

MARWIC

T · I · M · E · S

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

DAY OF HOPE IS A POSITIVE FOR FAMILIES AND WEST VIRGINIA'S TSN/WIC PROGRAM

By Julie Keel-Bowles
TSN/WIC Program Outreach Coordinator

On Saturday August 15, the Raleigh County TSN/WIC Program attended the Beckley, WV, Day of Hope — a day when area churches and community organizations join forces to offer free services to the community.

Donald R. Snyder, Senior Minister of the First Christian Church and the Community Services Coordinator of the Beckley Day of Hope, brought together nearly 25 churches, and 30 community organizations, who hosted the event with the help of more than 700 volunteers. This year there were more than 2,850 attendees.

"Our ultimate goal is to provide some hope for individuals and possibly a hand up if they find themselves in a place where they need us," said Snyder. "People just need a little bit of encouragement and maybe for a day forget about some of the challenges in their life because we're helping them meet those challenges."

Hundreds of local businesses and organizations offered giveaways and services to the community. The Raleigh County TSN/WIC Program conducted pre-certifications for interested applicants, and scheduled certification appointments for clinic. In addition, a variety of print materials were available offering information about WIC, healthy eating and breastfeeding.

Julie Keel-Bowles, Outreach Coordinator for TSN/WIC, shared her appreciation for the third year of participation in the Day of Hope which offers direct access to many families who are eligible, but not participating in the WIC Program. "It always amazes me the number of women and families we see on this day that are unaware of the WIC income eligibility guidelines, or the fact their children can participate until their fifth birthday," Keel-Bowles pointed out. "At least we can educate them, and schedule an appointment for clinic right on the spot."

Area residents, dubbed "guests of honor," each received a lunch, a bag of groceries, a haircut, family portraits, eye exam, dental screening, health checkup and much more, all free of charge. Kids enjoyed a kids' zone full of games and a pair of new shoes.

In total, the Day of Hope event offered more than \$1,000,000 worth of goods and services for free to the public. ■

PUERTO RICO WIC COLLABORATES ON PREVENTION OF SHAKEN BABY SYNDROME

Childhood is an important step in the growth and development of every human being. During the first year of life, the baby has reached three times his birthweight, learns how to sit, crawl, and walk. However, verbal communication develops slower. The child learns how to communicate by crying, though this may mean being hungry, cold, or not feeling well. Parents, in turn, learn to recognize and respond to the cries of their baby.

Under stressful situations, when parents or caregivers are faced with a crying baby who won't calm down, frustration and anger may arise, increasing the probability of Shaken Baby Syndrome. It can also happen with a toddler or preschooler, too. Shaken Baby Syndrome destroys a child's brain cells and prevents his or her brain from getting enough oxygen, and may result in permanent brain damage or even death.

In Puerto Rico, in cases of Shaken Baby Syndrome, 60% of the children less than one year of age die as a result of the abuse due to head trauma, while 30% are left with a physical disability. Due to these alarming statistics, the Puerto Rico WIC Program decided to take some action in the education for the prevention of Shaken Baby Syndrome. Therefore, informative capsules on how to prevent Shaken Baby Syndrome are being shown in our WIC Clinic waiting rooms.

In a collaborative alliance with several public agencies in Puerto Rico and a business company dedicated to the development of nutritional products, Puerto Rico WIC Program Executive Director Dana Miró, in company with Lourdes Romero and Rayna Hichez, both in outreach coordination, participated in a ceremony announcing the campaign "Every second counts...NEVER Shake your BABY".

The event took place on October 20, at the Capitol's Leopoldo Figueroa Ballroom in San Juan. ■



SAVING BABIES — WIC leaders and representatives from other agencies were present for the announcement of the "Every second counts...NEVER Shake your BABY" campaign.

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HIGHLIGHTS FROM NEW JERSEY'S BURLINGTON COUNTY WIC

Dental Program Grows

Burlington County WIC continues to host the Smile NJ Dental Program once a month at its administrative site. The participation rate has grown significantly over the years since its inception. WIC staff has participated in several health fairs to provide nutrition information and outreach in the communities. The Burlington County WIC Program served 188 children from July 2014- July 2015.

WIC on the Air

The local agency launched an advertising campaign through Comcast targeting women with children under five years of age, and low-income parents who live in Burlington County. The 30-second ads were televised throughout each day on TLC, Oxygen, Cartoon Network, BET, Galavision and VH1. A total of 1294 spots aired over a four-month period beginning in July. The advertisements were also viewed on the internet and via the phone. The campaign aired in both English and Spanish.



FESTIVAL FOR ALL — More than 400 people turned out for the World Breastfeeding Awareness Festival.

Burlington County WIC Celebrates World Breastfeeding Month

On Saturday August 1, the Burlington County WIC Program, and the La Leche Leagues of Marlton and Glassboro collaborated to kick off the celebration of World Breastfeeding Week at the World Breastfeeding Awareness Festival. This wonderful, third annual event was held at Freedom Park in Medford. Lactation consultants and peer counselors were there to answer any questions and to support breastfeeding mothers.

Peer counselors provided assistance to welcome mothers who participated in the global "Big Latch On." This included registered mothers worldwide who were photographed and counted latching their baby. There was a tremendous turnout with 400 visitors and 97 latching moms and babies in attendance. Participating mothers kept the lactation consultants and peer counselors busy with questions and concerns about breastfeeding and baby feeding practices.

Many Burlington County residents and organizations volunteered their time as well as provided donations of 73 raffled items and light refreshments. Breastfeeding-friendly vendors were invited to participate. Also present were exhibitors such as Baby Wearers of South Jersey, The Attachment Parenting Group, local doula, lactation consultants from four counties, and the Sheriff's Department who provided car seat inspections. The Burlington County WIC breastfeeding staff looks forward to participating in next year's World Breastfeeding Awareness Festival. Local agency outreach information was given about the WIC Program along with how WIC of Burlington supports breastfeeding mothers who are returning to work. ■



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

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MARYLAND'S HOWARD COUNTY WIC NOW SERVING PARTICIPANTS AT HOWARD COUNTY GENERAL HOSPITAL

After months of preparation, Howard County WIC has opened up shop at Howard County General Hospital in Columbia, Maryland. With her portable WOW system capable of printing checks on site, designated associate Monica Castillo-Cruz has begun the certification process for participants from the comforts of their own hospital room. The goal in initiating this new opportunity is to see clients conveniently after delivery as we strive to improve participation. ■



TAKING WIC HOME WITH BABY — New Mom Tamika Boyd and her bundle of joy were both certified before leaving the hospital.

The Mid-Atlantic Regional Office was thrilled to welcome Jennifer Nagy, RD, MPH, as the newest member of the WIC Team in September. Jennifer has worked with the WIC Program for 19 years. She worked as a Nutritionist and an Assistant WIC Director at the American Red Cross WIC Program in California and most recently was the Nutrition Supervisor for The Children's Home Society of NJ's Mercer County WIC Program in Trenton. During her time there she worked closely with all areas of the program from nutrition and breastfeeding to certification and eligibility.

"I have really loved working for WIC at the local level helping families to access healthy food and learn more about nutrition and breastfeeding," said Jennifer. "I believe in the WIC Program and feel that it really makes a difference in the lives of our participants. I am honored to be able to continue working for the program and our participants."

Jennifer is very excited to work for WIC at MARO and hopes to bring her local agency experience and perspective to continue to help and support our participants. She will be working closely with our States on the implementation of EBT and Management Information System.

In her spare time, Jennifer enjoys spending time with her husband watching their two sons play lacrosse, baseball, and football. She also enjoys staying active through exercise but also loves to watch a good movie and relax. ■



JENNIFER NAGY

MARO Was Out and About This Summer

By Kelly Mannherz, MARO Nutritionist, and Sylvia Nah, MARO Program Specialist

MARO staff members were excited to visit several different states this past summer to see some terrific events in action. Maryland, New Jersey, and the District of Columbia were among the states visited.

National Farmers' Market Week was August 3-7. To lend our support, Sylvia Nah, MARO Program Specialist, visited the Maryland Department of Agriculture's Anne Arundel County Riva Road Farmers Market on August 4. At this market, the Maryland Secretary of Agriculture Joe Bartenfelder issued a proclamation in recognition of Farmers' Market Week. The Secretary and Maryland Department of Agriculture Coordinator Shelby Watson Hampton toured the market and met farmers, customers, and local vendors. This event was one of several market events held throughout Maryland that the Secretary visited to promote a variety of events for families to participate in. In addition to Maryland's visit, Connie Kramer Walker, a MARO SFP Team Leader, joined the District of Columbia Department of Health and SNAP-Ed staff in a celebration of National Farmers' Market Week at a farmers' market in the Columbia Height section of the city. As part of DC's celebration, there was a food demonstration by Chef Herbert Holden with locally grown produce and DC Summer Meals provided a nutritious snack of fresh fruit mixed in yogurt and topped with granola, to children 18 and younger.

On August 11, MARO Nutritionist Kelly Mannherz and MARO Senior Program Specialist Danae Lewis attended Baby Behavior training which was hosted by New Jersey WIC. Through an OA project, New Jersey invited Dr. Jane Heinig of the California Baby Behavior Campaign to present this important training to all New Jersey WIC staff. Later that week, Kelly Mannherz and Jaime Van Lieu, MARO Branch Chief, attended a National Breastfeeding Month event at the Community Clinic Incorporated (CCI) WIC Program in Maryland and presented them with a Loving Support Award. The award recognizes WIC local agencies and clinics that demonstrate exemplary breastfeeding promotion and support activities. Congrats, CCI WIC!

Jaime Van Lieu and Kelly Mannherz also participated in the District of Columbia's third annual DC WIC breastfeeding event on August 14, which was celebrated in honor of National Breastfeeding Month. Engaging speakers from the DC Department of Health, the DC Breastfeeding Coalition, and the National Collaborative for Health Equity discussed the challenges of breastfeeding when returning to work and provided information about the laws governing breastfeeding rights at work. Additionally, DC WIC breastfeeding mothers shared their breastfeeding success stories and a session on fathers supporting



TO MARKET, TO MARKET — MARO Program Specialist Sylvia Nah visits Riva Road Farmers' Market in Maryland.

breastfeeding was held.

Last but not least, on August 18, MARO staff visited The Children's Home Society of New Jersey's Mercer WIC Program for an event highlighting their collaboration with USDA's Summer Food Service Program. Thanks to the staff there, children from the area who otherwise might not have lunch that day were given a free, nutritious meal at the WIC office.

Reflecting back on all of these events, there is one key similarity — WIC staff is passionate about their work and are dedicated to providing healthy food, nutrition education, and breastfeeding support to the families we serve! ■

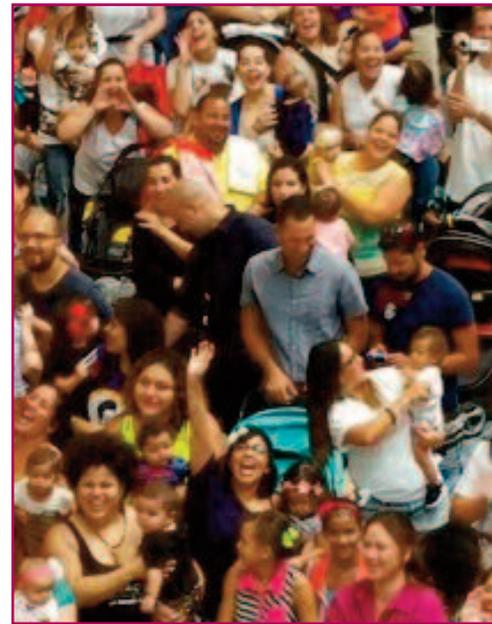
PUERTO RICO WIC WALKS IN CELEBRATION OF BREASTFEEDING

In August, we celebrated World Breastfeeding Week. The Puerto Rico campaign was known by the slogan “Amantar y trabajar. ¡Logremos que sea posible!”

Among the many activities celebrated during the month, the Coalition of Maternal Breastfeeding in Puerto Rico organized a walk. On this occasion, the Puerto Rico WIC Program breastfeeding peer counselors and some WIC participants joined this historical walk that took place on August 23 at the biggest commercial mall in the Caribbean — Plaza Las Americas.

The walk was a great success. Approximately 200 people participated, including proud mothers that during the walk were also breastfeeding their babies. ■

WALK LIKE THIS — Hundred of participants enjoyed the walk in celebration of World Breastfeeding Week.



PENNSYLVANIA'S ADAGIO HEALTH BREASTFEEDING OUTREACH CAMPAIGN A HUGE SUCCESS

By Barb Jinar, Outreach Coordinator, Adagio Health

Pennsylvania WIC's Adagio Health recently launched an outreach campaign to promote their Breastfeeding Peer Counselor Program. This campaign is bringing public awareness that WIC promotes and supports breastfeeding. The campaign informs the public that the WIC breastfeeding staff educates and encourages prenatal mothers to breastfeed.

Breastfeeding mothers are contacted shortly after delivery; receive follow-up phone calls one to three times per week as needed; and are also seen at the office during their WIC appointments. Adagio Health services WIC participants in Armstrong, Beaver, Butler, Indiana, and Lawrence counties and oversees a successful Breastfeeding Peer Counselor Program. Four women work as breastfeeding peer counselors and six women have completed the certified lactation counselor (CLC) course. The Adagio Health Peer Counselor Program educates, promotes, and supports breastfeeding as the first choice to infant feeding.

During this next year, WIC breastfeeding promotional ads will be seen on buses externally and internally, bill boards, and also at local malls. This outreach campaign will hopefully enhance public awareness that breastfeeding is the norm for WIC and best for mom and infant. ■



VIRGINIA'S WEST PIEDMONT WIC'S GROCERY STORE TOURS A SUCCESS

Virginia's West Piedmont WIC volunteered to participate in the Virginia WIC "Cooking Matters at the Store" pilot experience this past summer and hosted four "Cooking Matters at the Store" grocery store tours during September.

Each tour led participants through the grocery store and provided tips on how to save money while shopping healthy. Participants learned about MyPlate, comparing prices, enjoying fruits and vegetables in all forms, reading food labels, and much more. Participants also received a "Cooking Matters at the Store" bag, along with a handbook and recipes.

The response from participants was very positive. One participant on the Stuart tour said, "This tour has really helped me. I think I can get more and spend less now!" Another participant commented, "The unit pricing was something I had never done before; I will use that every time I shop now."

The store tours were led by WIC Coordinator Wyvette Dillard, Nutritionist Assistant Candace Kelly, and Nutritionist Allie McCallum. ■



SHOPPING SMART — Nutritionist Allie McCallum leading a store tour and providing tips on how to shop healthy and save money when using WIC benefits.

VIRGIN ISLANDS WIC SUCCESS: NAKIAH RIVIERA'S BREASTFEEDING STORY

By Lorna Concepcion

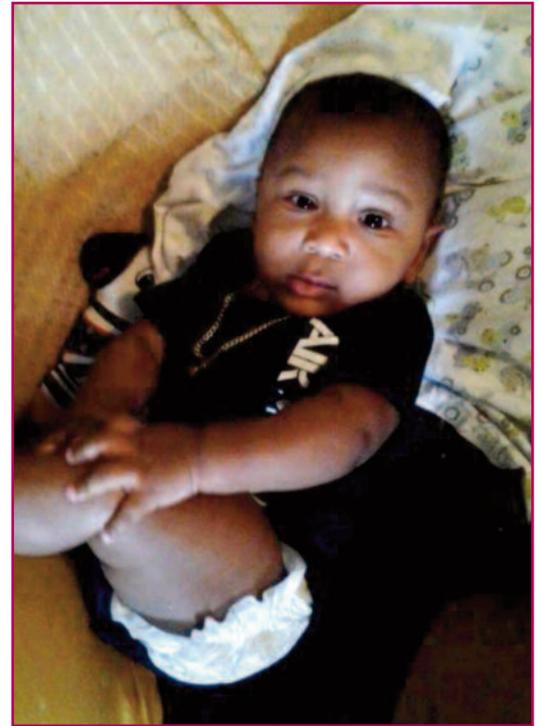
The Virgin Islands WIC Program continues to ensure that moms have successful breastfeeding outcomes and Nakiah Riviera believes this with all her heart. Here is her story:

Soon after my delivery, the midwife placed the baby on me and told me she is going to put the baby to the breast. I looked at her in amazement because I did not breastfeed my first child. However, the baby latched-on and I felt comfortable. I breastfed only on the right breast because my baby won't latch onto the left breast. After two days I thought he was not getting enough because he was crying a lot and I was only feeding him on one breast since I could not get him to latch onto my other breast. Therefore I decided to try with the formula that I got from the hospital. He cried more and refused it. I felt like everything was going wrong, I was crying and the breast hurt a little, but I remembered that the ladies at WIC said that breastfeeding is best, so I decided to continue to breastfeed until I went to WIC. I had decided however, that when I go to WIC, I will ask for formula because I was not sure I could continue just feeding him on one breast.

When I went to the WIC to certify my baby,

Da'Mir, Ms. King, a WIC worker encouraged me to continue breastfeeding fully. When I told her my problem, she immediately referred me to Ms. Pierre, the Breastfeeding Counselor, who found out that the reason my baby was not latching onto my left breast was because of my inverted nipple. We explored ways to help me feed with this problem, which included using a breast shell, however I just continued feeding on my right breast with very great encouragement from Ms. King. Whenever I came to pick up my checks, Ms. King would ask me how I was doing, and would say just continue one more month giving him breast milk only, which I am doing up to this day on my one breast. He is five months now and is a very healthy baby. No colds or flu. Everyone at my home, including me, got the flu and he did not.

I want to thank Ms King at WIC for encouraging me. I would not have done it without her encouragement and support and I am happy that my baby is growing so well all on my breast milk only. So I want to tell other WIC moms that they can give breast-milk only to their babies and WIC will help you do it. Thank You WIC! ■



HAPPY BABY — Da'Mir is a happy, fully breast-fed 5-month old.

NEW JERSEY'S ST. JOSEPH'S WIC CELEBRATES WORLD BREASTFEEDING WEEK

By Nicole Muzones, Nutritionist, and Anny Uddin, Supervisor, St. Joseph's WIC Program

New Jersey's St. Joseph's WIC Program enjoyed celebrating World Breastfeeding Week 2015, "Let's Make it Work," with its participants and staff. During this time, the agency coordinated a mini-health fair for WIC clients and provided breastfeeding education classes as well as healthy food demonstrations.

The peer counselors worked with the nutrition team to develop healthy recipe books using WIC foods for the entire family to enjoy. Agency staff set up tables with information, giveaways, raffles for prizes, and healthy snacks. World Breastfeeding Week celebration banners decorated the hallways and offices. The peer counselors also displayed an informative bulletin board for clients to enjoy.

Among the festivities, we also had a guest speaker come to our local agency from a home health-care company called Acelleron. The representative held education sessions with our clients and shared her knowledge and expertise about the different types of available breastfeeding pumps. She also answered questions about insurance coverage and support, and assisted participants in the application process for obtaining pumps. Thanks to positive client feedback and requests, the Acelleron representative is scheduled to return to our office on recurring scheduled visits. Overall, the entire WIC staff worked together to assure that all clients were informed about the importance of breastfeeding and the role that we play in supporting WIC families.

St. Joseph's WIC Program would like to thank Amerigroup for sponsoring many of our raffle prizes and refreshments and Acelleron for their continued support as well. We look forward to all future events! ■



THE GANG'S ALL HERE — St. Joseph's WIC staff poses for a group picture. Our peer counselors and lactation consultant are front and center, wearing their World Breastfeeding Week t-shirts.



READY TO HELP — (Left to right) Peer Counselors Melanie Hutton and Shakeya Bowden, and Sakeenah Dowell, IBCLC, host one of the information tables for our participants.

NEW JERSEY WIC HOSTS SUCCESSFUL ANNUAL MEETING

The theme for New Jersey WIC Services' fourth Annual Meeting was "Aiming for Excellence Where Everyone Counts!" The Planning Committee of local and state staff was a true collaboration determining every aspect of the meeting from the speakers to the menu. The annual meeting, which took place at the Pines Manor in Edison, NJ on October 30, was an opportunity for all State and Local Agency staff to get together for a day of renewal and camaraderie.

This year the speakers took us to new heights, both figuratively and literally! Dan Thurmon, motivational speaker, juggler and acrobat, astounded the crowd by riding his six-foot unicycle and encouraging us to lean forward, and "to be off balance, on purpose" to progress just as he must to propel the unicycle. He amazed us by explaining and showing us how jugglers must use different patterns with each new additional pin to be juggled. The metaphors resounded with the staff.

The tone of the day began with lots of laughter and health tips from Joel Weintraub, from Humor for the Health of It. He explored, in a captivating way, how to lessen stress through exercise, nutrition and humor. We were able to practice one of his tips by doing ZUMBA with energetic dance instructor Janice Santiago after lunch. The energy was palpable in the room with movement and music!

We also had a short session with CMAs Beth Graves and Jim Mudd, on our forthcoming WOW computer system in an effort to acquaint all staff with what the future holds.

There will be an evaluation by all staff but the general impression is that a good time was had by all! ■



HAPPY DAY — NJ WIC staff enjoying the meeting.



GOOD JOB — The Planning Committee enjoys its successful event.



DAN THE MAN — Riding a unicycle, Dan Thurmon took the attendees to new heights.

MARYLAND AND eWIC, IT'S GETTING CLOSER TO HOME

Maryland WIC took another step toward eWIC implementation with the eWIC Workgroup Kickoff Meeting on October 21. The Maryland WIC Training and Temporary Services Center hosted the meeting where nearly 60 State and Local Agency employees gathered. Chris Harr, WIC Information Technology Chief hosted the meeting and provided an overview of the workgroup structure. Presenter and eWIC Project Manager Joseph Ferrara discussed the eWIC process and a basic timeline of the implementation plan. Mr. Ferrara has actively participated in eWIC implementation in three other states and has been on-board as Project Manager for Maryland since 2012. Ellen Thompson of Maximus, Maryland's contracted

quality assurance provider, shared lessons learned from eWIC implementation in other states. Ms. Thompson is well versed in the eWIC implementation process and will continue to share her expertise throughout the project. Courtney Panunzio of Three Sigma showcased upcoming WOW screens that will accommodate the changes in local clinic operations necessitated by eWIC. Ms. Panunzio previewed the benefit issuance screens that staff will see once clinics convert to eWIC. These screens replace the current Issue Check and Check History/Void screens.

As a treat, those in attendance were provided a sneak peek at Three Sigma's new mobile WIC application that should be available to Maryland participants in the upcoming year.

Among its many features, the application will allow users to receive appointment reminders, view certification periods, view benefits, and identify WIC eligible foods while in the grocery store.

Following the presentations, staff broke into workgroups that will guide implementation of eWIC in our State. The workgroups (Clinic Operations & Training, Implementation, Marketing & Communication, MIS, and Vendor & Retailer Certification) are comprised of staff from Local Agencies as well as the State Office. Throughout the meeting staff remained engaged and asked thought provoking questions. These are exciting times at Maryland WIC! ■

DISTRICT COLUMBIASS CHILDREN'S WIC SERVING THE THEARC COMMUNITY

By Jaya Janakiram, MS, RD, LDN

It has been a long time coming!!!

WIC @ Children's made their debut on October 16 at Town Hall Education Arts Recreation Campus (THEARC), which is a key part of a revitalization of the area known as "East of the (Anacostia) River" in Washington, DC. It provides underserved children and families of East of the River with dance classes, music instruction, fine arts, academics, recreation and other programs, including social services, mentoring, after-school care and case management, as well as medical and dental care at a substantially reduced cost or no cost at all.

The children living east of the Anacostia River – in DC's Wards 7 & 8 – comprise 42 percent of Washington, DC's child population. In Ward 8, almost half (47%) of these children live in poverty. In fact, DC has the highest rate of childhood poverty of any jurisdiction in the country. Neighborhoods with high-poverty concentrations like Ward 8 face significant challenges in their day-to-day life.

Children's National Health System operates a full-service medical clinic at THEARC. The Children's Health Project of DC @ THEARC is also the medical home for all children in the DC Foster Care system. Children's WIC has

partnered with the primary care services to serve this community to help alleviate some of the food insecurity issues among the underserved population by complementing the healthcare team through nutrition counseling, breastfeeding support, referrals to healthcare and other social services.

A special thank you goes to Lisa Brown, RD, LD, for all her hard work to kick off the launch and helping to make our WIC site a reality. We are proud to be a part of THEARC! ■

PUERTO RICO WIC HOSTS ANNUAL NUTRITION AND BREASTFEEDING CONFERENCE

The Puerto Rico WIC Program continues to live its mission of helping improve and promote the good nutrition of women, infants and children that live in Puerto Rico. To do so, our team needs to be empowered with the right instruments to achieve its set goals.

On September 4, we celebrated the Third Annual Nutrition and Breastfeeding Conference, but this conference was a special one. For the first time, all WIC employees from the six regions had the opportunity to participate in educational sessions on the same day in the same setting.

During the morning, all attendees participated in the plenary sessions on how to convert information into action, and how to be a team player. Everyone finished the morning session with an exercise dynamic. In the afternoon, the attendees were divided in three groups: nutritionists, breastfeeding peer counselors, and official certifiers and clerks.

Each afternoon session met the needs of each discipline. Afterward, attendees gave excellent feedback, expressing that the conference exceeded their expectations. ■



SCENES FROM A SUCCESSFUL CONFERENCE



The deadline for the Spring issue of MARWIC TIMES is February 11, 2016

Submit articles, photos and calendar events to your State editor. No Polaroid pictures.

5" x 7" digital photos (saved as JPGs) preferred. All photographs must include a detailed caption.

Submit articles, photos/captions and calendar events to your State editor.

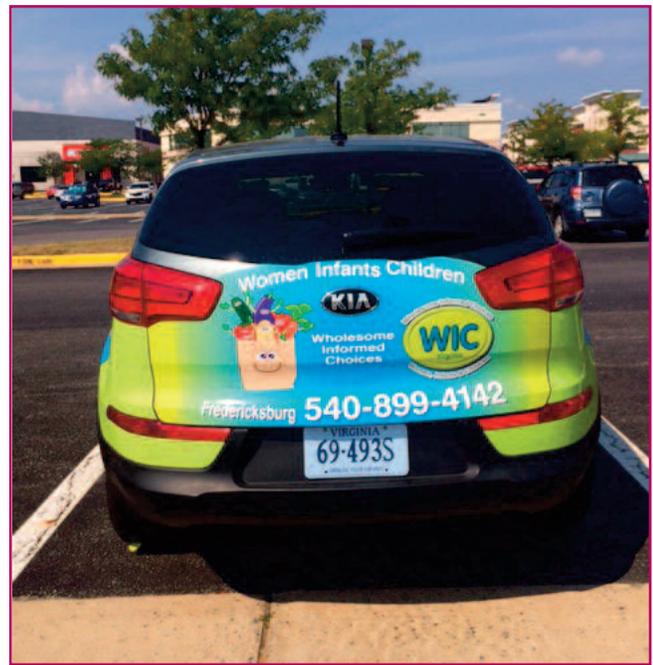
VIRGINIA'S RAPPAHANNOCK WIC PROGRAM HITS THE ROAD

Lack of transportation is always a barrier to delivering WIC services to the public, and even with public transit systems, many WIC participants struggle to make it to the WIC office for their appointments. Virginia's Rappahannock WIC Program found a solution to this problem and used outreach funds to purchase a vehicle that will be used to certify participants in the community.



CAN'T MISS THAT — The creative designs are fun while also informative.

Since Virginia's WIC Program uses Electronic Benefit Transfer (EBT) cards as opposed to paper vouchers, staff members can perform WIC certifications outside of the traditional on-site clinics. The WIC vehicle will transport laptops and tables to different community organizations such as libraries, day care centers, apartment complexes, and community events. Interim WIC Coordinator Christy Redmond used the services of Signs 4 Less in Fredericksburg, VA to wrap the vehicle in colorful designs that will serve as mobile advertisements for the Program. Former WIC Coordinator Sarah Whitson hopes that since the WIC staff will be able to meet participants where they are, it will improve participation and retention in the program. Be on the lookout for Rappahannock's WIC-mobile! ■



WIC MOBILE — Eye-catching images will help participants spot the WIC-mobile when it is on the road.

HAPPY HALLOWEEN AT DISTRICT OF COLUMBIA'S MARY'S CENTER WIC

By Marion Flores, MPH, LN

On October 28, the Mary's Center WIC site at Ontario Road Washington, DC celebrated Halloween together with the children at the Briya Charter School. Located in the diverse neighborhood of Northwest DC, Mary's Center is a partner with the Briya School, a school dedicated to strengthening families and communities through a learning-centered environment. The Briya School prepares children from birth through age 5 for school and helps parents learn necessary English and parenting skills.

WIC staff Lisle Cole, Gwen McNair, and Marion Flores dressed up as WIC fairies and provided healthy snacks for the children. The children enjoyed the trail mix made with WIC cereals, and parents were given recipes so they could purchase the cereals with their WIC checks and make the mix at home with their children. Lisle Cole reminded the children to brush their teeth after any snack to help them always have healthy teeth and bright smiles! ■



WIC AND TREATS — Children from the Briya School in Northwest Washington, DC enjoy Halloween festivities with WIC staff Lisle Cole, Gwen McNair and Marion Flores.

KYLIE'S STORY – A WEST VIRGINIA RANDOLPH-ELKINS WIC SUCCESS STORY

By Cindy Haney, Nutrition Education Liaison, Randolph-Elkins WIC Program

By all outward appearances, Kylie Cave is just an active, energetic, healthy 16-month-old toddler. But Kylie has faced some daunting challenges in her young life, beginning with a diagnosis of biliary atresia when she was two-months old.

Luckily, she is healthy today, thanks to the gift of organ donation. Here is Kylie's story.

Kylie was seen for her initial certification appointment with WV's Randolph-Elkins WIC Program when she was an 11-day-old newborn. At that visit, she was noticeably jaundiced, which seemed unusual to WIC Nutritionist Susan Foster, RD. I am always concerned about jaundice in newborns, although it often is not indicative of any underlying pathology," states Susan. Upon further questioning and discussion with Kylie's mom, Brittany Cave, it was recommended that she contact Kylie's doctor to follow up with concerns regarding the jaundice. Upon further medical examination and testing, it was determined that Kylie definitely had something wrong with her liver and she was referred to a pediatric hepatologist in Pittsburgh where the diagnosis of biliary atresia was confirmed.

Biliary atresia is a life-threatening condition in infants where the bile ducts do not form correctly. As a result, bile cannot exit the liver and will build up and eventually cause liver damage, including scarring, necrosis, cirrhosis and liver failure. Perinatal atresia usually becomes evident within 2-4 weeks of life and one of the primary symptoms is jaundice. It is a relatively rare condition, occurring in approximately 1 of every 18,000 infants and is more common in females.

After she was diagnosed, Kylie underwent a Kasai procedure, which involved removing the blocked bile ducts and gall bladder and replacing with a segment of the small intestine which was then attached to the liver to serve as a new extrahepatic bile duct system. This procedure is successful in approximately one-third of the cases with the remaining two-thirds of children usually requiring eventual liver transplantation. Over the course of the next several months, Kylie was followed closely by her medical team and was on a variety of medications and specialized formulas which WIC was able to provide. Unfortunately, her liver function continued to deteriorate and she was placed on the transplant list.

As Kylie's condition worsened and her need for a liver transplant increased, a tragedy involving one of the local WIC staff members led to the miracle that Kylie needed. Tammy Johnson, who is a Nutrition Assistant with the Randolph-Elkins WIC Program, lost her young cousin, Grant, in a motorcycle accident. From the loss of his life and the courage of his parents to allow Grant's organs to be donated, Kylie was able to receive the liver transplant that she needed. At 8 months old, Kylie was given a new liver and a chance for a healthy life. Kylie's family met Grant's parents, and they now share a very special bond as a result of the incredible gift of life for Kylie that came from their tragic loss.

As Susan Foster states, "Kylie's story is extraordinary on so many levels – it shows the importance of being attentive and diligent in addressing potential medical issues early, and also how something good came out of a tragedy. All of our WIC children are special, but in Kylie's case, she is even more special to us because we feel that we have such a deep personal connection. I look forward to watching her grow and thrive and we are so grateful that she has the chance now for a healthy life and that WIC can help to support her and her family." ■



A SPECIAL GIFT — Kylie Cave (with mom Brittany) is a healthy, thriving 16-month-old toddler thanks to the gift of organ donation.

VIRGINIA'S CULPEPER WIC REACHES OUT TO HISPANIC FAMILIES

The Culpeper Virginia WIC Program actively seeks opportunities to reach out to our Hispanic community to improve awareness of available resources. Bilingual staff member Marilyn Dunphy participated in the planning of Culpeper Fiesta (www.culpeperfiesta.org), a multi-organizational outreach effort, with support from Healthy Culpeper. This annual event brings together about 40 sister organizations and retailers that provide services to this special population, thereby enhancing the delivery of services for all. Our Latino families have experienced improved nutritional, educational, financial, and social integration into our (their) society as a result of this multi-organizational collaboration. WIC's contribution to the Fiesta has strengthened the bond of trust between all Culpeper Health Department programs and our Latino families.

Rappahannock-Rapidan Health District Emergency Coordinator Kathy Hatter, MRC Coordinator Jordan Zarone, and MRC volunteers Sharon Cave and Adriana Martinez distributed information about the MRC, emergency preparedness, and health topics. Steve Cook, EH Supervisor, ensured that food vendors adhered to food safety guidelines. Health screenings were provided by local UVA Pediatrics Culpeper staff. FAHAAS was available to perform confidential, rapid HIV testing. Walgreens contributed to protection against the flu by giving out free shots to all. ■



FIESTA TIME — A young WIC participant takes a crack at the event's piñata.

NEW JERSEY'S NORTH HUDSON COMMUNITY ACTION WIC CELEBRATES WORKING BREASTFEEDING MOMS

Not even the dark clouds and brisk wind would dampen the excitement of the breastfeeding staff as they worked tirelessly to decorate Donnelly Memorial Park in West New York, NJ in preparation for the North Hudson Community Action Corp. (NHCAC) WIC Program's annual Breastfeeding Week fair. As our participants began trickling into the park, the breastfeeding peer counselors greeted them with a familiarity and enthusiasm that can only be acquired from constant contact.

As the day wore on, the peer counselors continued to muse at the fact "their moms" made it to the fair and how proud they were to see them confidently breastfeed their children while sitting on the park benches. It was a sight to cherish as our peer counselors, who have experienced juggling work, breastfeeding, and servicing our moms, watched their breastfeeding moms learning to do the same.

In keeping with the World Alliance for Breastfeeding Action's theme for 2015, "Breastfeeding and Work: Let's Make It Work," Yvette Cruz-Ortiz, a lactation instructor with the program, set up a tent to represent an ideal workplace lactation station. Using a cardboard box and the help of volunteer Ana Gonzalez, they were able to make a model refrigerator which was used to explain appropriate breast milk storage techniques. Yvette also designed a curtain that highlighted the current laws that protect women's right to express their milk at work. Kristen Donnelly, a representative from Acelleron (one of the durable medical suppliers), was on hand to provide information on how to obtain a breast pump through insurance.

By the end of the day, as the last of our moms and vendors left, we used our last bit of energy to clean up and imagine what we can do better for next year's fair. We are grateful for the support we received from Amerigroup, Ponce De Leon Federal Bank, Whole Foods, Trader Joes, Extra Supermarket, United Healthcare and El Bambi Baby, among others. We hope they will continue to support the important work of promoting breastfeeding in our community.

Finally, we would like to acknowledge all the peer counselors at the NHCAC WIC Program for all their efforts toward making our fair a success. ■



GREAT DAY FOR ALL – The NHCAC WIC Program staff and volunteers pose for a photo.



MODEL STATION — Peer Counselor Tamara Murga (left) and Lactation Instructor Yvette Cruz-Ortiz pose in front of the model work place lactation station.



A PLACE TO NURSE — A NHCAC WIC participant nursing her infant at the fair.

VIRGINIA'S FAIRFAX COUNTY WIC PARTAKES IN HERNDON COMMUNITY DAY

Every summer the town of Herndon celebrates a community day, and this year it was held on September 19. It was a hot beautiful day and there were 30 agencies represented, including employment, adult education, health and social services, youth and children, and health and wellness organizations.

WIC Coordinator Anna Kianianthra and Nutritionist Assistant Sandra Martinez enrolled eight new clients to Fairfax County WIC Program. They also networked with other agencies at the event.

Congressman Gerry Connolly, US House of Representatives from Virginia's 11th Congressional District, stopped by to show appreciation for the wonderful work that is being done in the WIC Program. ■



WIC IN THE COMMUNITY — Nutritionist Assistant Sandra Martinez (left) and WIC Coordinator Anna Kianianthra enjoy Herndon Community Day.



VIP VISIT — WIC Coordinator Anna Kianianthra gets a visit from Virginia Congressman Gerry Connolly.

WEST VIRGINIA'S MID-OHIO VALLEY WIC PROGRAM PROMOTES BREASTFEEDING

By Jennifer Habeb, Nutritionist II, Outreach Coordinator

In an effort to promote and educate clients on breastfeeding, West Virginia's Mid-Ohio Valley (MOV) WIC Program has an eye-catching, informational bulletin board. Our "Whooo Can Breastfeed?" display offers educational tidbits such as what is colostrum, how does a mom know her baby is getting enough milk, and what are hunger cues. In addition to explaining supply and demand, and creating bonds between a mom and baby, the goal is to offer information in an informal environment which supports a variety of learning styles.

The MOV WIC Program promotes breastfeeding not only by bulletin boards and information in our waiting rooms, but we also offer individual counseling sessions with a breastfeeding peer counselor to all pregnant and postpartum WIC participants in the local agency's nine-county service area. Tammy Moyers, a full-time certified lactation specialist and local agency breastfeeding coordinator, provides services in Calhoun, Gilmer, Roane, and Wood counties. Lee Newberry is a part-time certified lactation consultant (CLC) in Mason County, while Michelle Gordon and Sandra Williams serve as part-time breastfeeding peer counselors in Jackson, Pleasants, Ritchie, and Wirt counties. Deb Dennis, a full-time nutritionist, is also a CLC available to assist participants as needed.

Our breastfeeding women represent approximately 3% of our clientele. As a 2016 outreach goal, the MOV WIC Program would like to raise that number so more women and babies can enjoy the benefits of breastfeeding. Fully breastfeeding women not only enjoy a larger WIC food package, but receive a fruit infusion cup at certification to prevent dehydration which can affect milk supply. At the six-month follow-up visit, fully breastfeeding babies enjoy a bib proclaiming that mom provides the best nutrition possible.

Lastly, as a community breastfeeding promotion effort, the MOV WIC Program breastfeeding peer counselors represent each WIC clinic at local community baby showers. Community baby showers are collaborative partnerships to provide basic items for newborns as they enter this world, and serve as a grassroots child abuse prevention approach via the education sessions throughout the day. Young mothers enjoy learning about early childhood programs, community resources, and support services all in one location while celebrating the birth of her new baby. ■



WHOOO CAN BREASTFEED? — Informal educational opportunities such as bulletin boards are a cornerstone of breastfeeding promotion in all Mid-Ohio Valley WIC clinics.

VIRGINIA'S ROANOKE WIC JOINS BIG OL' BABY SHOWER

On September 26, the Roanoke (Virginia) WIC staff participated as an exhibitor at the Second Big Ol' Baby Shower at the Berglund Center. The event was a huge success despite the rainy weather.

Breastfeeding Coordinator Donna Gaither and Outreach WIC Worker Donna Karr worked continuously from 10am to 2pm talking to approximately 500 pregnant women, mothers, fathers, and grandparents. The attendees were from all over the state of Virginia, not just from the Roanoke Valley. Donna was able to give reassurance to many mothers who were overwhelmed by the many different types of breast pumps available by talking about how the pumps worked and helping them to pick the best pump for their needs. WIC staff also interacted with the 40 exhibitors who participated and received information about various products and services available in the Roanoke Valley.

There was lots of interest in WIC and WIC's income guidelines because a lot of the attendees didn't think they would qualify for WIC. After following up with all of the participants who signed up that day, we saw some new and returning participants.

It was great for WIC to be a part of this event and they hope they can be there again in the future. ■



SHOWERS OF INFORMATION — Staffing the Roanoke WIC table at the Big Ol' Baby Shower are Breastfeeding Coordinator Donna Gaither (left) and Outreach Worker Donna Karr.



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