

MARWIC

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

SUMMER 2013

VIRGINIA'S RICHMOND HEALTH DISTRICT WIC OPENS NEW CLINIC

The Richmond City (VA) Health District recently celebrated the opening of a new state-of-the-art WIC clinic with a ribbon-cutting ceremony. Dr. Laura Kalanges, acting director, Office of Family Health Services; Dr. Donald Stern, district health director; and Equiano Chatawa, nutritionist supervisor, spoke during the grand opening ceremony.



GRAND OPENING — Cutting the ribbon are (left to right) Equiano Chatawa, Dr. Laura Kalanges, and Dr. Donald Stern.

This new clinic will serve more than 3,000 WIC recipients on a monthly basis and was a much needed update from the previous building. The Department of General Services and Evolve Architectural Firm were among several acknowledged for their contributions to the facility. Michael Welch, director, OFHS Division of Community Nutrition, and other Central Office WIC staff, also were recognized for their support and contributions toward this much needed expansion. A special thanks to Sherry Shrader, WIC Program manager for Richmond City, as well as Scott McIntyre, business manager for all their efforts to see the project through. ■



HOME SWEET HOME — Staff assigned to this new location are Nutritionist Michelle Henry, RD; Nutritionist Associates Cheryl Grant and Sonya Balthrop; Nutritionist Assistants Sarah Walker, Ana Marte, and Somala Sims; and Breastfeeding Peer Counselor Roxanne Wardley-Moboto.

Michael Welch, director, OFHS Division of Community Nutrition, and other Central Office WIC staff, also were recognized for their support and contributions toward this much needed expansion. A special thanks to Sherry Shrader, WIC Program manager for Richmond City, as well as Scott McIntyre, business manager for all their efforts to see the project through. ■

■ Mid-Ohio Valley Health Department WIC Program Begins Pilot of eWIC in WVPage 3

■ Mid-Atlantic Region Celebrates National Nutrition MonthPages 6-8

■ Regional Breastfeeding Peer Counselor Meeting Offers Training and CelebrationPage 9

■ Virginia WIC Coordinators Meet for Annual ConferencePage 11

THE CHILDREN'S HOME SOCIETY OF NEW JERSEY'S MERCER WIC PROGRAM TEAMS UP WITH THE HENRY J. AUSTIN HEALTH CENTER

By Kelly Ryan-Mannherz, MS, CLC

For over 40 years, the Henry J. Austin Health Center has provided healthcare services to the Trenton, NJ community. The large majority of The Children's Home Society of NJ's Mercer WIC Program recipients reside in the city of Trenton and frequent Henry J. Austin (HJA) for their healthcare needs. As such, the Mercer WIC Program recently teamed up with HJA to open a WIC satellite office on premises.

On March 7, an Open House was held to formally introduce this stellar collaboration to the local community. As a Federally Qualified Health Center (FQHC), HJA provides a comprehensive list of health services regardless of patients' ability to pay, by charging for services on a sliding-fee scale that is based on the patients' family income and household size. The Mercer WIC Program was already making referrals to HJA's variety of healthcare services including dental services, pediatric clinic, and HIV testing program. Likewise, HJA staff members were referring families in need of supplemental food assistance to the WIC Program, making the decision to open a WIC satellite office right on premises

Continued on page 4



COLLABORATION CELEBRATION — Celebrating the opening of the new Mercer WIC Program location at the Henry J. Austin Health Center are (left to right) Donna Pressma, LCSW, President and CEO of The Children's Home Society of NJ; Freena Johnson, WIC Nutritionist; Kelly Ryan-Mannherz, MS, CLC, WIC Administrator; Victoria Hollist, MA, EHS, NJ Department of Health; Jennifer Hayes Brown, Henry J. Austin; and Sylvia Dellas, MPH, RD, NJ Department of Health.



MID-ATLANTIC WIC STATE AGENCIES MOVE TOWARD EBT IMPLEMENTATION

Mid-Atlantic WIC State Agencies are working tirelessly to meet the October 1, 2020 implementation date for Electronic Benefits Transfer (EBT) required in the Healthy, Hunger Free Kids Act of 2010 (HHFKA).

In February, the WIC Implementation of EBT (Related Provisions of Public Law 111-296) Proposed Rule was released, which provides further clarification on the EBT provisions contained in the HHFKA and allowed the public to comment on the proposed rule.

Currently, all Mid-Atlantic State Agencies have active eWIC (another term used to describe WIC EBT) projects underway. West Virginia became the first State in the region to issue WIC benefits via EBT in March 2013, when they began piloting their eWIC system in the Mid-Ohio Valley local agency. (See story on page 3.)

Virginia is currently in the development phase and plans to implement eWIC in conjunction with a new management information system, starting later this fiscal year. Delaware is currently transitioning from the planning to the design phase. District of Columbia, Maryland, New Jersey, Pennsylvania, Puerto Rico, and Virgin Islands all are currently conducting EBT planning.

WIC EBT has been successfully implemented in numerous State Agencies throughout the nation including Kentucky, Michigan, Nevada, New Mexico, Texas, Wyoming, and several Indian Tribal Organizations.

Food and Nutrition Service (FNS) has developed guidance to ensure consistent standards for WIC EBT, including the WIC EBT Operating Rules, WIC EBT Technical Implementation Guide, and Universal MIS/EBT Interface Specification.

Additional information regarding WIC EBT including the proposed rule and FNS guidance can be found at <http://www.fns.usda.gov/wic/EBT>. ■

DELAWARE WIC PROGRAM HOSTS BREASTFEEDING COMPETENCY STAFF TRAINING

On April 30, the Delaware WIC Program conducted its annual Breastfeeding Competency Staff training. All WIC staff, including state and contracted peer counselors were in attendance.

The program featured Cathy Carothers and Kendall Cox of Every Mother Inc. Training topics included “Helping Moms Say Yes to Breastfeeding,” “Communication and Overcoming Barriers,” “Supporting New Breastfeeding Mothers” and “Encouraging Exclusive Breastfeeding.”

Cathy and Kendall delivered the most current information on breastfeeding and research. Attendees were engaged the entire day by group activities and anecdotes. Program participants had favorable evaluations of the event. We are now looking forward to our Annual World Breastfeeding Celebration on August 8, at Dover Downs Hotel and Casino, featuring Elizabeth Brooks, JD, IBCLC, FILCA and Lori Nommsen-Rivers, PhD, RD, IBCLC. ■



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MID-ATLANTIC REGION HELPS PROVIDE MUCH NEEDED SERVICES DURING HURRICANE SANDY

The Mid-Atlantic Regional Office had several roles in helping the residents of New Jersey who were negatively affected by Hurricane Sandy last October.

First, we assisted the New Jersey WIC Program in securing eligible food exceptions to help WIC participants access the foods listed on their WIC checks. Not only were many stores closed for long periods of time due to power outages, some of the stores that were open had a difficult time receiving deliveries due to gasoline rationing and closed roads. NJ received approval to offer substitutions for a period of 14 days, in instances when the specific items listed on the WIC check were not in stock. NJ had to contact their vendor community as well as inform the participants of these allowable alternatives.

The short term approved substitutions were: **Fluid milk** – participants were allowed to purchase smaller container sizes than would otherwise be allowed to obtain the type of milk (fat content) listed on the WIC check. Also, participants were allowed to purchase fluid milk that was in stock, regardless of the fat content of milk specified on the WIC check. Participants were required to select the highest fat milk available when checks specified whole milk. Participants were not permitted to exceed the amount of milk specified on the check.

Breads/grains — participants were allowed to substitute any brand of bread labeled “100% Whole Wheat Bread.” Where the 16-ounce package size was unavailable, participants were allowed to substitute a 20-ounce size.

The exceptions were authorized under the authority provided in the Robert T. Stafford Disaster Relief and Emergency Assistance Act.

Additionally, several WIC staff members were among the volunteers from MARO that assisted New Jersey during their operation of the Disaster Supplemental Nutrition Assistance Program (D-SNAP). MARO staff performed duties at the D-SNAP application sites, including handing out applications, greeting applicants and directing traffic, making copies, checking that applicants had the necessary documents and completed the application, etc.

NJ D-SNAP was offered in Atlantic, Bergen, Cape May, Essex, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union and Warren counties, as well as certain zip codes in Burlington and Cumberland counties. Applications for NJ D-SNAP were accepted from Monday, November 26 through either Monday, December 3rd or Tuesday, December 4th, depending on whether a particular county processed applications on Saturday. ■

MID-OHIO VALLEY HEALTH DEPARTMENT WIC PROGRAM BEGINS PILOT OF eWIC IN WEST VIRGINIA

By Jennifer Habebe
Mid-Ohio Valley WIC Nutritionist and Outreach Coordinator

The Mid-Ohio Valley (MOV) WIC Program is proud to have been given the opportunity to pilot the new WIC EBT system for the state of West Virginia. MOV WIC, which serves nine counties in the state, is the first agency to utilize the WIC EBT system, more commonly known as eWIC. This system offers several improvements to the program that benefit not only WIC participants, but the retail vendors, cashiers, and WIC employees.

Elimination of a paper voucher system saves time and hassle at the WIC Clinic and at the grocery stores. It also helps to alleviate some of the stigma that may go along with using paper vouchers at the grocery store. "Offering eWIC cards gives families needed access to benefits without the stigma of paper vouchers, and improves the shopping experience because they can purchase foods as needed," said Mid-Ohio Valley Health Department WIC Director June Rhodes. "eWIC issuance of benefits also streamlines the process in the WIC clinic."

The use of eWIC allows the client to have the option to buy the foods they want when they need them throughout the month. In the past, paper vouchers required the purchase of all the items on the voucher or benefits would be lost. Clients can purchase things individually when they choose without losing any of their WIC benefits when they use the eWIC card.

Not only does eWIC allow flexibility for the client, but foods purchased with an eWIC card are only authorized WIC foods. Through an integrated system that automatically recognizes WIC foods, client/cashier errors that may have occurred in the past are eliminated ensuring clients not receive foods that are not approved by WIC. This allows more accuracy when buying WIC foods and a quicker check out as clients no longer have to separate their WIC foods from their other groceries. They can use their eWIC card first and then pay for the remaining groceries next.

Mid-Ohio Valley has a variety of vendors from small mom and pop stores to larger chain stores. "This is a tremendous achievement for West Virginia public health and the Mid-Ohio Valley Health Department. West Virginia is the first state in the Mid-Atlantic Region to accomplish testing of eWIC," said State WIC Director Denise Ferris. "We are extremely grateful to our participants, local WIC staff, and vendors in Calhoun, Gilmer, Jackson, Mason, Pleasants, Ritchie, Roane, Wirt, and Wood counties who participated. We are building the future of the WIC Program."

This has been such a wonderful experience for Mid-Ohio Valley and has fostered the relationship between the vendors, clients, and WIC employees. Everyone involved has been excited and patient, as we move over to this new system.

The pilot program started on March 29 and serves approximately 5100 WIC participants and 32 vendors. ■



CLASS IN SESSION — Mid-Ohio Valley WIC staff completes eWIC training at the new WIC Training Center in Winfield.



MY eWIC CARD — WIC participant Kimberly Nutter and her son Trevar, were one of the first families issued an eWIC card on March 29.

VIRGINIA'S HAMPTON HEALTH DISTRICT WIC CELEBRATES NEW WIC OFFICE OPENING

On May 8, the Hampton Health Department celebrated their grand opening of their new WIC office located at 1206 North King Street, Hampton, Virginia.

We were truly honored that Hampton Mayor Molly Ward conducted the ribbon-cutting ceremony which marked our official opening. In attendance was Dr. Berg, health director; Martin Wheeler, business manager; Deborah Moore, nurse manager; Todd Osborne, operations manager; Tammy Mills, supply supervisor; Verna Beckford, WIC coordinator-Peninsula District; Austin Voltin, nutrition senior; Yashica Ballard, CPA; Clarissa Wright, CPA; Antionette Chambers, CPA; Melanie Barthlow, clinical outreach coordinator; Robin Williford, executive assistant to the director; and Denise Williams, WIC coordinator-Hampton. ■



BLUE-RIBBON MOMENT — Cutting the ribbon are Dr. Berg, health director; Denise Williams, WIC coordinator; and Deborah Moore, nurse manager.

WIC PROGRAM AT DC'S CHILDREN'S NATIONAL MEDICAL CENTER WELCOMES MOBILE FARMERS' MARKET

By Sara Beckwith MS, RD, LD, CLS

A simple idea turned into an exciting collaboration for Children's National Medical Center, Washington Hospital Center, and the Arcadia Mobile Farmers' Market in Washington, DC.

Toni Henderson-Jones, WIC clinic assistant and a frequent shopper at farmers' markets, met the staff of the Arcadia Mobile Farmers' Market in the summer of 2012. She brought their contact information to her supervisor/WIC nutritionist, Sara Beckwith, and WIC Program Coordinator Jayasri Janakiram, and asked about bringing the Mobile Market to Children's campus. The rest is history.

Children's management embraced the idea and collaborated with the neighboring 926-bed Washington Hospital Center to bring the farmer's truck to serve staff and visitors at both hospitals and most importantly WIC, SNAP and Senior Farmers' Market Nutrition Program participants. From May 1 to October 31, the Arcadia Mobile Market will stop at Children's National Medical Center on Wednesday afternoons. Arcadia's Mobile Market is a 28-foot school bus converted into a farmers'-market-on-wheels that showcases local, sustainably produced food. The Arcadia Mobile Market also features a "Bonus Bucks" program to double the purchasing power of WIC, SNAP, and SFMNP benefits. So, a \$10 Cash Value Voucher from WIC is worth \$20. That's a fabulous deal.

The WIC staff at Children's National Medical Center is excited to provide WIC services, partnership with primary care health services and access to fresh fruits and vegetables at one location. ■



TO MARKET, TO MARKET — Staff from the Arcadia Mobile Market proudly display their fresh fruits and vegetables.

MARYLAND'S UPPER SHORE WIC JOINS WALKABOUT

To celebrate Public Health Week, Maryland's Upper Shore WIC Program joined the Queen Anne's County Department of Health on a Healthy Walkabout. Staff completed a one-mile walk through the town of Centreville while carrying signs related to a healthier lifestyle including "Public Health begins with Breastfeeding."

The following day there was an Open House at the Department of Health with tables set up along the sidewalk to provide education on breastfeeding and the WIC Program. ■

VIRGINIA'S RAPPAHANNOCK AREA WIC PROGRAM GROWING HEALTHY FAMILIES

Everyone knows that eating local produce is better for the environment, but many WIC clients struggle to buy any fruits and vegetables, much less those that are grown locally. But what if WIC families could learn the gardening skills they need to grow their own fruits and vegetables at home?

The Rappahannock Area WIC Program addressed this problem by starting a WIC Community Garden for families to learn gardening skills, interact with other families, and take home fresh produce that they grow and harvest themselves. The garden was made possible through a partnership with the Fredericksburg Area Food Bank, where a community garden is already in place. The Food Bank graciously allowed the WIC Program to use a large portion of their existing garden for this project. WIC Coordinator Eileen Alwang applied for and received a grant allowing her to purchase materials needed for the garden and to hire outreach workers to work in the garden and teach the classes. The outreach workers are Maria Garcia-Rios, Alyce Finch, and Angie Barone; these staff members teach the classes and also do any extra weeding, watering, and planting that is needed.

Families who participate in the community garden will receive a gardening kit, produce from the garden, and a \$25 gas card (given at the end of the garden series if the participant has attended 5 out of the 7 gardening dates). Thirteen families signed up to work in the garden, and they were split into groups with different class dates for each group. During the classes, the participants learn about gardening, plant seedlings, and harvest produce that is ready to be eaten. The garden is growing a large variety of fruits and vegetables, including peppers, tomatoes, squash, melons, strawberries, raspberries, carrots, lettuce, and more. The children love working in the garden and are exposed to new fruits and vegetables that they might not get at home. Through this project, children and families learn where their food comes from, and can use the gardening skills at home to start their own family garden. ■



GREEN THUMBS — Participants learn valuable gardening skills which can be used at home to start their own family gardens.



STRAWBERRY FIELDS FOREVER — WIC Outreach Worker Alyce Finch, helps Faith Barone-Gonzalez, daughter of WIC Outreach Worker Angie Barone, plant strawberry plants.

NEW JERSEY'S BURLINGTON COUNTY WIC OBSERVES NATIONAL FOOD DAY

WIC staff, clients and the Burlington County Health Department Staff helped make the first National Food Day a success. The Burlington County WIC Program organized a food drive for the month of October. A county-wide e-mail was sent to all employees and collection containers were located throughout the health department. Canned and dry foods were collected and donated to local food pantries.

The Burlington County Community Action Program (BCCAP) provided an in-service for WIC staff. The programs under BCCAP include HeadStart, Healthy Families, Home Energy Assistance, Affordable Housing, community programs and many more. The Burlington County WIC Program's clients benefit from many of the services offered.

The Family Advocacy Program of the Joint Base of McGuire-Dix-Lakehurst also provided an in-service for WIC staff. The programs include new parent support, pregnancy classes, new baby and play groups and many others that our military clients are referred to.

The local agency hosted a black infant mortality focus group sponsored by the Southern New Jersey Perinatal Cooperative under a grant from the Department of Health. The purpose was to discuss the barriers to healthcare and how the barriers impact the black infant mortality rate. The focus groups were conducted by a registered nurse employed by SNJPC. Clients received \$15 gift cards to Wal-Mart, Target or Wawa for participating in the survey.

The Burlington County WIC staff enjoyed the afternoon of holiday festivities while participating in an ugly sweater contest in the Health Department. Irma Navarro and Cheryl Wallace received prizes for the ugliest holiday sweaters. ■



FOOD FOR ALL — Burlington WIC employees collected food for the local food pantries



THAT'S ONE UGLY SWEATER — WIC staff show off their ugly holiday sweaters.

Children's Home Society continued from page 1
very mutually beneficial.

From the start, the feedback from the community was very positive, and many WIC recipients were extremely happy to learn that they could visit HJA for their next WIC appointment. In response to the high client demand for this site, the Mercer WIC Program is planning to increase the number of days that the satellite clinic will be open there. To further increase our collaborative efforts, The Children's Home Society of New Jersey's Cares for Her Program will also be offering free pregnancy testing on-site so that pregnant mothers can immediately enroll in the WIC Program at the HJA office. By offering so many imperative services all under one roof, it is our hope to improve local families' access to the high quality healthcare that they need and deserve. ■

PUERTO RICO WIC HOSTS AN ADVENTURE IN SEARCH OF NUTRITION

Far from what would be an ideal or normal scenario for physical fitness like a track, walking trail or a park, creativity got a hold of the WIC Clinic employees in Vega Baja, Puerto Rico. They combined several nature elements such as trees, wind, trails and rivers, to embark in a journey looking for a magical formula for health called nutrition.

This adventure gathered children between the ages of 2 to 5 years early in the morning with their mothers to participate in the first walk called "Adequate Weight to Gain Health." The main objective was to impact children at an early age with healthy eating habits in order to prevent obesity later in life.

Before starting on this journey, all participants did a brief stretching routine in order to warm the muscles and prevent injuries. Afterwards, they started to walk down a trail where they encountered signs with messages and recommendations focused on promoting healthy nutrition that included the important foods that they should eat and some movement ideas they can do in the comfort of their homes.

"We have to keep promoting healthy nutrition that starts with a good and balanced breakfast, consuming fruits, vegetables and water. These healthy habits, combined with other healthful behaviors, are essential in controlling cholesterol and weight," said Puerto Rico WIC Director Dana Miró.

After completing the walk, the children received medals for completing the course. They also received a variety of healthy snacks and a delicious smoothie made of fresh fruits, cinnamon and vanilla. For the proud mothers there were useful tips on how to prepare healthy and fun recipes. They also focused on the importance of food safety during food preparation and the substitution of movements instead of watching TV or playing video games in order to keep them active. ■



TRAILS OF FUN FOR WIC PARTICIPANTS



VIRGINIA'S RICHMOND CITY WIC TAKES SHOW ON THE ROAD

Virginia's Richmond City Health District has implemented a mobile WIC staff with the goal of reaching more pregnant and breastfeeding moms. The mobile staff consists of two staff members, one of whom is fluent in Spanish with breastfeeding experience, the other was previously a Breastfeeding Peer Counselor for RCHD prior to becoming a Nutrition Associate. The staff members carry laptops to the hospital to enroll clients on WIC. A printer is also available so that full service is offered to these clients. While the focus is enrollment, breastfeeding support and nutrition education are provided to the new mothers and their infants. In collaboration with Medical College of Virginia/Virginia Commonwealth University's Health System, the mobile unit staff spends one day per week on the Mother Infant Unit. They are able to enroll new moms and their babies onto WIC and support new moms who breastfeed their newborns prior to discharge from the hospital. All of these successes and efforts are a result of the collaboration between the WIC staff and the nursing staff on the Mother Infant Unit. The nursing staff is extremely helpful in identifying potential clients.

Prior to beginning this endeavor, WIC staff met with the nursing staff for brief sessions at lunchtime for a question and answer period to educate the hospital staff on WIC eligibility and the enrollment process. Therefore, the nursing staff is able to assure that hospital clients have necessary information to complete the enrollment process when the WIC mobile staff arrives.

WIC staff works directly with the MCV Lactation Consultants to assist with breastfeeding supplies, support and encouragement. Together, great efforts are being made to increase the number of moms who breastfeed, as well as increase the duration of breastfeeding among these mothers. Special attention is given to NICU babies who are being breastfed. These infants are being enrolled to WIC and then placed in direct contact with a WIC Breastfeeding Peer Counselor to establish need for a WIC breast pump.

Together WIC staff and MCV nursing staff have been extremely pleased with the outcome. The WIC staff have direct contact with the clients in their hospital rooms. They are able to go into the rooms, meet with the moms, obtain necessary WIC information for enrollment and assist with breastfeeding support including latch-on and pumping techniques. This has been a wonderful opportunity to enroll new moms, promote breastfeeding and to work collaboratively with the nursing staff at MCV/VCUHS.

Additionally, the mobile unit staff enrolls new women and children at local resource centers and safety net providers located in the City of Richmond. Nutrition Associates Stephanie Pittrell and Elideth Villagrana staff the mobile unit and are able to effectively engage clients in the community. ■

MYPLATE A FOCUS OF WEST VIRGINIA'S MONONGALIA COUNTY HEALTH DEPARTMENT WIC NUTRITION EDUCATION

By Jamie Chapman, Monongalia County Health Department Outreach Coordinator

West Virginia's Monongalia County Health Department WIC Program nutritionists will be providing MyPlates to children over the age of two, and MyCups to children between the ages of one and two as a part of the Nutrition Education Plan. The WIC Program is trying to encourage children to try new foods.

Children from one to two years of age will receive a MyCup. The cup is a 4-ounce cup, the perfect size for little hands learning to use a cup. Featuring the USDA MyPlate icon, the cup is a great reminder to include dairy in a child's meal.

The Preschoolers MyPlate is sized for preschoolers, and has proportioned sections to make it simple to understand how to eat healthy by including major food groups at meals. Portion Meal Plate makes learning about healthy food choices fun. The plate also comes with a card to remind parents of the key nutrition points preschoolers should learn. ■

VNA OF CENTRAL JERSEY WIC CELEBRATES NATIONAL NUTRITION MONTH: EAT RIGHT, YOUR WAY, EVERY DAY

By Julia Sotomayor, DTR

Following the 2013 theme for National Nutrition Month from the Academy of Nutrition and Dietetics, the VNA of Central Jersey WIC Program arranged a food demonstration to encourage the development of participants' healthy lifestyles and to make informed food choices based on their cultural preferences and ethnic traditions.



Crazy Crunchy Cool Cucumber Salad



Veggiecation CEO, Lisa Suriano, MS



ALL SMILES — WIC, Healthfirst and Veggiecation representatives (right to left) Veggiecation CEO Lisa Suriano, WIC Assistant Manager Judith Wajih, Healthfirst Manager Patricia Zurita, Healthfirst Marketing Representative Gladys Cartagena, Healthfirst Community Outreach Representative Aviva Wong, and WIC participant Maybelline Calero.

Once again, Healthfirst contributed to bringing happiness and fellowship to the WIC community. This time, the burgeoning health insurance company partnered with Veggiecation, a company that introduces young children to the delicious and nutritious world of vegetables.

On the morning of March 21, Veggiecation CEO Lisa Suriano prepared a Sweet and Snappy Salad, using celery, Granny Smith apples, and red seedless grapes as main ingredients which were tossed up with red wine vinegar, canola oil, Dijon mustard and salt and pepper to taste.

Lisa had parents and children volunteer to prepare this simple but delicious salad that was enjoyed by WIC participants, and the New Brunswick WIC staff. The afternoon presentation was done by the chef and recipe developer, Nancy Burgos-Jackson, who surprised our participants and staff by preparing the Crazy Crunchy Cool Cucumber Salad with just three ingredients: cucumbers, radishes, and fresh mint tossed up with wine vinegar, Dijon mustard, honey, olive oil and a pinch of salt.

Both successful presentations reached 26 adults and 6 children and generated positive comments. Georgina Manzanares, a young expectant mother, said the following: "The demonstration was really good. It teaches parents and kids ways to cook together and what is healthy." While Maybelline Calero, mother to 16-month-old Madison, said, "Great presentation. I learned something new about vegetables. Definitely, I will be preparing this salad for my son."

Everybody had great time celebrating National Nutrition Month's "Eat Right, Your Way, Every Day." ■

NEW JERSEY'S ST. JOSEPH'S WIC ENJOYS NATIONAL NUTRITION MONTH

By Anny Uddin, Nutrition Supervisor

St. Joseph's WIC Program in Paterson, NJ enjoyed a great month in March, celebrating National Nutrition Month: "Eat Right, Your Way, Everyday." Our WIC Agency hosted a health fair for the WIC participants by providing nutrition education materials, answering questions, demonstrating cooking demos using WIC food items/taste testing, and free giveaways for adults and children.



THE GANG'S ALL HERE — The St. Joseph's WIC staff got in the spirit of National Nutrition Month.

Our staff nutritionists — Alice Spira, Wendy Wither, and Patricia Santelli — demonstrated how to prepare chicken using three different WIC food items, and displayed an informative and colorful bulletin board for WIC participants and staff to share. It was a fun and exciting day for our staff and participants to share experiences, recipes, and try different things.

We look forward to new ways that we can incorporate these fun-filled learning experiences for our clients and staff as well. ■

VIRGINIA/MARYLAND DIETETIC INTERNS FOCUS ON NATIONAL NUTRITION MONTH/MILLION HEARTS INITIATIVE PRESENTATION

By Theresa Gilson, Dietetic Intern, Winchester, VA

This year the Virginia/Maryland WIC Dietetic Internship is focusing on educating Virginians about the Million Hearts Initiative. In keeping with the theme for National Nutrition Month, "Eat Right, Your Way, Every Day," and to raise awareness of the Million Hearts Initiative, the focus of my National Nutrition Month Presentation was on heart-healthy eating.

On March 4, the Lord Fairfax Health Department learned about the Million Hearts Initiative and how they can help prevent heart disease and strokes. Each staff member was given a quiz so they could learn the risk



GET HEART HEALTHY — Dietetic Intern Theresa Gilson and her presentation at the Lord Fairfax Health Department.

factors of heart disease and strokes. Discussions included focusing on the ABC'S (Aspirin, Blood pressure, Cholesterol management, and Smoking cessation), warning signs of a heart attack and stroke, and heart-healthy eating tips. Staff in attendance had their blood pressure taken. Yummy heart-healthy appetizers were provided for everyone. Useful, educational materials were given to staff members to help spread the word about the Million Hearts Initiative and heart healthy eating. The presentation successfully provided the Lord Fairfax Health Department information to help educate their clients about preventing heart disease and strokes. ■

PARTICIPANTS OF NEW JERSEY'S NORTH HUDSON WIC PROGRAM LEARNED HOW THEY CAN "EAT RIGHT, EVERY DAY, THEIR WAY"

By Alina Gonzalez, WIC Chief Nutritionist

How are we at North Hudson WIC going to celebrate Nutrition Month this year? When the nutrition staff of NJ's North Hudson WIC Program got together to plan this year's Nutrition Month's activity, they decided that the experience should be taken one step up. It was not enough to plan activities for our children's classes, but we needed to develop games where pregnant participants and participants in the infant and breastfeeding classes would learn more about "Eat Right, Every Day, Their Way." In addition, nutritionists wanted to repeat the activities in as many group sessions as possible throughout the month. They also suggested including other WIC staff members in the celebration of National Nutrition Month to promote a sense of wellbeing among them.

A calorie count and an infant nutrition contest were designed to include food, nutrition and feeding information relevant to each participant category. Participants learned how the meals they choose at restaurants or cook at home can impact how healthy they eat. They also learned that not everything that seems healthy is actually so. The games were fun and spiced up with the spirit of competition brought about by enticing prizes. The winners received food baskets of WIC-approved foods donated by a local vendor. All other participants were given a bag with a MyPlate placemat, nutrition information, a cookbook and other give-a-ways.

The contests, which took place several times a week, were fun for participants and staff alike. Participants enjoyed the sessions a great deal and many made comments on how much they liked these new classes. Some of the participants even suggested topics for future sessions.

In addition to the games, guest speakers presented stress management sessions to breastfeeding and pregnant moms. The sessions addressed common sources of stress during pregnancy and the post-partum period, as well as tips on relaxation and other stress management techniques. Participants had the opportunity to participate in the sessions by sharing situations that had been stressful to them and by asking relevant questions.

Finally, in order to celebrate National Nutrition Month the right way, the Nutrition Department coordinated an interactive presentation on Stress Management for all staff members. During the workshop, a Wellness Educator from Amerigroup led staff to identify what triggers a stress response in them and practice techniques to minimize and manage stress.

In the end, we were all exhausted but pleased because participants had taken with them valuable and practical information on stress management, nutrition and feeding and had done so in a fun way. ■



FUN FOR ALL — North Hudson WIC Nutritionists Zamira Luque and Cecilia Granados with WIC participants who participated in National Nutrition Month activities.

VIRGINIA'S PETERSBURG WIC PROGRAM CELEBRATES NATIONAL NUTRITION MONTH

Virginia's Petersburg WIC clinic celebrated National Nutrition Month with "Green Smoothie" and "Peanut Butter with Toast" food demonstrations during secondary nutrition education on Tuesdays throughout the month. The food demonstrations allowed for a group discussion on alternative WIC foods that could be used for smoothies, tips on food safety, and buying seasonal fruits and vegetables. The participants were treated to the food samples and a recipe was provided.

The bulletin board was created as a "Prize Wheel" that was also used to encourage participants to set a goal. Goals included increasing physical activity, eating breakfast, drinking more water, etc. Physical activity competitions such as jump roping and hula hooping were conducted. Prizes awarded included items they could use to incorporate more daily physical activity including jump ropes, plastic bat with ball, Frisbees and pedometers. ■



ALL FOR FUN — Petersburg Breastfeeding Peer Counselor Rheanna Murray and Nutritionist Jeanette Sheppard show off the creative bulletin board.

NATIONAL NUTRITION MONTH FESTIVITIES AT DC'S CHILDREN'S NATIONAL MEDICAL CENTER WIC

By Sara Beckwith MS, RD, LD

The WIC staff at Children's National Medical Center in Washington, DC celebrated National Nutrition Month with an interactive Jeopardy game for WIC participants. WIC staff designed a colorful Jeopardy game board and featured the following categories: Salt Sense, Diet and Disease, Vitamins and Minerals, and Ethnic Foods. Nutrition questions were selected to reinforce WIC nutrition education topics, promote cultural awareness, and support the District of Columbia Department of Health's Sodium Reduction initiative. WIC participants enjoyed interacting with each other and WIC staff while answering game questions. All Jeopardy contestants received a nutrition-related give-away. Courtney Monroe, WIC clinic assistant, moderated the game, and may be our next Alex Trebek. ■



SALT SENSE FOR \$200 — Children's National Medical Center WIC staff (left to right) Toni Henderson-Jones, WIC clinic assistant; Courtney Monroe, WIC clinic assistant; and Sara Beckwith, WIC nutritionist show off their Nutrition Jeopardy game board during National Nutrition Month.

DC'S MARY'S CENTER WIC HOLDS NATIONAL NUTRITION MONTH BABY PHOTO CONTEST

In celebration of National Nutrition Month, WIC staff at Mary's Center in Washington, DC, asked WIC partici-



FIRST PLACE WINNER
— Londan Johnson



SECOND PLACE WINNER
— Lucia A. Joya Molina

pants to submit pictures of their babies along with stories on how WIC has helped them. Mothers sent in moving stories about how WIC has helped their babies grow up healthy by providing balanced and nutritious food, and education on nutrition.

WIC staff hosted a celebration party for all contest entrants. Nutritionist Sabrina Simmons, RD, shared healthy recipes using WIC foods, and participants enjoyed a menu of salmon cakes, mashed sweet potatoes and broccoli. WIC staff Gwen Dunmore and Lisle Cole used their creativity to make fruit baskets and other prizes. ■

MARYLAND WIC CELEBRATES NATIONAL NUTRITION MONTH AT THE STATE OFFICE

This year's National Nutrition Month theme, "Eat Right, Your Way, Every Day," encouraged Maryland WIC staff to personalize a healthy eating style. A poster display illustrated that food choices are a combination of lifestyle, cultural and ethnic traditions, as well as health concerns.



PICTURE THIS — This informative display was created by the Maryland State WIC office.

To showcase some of these choices, the nutrition and breastfeeding staff coordinated efforts to create a display. It included all the food groups (grains, fruits, vegetables, dairy, proteins, fats and oils, and "sometimes foods") along with beautiful food pictures, fun food facts, games, and recipes.

In addition to food, exercise is also highlighted with many great ideas for including daily physical activity into a busy schedule.

To encourage staff members to check out the display, a nutrition quiz based on information from the posters was created. Staff worked on the quiz at the staff meeting and the winning participants received fresh fruit prizes for choosing the most correct answers. ■

MAKE YOUR PLATE NUTRITION MONTH ACTIVITIES IN THE VIRGIN ISLANDS

By Lorna Concepcion, MS, RD

Virgin Islands WIC clinics focused on promoting National Nutrition Month's theme, "Eat Right, Your Way" with MyPlate. The Sunny Isle Clinic in St. Croix focused on how to eat the MyPlate way while breastfeeding. Moms attended a class which featured breastfeeding information provided by Breastfeeding Coordinator Donabel Pierre, and a class on how to make healthy meals and snacks the MyPlate way, presented by Nutritionist Debra Browne. Samples of healthy snacks included corn bread with cheese, peanut butter banana bread and peanut punch, which gave moms a taste of how to make up the extra calories needed for breastfeeding.

The Charles Harwood Clinic in St. Croix focused on a MyPlate display of a 1300-calorie-day's menu for children using plastic food models, showing what the portion sizes should be. Participants had to respond to a question about the display and had an opportunity to win a prize if they got the correct answer. Many were fascinated by the display and were surprised at how small some of the standard portions were. Many stated that they learned what the correct portion sizes were for each food group.

The Tutu Park Mall Clinic in St. Thomas had an interactive session where participants were given food models and had to make up a healthy MyPlate. Their plates were evaluated and they received prizes for making a healthy plate. Participants enjoyed the interaction of this activity. ■

COMMUNITY ACTION PROGRAM OF LANCASTER COUNTY PENNSYLVANIA PROVES FOOD TASTES GREAT IN EVERY LANGUAGE

By Erin Strickland, CPA, Outreach Coordinator
CAP of Lancaster County, Inc.

It's that time again, when winter is ending and spring is peeking around the corner. It's March, or National Nutrition Month, as it is known by nutrition experts everywhere. As a WIC clinic that employs a fairly diverse staff, National Nutrition Month gives the Community Action Program of Lancaster County, Inc. the perfect opportunity to celebrate our differences.

On March 18, Lancaster County WIC staff stepped into colorful, cultural garb and aprons, and started cooking up a healthy version of a traditional dish. The smell of delicious, ethnic foods was enough to tempt participants to stop by for a taste, and staff had recipes and cultural information to share. New foods were tried by all, and the recipes, chosen by staff, were a huge hit!

Our in-house experts on African foods were Nutritionists Paustine Ronoh, a Kenyan native, and Buki Owoputi, of Nigerian descent. Using our fabulous food demonstration table, a newer addition to the Lancaster WIC office, they cooked up a traditional collard greens recipe and served it along side boiled plantains. "It was my first time trying collard greens, and I was surprised how much I liked them. They seem so easy to make!" stated Olivia Sabo, WIC breastfeeding peer counseling supervisor.

Representing a more local flavor was Nutritionist Lois Mishler, who cooked up a healthier version of some traditional Pennsylvania Dutch foods. Serving up the ultimate comfort food, chicken corn noodle soup, Lois demonstrated how whole grain flour can be used in place of all-purpose flour, and how skinless chicken breast can result in a lower fat broth.

The following demonstrations were not disappointing! Denise Acevedo, satellite clinic manager, whipped together a mouth-watering bean soup with turkey sausage as a tribute to Hispanic foods. Melonia Bond, a WIC nutrition assistant representing African-American cuisine, tossed up a light vegetable seafood salad. To wrap up a day of delicious flavors, Nutritionist Ethel Hu cooked up a traditional Chinese stir-fry, full of whole grains and fresh veggies.

Lancaster County WIC's National Nutrition Month was most certainly a success for our taste buds, and an excellent way to celebrate many different, healthy flavors! ■



HEALTHY FRYING — Nutritionist Ethel Hu cooked up a traditional Chinese stir-fry.



AFRICAN FLAVOR — Nutritionists Paustine Ronoh, a Kenyan native; and Buki Owoputi, of Nigerian descent, cooked some delicious African-inspired dishes.

WEST VIRGINIA REGIONAL BREASTFEEDING PEER COUNSELOR MEETING OFFERS TRAINING AND CELEBRATION

By Jenny Morris, MM, IBCLC-RLC, Valley Health WIC Breastfeeding Coordinator

A Regional Breastfeeding Peer Counselor meeting was held with 25 employees representing the majority of West Virginia WIC clinics which serve 55 counties. Staff members look forward to this annual day of learning and sharing.

The opening session highlighted an International Lactation Consultant Association (ILCA) webinar titled "Babies Who Can't, Won't or Don't Take the Breast: Paradigms & Solutions," presented by Christina Smillie, MD, FAAP, IBCLC, FABM. Staff was presented techniques for best encouraging mothers through the early days of breastfeeding, effective and positive communication methods with mothers and their support system by changing the language we currently use, and insights into reasons a baby may have difficulty learning to breastfeed.

Other sessions included a demonstration of breast pump maintenance led by Christina Hatcher, CLS of Valley Health WIC, and information regarding nipple shield use as well as hands-free pumping by Jenny Morris, IBCLC. An active-learning team session kicked off the afternoon session based on the popular game show, Jeopardy, which awarded gold, silver, and bronze nipple prizes.

A celebration honoring the longest tenured peer counselor with the West Virginia WIC Program concluded the regional meeting. The West Virginia WIC Program first hired and trained breastfeeding peer counselors in 1991. Jane Barber, now an Internationally Board Certified Lactation Consultant and an employee of Valley Health WIC, continues to provide support to West Virginia mothers. In addition to reaching a milestone birthday, her co-workers wanted to acknowledge the mentoring she provides to colleagues all throughout the state.

Jane was surprised with a delicious birthday cake made by Sherii Carpenter, IBCLC, and reflected, "In my 21 years of peer counseling, the best feelings are when I've just helped a baby get some of the protection that colostrum provides and when the information I've given to a mom helps her reach her breastfeeding goals." ■



HONORING A STATEWIDE BFPC MENTOR — Jane Barber, IBCLC, was surprised with a celebration for her milestone birthday, as well as her longstanding support to mothers and her colleagues.

WEST VIRGINIA'S MONONGALIA COUNTY HEALTH DEPARTMENT WIC PROGRAM ENCOURAGES FAMILIES TO FOLLOW THE 5-2-1-0 PLAN

By Darla Retton, Monongalia County WIC Program Nutrition Education Coordinator

West Virginia's Monongalia County Health Department WIC Program is beginning an initiative to address childhood obesity for children two years of age and older.

The 5-2-1-0 initiative was developed by health care providers with the intention of raising a healthier generation of children through the use of clear and consistent messages regarding healthy eating and physical activity. This initiative is geared toward goal setting.

The Monongalia County Health Department WIC Program will be incorporating the 5-2-1-0 messages as part of the nutrition counseling with eligible WIC families. The 5-2-1-0 message emphasizes eating at least 5 servings of fruits and vegetables on most days, 2 hours or less recreational screen time, 1 hour or more of physical activity and 0 sugar-sweetened beverages.

Children with a Body Mass Index of the 85th percentile and above will be seen more often at the WIC office to discuss healthy goals. Children greater than or equal to the 95th percentile BMI, will be seen more often at the WIC office as well as referred to their medical provider. ■

My child's goal is to eat more fruits and veggies

Month: _____

Fruit & Veggie Goal Tracker
5 servings of fruits and vegetables are recommended daily.
Circle how many your child eats each day.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 2	1 2	1 2	1 2	1 2	1 2	1 2
3 4 5	3 4 5	3 4 5	3 4 5	3 4 5	3 4 5	3 4 5

Handouts, developed specifically for WIC participants, will be used in conjunction with counseling to assist parents in implementing the 5-2-1-0 plan with their children.

VIRGINIA BEACH WIC STAFF CREATES A QUILT

By Becky Kear, Virginia Beach WIC Program

In honor of Cancer Awareness Month, the Virginia Beach WIC Program created a Pink Quilt in October. We invited the Virginia Beach WIC Program and the Virginia Beach Health Department staff members to create a quilt piece in honor/remembrance of their family members, friends and co-workers that had been affected by breast cancer.

We provided the quilt piece, stickers, markers, glitter, feathers, glue and we encouraged everyone to decorate the quilt piece in any way they wanted, to honor or show support for breast cancer awareness.

We received an overwhelming contribution of quilt pieces. It seems that everyone attending had been touched by breast cancer in one way or another. Whether it was a mom, sister, daughter, friend or co-worker, we all came together to show support for breast cancer awareness. Once we had started our Breast Cancer Awareness quilt, we heard stories about different types of cancer that had affected our staff. We encouraged those people to create their own quilt piece and our quilt became a Cancer Awareness Quilt. Our quilt is still hanging in the Health Department building for all to see and share. We plan to observe Breast Cancer Awareness Month annually at the Health Department.

The stories were heart-felt; we all cried, laughed, talked and remembered those that had either become survivors, as well as those who were no longer with us because of this terrible disease.

Special thanks to Breastfeeding Counselor Charlene Cattoi and Office Manager Becky Kear for coordinating the event. ■



QUITE A QUILT — The size of this quilt is only surpassed by the memory of those it honors.

MARWIC TIMES Calendar

- Society for Nutrition Education and Behavior (SNEB) 2013 Annual Conference. Portland, OR. August 9-12.
- Food & Nutrition Conference & Expo. George R. Brown Convention Center, Houston, TX. October 19-22.
- 2013 American Public Health Association (APHA) Annual Meeting and Exposition. Boston, MA. November 2-6.
- The deadline for the Fall issue of MARWIC TIMES is August 23, 2013. Submit articles, photos and calendar events to your State editor. No Polaroid pictures. 5" x 7" digital photos (saved as JPGs) preferred. All photographs must include a detailed caption.

HOW TO KEEP BRIGHT SMILES IN WV'S RANDOLPH ELKINS WIC

By Laura Kim Yokum, RD

West Virginia's Randolph Elkins Health Department celebrated Dental Health Month by offering mothers and children toothbrushes, toothpaste, and dental floss. Along with these tools, parents were encouraged to brush, floss, and limit sweet sticky foods. Nutritionists also provided education concerning fluoride in the water supply. ■



SMILE! — WIC participants Amethyst Kimble and brother, Daimyon Kivett show off their bright smiles.

NEW JERSEY'S MERCER COUNTY WIC PROGRAM HOSTS THIRD ANNUAL BREASTFEEDING LUNCHEON

By Victoria Fredrick; Carol Tenneriello, RN, IBCLC and Kelly Ryan-Mannherz, MS,CLC

In advance of Women's History Month and in honor of Black History Month, The Children's Home Society of New Jersey's Mercer WIC Program carried on its tradition of hosting a Breastfeeding Luncheon for pregnant and breastfeeding mothers and their families. Walking into the Ewing, NJ WIC office on February 20, there was a spirit of excitement in the air as all of the WIC staff prepared for their third year of hosting this fun-filled event.

Community partners from the Central Jersey Family Health Consortium, Children's Futures, HomeFront, and Horizon Blue Cross Blue Shield joined WIC-eligible families from all cultures in celebrating the theme "Breastfeeding Succeeds with Loving Support." Other Children's Home Society of NJ maternal and child health programs also lent a helping hand in recruiting mothers for the event. The luncheon highlighted the important role that loving support within the family unit plays when it comes to breastfeeding success.

More than 30 participants, community partners, and supportive family members were in attendance and enjoyed the delicious buffet provided through generous donations from both WIC staff members and local restaurants. The Peer Counseling Program and the benefits of breastfeeding were celebrated through interactive games and an open question and answer forum. Mothers-to-be, experienced breastfeeders, and young children showed off their breastfeeding knowledge and competed for prizes in a spirited game of Breastfeeding Jeopardy. This event was spearheaded by the Mercer WIC Peer Counselors Victoria Fredrick, Laura Corrales, and Maritza Agüero, as well as the Breastfeeding Manager Carol Tenneriello. ■



AND THE QUESTION IS.... — Peer Counselor Victoria Fredrick engaged the audience in a fun-filled game of Breastfeeding Jeopardy.



LEARNING WHY BREAST IS BEST — Peer Counselors Victoria Fredrick, Laura Corrales, CLC and Maritza Agüero answered questions about the WIC Peer Counseling program and the advantages of breastfeeding.

EMMANUEL BAPTIST CHURCH WISHES WV'S MID-OHIO VALLEY WIC PARTICIPANTS A HAPPY EASTER

By Jennifer Habeb, Nutritionist and Outreach Coordinator

For the past two years, members of Emmanuel Baptist Church in Parkersburg, WV have donated Easter boxes to Mid-Ohio Valley's local WIC agency. Members of the church assemble these boxes which are similar to boxes sent overseas at Christmas time for Samaritan's Purse. The boxes were filled with goodies such as small toys, candy, toothpaste, soap, bubbles, stuffed animals, crayons, and coloring books.

This year the donation was over 60 boxes filled to the brim and often overflowing with kid-friendly items. The Mid-Ohio Valley Health Department WIC Program distributed the donations to WIC participants at Easter time. This was a nice gift that families seemed to enjoy.

Thanks to Emmanuel Baptist Church for choosing to partner with the Mid-Ohio Valley WIC Program, and offering local children extra goodies during the holiday season. ■

ACTIVE PLAY CLASS AT THE VIRGINIA BEACH PEMBROKE WIC OFFICE

By Joy Monton

In order to promote and encourage awareness on the importance of physical activity and healthy eating to prevent obesity among WIC participants, the Pembroke WIC office in Virginia Beach holds Active Play Classes the first and third Fridays of every month.

It started as a class for WIC children whose weight/height was in the 90-95%, but due to popular demand, they schedule everyone who is interested and even allow clients to walk-in if they want to.

WIC staff members take turns coordinating these classes and all of the children participate in the class together with the parents.

The goal is to give parents some ideas on what kind of physical activities they can do at home so kids don't spend much of their time just sitting around watching TV. Some examples are old time favorites such as Duck Duck Goose, Ring-Around-the-Rosie, Freeze Dance, and Musical Chairs. It is so surprising how many of these kids do not know about these games until they attend these classes.

They also introduce some new games/activities using the items obtained from Orbit in their classes. Some of those items are WIC beach balls, which are a hit when they play catch or just pass them around like a hot potato or putting them in a parachute and tossing them up and down. They also use the neon-colored scarves from Orbit to do gymnastic movements. Kids find these activities exciting!

At the end of each class, the children take home a mesh bag (again from Orbit!) stuffed with a beach ball, a Baby Dance video, scarves and some handouts for parents to read.

You can just see how their little faces light up knowing they just had fun playing at the WIC office and still get to take home some goodies! ■



KEEPING KIDS ACTIVE — Pembroke WIC makes physical activity fun for kids.

WEST VIRGINIA'S RANDOLPH-ELKINS WIC PROGRAM CELEBRATES NATIONAL PUBLIC HEALTH WEEK

By Cindy Haney, Nutritionist II/Lactation Specialist and Dot Garcia, Lactation Specialist

The first week of April marked National Public Health Week. The Randolph-Elkins WIC Program celebrated this week by honoring local health department employees in their eight-county region with a gift of gratitude. Within this group of agencies is the WIC Program's parent agency, the Randolph-Elkins Health Department, located in Randolph County, West Virginia.

Public health nurses and other personnel were honored for their support, dedication, and ongoing efforts to support the WIC Program. Each public health employee was given a red and black satchel that had a WIC logo on it and contained a breastfeeding message on the front. Breastfeeding counselors within the eight-county agency delivered the bags to their recipients. The health department acts as a referral agency to WIC for appropriate clients. ■



RANDOLPH COUNTY — Randolph County Health Department employees, with Dot Garcia.



BARBOUR COUNTY — Barbour County Health Department employees, along with Dot Garcia, WIC Lactation Specialist representing WIC.

NEW JERSEY'S ATLANTIC CITY WIC PARTICIPATES IN HEALTH FAIR FOR MINORITY AND MULTICULTURAL HEALTH MONTH

By Monica Hansen, Chief Nutritionist, Atlantic City WIC

On April 23, New Jersey's Atlantic City WIC participated in a health fair to recognize Minority and Multicultural Health Month. Hafeezah Abdur Rahim, a peer counselor from the Southern Jersey Perinatal Cooperative, and Monica Hansen, a WIC nutritionist, shared a table to help inform the public on breastfeeding nutrition. Hafeezah invited the public into open discussion about breastfeeding with an open-ended question such as "Tell me something you know about breastfeeding," and gave roses to people who participated. Monica had test tubes showing fat in popular fast foods and sugar amounts in popular foods and beverages. The participants were shocked by the amount of sugar in a can of soda!

All were invited to spin the "Wheel of Health" and answer a question about such topics as diabetes, cholesterol, and cooking. So many people came that the health fair started earlier than planned. ■



GOOD HEALTH ON DISPLAY — These materials were just part of the Atlantic City WIC display at a local health fair.



VIRGINIA WIC COORDINATORS MEET FOR ANNUAL CONFERENCE

On March 26-27, Virginia's WIC coordinators met in Richmond for the annual conference and networking event. The conference covered a variety of topics including fraud, procurement methods, Crossroads, outreach materials, most common audit findings, WSP management, breastfeeding, over the max formula issues, and the recent change to one-year certification.

Special topics were presented by Lisa Akers, VDH breastfeeding coordinator, who reviewed the IBCLC program, and Robert Franklin, VDH sexual and domestic violence community outreach coordinator, who discussed domestic violence issues relating to the WIC population, healthy and unhealthy behaviors, how to handle and what to expect of mothers and children when abuse is present in the home. Dr. Barbara Allison-Bryan, pediatrician practicing in the Gloucester, VA area, discussed the WHO Growth Charts and the implication of abuse on the WIC population. She also discussed the effects of breast and formula feeding on today's infants. ■



LONG-TIMERS — Four coordinators from the eastern portion of Virginia - Verna Beckford, Wanda Wilson, Camilla Sutherlin, and Denise Williams - all together have worked for WIC for more than 70 years.



COFFEE BREAK — Taking a break from the action are (left to right) Elizabeth Rowe, Henrico WIC Coordinator; Michael Burns from operations; and Liz Snead, Richmond City WIC Coordinator.



THE GANG'S ALL HERE — Participants take a "family photo."

GROCERY STORE TOUR TO HELP WIC PARTICIPANTS SHOP SMARTER IN WEST VIRGINIA

By Peg Kenyon, Valley Health Systems WIC Nutrition Education Coordinator

West Virginia's Valley Health Systems WIC office conducted a shopping tour at the Kroger store located near the clinic in Charleston, WV. The goals of the event were to show participants how to make healthy choices when shopping on a limited budget and introduce them to the new eWIC changes that will be implemented soon at the local agency.

During the tour, participants learned hands-on how to locate WIC foods and how to adapt to recent changes in the WIC-approved food list such as package sizing, additions, deletions, etc. Maximizing their purchases was the main emphasis in the produce section, while the cereal aisle focused on how to use unit pricing to find the best buys and read labels to select the healthiest choices for their families. Encouraging WIC participants to meet the goal of choosing whole grain breads and cereals was the focus of the bread aisle. Participants sampled fresh fruits and vegetables, while filling out the required surveys completed the tour.

Throughout the hour-long session, tour organizers Nutritionist/Outreach Coordinator Laura Casto and Nutrition Coordinator Peg Kenyon had the opportunity to briefly discuss the transition from paper to electronic delivery of WIC benefits that will be coming soon. More tours are planned in the future.

Share Our Strength's Cooking Matters, a nationally sponsored program by the ConAgra Foods Foundation and Walmart, provided the basis for the grocery tour along with the handouts, reusable shopping bags and calculators. For information about *Shopping Matters*, visit ww.ShoppingMatters.org. ■



STORE TOUR — Nutrition Coordinator Peg Kenyon leads a tour through a store in Charleston.

VIRGINIA'S LOUDOUN COUNTY WIC PROGRAM CELEBRATES "HEALTH FOR LIFE" DAY

Virginia's Loudoun WIC joined in the Loudoun County Health Department's "Health for Life" Day. The dual themes for our table were MyPlate and Breastfeeding Support. The display included breastfeeding information, contact information for WIC peer counselors, supplies (including manual and electric breast pumps) offered to eligible participants. A MyPlate poster showed a sample actual plate with pictures of foods. Handouts included snack ideas for children and weight management tools for adults, following the MyPlate guidelines.

The WIC Team — Cecilia Massa, Nancy McMillan, Elizabeth Parilla, Mida Robles, Sukirti Sharma and Lauren Walston — worked hard to prepare for the event, enthusiastically answered questions, offered contact information, and suggested other resources within the county. ■



AN EVENT TO REMEMBER — Elizabeth Parilla staffs the WIC table Loudoun County's "Health for Life" Day.



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