

MARWIC

T · I · M · E · S

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

OPEN HOUSE SHOWS OFF MARYLAND'S NEWEST CLINIC AND STATEWIDE DISTRIBUTION CENTER

By Janice Besecker, Coordinator of the Washington County WIC Program

On March 30, Maryland's Washington County Health Department WIC Program hosted an open house of its new clinic and statewide distribution area. We were pleased to have Connie Kramer Walker, Acting Deputy Director of the FNS Mid-Atlantic Regional Office in attendance at this event in addition to representatives from the Office of the Maryland WIC Program and many local community agencies as well. We wholeheartedly thank the USDA for providing the funding that made this project possible.

The Washington County Health Department WIC Program used the funding to enhance WIC services on many levels. The project included an expansion of our WIC clinic, allowing us to increase the size of our lobby incorporating a play area for the children while they are waiting and a private room for our breastfeed-



Continued on page 3 Welcome to the Clinic

PENNSYLVANIA'S LEHIGH VALLEY WIC CENTER REACHES SERVICE MILESTONE WITH 6,000 PARTICIPANTS PER MONTH

By Rachel Leggieri, Outreach Assistant
Maternal and Family Health Services, Inc.

Maternal and Family Health Services, Inc. (MFHS) in Wilkes-Barre, Pennsylvania is proud to announce that the team at the Lehigh Valley WIC Nutrition Center has reached a service milestone, serving 6,000 WIC participants each month.

Considering the increasing need for WIC nutrition services in the Allentown area, service numbers such as these are a huge accomplishment. MFHS recognized and thanked the staff with an in-house luncheon at the WIC Center.

The Lehigh Valley WIC staff is a proactive team of professionals with outstanding teamwork and excellent customer service. These skills, combined with the staff's dedication to helping families, have allowed the center to achieve one of the highest monthly service rates in the state of Pennsylvania. We here at MFHS are very proud of the staff at the Lehigh Valley Center and look forward to their continued success in providing our clients with the services and information they need to live happy and healthy lives. ■



MILESTONE IN THE MAKING — Enjoying the accomplishments are (seated, left to right) Trish Wells, PA; Ladan Tehrani, PA; Alysia Balch, CPA; Maggie DeChristopher, CPA; (standing, left to right) Bette Cox Saxton, President & CEO; Matt Renkert, CPA; Jacki Aristide, CPA; Maria Valle, PA; Sue Uhl, Senior Operations Manager; Corina Moser, CPA/Office Coordinator; Aida Velez, PA; Bill Long, CPA. Staff missing from the photo is Selina Drayton, PA; Chelsea Lorenc, BF Peer Counselor; and Jillian Meyer, BF Peer Coordinator.

SUMMER 2012

■ Delaware WIC Hosts Cooking DemonstrationsPage 3

■ Mid-Atlantic Region Celebrates National Nutrition MonthPages 4-7

■ VA WIC Taps Into Television Taste With Health Bites WebsitePage 9

■ MD's Frederick County WIC Partners With Phi Theta Kappa and Frederick Community CollegePage 11



NEWS FROM THE USDA: MARO WIC TAKES MULTI-FACETED APPROACH TO ENSURE PROGRAM INTEGRITY

By Justin Wohlsifer

The WIC Program enjoys broad public support for its role in helping at-risk participants put food on the table. However, this support comes at a premium: taxpayers demand and deserve to know that public dollars are spent wisely. To that end, an already low rate of fraud in the WIC Program has not deterred the U.S. Department of Agriculture, Food and Nutrition Service (FNS), Mid-Atlantic Regional Office (MARO) from taking targeted steps to ensure and strengthen Program integrity.

MARO WIC works in tandem with its State partners to investigate and stop fraud from occurring; removing, and in some cases criminally prosecuting, both participants and vendors found to be undermining the Program. Building off this longstanding relationship, MARO WIC recently took a number of steps to further identify and eliminate Program abuse.

For example, the Mid-Atlantic States all

entered into a Memorandum of Understanding (MOU) for information sharing regarding WIC-authorized and Supplemental Nutrition Assistance Program (SNAP) authorized vendors that encourages coordination between WIC State agencies, MARO SNAP Field Operations and the WIC Program to ensure all federally required reciprocal sanction actions are taken when Program abuse is discovered. Additionally, MARO WIC and Field Operations developed a Standard Operating Procedure that requires MARO WIC to annually send MARO Field Operations a list of disqualified WIC stores, and vice versa as another way to ensure abusive vendors are removed timely from all FNS Programs.

MARO WIC also hosted a live meeting entitled "Social Media and Program Integrity." The presentation included information on recent cases of participant fraud, updates on steps being taken by FNS to address the issue of Program benefits being

sold/traded/exchanged online and some of the positive changes made by eBay and Amazon as a result of FNS efforts. Also discussed were actions States could take to address this issue, such as displaying warning signs in clinics, strengthening the Participant Rights and Responsibilities form, contacting sellers suspected of being WIC participants, and working with Ebay and Craigslist fraud staff to have postings removed.

Eliminating fraud and waste is not just a top priority for this Administration; it is common sense. And while it occurs relatively infrequently, FNS recognizes that Program fraud undermines public confidence in critically important government programs and jeopardizes the ability of WIC to serve the millions of struggling mothers, infants, and children, which is why MARO WIC is committed and excited to undertake additional steps to root out fraud and strengthen Program integrity. ■



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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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Maryland.....Robert Bruce
New JerseyMary Mickles
PennsylvaniaBonnie Mellott
Puerto RicoAlma Ortega
Virgin Islands.....Lorna Concepcion
Virginia.....Carol Bell
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FOOD AND NUTRITION SERVICE CARIBBEAN AREA OFFICE (CAO) LENDS STAFF MEMBER TO MARO WIC

By Justin Wohlsifer

Although FNS' Puerto Rico-based Caribbean Area Office (CAO) is part of the Mid-Atlantic Regional Office (MARO), Regional WIC Program staff was thrilled to learn last August that Team Leader Aracelis Lopez would be on temporary detail assignment to serve as the Region's Acting WIC Nutritionist. "This is a wonderful opportunity to practice and learn," commented Ms. López upon accepting the temporary assignment.

Over the past nine months, Aracelis has had the opportunity to visit with staff in seven of the nine MARO States; has participated on numerous regional and national nutritionist calls; attended the Loving Support peer counseling training in Alexandria, Virginia; participated in two MARO State Director Meetings; and is part of the National Nutrition Services Standards Review Workgroup. Aracelis is also an active member of the MARO Cross Program Nutrition Committee as well as the MARO Succession Program.

An integral part of FNS team for the last eight years, Ms. López holds a Masters Degree in Health Sciences from the Public Health School of the University of Puerto Rico and a Bachelors Degree in the Nutrition and Dietetics. She is also a Registered Dietitian, an alumnus of two Leadership Institutes, FNS University class of 2006, and American Dietetic Association class of 2007, and the recipient of the 2010 MARO Federal Women's Program Personal Heroine Award.

Aracelis will continue to serve as the MARO Acting WIC Nutritionist until the position is permanently filled. Although she will continue to be involved in all aspects of the WIC Program in Puerto Rico and the Virgin Islands when she returns to her permanent position as Team Leader in the CAO, the MARO WIC staff has truly enjoyed having her as a part of their team! ■



Aracelis López

PUERTO RICO'S BUENA VISTA WIC CLINIC IN BAYAMÓN REGION VENA ROOM OFFERS KID-FRIENDLY ENVIRONMENT

In the waiting room of our WIC Clinic (Buena Vista, Bayamón) a space was designated for the children and moms who visit us daily. The theme of our VENA ROOM was "Jungle Animals." Baby animals were painted on the walls with the help of the employees of our clinic. The floor is covered with an interlocking rubber rug and a tic-tac-toe rug.

There are two kid-size benches, an activity table, and butterfly and flower mirrors provided by the WIC Program.

It is gratifying to see the children's faces light up (and their moms, too) when they come in and know that this area is especially for them. ■



DELAWARE WIC HOSTS COOKING DEMONSTRATIONS

The Delaware WIC Program partnered with the University of Delaware (UD) Department of Behavioral Health and Nutrition to develop and present cooking demonstrations to WIC participants out of the new test kitchen at the WIC Administrative office in Dover.

Megan Christner, RD and graduate student in the UD Health Promotion Program developed a series cooking demos for WIC participants. Topics developed included: Fall Favorites, Using Dried Beans in Soup, Grab 'N Go Breakfast, Canned Fish, Snacks, and Microwavable Meals.

Clinic staff members publicized the cooking demos and also inserted a flyer and "wallet card" in their WIC folder. The flyer features the cooking demo topic with time, place and directions.

Evaluations revealed that WIC participants enjoyed and learned from the cooking demos. For the next series, evaluations will assess long-term knowledge gained and implementation of recipes in the home setting.

All of the cooking demos were videotaped by Sugarfly Studios of Milton, Delaware and turned into a 4-minute segment. The series will be put on DVD and shown in the WIC waiting rooms statewide in order to reach more WIC participants. ■



CLASS IS IN SESSION – WIC participants pay close attention to the cooking demonstration held at the Delaware WIC test kitchen.

Open House Shows Off MD's Newest Clinic and Statewide Distribution Center continued from page 1

ing moms to use. We also improved our classroom by increasing its size and incorporating a cooking demonstration kitchen. Our clinic continues to be within walking distance of many low-income communities and other social service organizations. We are also a "pick-up" point for the county's commuter bus service. In addition we were able to incorporate a meeting/training room to enhance the training opportunities provided by State Agency staff. Lastly, the Maryland State WIC Distribution Center is housed at the new location. This move allowed us to consolidate all of our "goods" into one location thereby streamlining the shipping in/out of materials. The new location also has designated loading docks for the Distribution Center which have been a blessing and have decreased the burden of off loading incoming shipments.

Our new space is bright, cheerful and reflects the WIC nutrition message subliminally through its décor. Participants are excited to come to the new location and continually express their gratitude for moving our location to a larger space in a much safer neighborhood. ■



Distribution Center

MID-ATLANTIC REGION CELEBRATES NATIONAL NUTRITION MONTH

Turn the page for more National Nutrition Month News from MARO

VIRGINIA'S CHESTERFIELD COUNTY WIC CELEBRATES NATIONAL NUTRITION MONTH IN GRAND STYLE

Virginia's Chesterfield Health District celebrated National Nutrition Month in a big way this year. What better way to celebrate than by opening a new WIC office in Chesterfield County. The Chesterfield Health District opened a second five-day-a-week WIC office in the northern part of Chesterfield County located 302 Turner Road in North Chesterfield.

Chesterfield County WIC currently serves approximately 6,000 WIC participants -- up from 4,500 participants five years ago. The current location experienced overcrowding of both WIC participants and staff. Although the WIC staff was able to process all the participants that were scheduled, the overcrowding in the waiting room and the wait times did not provide the best customer service for the participants. In 2009, the decision was made to search for a new location to open a new office in order to combat the problem of overcrowding. Paulette Moore, Business Manager for the Chesterfield Health District, and Kerry Williams, RD, Nutrition Program Supervisor were instrumental in spearheading the campaign to seek, find and secure the new location. The new space not only solves the problem of overcrowding, but it is also close to public transportation so some of the WIC participants will be able to use mass transit to get to and from their WIC appointments.

Although three years in the making, the new office opened on March 12 to see its first clients. The clinic opened under the supervision of Megan Rasnick, Nutritionist Senior, who was also instrumental in the set up of the clinic. A grand opening ceremony was held on March 23. James Stegmaier, Chesterfield County Administrator, spoke at the ceremony and thanked the staff for their hard work and dedication to the community, stating, "I really appreciate what you do for the health and the future of the community." Dr. Parham Jabeti, Chesterfield Health District's Health Director; Paula Garrett, MS, RD, Nutrition Program Manager for the Virginia WIC Program; Kerry Williams, and Paulette Moore also spoke during the ceremony, each expressing their gratitude to the staff and thanking them and all of the outside partners that participated in securing and opening the new office.

The Chesterfield Health District WIC Program also celebrated National Nutrition Month by having a food drive which culminated in the collection of 500 canned goods for the local food pantry and also sponsored a 1.5 mile WIC walk for all Health Department staff and clients to promote physical activity. Kerry Williams also appear on Comcast Newsmakers during the month of March airing a National Nutrition Month healthy message to the citizens of Chesterfield County. ■



RIBBON-CUTTING MOMENT — Participating in the ribbon-cutting ceremony are (left to right) Paula Garrett, RD, Nutrition Manager, Virginia WIC Program; Kerry Williams, RD, WIC Supervisor, Chesterfield WIC Program; Dr. Parham Jabeti, Health Director, Chesterfield Health District; James Stegmaier, Chesterfield County Administrator; Megan Rasnick, Nutritionist Senior, Chesterfield WIC; Paulette Moore, Business Manager, Chesterfield Health District.



PROUD STAFF — Enjoying the opening-day festivities are staff members (left to right) Melanie Haugh, Karla Hamilton, Briselda Morales, Patsy Allen, Ashley Hall, Laura Barrios, Kerry Williams, RD, Blanca Velasquez, Kim Adkins, Matesha Watson, Patricia Saravia, Katherine Field, RD, and Megan Rasnick. Not pictured are Rebecca Mchone and Laurie Ashley.



A WALK IN THE PARK — Congrats to all those who participated in the 1.5 mile walk.

DC'S CHILDREN'S NATIONAL MEDICAL CENTER WIC CELEBRATES NNM WITH PARTICIPANTS AND STAFF

The WIC staff at DC's Children's National Medical Center celebrated National Nutrition Month with upbeat activities for both WIC participants and hospital staff. WIC participants celebrated National Nutrition Month on the move: hopping, stomping, and twisting. WIC staff helped children and a few adults move their bodies and get in shape. With lively jazz music in the background, children played an interactive game to promote exercise and physical activity. Children were bending, clapping, and flapping as adults cheered them on. The children were also excited to receive a coloring book and crayons for their hard work.

WIC staff also celebrated National Nutrition Month with Children's Primary Care Clinic staff. WIC staff presented a lively, interactive demonstration about the new My Plate, DC WIC on-line nutrition education modules and breast pumps.

Primary Care Clinic staff planned breakfast, lunch, and dinner meals utilizing the My Plate framework and WIC Food Package. Primary care staff then put My Plate into action, and enjoyed a delicious and healthy breakfast, featuring WIC foods.

The audience had a chance to respond to on-line nutrition module quiz questions. Primary Care Clinic staff was amazed at the use of technology to teach WIC participants about nutrition and health.

Primary Care Clinic staff listened to a presentation from a WIC breastfeeding peer counselor about how to use a double electric breast pump. Primary Care staff asked several questions and thoroughly enjoyed the demonstration. They often receive questions from breastfeeding mothers, and plan to refer eligible mothers to the WIC breastfeeding peer counselor for guidance and follow-up.

Primary Care Clinic staff members are vital partners and play a key role in ensuring that all eligible women, infants, and children are referred to the WIC Program at Children's National Medical Center. ■



STAY IN SHAPE — WIC staff at Children's National Medical Center promoted physical activity with WIC families during National Nutrition Month 2012. From left to right: Toni Henderson-Jones, Sara Beckwith, Courtney Monroe, Muriel Raglin.



WORK IN PROGRESS — Primary Care Clinic staff at Children's National Medical Center are hard at work during a National Nutrition Month activity.

NEW JERSEY'S NORTH HUDSON WIC PROGRAM AND THE AMERICAN HEART ASSOCIATION CELEBRATE NATIONAL NUTRITION MONTH

By Karen Lazarowitz, WIC Coordinator

New Jersey's North Hudson Community Action Corporation (NHCAC) WIC Program, in collaboration with the Go Red Por Tu Corazón Initiative of the American Heart Association, presented "Shape Your Plate" during National Nutrition Month. This was a fun event teaching WIC participants about MyPlate and behaviors to support a healthy heart.

WIC Chief Nutritionist Alina Gonzalez, along with NHCAC Health Educator and Outreach Coordinator Beatriz Amador, presented information about the health benefits of eating whole grains, lean proteins, fruits and vegetables and how to incorporate them in MyPlate. WIC

Nutritionists Cecilia Granados and Nehal Shah demonstrated the preparation of berry smoothies with some of the American Heart Association recipes.

The class participants were thrilled to sample everything and take recipes to try at home. Following the presentation, attendees had the opportunity to tour a local supermarket to gain helpful tips for purchasing cost-effective healthy foods. The American Heart Association supported the event by purchasing the attendees' groceries and providing them with children's MyPlates and other take-home gifts. ■



WIC IS HEART HEALTHY — Sharing a moment at the North Hudson event are (left to right) Noralisa Santiago, NHCAC Director of Clinical Service; Beatriz Amador, NHCAC Health Educator and Outreach Coordinator; Rosemary J. Lavagnino, NHCAC Director CAP; Karen Lazarowitz, WIC Coordinator; Alina Gonzalez, WIC Chief Nutritionist; Nehal Shah and Cecilia Granados, WIC Nutritionists; and WIC participants.

NEW JERSEY'S BURLINGTON COUNTY WIC CELEBRATES NATIONAL NUTRITION MONTH

New Jersey's Burlington County WIC Program celebrated National Nutrition Month with the theme, "What's on Your Plate" with the focus on MyPlate. Chef Timothy Witcher from the Burlington County Institute of Technology (a local high school) generously donated his time and ingredients to prepare a healthy chicken stir-fry with fresh vegetables over brown rice. The participants were able to identify ingredients in the stir-fry that can be purchased with WIC CVVs. Everyone had a chance to taste the delicious stir-fry. Many commented how it was their first time trying brown rice, which they found very tasty. Recyclable tote bags with goodies and the recipe were distributed to all participants. ■



IRON CHEF — Chef Timothy Witcher demonstrates how to make a delicious chicken stir-fry with WIC-approved ingredients.

MID-ATLANTIC REGION CELEBRATES NATIONAL NUTRITION MONTH

LOCAL PUERTO RICO WIC CELEBRATES NNM WITH COOKING AND PLANTING EVENT

The Puerto Rico WIC Program Clinic of Barranquitas (Bayamón Region) celebrated National Nutrition Month with the activity “In shape with MyPlate and with Agriculture.” Nearly 90 participants, parents, relatives and guests were in attendance.

David Matos, an agronomist of the Agriculture Extension Services of Orocovis, participated in the program. He spoke about the importance and preparation of home gardening, food harvest, planting, directing in soil and hydroponics.

Leyda Columbus, Home Economist of the Agriculture Extension Services of Barranquitas, distributed educational materials about fresh meat and its fat content; the importance of milk consumption; the use of spices and herbs in cooking to reduce sodium intake; and the fat and sugar content (shown in spoonfuls) in common foods.

Additional demonstrations offered tips on food storage, as well as garnishing plates with fruits and vegetables. ■



SO HAPPY TOGETHER — Enjoying a moment during the event are (left to right) Marlene Berrios, WIC Supervisor; Leyda Columbus, Home Economist of the Agriculture Extension Services of Barranquitas; Maribel Torres, Nutritionist, Barranquitas WIC Clinic; David Matos, Agronomist of the Agriculture Extension Services of Orocovis; Rosa Ortiz, Nutritionist Barranquitas WIC Clinic; chef student of Banking Institute.



PLANTING PARTY — Participants learn home gardening with hydroponics.



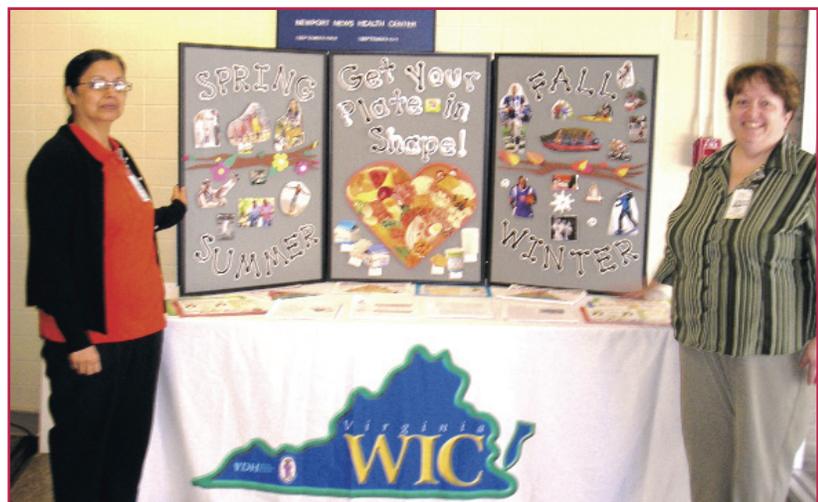
Agronomist David Matos

VIRGINIA'S PENINSULA WIC CELEBRATES NATIONAL NUTRITION MONTH, “GET YOUR PLATE IN SHAPE”

By Leslie Fain, Nutritionist

National Nutrition Month at Virginia's Peninsula Health Center WIC Program focused on offering ideas for all types of activities for every season -- winter, spring, summer, and fall. Provided were various choices for the entire family to get involved and become more active. Selected recipes were also offered to help get one's plate in shape by choosing more fruits and vegetables, whole grains, lean proteins, and low-fat dairy food choices into one's diet.

Our nutrition staff encouraged everyone to try to adapt the Choose MyPlate way of eating and to become physically active. We educated our clients to offer 60 minutes each day of play and exercise time for their children, and encouraged adults to exercise a minimum of 30 minutes each day. Our goal was to present workable ideas to our nutrition education class participants for keeping physically active. Eating healthy and staying active is a way of life that can be enjoyable, affordable, and doable all year 'round! ■



GET IN SHAPE — Displaying their “Get Your Plate in Shape” display are Nutritionists Satinder Chawla and Leslie Fain.

VIRGINIA'S ARLINGTON COUNTY WIC STAFF AND CLIENTS MAKE MOST OF NATIONAL NUTRITION MONTH

By Ana Caballero, RD

Virginia's Arlington County WIC Program celebrated National Nutrition Month with clients and staff. Josefina Giron, RD and Ana Caballero, RD planned, organized, and executed all the activities for this important event.

Our clients enjoyed food demonstrations on how to prepare a healthy snack. It was a fun time for parents and children as they prepared a happy face using a slice of bread, peanut butter or low fat cream cheese, strawberries, red pepper, and blueberries. After finishing, they tasted their preparation. Participants were also challenged in their knowledge on different topics such as general nutrition, breastfeeding, physical activity, and how much they knew about the WIC Program. Their knowledge was tested by playing the Wheel of Fortune. They also took a tour at local grocery store where the dietitians taught them how to read food

labels. After completing the tour they were given a certificate on "Expert at Making Healthy Decisions."

Our staff got into the action as well. Each staff member participated in a jump rope contest for 30 seconds. Our top jumper did 97 jumps in the allotted time! More importantly our staff had to commit to a week of healthy living. They had two different activities to do every day — one related to nutrition and the other one was physical activity. Sample activities included "homemade food only day," "do not forget your calcium," and "hydrate yourself."

In conclusion, we celebrated NNM big! There was lots of enthusiasm and great participation from clients and Arlington County staff. ■



WHEEL OF FUN — Ana Caballero, RD (left) and Josefina Giron, RD organized a month of activities to celebrate National Nutrition Month. Here they are ready to play Wheel of Fortune.



I CAN DO IT — Henry Euceda, with the help of his dad, prepared his healthy snack.



YUM — Sara Tulu is enjoying the healthy snack that she prepared during the food demonstration.

NJ'S NORTH HUDSON WIC PROGRAM PRESENTS MYPLATE TO CHILDREN DURING NNM

By Karen Lazarowitz, WIC Coordinator

During National Nutrition Month, North Hudson Community Action Corporation (NHCAC) WIC Program presented MyPlate to the WIC participants. WIC Nutritionists Wendy Sanchez and Zamira Luque created a fun way for WIC participants to learn how to use MyPlate. They showed a children's version of the plate with food models and asked questions engaging the participants. Everyone was excited to learn and then demonstrated their knowledge.

The children engaged in an activity where the nutritionists described a particular fruit or vegetable and the children had to guess the item and then pick it out from a box. The parents participated in a race to run to the table and place food models in the correct sections of a dinner plate. Everyone was rewarded with place mats illustrating MyPlate. ■



MYPLATE IS FUN — WIC children learned about MyPlate and took home placemats.

MARWIC TIMES Calendar

■ The deadline for the Summer issue of MARWIC TIMES is August 1, 2012. 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.

DC WIC PROGRAM CELEBRATES NATIONAL MINORITY HEALTH MONTH

By Sara Beckwith MS, RD, LD

Every April we commemorate National Minority Health Month to raise awareness of the health disparities that affect racial and ethnic minorities. The Office of Minority Health organized a Youth Health Festival on Saturday, April 21 at the Columbia Heights Educational Campus in Washington, DC. The event featured free health screenings, Zumba lessons, cooking demonstrations and sampling, and several exhibitors. The DC WIC Program participated in the festival, providing nutrition education, brochures and pamphlets, and fun give-aways to festival goers. Public health nutritionists and support staff from the State Agency, a local agency WIC nutritionist, a breastfeeding peer counselor, and a lactation coordinator took part in the festivities. The WIC team highlighted the benefits of breastfeeding and talked about how to incorporate My Plate guidelines into everyday life. Participants were excited to talk about the importance of breastfeeding and described how they make fruits and vegetables exciting and appealing to their children. ■



GET THE MESSAGE — DC WIC staff offer nutrition education about breastfeeding and MyPlate during National Minority Health Month. Pictured left to right are Paulette Thompson, Breastfeeding Coordinator; Corixa Bran-Paz, Breastfeeding Peer Counselor; Sara Beckwith, WIC Nutritionist; Anne Gaines, Nutrition Coordinator; and Bernice Brooks, Administrative Assistant.

WEST VIRGINIA'S VALLEY HEALTH WIC PROGRAM RECEIVES DONATION OF FIRST BOOKS FROM DISNEY PUBLISHING COMPANY

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

In February, West Virginia's Valley Health WIC Program was honored to be a First Book recipient of approximately 3,000 books. First Book's goal is to put new books in the hands of low-income children. The book donation was from the Disney Publishing Company and included a variety of book titles such as, *Cuddle Up*, *Goodnight*, *All About Baby*, *Toy Story A Busy Day*, *Princess Playtime*, *Toy Story Book and Magnetic Set*, *Little Einstein's Animal Alphabet*, *Dinosaur vs. The Potty*, *Manny's Tool Belt*, *Giggle Time*, and *Squeaky Clean*.

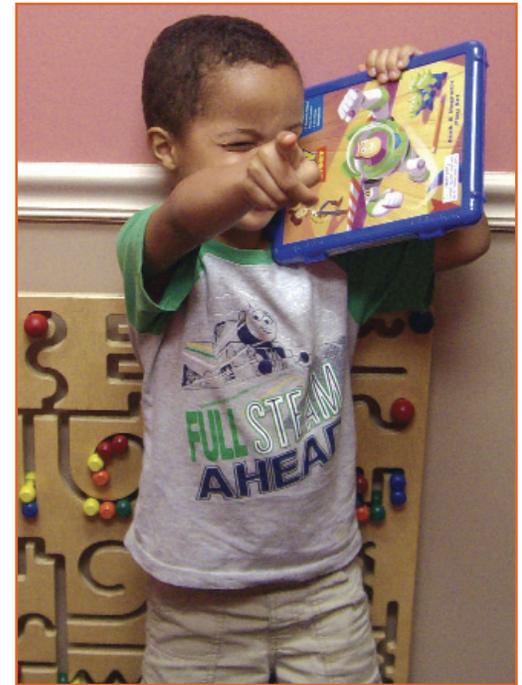
The only cost associated with the books was a shipping charge of 35 cents per book. Children who participate in WIC receive a new First Book when they come to their WIC appointments. It is wonderful for WIC staff to be able to provide such a nice gift to a child and to see the excitement in the child's face when they receive a new high quality book. This partnership is a win-win relationship for both WIC and First Book. ■



Caleigh Clagg



Seora Leitner



Another Happy Reader

VIRGINIA WIC TAPS INTO TELEVISION TASTE WITH HEALTH BITES WEBSITE

What types of movies do you like to watch? Superhero? Adventure? Mystery?

Now, WIC participants in Virginia can watch videos in their favorite movie and TV show formats, all while earning nutrition education credit. The Health Bites website, which launched in September 2011, features videos, games, and other activities, all geared to educate and entertain the population WIC serves.

For instance, the Family Mealtime section features an adventure movie in which Professor Virginia Adams, an archaeologist, must discover how families can benefit by preparing and sharing a meal together each day. Her search takes her to the Forest of Dragoon and ... well, you'll have to watch the video to find out what happens!

Each section is offered in both English and Spanish. The Spanish versions feature Spanish-speaking actors and are culturally appropriate. Each "expert" video contains all of that section's nutrition information and each module also features an interactive "challenge" video, in which characters discuss and ask the user questions about the topic. The user can have fun with the games and activities, and print out "Fridge Notes," an easy-to-read one-page summary of the entire section.

When the WIC participant is done viewing the section, she takes an efficacy test. So far, says the Health Bites data manager, more than 2,400 tests have been submitted.

Health Bites is collaboration between the Virginia Department of Health and James Madison University in Harrisonburg, Virginia. You can find Health Bites at www.healthbitesva.org. ■

Health Bites Fun Facts

Health Bites covers 23 different topics, in English and Spanish, for a total of 46 modules. Each language features:

- 2 modules on pregnancy and postpartum nutrition
- 6 modules on breastfeeding and weaning
- 7 modules on feeding children
- Other modules include smart shopping, family mealtime, eating out, picky eaters, and physical activity.

The Health Bites expert videos come in 19 different formats, including:

- Soap opera
- Action/adventure
- Crime scene drama
- Courtroom drama
- Fairy tale
- Talk show
- Game show
- Detective/mystery
- Extreme makeover
- Science fiction
- Sitcom

PUERTO RICO'S CAROLINA I WIC CLINIC OFFERS EDUCATION IN CANCER PREVENTION

By Alma L. Ortega, Outreach Nutritionist

The WIC Clinic in Carolina I united with the American Cancer Society PR Chapter in the prevention of cancer among the women. Their efforts were concentrated to educate and to prevent this condition in the Puerto Rican women. The slogan this year was "Reducing the risk of cancer when you breastfeed."

Dietetic Intern Melitza Quiñones, in collaboration with the clinic staff, prepared educational material with data such as how breastfeeding can help reduce the risk of breast cancer. This included a class about breastfeeding for pregnant teens at the clinic. They also provided material about breast self-exam at home. ■



Participating in the cancer prevention program were (standing, left to right) Miriam Alместica, Clerk; Jeisela Colon, Nutritionist; Yamilka Franco, Nutritionist; Felicita Acevedo, Clerk; Alma Santana, Nutritionist; Mayra Rodriguez, Clerk; Amy Rosario, Nutritionist; (in front) Dorcas Garcia and Ayvelee Rivera Breastfeeding Peer Counselor.

PENNSYLVANIA'S COMMUNITY PROGRESS COUNCIL, INC. RECEIVES AWARD

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

Community Progress Council, Inc. (CPC) WIC Program was awarded a plaque for recognition by Central Penn Parent Magazine Healthcare Heroes Awards. They were a 2012 finalist in the category of Child Health Advocate for demonstrating excellence in the field of health care for the community. CPC, Inc. WIC Program serves nearly 7,000 participants a month throughout York County, PA. ■



GREAT DAY — George Moore, Executive Director of Community Progress Council, Inc. and Beverly Wilson, Director of the CPC, Inc. WIC Program received the award along with all of the WIC staff.



PROUD MOMENT — CPC WIC staff and Barbara Graham, CPC Administrative Services Coordinator, holds the plaque.

VIRGINIA BEACH WIC REACHES OUT TO MILITARY FAMILIES

By Becky Kear, Virginia Beach WIC Program

The Virginia Beach WIC Program was invited to participate at several Military Housing Spring Expos in March and April. These events were coordinated by the Lincoln Military Housing staff for military families residing in military housing. The theme for the expos was "The Grandest Easter Ever with Winnie the Pooh and Friends."

The events were held in a park-like setting with ample opportunity for the residents to participate in various fun family activities. These included an egg-roll race, bubble making booth, temporary tattoo booth, and lots of other activities for the entire family. Along with these activities, community agencies were invited to provide a display, handouts and information on their agency. The WIC booth was very popular and we received a great response from the attendees and event coordinators. We provided information to more than 1,000 attendees. This was a great opportunity for the WIC Program to reach out to the military families and inform them about the benefits of WIC.

Becky Kear, Office Manager/Outreach Coordinator and Ruby Arredondo, WIC Outreach worker, along with Tomas Kear and Dharma Kear (WIC volunteers) had a great time interacting with the families at each event. ■



A mom at Midway Manor takes her chance at the wheel.



A participant at Little Creek shows off her book. A mom at Oceana checks out the display.

PUERTO RICO'S BUENA VISTA WIC CLINIC HOSTS FAMILY DAY

The Buena Vista Clinic in Puerto Rico's Bayamón WIC Region celebrated Family Day with nutrition and physical activities. Approximately 45 people attended the event. ■



WARMING UP — Participants warm up before the start of the day's activities.



SMILE — The Buena Vista WIC Clinic Staff in charge of the day's events are (left to right) Bayamón WIC Region Auxiliary Director Blanca Sastre, Michelle Rodriguez, Yolanda Rosado, Miguel Sorangeli Gascot, Juanita Reyes, Wanda Nieves, Olga Reyes, and Iris Rivera.

MARYLAND'S FREDERICK COUNTY WIC PARTNERS WITH PHI THETA KAPPA AND FREDERICK COMMUNITY COLLEGE

By Tracy Leef, RD, LDN, WIC Coordinator, Frederick County WIC Program

Last fall, Maryland's Frederick County WIC Program was approached by the Phi Theta Kappa's Frederick Community College Alpha Delta Sigma Chapter. The chapter wanted to partner with the Culinary Arts program at the Community College to offer a cooking class for WIC participants. Their proposal included a compilation of healthy and simple recipes in both English and Spanish that would be offered in a cookbook for each participant in the cooking class. They also provided child care and a Spanish interpreter during the class. Our WIC nutrition educators were pleased to assist with this project.

The chapter obtained a grant which provided funds to prepare an 84-page cookbook. Along with recipes, it included information about handling food safely; 2010 Dietary Guidelines information; importance of eating a variety of fruits and vegetables; seasonal chart for local fruits and vegetables; important nutrients and their food sources; and substitutions for various food ingredients.



COOKING 101 — Participants learn various cooking techniques.

In addition, grant money and department store donations provided each WIC participant who attended the cooking class with a gift package from the Alpha Delta Sigma Chapter. The package included a knife block set, kitchen utensil set, a pot and pan set, oven-proof baking dishes and a cutting board. Other donations included \$100 worth of food to be used in the class.

Three chefs from the college's Culinary Arts program led the class. Five recipes were prepared: tofu and cheese ball, roasted asparagus, twice-baked potatoes, red beans and brown rice and applesauce brownies.

Photos of the event were taken by a WIC staff person and the Community College's Publications Department took some video to show on the campus television channel.

Seven WIC participants attended and expressed appreciation for the class. It was an enjoyable experience for everyone. One woman who was unfamiliar with tofu expressed that she would make the tofu and cheese ball recipe at home. Roasted asparagus was a favorite recipe and was a new preparation technique for class participants. ■



FOR YOU — WIC participants show off the gifts they each received.

PUERTO RICO WIC MOBILE CLINIC UNIT “GUAGUITA SALUDABLE WIC”

The Puerto Rico Department of Health, along with the WIC Program, is offering services to the communities located a far distance from the urban areas. They believe there are high concentrations of WIC-eligible citizens who have transportation difficulties to access the regular WIC Clinic setting.

The “Guaguita Saludable WIC” is a bus with four sections in the interior to provide the WIC services with comfort and confidentiality. It includes eligibility evaluation, nutrition education, education for nursing mothers, delivery of foods instruments; cash value voucher and farmers market checks.

The interior appeals to the people it serves, especially children. The ceiling has clouds, on the floor games that encourage hopping. A special section for breastfeeding education includes a warming rocking chair. The waiting/registration area offers other health services such as influenza immunizations for children and adults.

Access is the main goal of “Guaguita Saludable WIC,” which arrives at community locations at convenient hours for women who are homemakers, working or studying.

The “Guaguita Saludable WIC” offers nutrition activities such as a clown offering MyPlate orientation, face-painting with drawings of fruits and vegetables, MyPlate puzzles and games; a nutritionists offering information on Pregnant Feeding, Pre-school Feeding, Infant Feeding and MyPlate. Often-times a chef participates with food demonstrations using recipes with WIC-authorized foods. ■



VIP MOMENT — Participating in the grand opening in the town of Florida were (left to right) Puerto Rico Governor Luis Fortuño, Department of Health Secretary Lorenzo Feliciano, and PR WIC Director Edna Marin.



STAFF PHOTO — WIC employees at the inauguration.



HAVE A SEAT — Waiting area inside the “Guaguita Saludable WIC.”



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