP) at their local farmers' market.

In addition to the new collaborative ad campaign, Maryland WIC is distributing the third edition of the Farmers' Market Cookbook along with this year's FMNP Checks. The magazine is both a nutrition education and an outreach tool. It provides WIC participants with resources for other services, nutritious recipes focusing on fresh fruits and vegetables, guidance for using WIC FVC's and FMNP checks at the farmers' market, and a directory of markets provided by the Maryland Department of Agriculture. The magazine features all new recipes from WIC's partners at the University of Maryland Extension and Share Our Strength's Cooking Matters /No Kid Hungry, and new for 2015, USDA What's Cooking recipes.

Other key WIC partners provide valuable referral information for WIC participants through "ads." Placing "ads" for a second year in a row are Text 4 Baby, Kids in Safety Seats, Summer Meals Meet Up & Eat Up from No Kid Hungry/Share Our Strength, Domestic Violence Hotline, PRAMS and March of Dimes. New partner ads for 2015 include Quitline, Maryland Health Connection, Baby's Hearing Screening from the Maryland Early Hearing Detection and Intervention Program, Baltimore City Super Summer, Family Tree, Gestational Diabetes, Sickle Cell and Children with Special Needs ads from the Office of Genetics and People with Special Health Care Needs. ■



SIGN OF THE TIMES — Check out MD WIC's poster advertising shopping at farmers' markets.



READ ALL ABOUT IT — Enjoy the mouthwatering cover of the latest edition of the MD WIC Cookbook.

The deadline for the Fall issue of MARWIC TIMES is August 13, 2015. Submit articles, photos/captions and calendar events to your State editor.



New Jersey State Department of Health - WIC
PO Box 364
Trenton, NJ 08625-0364