

# MARWIC

T · I · M · E · S

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

## MAYOR CORY BOOKER CUTS RIBBON TO RE-OPEN NEWARK (NJ) WIC OFFICE: FEDERAL GRANT FUNDED UPGRADING OF FACILITY

On April 26, Newark Mayor Cory Booker, United States Department of Agriculture (USDA) Food and Nutrition Service Mid-Atlantic Region Administrator Patricia Dombroski, and other dignitaries held a ceremony to re-open the Department of Child and Family Well-Being (DCFWB) WIC Office at 110 William Street in Newark. Children from the Newark Preschool Council also participated in the ceremony with a musical performance.

The Newark WIC Program received \$391,630 in infrastructure funding from the USDA to expand and redesign the WIC offices at this site. The renovation has increased the capacity of the program to serve additional families in a more efficient and welcoming environment. The facility currently provides parents with information and counseling on nutrition, breastfeeding, immunizations, lead testing and provides referrals to medical and social services when indicated.

"I want to thank our partners, but most of all, the team here in Newark.



**RIBBON-CUTTING** — Newark Mayor Cory Booker cuts the ribbon while (left to right) L'Tanya Williamson, DCFWB Acting Director; Patricia Dombroski, USDA Mid-Atlantic Regional Administrator; Christine Reynolds, DCFWB WIC Coordinator; Cindy Weiss-Fischer, NJ State WIC; Dr. Ortiz, DCFWB Medical Director; Marsha McGowan, Newark City Health Officer; child singers from Newark Pre-School Council look on.

Without those people on the ground, we cannot create a true and real revolution. The true revolutionary is concerned with the least glamorous of things – raising a child's reading level, filling out food stamps for a family. We



**ENJOYING THE MOMENT** — WIC participants Latrice and Paige Raglend talk with staff nutritionists Ngozi Njoku-obi, Michele Kinloch and Genna Molino.

are creating here in Newark that quiet revolution. Here we are putting children first. So I thank everyone who does that work on a daily basis. We are not just raising children, we are securing our future. We are building a great City of Newark for tomorrow," said Mayor Booker.

"We were able to support these beautiful renovations, and we are proud

*Continued on page 4*

## MARYLAND BREASTFEEDING COALITION AWARDS BREASTFEEDING-FRIENDLY WORKPLACE AWARD TO ANNE ARUNDEL COUNTY DEPARTMENT OF HEALTH

The Anne Arundel County Department of Health recently received the DC/MD Breastfeeding-Friendly Workplace Award from the Maryland Breastfeeding Coalition. The award recognizes employers that make an effort to promote breastfeeding. The Department achieved a silver ranking for its initiatives, including a lactation room for employees and clients who are breastfeeding, an on-site lactation consultant, and breastfeeding classes and support groups administered through the WIC Program. For more information about county breastfeeding classes and support groups, visit the Department of Health's websites at [www.aahealth.org](http://www.aahealth.org) and [www.aahealthybabies.org](http://www.aahealthybabies.org). ■



**BASKING IN THE GLOW** — Accepting the award are (left to right) Anne Arundel County Acting Health Officer Douglas L. Hart; Deputy Health Officer for Healthy Families Jinlene Chan; Acting WIC Program Manager Katherine Harmon; Maryland Breastfeeding Coalition Representative Dana Silver; Lactation Consultant Flossie Rollhauser; Director of Family Health Services Nancy Tucker; Deputy Director of Family Health Services Karen Siska; and Director of Human Resources Anita Adeo.

## SUMMER 2011

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## WEST VIRGINIA'S WHEELING-OHIO WIC HOSTS CHILI COOK-OFF

By Tammy Amos, Outreach Coordinator

Seasons come and go in the state of West Virginia. When the leaves change colors to the deepest gold and crimson red, when temperatures start declining, when you can see your breath, your nose becomes cool and you need that heavier sweater just to feel snugly... you know fall has officially arrived. With all that said, the only other thing to think is... SOUP. It's time for a steaming hot bowl of soup! What could be better than chili? Well, the Wetzel County Chamber of Commerce located in New Martinsville agrees; having hosted the Chili Fest for the past 11 years. This past year's celebration was held on October 30, 2010. Main Street became a pedestrian fair for walking tourists, both local and afar, with multiple booths boasting their favorite chili recipes, all vying for top honors and a cash award. Banks, churches, community programs, military agencies, as well as individuals sold their samples for a quarter. Fairgoers casted their votes for their top pick outside the Chamber office.

A large local farm stand participated, as well as informational booths. Wetzel/Tyler WIC participated, situated directly across from the farm stand,



**FALL FEST** — The season's in full bloom at the annual Chili Fest.

set the tone for WIC's new food package promoting fresh fruits and vegetables. WIC provided multiple recipe cards inclusive of vegetable roast, stir-fry and vegetable medleys. Always proving popular were the recipes for smoothies and breakfast drinks. A sample display was also inclusive of present nutrition education material promoting the use of tomato juice or V8 as soup starters. Many fair-goers stopped by and voiced their delight with



**IT'S CHILI OUT HERE** — A WIC participant and her son enjoy the day's events.

the recent changes related to WIC food availability, particularly to the fresh fruit and vegetables.

Overall the Annual Chili Fest was a huge success with its live entertainment, auction, Halloween costume judging and parade, 5K/2K run/walk and its main attraction – CHILI.

Wetzel/Tyler WIC hopes to get into the Chili competition this year. ■



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

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Pennsylvania.....Bonnie Mellott

Puerto Rico.....Alma Ortega

Virgin Islands.....Lorna Concepcion

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### NEWS FROM THE USDA...

#### VIRGIN ISLANDS GETS FRESH WITH WIC FARMERS' MARKET NUTRITION PROGRAM

After several months of intensive planning, conference calls, correspondence, and collaboration with the Mid-Atlantic Region, Food and Nutrition Service, the **Virgin Islands** Department of Agriculture (VIDA) has an approved State Plan of Operation to administer the WIC Farmers' Market Nutrition Program (FMNP). The newly-established FMNP presents an opportunity to support VI's local growers by broadening their customer base and increasing revenues. Anticipating 15 farmers and farmers' markets to be authorized throughout the islands of St. John, St. Thomas, and St. Croix, VIDA is excited at the prospect that WIC participants will increasingly seek high quality, fresh fruits, vegetables and herbs from local farmers. Further, farm markets contribute to the economic and social vitality of the territory. VIDA has requested \$98,470 in grant funding to get their FMNP underway and looks forward to distributing benefits to over 3,000 WIC participants when funding become available.

VIDA is excited to become the new partner in the Mid-Atlantic Region FMNP, and looks forward to a 'fruitful' relationship with USDA.

#### In other FMNP News...

The first week of August is proclaimed annually as National Farmers' Market Week. This year the **District of Columbia** WIC State agency is gearing up for a special celebration at the farmers' market on Vermont Avenue, near



**TO MARKET, TO MARKET** — A local farm market in St. Croix.

the White House. Prospective invitees include the Under Secretary of USDA's Food, Nutrition and Consumer Services Kevin Concannon along with other USDA and local government dignitaries.

Promoting FNS' Programs is critical to expanding access. As State and local agencies become aware of future events relevant to WIC, FMNP or SFMNP, please continue to share this information with the Mid-Atlantic Regional Office by contacting carol.smith@fns.usda.gov. FNS support can be provided in a variety of ways, such as FNS staff attendance, inviting USDA dignitaries, and providing display materials. ■

## GREAT STRIDES MADE AT VIRGINIA WIC COORDINATORS MEETING

The 2011 Virginia WIC Coordinators Meeting was held March 23-24, at the Featherstone Professional Center in Midlothian, VA. This year's theme was "We've Got a New Attitude." This meeting was held to provide an opportunity for WIC Coordinators from across the Commonwealth and Central Office staff to collaborate on new and existing policies and procedures related to WIC through policy briefings and other related professional development activities in the fields of nutrition, breastfeeding, obesity prevention, and vendor management.

One of the lively highlights of the session was a panel discussion regarding the yearly certification of children. The results showed that it was nearly evenly divided between keeping it at 6 months, versus 1 year. Many coordinators liked an alternative idea of 6 months until 3 years, then going to 1 year. ■



*Fairfax WIC Coordinator Anna Kianthra (left) with Henrico County WIC Coordinator Elizabeth Rowe, makes a point during the certification session.*



*Sitting on the panel are (left to right) Fairfax WIC Coordinator Anna Kianthra, Henrico County WIC Coordinator Elizabeth Rowe; Portsmouth WIC Coordinator Kathleen Walters; Thomas Jefferson WIC Coordinator Barbara Yager; Crater WIC Coordinator Paula Allen; and Chesapeake WIC Coordinator Connie Smith.*



*Fairfax WIC Coordinator Anna Kianthra shares her thoughts on the 1-year certification.*

## WASHINGTON, DC'S CHILDREN'S NATIONAL MEDICAL CENTER WIC HIGHLIGHTS FOLIC ACID AWARENESS WEEK

By Sara Beckwith MS, RD, LD

The WIC Program at Children's National Medical Center in Washington, DC celebrated Folic Acid Awareness week, January 3-9. The WIC Office joined the Maryland-National Capital Area Chapter of the March of Dimes to highlight what folic acid is and why it is important to women of childbearing age. WIC clients received an information packet filled with handouts about folic acid, recipes, and stickers. WIC staff educated clients on the significance of folic acid before, during, and after pregnancy as well as the folic acid content of various WIC foods.

Staff wore bright yellow WIC t-shirts and green Folic Acid Awareness pins. WIC clients enjoyed the festive atmosphere and gained knowledge about the importance of folic acid and practical ways to add folic acid to their diet. ■



*CELEBRATING FOLIC ACID — Pictured (back row, left to right) are Sara Beckwith, WIC Nutritionist; Margaret Malcolm, WIC administrative assistant; Toni Henderson-Jones, WIC Nutrition Assistant; Muriel Raglin, WIC Nutritionist; (front row, left to right) Sherika Bittle, Nutrition Assistant; and Jayasri Janakiram, WIC Director.*

## MARYLAND'S FREDERICK COUNTY WIC ENCOURAGES EATING FRUITS AND VEGGIES

By Shannon White, WIC Services Associate Lead for Frederick County

Maryland's Frederick County WIC Program focused on fruits and veggies the first quarter of the year. The middle of winter seems like a strange time of year to emphasize this topic, but resolutions are fresh on everyone's mind, and we could all eat more fruits and veggies! The check pick-up classes were participant-directed, so every class was a little different. Some started out slowly and other groups jumped at the chance to talk to each other about their kids' eating habits. Participants started by filling out a fruit and vegetable survey asking about FVC use and vegetable preparation methods that their families prefer. Each class viewed a four-minute portion of the My WIC video reviewing the FVC and picking fruits and vegetables at the grocery store. After the video, WIC staff facilitated a discussion based on answers from the survey.

The survey led moms and dads to discuss reasons for purchasing fresh, frozen, and canned vegetables. Most classes mentioned taste preference being the number one reason they choose fresh produce. A lot of parents said their children prefer vegetables and fruits that are raw or, if cooked, they would prefer a crisp texture. Fresh is also thought of as a more nutritious choice, so we often talk about buying produce in season when buying fresh, but choosing frozen or canned when something is not in season.

Caregivers also seemed willing to give and gladly accept cooking advice from each other. After all, they are the experts on feeding their families every day! Several moms mentioned that their children enjoy smoothies made with frozen fruits, some yogurt, and WIC juice. Parents also said they did not have to dress up or hide vegetables. Most kids liked vegetables plain or with just a little bit of seasoning. Moms also mentioned cooking vegetables in soups or stews, roasting things like asparagus, carrots, or zucchini, and serving fruits and veggies raw with dips. One mom suggested adding a packet of ranch dressing mix to silken tofu and using it as a vegetable dip.

While group-directed discussion can be intimidating at first for the facilitator, WIC families genuinely enjoy sharing practical information with each other. Lots of parents have interesting and helpful tips for feeding their families! Letting moms share what they know empowers them and as WIC staff this is very rewarding to see. ■



*GETTING TOGETHER — Moms and WIC staff share eating and cooking tips with each other.*

## PUERTO RICO'S CANOVANAS WIC CLINIC ADDS COLOR TO THE FEEDING OF PARTICIPANTS

By Alma L. Ortega, Outreach Nutritionist, Puerto Rico WIC Program

On March 23, the WIC clinic of Canovanas (Puerto Rico) hosted an educational activity for its participants. The purpose of the activity was to provide creative and healthy alternatives for the preparation of snacks and breakfasts using the foods offered in different food packages of the program. They performed demonstrations of preparation of recipes, cooking and singing.

They have the participation of Chef Leo Mendoza and Chef Edgardo Noel, teachers of culinary arts at ICPR College in Manati and collaborators on radio and local television. These professionals offered their talents and delighted everyone while they showed how to prepare creative, delicious and healthy recipes.

Also participating in the event were Mothers and Children Program, Extension Services, Canovanas Municipality Emergency Management Services, Municipal and State Police, Banking Institute, "PahtStone," and Zazules the clown, who entertained the children.

Additional participants included Canovanas Municipality, WIC clinic staff, Health Center personnel, Dr. Hector Rodriguez and the AMEC Church. ■

**COLLAGE OF FUN** — Pictured (clockwise, starting top left) Chef Leo Mendoza, Canovanas WIC Nutritionists Rosa Vazquez and Alexandra Reyes, Canovanas WIC Peer Counselor Elizabeth Centeno, Chef Edgardo Noel; Children with Clown Zazules and Canovanas WIC Peer Counselor Elizabeth Centeno; Student kitchen assistants from culinary arts class at ICPR College; Chef Noel preparing a dish; and the WIC information stand.



### Mayor Cory Booker Cuts Ribbon continued from page 1

that we could help improve the efficiency of these offices and the WIC services they deliver, which are so vitally important to the nutrition and well-being of the people who are served here in Newark," said Ms. Dombroski. "The services speak for themselves in the nutrition and nutrition education provided by the WIC Program. The renovations will also improve access. There's an incredible staff here that is so very focused, committed, and dedicated to providing WIC services. I'm thrilled to be part of today's celebration."

The Newark DCFWB WIC Program is one of the largest and oldest programs in New Jersey. Opened in 1974, the program certifies approximately 20,000 women and children annually and maintains an active enrollment of approximately 12,700 clients a month.

The WIC Program environment is bright and family-oriented. Design efficiencies have shortened the amount of time clients spend on-site. Special features include a private lounge where women can breastfeed their infants and educational kiosks for clients to complete nutrition tutorials in lieu of attending on-site nutrition education classes.

"Children, parents and staff love the new space and the new toys," reports Christine Reynolds, WIC Coordinator. "Clients have noticed that the redesigned space has shortened their visit time." ■



**MEETING THE MAYOR** — Cindy Weiss-Fischer, NJ State WIC Nutrition Services Coordinator chats with Newark Mayor Cory Booker.



**WALKING THE HALL** — WIC services are provided along one central hallway.

### WEST VIRGINIA'S RANDOLPH-ELKINS WIC PROGRAM STAFF IS GEOCACHING

By Cindy M. Haney, Nutrition Education Liaison/Certified Lactation Specialist, Randolph Elkins WIC Program

Geocaching is an entertaining adventure game for GPS users that is growing in popularity nationwide. The basic idea is to have individuals and organizations set up caches all over the world and share the locations of these caches on the internet. GPS users can then use the location coordinates to find the caches. A cache is a hiding place someone would use to temporarily store items. As someone would locate a cache, they may take something in the cache and leave something in return for the next person. The state of West Virginia is promoting geocaching as a great way of exploring our state's natural beauty while fusing together physical activity and fun.

West Virginia's Randolph-Elkins WIC Program experienced some fun and physical activity at their March staff meeting while learning more about geocaching. Two avid geocaching staff members organized a cache for the other staff members to do on their lunch break. Members gathered around two GPS devices to get the coordinates of the cache. The race was on! Once staff members found the cache, it included a variety of trinkets such as a few stuffed animals, snap-on reading light, crossword puzzles and votive candle holders. Each staff member took a trinket of their choice. Overall, the activity was fun for all and reminded staff that keeping our bodies moving does not have to be boring and can even bring out the "technogeek" in all of us!

For more information about geocaching, visit [www.geocaching.com](http://www.geocaching.com). ■

## VIRGIN ISLANDS WIC CONDUCTS OUTREACH ACTIVITIES ACROSS THE TERRITORY AS PART OF THE DEPARTMENT OF HEALTH PROGRAMS

By Lorna Concepcion, MS, RD

Virgin Islands WIC participated in various outreach activities throughout the territory. In February, VI WIC Program hosted a table as a part of the Department of Health Programs at the annual Agricultural Fair in St. Croix. WIC staff members Janice Daniel, Shermaine King, Lissette Almestica and Linora Perez manned the table, which provided nutrition education materials on various topics. Staff members also had WIC brochures and sign up sheets to recruit participants. At least five families signed up and other individuals took WIC outreach brochures to pass on to individuals they know. Many individuals across the age spectrum helped themselves to nutri-

tion information and found out more about WIC. WIC staff also received many ideas to pass on to WIC participants to encourage the consumption of fresh produce, as noted in the herb garden idea below.

On St. Thomas, Ms. Charlene Bastian, responsible for outreach activities, manned a WIC table at a University of the Virgin Islands Extension Service Health Fair activity in March. Individuals received nutrition information and WIC brochures at the activity and also had the opportunity to sign up for receiving WIC services. ■



*MAY WE HELP YOU? — WIC employees Janice Daniel, Shermaine King and Lissette Almestica at the St. Croix Agriculture Fair WIC table.*



*HELPING HAND — WIC employee Linora Perez helps some youngsters get nutrition information at the St. Croix Agriculture Fair WIC table.*



*NEVER TOO OLD TO LEARN — Seniors getting nutrition brochures and WIC information to pass on at the St. Croix Agricultural Fair.*



*GETTING TO KNOW YOU — St. Thomas WIC's Charlene Bastian (second from left) with individuals who stopped by the WIC table.*



*HERBS AT HOME — Demonstration of a home herb growing idea for confined space at a booth at the St. Croix Agricultural Fair. This idea can be introduced to WIC participants.*



*GETTING THE FACTS — Teens getting nutrition fliers at the WIC table.*

## VIRGINIA WIC PARTNERS WITH CHAMPION TO FIGHT OBESITY

The Virginia Department of Health's CHAMPION Obesity Prevention Initiative and Virginia WIC Program have partnered with the University of Virginia's Office of Continuing Medical Education to provide free web-based continuing education for healthcare practitioners including physicians, dietitians and nurses.

CHAMPION's goal is to provide healthcare providers with the knowledge and tools to become supporters of overweight and obesity prevention through the promotion of good nutrition and feeding practices. The web-based education modules cover nutrition for pregnancy and infant and toddler nutrition. Content focuses on early overweight and obesity prevention through healthy weight gain and nutrition during pregnancy and proper infant and toddler feeding techniques and strategies. In addition, the websites offer valuable resources for practitioners to use with caretakers and clients.

Visit [www.infantandtoddlerfeeding.org](http://www.infantandtoddlerfeeding.org) and [www.prenatalnutritiontraining.org](http://www.prenatalnutritiontraining.org) for more information! ■

## MARWIC TIMES Calendar

- New Jersey WIC State and Local Agency Annual Civil Rights Training. July 28.
- New Jersey Grow & Glow Training Part II. Local Agency sites. June – July.
- New Jersey Grow & Glow Training Part III. Local Agency sites. July – September.
- The deadline for the Fall issue of MARWIC TIMES is August 5, 2011. Please submit articles, photos and calendar events to your State editor. No Polaroid pictures. 5" x 7" digital photos (saved as JPGs, please) preferred. All photographs must include a detailed caption.

**WEST VIRGINIA'S VALLEY HEALTH CABELL WIC EDUCATES PRE-SCHOOL CHILDREN ON HEALTHY EATING AND PHYSICAL ACTIVITY DURING NATIONAL NUTRITION MONTH**

By Jenna Rose, MA, RD, LD, Nutrition and Outreach Coordinator

**O**n March 11, WV's Valley Health Cabell WIC Program educated more than 100 preschool-age children about healthy eating and physical activity at their annual food and nutrition fair. The fair had multiple stations including the Food Pyramid bean bag toss, the caterpillar obstacle course, activity with the DVD, "Reggie and the Veggies," making trail mixes, and story time with the books the *Very Hungry Caterpillar* and *Lunch*. Each child left with a WIC bag filled with information on nutrition, physical activity, and the WIC income guidelines.

This outreach and nutrition education event is used to encourage little ones to eat healthy and be active, but also to inform their parents about the benefits of WIC for their children. ■



**TIME TO STRETCH** — (From right to left) Nutrition Assistant Stacie McGraw, WIC Nutritionist Denise Eagan, MA, RD, LD, and WIC Office Assistant Deborah Cliborn lead the children from the Ebenezer Learning Center in the DVD exercise video, "Family Fun & Fitness with Reggie and the Veggies."



**TOSS ACROSS** — WIC staff members Clara Cremeans and Somer Martin help the children with the Food Pyramid bean bag toss.



**STORY TIME** — WIC Breastfeeding Peer Counselor Sherii Carpenter, IBCLC, reads *The Very Hungry Caterpillar* book to one preschool classroom.



**CATERPILLAR CRAWL** — This girl is having fun crawling through the obstacle course.

**WEST VIRGINIA'S RANDOLPH-ELKINS WIC CELEBRATES NATIONAL NUTRITION MONTH**

By Meagan Hoover, Regional Outreach Coordinator, Randolph Elkins WIC

**I**n honor of March as National Nutrition Month, West Virginia's Randolph-Elkins WIC Program placed nutrition messages in the windows of participating businesses on Main Street in the eight counties of Grant, Hardy, Pendleton, Randolph, Tucker, Barbour, Upshur, and Lewis. These messages were questions, facts, or jokes pertaining to nutrition. WIC participants, along with 6th, 7th, and 8th grade students in each county were invited to take a picture or write down the message and bring it into the local WIC office for a prize during the month of March.

Nutritionist Cindy Haney and Outreach Specialist Meagan Hoover worked together to get articles out to all the county papers and letters to all the middle school health programs to inform the students of the event. Local office staff put the messages up at participating businesses on Main Street. The messages ranged from children's jokes about nutrition to nutritional facts and trivia. Randolph County businesses were very enthusiastic about participating in the event. Good News Christian Bookstore, Runway Closet, Mountaineer Optical, and Elkins Sewing Center all displayed messages in their windows. The owner of Elkins Sewing Center is a former WIC nutritionist and jumped on board, decorating her window in fruit- and vegetable-printed cloth, and put up an extensive display with the nutritional messages. As well as being promoted in all the local papers, the local television station, WBOY, covered the event. ■

**HEALTHY MEALS AND EXERCISE FOR EVERYONE! NATIONAL NUTRITION MONTH TRAINING PRESENTED BY THE WIC TEAM AT CHILDREN'S NATIONAL MEDICAL CENTER, WASHINGTON DC**

By Roberta Edwards, RD, LD; Lisa Brown, RD, LD; and Sara Beckwith, RD, LD

**T**he WIC team at Children's National Medical Center conducted an in-service for National Nutrition Month during their monthly staff meeting with primary care clinic staff. The training focused on empowering primary care clinic and WIC staff members to promote the merits of eating healthy meals and increasing daily exercise among patients and clients. The training session was lead by Roberta Edwards, RD; Lisa Brown, RD; and Sara Beckwith, RD.

The presentation ended on a high note with a 10- minute, interactive 'Macarena' dance with audience participation. Everyone enjoyed the healthy breakfast provided by WIC staff followed by the lively dance workout. Who said skill building couldn't combine two of our favorite things — food and fun. ■



**EXERCISE FOR ALL** — Taking a break from the day's training are (standing, left to right) WIC Technicians Ana Alvarez, Sherika Bittle, Santos Benitez, Toni Henderson-Jones, Nutritionist Lisa Brown, WIC Director Jaya Janakiram, Administrative Assistant Margaret Malcolm, Breastfeeding Peer Counselor Corixa Bran-Paz, (sitting, left to right) Program Coordinator Roberta Edwards, WIC Technicians Ana Paz, Lucy Castillo, Francisco Flores, and Nutritionists Sara Beckwith, Libia McDonough, and Muriel Raglin.

## PUERTO RICO CAGUAS II WIC CLINIC OFFERS SUCCESSFUL NUTRITION-VACCINATION EVENT

By Nydia Leon, Nutritionist, WIC Clinic, Caguas II

Puerto Rico's Caguas II WIC Clinic recently offered a nutrition education class in combination with an immunization clinic.

The event, held on March 4, attracted 65 adults and children.

They offered the nutrition class, "Meet the Foods of WIC Program," with a tasting recipe for sushi made from peanut butter and jelly. The class was led by Dietitian Intern Roxana Torres Cruz, from the Internship of the Veteran's Hospital. The Immunization Program Nurse administered vaccines for influenza, DtaP, IPV and Flu.

The combo activity was success for the people who attended. ■



**EVERYTHING IN ORDER** — WIC clinic employee fills out documents with participants prior to receiving their immunizations.



**THAT'S THAT** — The immunization nurse signs off on the paperwork after administering the vaccine.

## NEW JERSEY'S GLOUCESTER COUNTY WIC CELEBRATES NATIONAL NUTRITION MONTH

By Linda Spiegel, RD  
Chief Nutritionist and Assistant Nutrition Program Coordinator  
Gloucester County WIC Program

For National Nutrition Month in March, New Jersey's Gloucester County WIC

Program celebrated by offering samples of healthy foods to our participants. Items prepared by the nutritionists included a three-bean salad made with kidney, white and black beans, as well as a zucchini quiche, homemade trail mix, cups of various dried fruits and mozzarella sticks. The use of WIC foods was emphasized in the recipe ingredients. Our nutrition staff encouraged everyone to try the familiar as well as some less familiar foods. Recipes were made available for WIC clients so they could prepare these easy and tasty treats at home.

In April, our program had an intern from the University of Medicine and Dentistry of New Jersey for several days. Kathleen Colbert was responsible for teaching nutrition education classes on the topics of food shopping and budgeting and physical activity. She assisted in counseling children and prenatal participants of the program. A colorful new bulletin board for the waiting room of the main office was created by her on the topic of smart snacking. In addition, a useable chart was formulated by Kathleen for use by both the nutritionists and WIC clients listing nutrient content of various fast-food restaurant menus to help our participants become more aware of what they are choosing when dining out and to look for healthier options.

In May we had another intern, Denise Piscitelli, who was formerly with us, return for another short rotation at our WIC clinic. Denise was very helpful in her previous rotation presenting workable ideas for keeping physically active to our nutrition education class participants. ■



**GET THE MESSAGE** — This clever bulletin board, created by intern Kathleen Colbert, was hung in the waiting room.

## PENNSYLVANIA'S SCCAP WIC PROGRAM UNVEILS NEW BREASTFEEDING LOUNGE

By Alicia Miller, Outreach Education Coordinator

On March 8, Pennsylvania's South Central Community Action Programs Inc. (SCCAP) WIC office in Franklin County unveiled its brand new mother's lounge with an open house celebration, coinciding with National Nutrition Month. With a great turnout from participants and community members alike, the event was a huge success!

Local physicians, community organizations, breastfeeding support organizations, WIC participants, and State WIC Agency staff were all present and welcomed at this event. The ribbon-cutting ceremony to officially open the mother's lounge was held at 11am. Megan Shreve, Executive Director of SCCAP, was the master of ceremonies, cutting the ribbon. Guests in attendance included Marie Ford, WIC Director; Bonnie Mellott, State WIC Outreach Coordinator; Sue Davis, Breastfeeding Peer Counselor Supervisor; and the Breastfeeding Peer Counselors of Franklin County along with their children.

The mother's lounge was previously an office area the WIC Program renovated to be a more comfortable area for WIC mothers to nurse and to speak with the breastfeeding peer counselors. This is also where infant care and infant feeding classes take place. The cozy surroundings include couches, chairs, throw rugs, end tables, and lamps in place of fluorescent lighting. The setting is designed with the intention of making WIC moms more at ease and willing to talk about their breastfeeding experiences. Instead of speaking to a counselor from across a desk, the participants gain a more personal visit with staff.

All event attendees were greeted by WIC staff who gave them a facsimile of an art palette. Each attendee was encouraged to get their palette stamped at every display and then turn the palettes in for a chance to win a door prize. Over 31 door prizes were given out, and they included gifts such as a \$50 gift card to Wal-Mart, a \$50 gift card to Weis Markets, tanning packages worth over \$40 each, hair product packages worth \$40 each, and miscellaneous gift cards from local hair salons and grocery stores. All prizes were graciously donated to the WIC Program from the community.

For months leading up to the event, WIC staff diligently worked on displays and activities for guests to participate in. Displays included: information about the nutritional value and recipes for bananas; a taste-testing station with samples and recipes for veggie wraps, no-sugar-added apple cider and bean dip; "Eat from the Rainbow, Choose a Variety of Colors Everyday" with information on why it is important to eat a variety of fruits and vegetables; "Commit to Quit" information about smoking cessation; a display on the different varieties of breast pumps available to WIC participants; the Breastfeeding Peer Counselor Program; the WIC Program and the benefits WIC can offer your family; referral sources available from the WIC Program; and "Have Fun, Get Fit" display on the importance of physical activity, complete with children's dance tunes. Each display station had WIC staff available to discuss the topic displayed and all staff did a great job educating the public on these important topics!

WIC Director Marie Ford had the following words to share, "Thank you to Sue Davis, our fearless Breastfeeding Peer Counselor Supervisor in Franklin County. This event was her vision a year ago when we were just embarking on this new program. This represented a celebration of success in just our first year on this wonderful support program for our WIC mothers. Everyone should be proud of the success and positive feedback. A true display of teamwork!" ■



**WELCOME** — WIC staff (left to right) Diana Catron and Emily Izer greet guests as they walk in the door with messages on good nutrition.



**HOW IT WORKS** — Breastfeeding Peer Counselor Nikki Smith explains the breast pump display in the new mother's lounge.

## NEW JERSEY'S NORTH HUDSON WIC PROGRAM CELEBRATES GRAND OPENING OF NEW SITE

By Karen Lazarowitz, MS, RD, WIC Program Coordinator

In March, New Jersey's North Hudson Community Action Corporation (NHCAC) WIC Program celebrated the grand opening of their state-of-the-art office located at 407 39th street in Union City. Congressman Albio Sires, Senator Brian Stack, state and local officials and NHCAC Board Members were present to commend the NHCAC WIC Program. Roberta Hodsdon and Margarita Maisterrena from the United States Department of Agriculture (USDA), Florence M. Rotondo, Cindy Weiss-Fisher, and Mary Turbek from the New Jersey Department of Health and Senior Services (NJDHSS) attended to show their support. This relocation and expansion project was made possible by an Operational Adjustment Funding Grant from USDA.

The NHCAC WIC Program experienced rapid growth causing the program to outgrow the space. The caseload has increased by 12% in the last two years, and is now one of the top five programs in the state in regard to enrollment. The new, almost 10,000 square foot facility, which replaces two smaller overcrowded facilities, services over 200 participants daily with space for future growth.

The office layout allows for participants to receive top-notch services efficiently. The reception area is an inviting environment allowing for easy check-in and a comfortable space to wait for services. There are different waiting areas throughout the clinic for various WIC services.

The office provides enough space for all WIC staff to have their own workspace, guaranteeing privacy for all participants. This increased space allows for mothers to be able to have baby strollers as well as family or other support people join them. The height, weight and hemoglobin measurements are now taken in a separate screening room. There is a large classroom to hold nutrition and breastfeeding education classes. The new innovative technology affords the ability to have a large-screen television for both participant education and employee trainings.

The breastfeeding department experienced significant improvements, expanding from one office to five with the addition of a breastfeeding lounge. The lounge provides a comfortable environment for breastfeeding mothers and pregnant women to learn about breastfeeding and receive support from one another as well as from the breastfeeding staff. This will help each nursing mother establish and meet her own breastfeeding goals.

WIC participants and staff have expressed how pleased they are with the improvements and the difference provided in the delivery of services. The layout enables a smooth, more effective clinic flow.

We would like to thank the USDA and NJDHSS for their continuous contribution and support for our WIC Program, enabling the best possible services to our participant base. ■



**RIBBON CUTTING** — Among those partaking in the celebration are Joanne Martin, NHCAC Chairperson Board of Directors; NHCAC Board Members; Christopher F. Irizarry, President/CEO, NHCAC; Rosemary J. Lavagnino, Director North Hudson CAP, NHCAC; Karen Lazarowitz, WIC Coordinator, NHCAC; NJ State Senator Brian P. Stack; Weehawken Mayor Richard Turner and Union City Commissioner Maryury Martinetti

## VIRGINIA'S LOUDOUN COUNTY HEALTH DEPARTMENT WIC REACHES OUT AT FAIR

By Uma Sridhar MS, RD, Nutritionist Supervisor/WIC Coordinator, Loudoun County Health Department

Virginia's Loudoun County Health Department WIC participated in the Annual "Health for Life Day" Fair held on April 9 at Cascades Library in Sterling, VA.

WIC staff helped to raise awareness among local residence about the benefits of the WIC Program and its eligibility requirements. They were able to enroll three families into the program. Our breastfeeding peer counselor was available to answer questions about breastfeeding and the use of breast pumps.

The displayed items were breast pumps, a WIC orientation video, and informational brochures about healthy foods. The children who visited our booth received a free coloring book, stickers about fun fruits and vegetables, and a book identifying healthy foods.

Along with our WIC Staff, Health Department nurses were available to promote childhood immunizations and Lyme disease prevention. ■



**A DAY AT THE FAIR** — Participating in the Loudoun County Health Fair are (left to right) Nutritionist Associate Alyssa Aquino, Breastfeeding Peer Counselor Melinda Facal, and Nutritionist Associate Elizabeth Parilla.

## DELAWARE WIC PROGRAM STATE AGENCY MOVES ON

In March, the State Agency office in Delaware relocated to a new space. Vendor Manager Tom Mullaney and Vendor Field Representative Tina Rexrode undertook the Herculean task. They started with a basic evaluation of office space. They interviewed staff members about current requirements, but really focused on enhancing the ability of the State Agency to meet the changing needs of the program and participants.

They used this information to design the new space to meet current needs while looking to future needs.

Each office space was designed individually to meet the requirements of the position. There's a large training room equipped and designed for multiple functions. It can be set-up as an auditorium with seating for 60 to use for training both WIC staff and WIC vendors. It can also be set-up with computer tables to accommodate system training.

The space includes a conference room, storage area, a staff break room (for down time), and a dedicated breastfeeding room where breastfeeding moms can comfortably feed their babies in a breastfeeding-friendly environment. Lastly, it includes a demonstration kitchen that will be used for staff training and WIC participant cooking demonstrations.

WIC State Agency staff members are grateful to have these new bright, cheerful and improved office spaces that provide an even greater opportunity for providing quality services to an ever-growing population.

Kudos to Tom and Tina for their efforts and successful outcome. ■



**DESIGN FOR THE TIMES** – Take a look at Delaware WIC's new demo kitchen.



## FAMILY HEALTH COUNCIL OF CENTRAL PENNSYLVANIA WIC USES TESTIMONIAL CAMPAIGN

By Mellissa Henry, WIC Outreach Coordinator, FHCCP, Inc.

**F**amily Health Council of Central Pennsylvania Inc. WIC Program continues to find and contemplate new ideas to promote the WIC Program. We have decided to work with Central Pennsylvania's Parent Magazine on a testimonial campaign, and feel this is a great way to reach out to our target population. The images that we choose to represent our local agency are so important because we want to be sure we are capturing the WIC Program in its entirety. Pictures and words parallel each other and combined they can be powerful!!!

In collaboration with the magazine, this campaign is running from March 2011 through February 2012 as a half-page full-color advertisement. Central Penn Parent magazine is free to consumers and is a great way for organizations and programs to promote services. This magazine targets women ages 24 to 54 and is distributed at local libraries, supermarkets, churches and any place supporting community events with the main source of distribution being at local school districts, preschools and childcare centers. ■



*Testimony from Rick in Camp Hill, PA.*



*Testimony from Olgaliz in Lebanon, PA.*

## WEST VIRGINIA'S VALLEY HEALTH WIC PROGRAM TEAMS WITH HUNTINGTON'S KITCHEN TO PROVIDE FREE NUTRITION AND COOKING CLASSES

By Jenna Rose, MA, RD, LD, Nutrition and Outreach Coordinator

**W**est Virginia's Valley Health Cabell WIC office has partnered with Huntington's Kitchen to provide WIC participants with free nutrition and cooking classes. The WIC Program's responsibility is to recruit and confirm participants for the classes. The classes, which take place at Huntington's Kitchen every Thursday evening, last for two hours. The classes are offered through Huntington's Kitchen Cooking Matters Program, which consists of a six-week program. Each Thursday night, WIC participants learn about a different nutrition topic and then make a couple of recipes related to the nutrition topic. After the participants prepare the recipes, they eat what they made. In addition, each participant gets a bag of groceries to prepare one of the dishes they made at the cooking class at home for their family.

Currently, Marshall University Dietetic Interns, the Dietitians at Cabell Huntington Hospital, and Cabell Huntington's Hospital Chef are teaching the Cooking Matters class. The participants seem to really enjoy the idea of participating in a free cooking class and learning how to make healthy recipes for their families. ■



*VEGGIE KNOW-HOW — Cabell Huntington Hospital's chef shows WIC participants the proper way to cut vegetables.*

## WIC SOWING THE SEEDS FOR SUCCESS WITH MARYLAND'S FARMERS' MARKETS

By Colleen Phebus, Outreach and Procurement Specialist for the Maryland State WIC Office

**W**hen WIC Farmers' Market check redemptions are up, we all reap the benefits.

Who benefits from farmers' markets? It's not only the Maryland farmer who benefits when WIC participants redeem their fruits and vegetable checks or their Farmers' Market Nutrition Program (FMNP) check at the local farmers' market, but the community as a whole. Our WIC participants gain access to local healthful farm fresh foods aiding in better nutrition and health outcomes and we keep the local economy strong and healthy too!

New print materials and incentive items are available for nutrition education on the benefits of fresh fruits and vegetables. At WIC we can suggest simple ways to add more fruits and vegetables to every eating occasion with customized recipe cards courtesy of Fruits & Veggies — More Matters® and Produce for Better Health Foundation.

Local agencies will receive a new brochure, "Use Your WIC Fruit and Vegetable Check (FVC) at the Farmers Market" from Eat Fresh Maryland sponsored by the MDA and the USDA. For more information visit [www.eatfreshmaryland.org](http://www.eatfreshmaryland.org).

State staff collaborated and came up with the following activities and related materials to assist in encouraging WIC participants to use their WIC fruit and vegetable checks at farmers' markets. This includes promoting the FMNP checks.

The staff developed a list of "suggested points

to cover" to local agency staff who provide the nutrition education at check pick appointments to promote use at the farmers' markets rather than the grocery stores.

- Farmers' markets have better quality of fresh fruits and vegetables.
- Farmers will give you the full value of your FVC. They will give you additional produce to total the FVC check.
- If your local WIC agency has a farmers' market that provides tokens to double the value of the FVC, you should aggressively promote this benefit to your WIC participants.
- Provide the locations of and the public transportation lines to the authorized farmers' markets that are convenient for the WIC participant.
- Buying local keeps the money in Maryland! Use the "Get Local" handout is from the USDA Center for Nutrition Policy and Promotion.

Make going to the farmers' market a fun experience for the children. Ask your child to find a fruit and vegetable by color, their favorite fruit and vegetable, and/or a fruit and vegetable that they have never seen before. Local agencies can use the "Encourage Kids to Eat More Fruits & Veggies" handout from Fruits & Veggies — More Matters® for either the bulletin board or certifier's desk display "Have Fun With Your Child at the Farmer's Market."

Recommend trying to purchase a fruit or vegetable that you never had before. Farmers enjoy talking to the public and will tell you how to

select and prepare the fruit or vegetable. Remember that the farmer decided to grow this fruit or vegetable on his/her farm. Display the "Taste New Fruits and Vegetables With Your Child" or "Involve Your Child in Preparing and Cooking Foods."

Distribute "Fact Sheets" for the WIC participants that can be used by the local agency staff who provide the nutrition education at check pick appointments. Fruits & Veggies—More Matters® created "Ten Facts about Fruits & Vegetables" and "Ten Safety Tips for Handling Raw Fruits and Vegetables."

Staff created signage for the clinics to post on their bulletin boards or at the certifiers' desks using vivid graphics and catchy slogans like "Find Ready-to-Serve Snacks at Your Local Farmers' Market" and "Farmers' Market Ready-To-Serve Snacks."

Provide an insert for the WIC ID folder showing the seasons for fruits and vegetables created by Fruits & Veggies — More Matters®.

In an effort to increase awareness that WIC fruit and vegetable checks can also be redeemed by authorized WIC farmers, we changed the watermark on the fruit and vegetable check effective Monday, April 11. The new watermark reads "Also accepted by WIC Farmers."

The Maryland WIC Program and Maryland Farmers' Markets together are making a difference in our community. Better local nutrition for a brighter, healthier Maryland. ■

## BLACK HISTORY MONTH CELEBRATION AT EWING (NJ) WIC — PROMOTE EXCLUSIVE BREASTFEEDING IN THE AFRICAN AMERICAN COMMUNITY

By Amanda M. Reyes, IBCLC, Breastfeeding Manager  
Concerned Citizen of Ewing WIC Program

It has been well documented that the breastfeeding rates of African American women are significantly lower than those of Latinas and Whites. For this reason, the breastfeeding staff of New Jersey's Concerned Citizens of Ewing WIC Program decided to focus their Black History Month celebration on reminding the local community about the strong tradition of breastfeeding that has been lost in the African American community. On February 28, CC of Ewing hosted their first Black History Celebration. The purpose of the party was to encourage our pregnant African American mothers to not only initiate breastfeeding, but also to continue it beyond six months.

Donations to the party were provided by the following companies: Aramark, Horizon Blue Cross Blue Shield of New Jersey, Wegman's in West Windsor, Acme of Lawrenceville, RJ Bagels of Ewing, and Party Fair in Mercerville. Displayed prominently in the room was a poster honoring famous African American women who breastfed and another that stressed the risks of not breastfeeding our children. Many of the attendees were impressed to see First Lady Michelle Obama, actresses Halle Berry and Jada Pinkett-Smith, and singer Monica recognized for their commitment to the health and wellness of their children.

The party was honored to have two WIC clients who are exclusive breastfeeding moms of a newborn and 6-month-old share their experience. Additionally, a volunteer from the community named Victoria Fredrick, who had exclusively breastfed her four children, shared her experience and emphasized how each child was a different breastfeeding relationship. An unexpected extra bonus was Aramark representative Denise Holguin and Horizon Community Health representative LaDonia Carroll, who were also kind enough to share about their breastfeeding experiences.

As of now at least one mother returned to be certified as an exclusively breastfeeding mom on the program and we are anxiously awaiting our other mothers' return to the clinic. ■



**CELEBRATING HISTORY —** Breastfeeding moms at Concerned Citizens of Ewing's first annual Black History Month Breastfeeding Celebration.



**A FINE EXAMPLE —** A poster was created honoring famous African American women who breastfed their children, including First Lady Michelle Obama.

## WEST VIRGINIA WIC AGENCY USES BUILDING BLOCKS TO TEACH ABOUT BREAST MILK

Pendleton County (WV) WIC Breastfeeding Coordinator Peggy Davis uses interlocking plastic blocks as a teaching tool to visually demonstrate that breast milk stacks up higher than formula. This teaching visual was encouraged at the USDA training, "Using Loving Support to Grow and Glow in WIC."

Breast milk has shown to be the standard by which everything else is measured. Both breast milk and formula have vitamins and minerals for proper nutrition; however, breast milk has additional properties that help with infant growth, development, and ability to help resist disease/infection. Breast milk is constantly changing as the baby grows.

Breast milk builds a tower which is twice as high as formula. The breast milk tower is seven blocks higher than the formula tower. Each one of these seven blocks represents a different, desired, health property. These seven additional properties are hormones, enzymes, anti-bodies, anti-viral, anti-allergen, anti-parasitic, and growth hormones.

Davis, along with other breastfeeding counselors in the Grant/Hardy office, as well as the Randolph Elkins WIC Agency, will be using the blocks as a teaching tool to teach their pregnant participants. This is another promotional method that WIC is using to get the message out that "Breast is Best." ■



**BUILDING BLOCKS OF GOOD NUTRITION —** Pendleton County's WIC Breastfeeding Counselor, Peggy Davis, Franklin, WV, is pictured with WIC participant Ashley Rickard.

## WEST VIRGINIA'S VALLEY HEALTH WIC CELEBRATES NATIONAL CHILDREN'S DENTAL HEALTH MONTH BY EDUCATING PARENTS AND CHILDREN ON THE IMPORTANCE OF HEALTHY TEETH AND GUMS

By Jenna Rose, MA, RD, LD, and Nutrition and Outreach Coordinator

February was National Children's Dental Health Month and Valley Health's Dental Program teamed with the Cabell County (WV) WIC Program to help educate parents and preschool age children on the importance of early dental care. To educate young children, the Valley Health Dental Program provided dental education to Ebenezer Community Outreach Center, a local daycare, at the Cabell WIC office. The education included reading a children's book about the importance of taking care of your teeth and then they used a puppet to show the children how to brush their teeth properly. Each child left with a WIC bag filled with WIC and dental health information, coloring sheets, tooth brushes, and timers.

In addition to educating the daycare, Dr. Stevenson also provided her regular monthly dental exams to WIC children. The WIC staff participated in National Children's Dental Health Month by supplying dental health information to participants. All Valley WIC clinics (Boone, Cabell, Cedar Grove, Ft. Gay, Kanawha, Lincoln, Putnam, and Wayne) provided age-appropriate toothbrushes to participants along with our dental health nutrition education topic tool. ■



**STORY TIME —** Linda Gray reads a book about dental care to Ebenezer Daycare.



**BRUSHING THE RIGHT WAY —** Valley Health Dentist, Dr. Stevenson, uses the puppet to show the children how to brush their teeth.

**WILLOW COMES TO WIC —  
NEW JERSEY'S CONCERNED CITIZENS OF EWING WIC PARTNERS  
WITH PEPSICO INC. TO PROMOTE FRUIT AND VEGETABLE CONSUMPTION**

The Concerned Citizens of Ewing WIC Program was selected to participate in a pilot program funded by PepsiCo, Inc. (makers of Tropicana and Dole juices) and designed to increase fruit and vegetable consumption among WIC participants.

The program consists of 15-minute lesson plans that provide a fun, interactive and hands-on opportunity for young children and their parents to interact with seasonal produce. A bilingual nutrition educator was hired to provide the lessons and she will be co-teaching with an adorable partner named Willow. Willow is a sweet, life-like rabbit who loves fruits and vegetables and is incorporated into all the sessions with the children. Twelve monthly lessons were designed featuring a seasonal fruit or vegetable, a simple hands-on activity to explore and help prepare the food and of course the opportunity to taste the produce! Parents can observe the activities and are provided with recipe cards using the featured fruit and vegetable for use at home.

The Willow Comes to WIC Project started May 1, and will run for a full year at the Concerned Citizens of Ewing WIC Program. The program will be evaluated for effectiveness by observing changes in CVV and Farmers' Market check redemption rates and through individual interviews and surveys measuring changes in behaviors and attitudes towards the usage of fruits and vegetables in the home. The Concerned Citizens of Ewing WIC Program is delighted to host this innovative and exciting project and hopes that it makes a difference in the lives of our participants. ■



**STORY TIME** — Nutrition Educator Isabel Ramos and Willow teach children about Sugar Snap Peas.



**WHAT A PAIR** — Nutrition Educator Isabel Ramos and Willow.

**VIRGINIA'S CHESTERFIELD HEALTH DEPARTMENT  
WIC GIVES KIDS REASON TO SMILE**

On February 4, the WIC nutritionists at Virginia's Chesterfield Health Department, along with Program Coordinator Kerry Williams, RD, wore "Give Kids a Smile" t-shirts in recognition of National Dental Access Day, to emphasize the importance of good oral health to the children and parents who participate in the WIC Program. Nutritionists in Chesterfield provide oral health education to high-risk populations that include children 6 months to 5 years of age, as well as pregnant women. They also provide the opportunity for Registered Dental Hygienist JoAnn Wells to screen, apply fluoride varnish and educate participants on the importance of proper dental care. Each participant receives a dental screening report that includes information on dental providers for their children.

To date, education and resources have been provided to approximately 1400 children, parents and pregnant women in the WIC Program. The participants are eager to learn about various toothbrushing techniques for their children and the hygienist assists those who need dental care. Numerous studies confirm that fluoride varnish applied on children's teeth at a young age when teeth erupt is an effective deterrent to the onset of tooth decay. This initiative has both extended our outreach into the community and addresses a demographic in ways not previously possible. ■



**SMILES FOR ALL** – Chesterfield WIC staff show off their pearly whites during the Dental Day activities (left to right) Katherine Field, RD; Chloe Devening, RD; Kerry Williams, RD; Laurie Ashley, Megan Rasnick, and Karla Langhorne.

**OUTSTANDING COMMUNITY SERVICE IN PUBLIC HEALTH AWARDED TO CECIL COUNTY (MD) WIC STAFFER**

The 2011 Outstanding Community Service in Public Health Award has been awarded to Mary Jane Bush, peer counselor with Maryland's Cecil County WIC Program. The Cecil County Board of Health Commissioners and the Cecil County Health Department presented the award on April 4, at the Cecil County Health Department auditorium. Mary Jane is being recognized for her many contributions and long-term commitment to Public Health in Cecil County. Here is the speech presented at the recognition ceremony:

"Breastfeeding peer counselors have a significant impact on mothers successfully breastfeeding their babies. Breastfeeding is the foundation of good health for Cecil County residents. We know that many health problems can be reduced, even eliminated, when a baby receives breastmilk. Financially and environmentally, breastfeeding has a positive impact on our community. Mary Jane Bush has been the only part-time breastfeeding peer counselor with the Cecil County WIC program since October of 2008. She provides information, support, assistance and referrals to over 700 women a year. She also assists the Lactation Consultant at Union Hospital with her breastfeeding support classes. She truly loves to help families experience the benefits of breastfeeding. Her enthusiasm, kind spirit and dedication inspire people. She has helped so many who felt they had no place else to turn for breastfeeding support. Moms have said 'I don't know what I would have done without you' and 'You have been such a blessing in our lives, we are so happy.' For Mary Jane there is no better gift than seeing a content and loving mother nursing her baby and feeling good about herself."

Congratulations Mary Jane! ■



**MARY JANE BUSH**

## VIRGINIA/MARYLAND DIETETIC INTERNSHIP PROGRAM KEEPS STUDENTS BUSY

The internship class of 2010/2011 began in September 2010 and will graduate in August 2011. The internship has a community nutrition concentration, with each intern participating in such community groups as farmers' markets, local food banks, cooperative extension, local school divisions, local obesity prevention groups, National Nutrition Month activities, as well as the foodservice management rotation and an intensive eight-week clinical nutrition rotation.

The interns participated in the VA Dietetic Association's Annual Meeting Poster session held at the Fairfax Marriott Fair Oaks, VA, on April 4. One of the interns' competencies is to do a research project then write an abstract describing the research and outcomes. The abstract is submitted to the Annual Meeting committee. If the abstract is accepted, the intern creates a poster to display and attends the session to discuss the research with meeting attendees. ■



**INTERN CHRISTINA TEST (left) talks with James Madison University Professor Dr. Glockner at the Annual Meeting.**



**INTERN NAOMI MCKENSIE at the Annual Meeting.**



**A CLASS WITH CLASS — The current interns are (left to right) Kodjo Dodo, Maryland intern; Christina Test, Lord Fairfax Health District intern; Rosemary Wachira, Maryland intern; Naomi Mckensie, Fairfax County Health Department intern; and Meghan Foley, Maryland intern.**

## PENNSYLVANIA'S ALLEGHENY WIC CELEBRATES NATIONAL INFANT IMMUNIZATION WEEK

By Carol Janesko, RD, LDN  
Allegheny County Health Department

The Pennsylvania Allegheny County Health Department WIC Program, Infectious Disease Program and the Allegheny County Immunization Coalition teamed up to celebrate National Infant Immunization Week April 23-30.

At WIC, gift bags were provided by the lactation consultants to all breastfeeding moms who visited the breastfeeding office or were seen at their homes by Lactation



**"ARE YOUR IMMUNIZATIONS UP-TO-DATE?" — Having some fun are WIC (left to right) Lactation Consultants Nellie Wiancko, MS, IBCLC, RLC; Mary Ufnar RN, IBCLC, RLC; and Rebecca Ulke IBCLC, RLC.**

Consultants Mary Ufnar, Becky Ulke, and Nellie Wianko. The gift bags included an "All about the WIC Program" flyer, immunization tag, jar opener, onesie, bib, and a free coupon for one adult Tdap vaccine. Additional flyers included information on whooping cough, reliable websites, and directions to the Allegheny County Health Department (ACHD) Immunization Clinic.

Gift bags with information and small useful baby items were also distributed in the county's six birthing hospitals. These bags also included the voucher for one adult family member of the infant to receive a free dose of Tdap, the vaccine that protects against tetanus, diphtheria, and whooping cough. Many infants get whooping cough from family members who don't know they have it. The disease is on the rise and can make babies very sick. The vouchers can be redeemed at the ACHD immunization clinic in Oakland. Through these outreach efforts, we hope to reach parents of infants and remind them to immunize their children on time to protect them from disease and stress the importance of whooping cough boosters for parents and infant caretakers. ■



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