

MARWIC

T · I · M · E · S

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

A GREAT NEW PARTNERSHIP BETWEEN MARYLAND AND VIRGINIA WIC PROGRAMS

By Kristen Perry, Dietetic Intern, Harford County (MD) WIC and Shannon Meadows, Dietetic Intern, CCI-Montgomery County (MD) WIC

A great new partnership has begun between the Maryland and Virginia WIC Programs this year. For the first time, Maryland WIC nutritionists have joined Virginia WIC nutritionists as dietetic interns in Virginia's dietetic internship program. The program – now called the Virginia Department of Health/Maryland WIC Dietetic Internship Program – prepares interns to take the exam to become registered dietitians. Orientation for the Class of 2008-2009 took place September 8-10 at the Virginia Department of Health in Richmond, VA. Seven interns make up the class, including two interns from Maryland and two from Virginia.

The internship is a 46-week program with a community emphasis. Twenty hours per week are used for completing internship activities and the other 20 hours for performing regular WIC

Continued on page 11



THIS CLASS HAS CLASS — Maryland and Virginia WIC Interns are (top row, left to right) Janny Cho and Shannon Meadows, CCI Montgomery County WIC; (bottom row, left to right) Margaret Eng, Maryland WIC State Agency; Kristen Perry, Harford County WIC; Chloe Devening, Virginia WIC; Ginny Fox, Virginia WIC; Frances Ritinski, Southern Maryland WIC.

WEST VIRGINIA WIC PROGRAM RECEIVES NEW CHILDREN'S BOOKS THROUGH CHEERIOS® BOOK DONATION CHALLENGE

What do kangaroos, squirrels and manatees have in common? They are all central characters in internationally known actor and bestselling children's book author John Lithgow's *Marsupial Sue*, of course! And, as part of the sixth annual Cheerios® Spoonfuls of Stories® program, Cheerios teamed up with Lithgow and nonprofit partner First Book® to launch an online book donation challenge, with voters helping to determine where Cheerios donated 100,000 copies of Lithgow's popular book.

The online Cheerios Book Donation Challenge, developed with First Book, lets families test their knowledge of popular children's books by answering trivia questions – and, in the process, help get books to kids who need them. Families visited www.FirstBook.org/lithgow from March 17 through June 16, 2008, answered the trivia questions, and then voted for the state they wanted to receive copies of children's books by John Lithgow. For every trivia question answered correctly, families could cast one vote for the state of their choice. More than one million votes were cast and Cheerios was delighted to announce the five states that

Continued on page 11



READ A GOOD BOOK — West Virginia WIC participants will receive *Marsupial Sue* for their third or fourth birthday as a result of West Virginia being chosen through the Cheerios Book Donation Challenge.

PUERTO RICO WIC LAUNCHES HEALTH DEPARTMENT CAMPAIGN

By Alma L. Ortega, Outreach Nutritionist

The Puerto Rico WIC Program, the Puerto Rico in Fit Program of the Sports and Recreation Department, the Nutritionists and Dietitians College, the PR Foods and Nutrition Commission and the Auxiliary Secretary of Health for Health Promotion integrated the new campaign "Salud Te Recomienda" (Health recommends you).

This is directed to help people to select healthy foods through the use of an identification logo on food packages and menus. They observe professional guides of the nutrition science, health national organizations and health organizations of Puerto Rico. The purpose is to guide the population toward selecting the appropriate foods for prevention of chronic diseases. They will also promote increased physical activity.

The Sports and
Continued on page 2



TEAM WORK — "Salud Te Recomienda" (Health recommends you) Work Team got together for a day of the training in Fajardo Health Region.

WINTER 2009

■ News from the USDA: Food Package Implementation Plans — Early Details of the New Face of the Food Package in the Mid-Atlantic RegionPage 2

■ VI WIC Undergoes Fire Extinguisher Training as Part of OSHA RegulationsPage 4

■ Mid-Atlantic Region Celebrates Breastfeeding In StylePages 6-8

■ Pennsylvania's Fayette County WIC Reaches OutPage 9

■ WV Valley Health Systems Cabell County WIC Clinic Supports "Take a Flower to Childcare" DayPage 11



NEWS FROM THE USDA: FOOD PACKAGE IMPLEMENTATION PLANS — EARLY DETAILS OF THE NEW FACE OF THE FOOD PACKAGE IN THE MID-ATLANTIC REGION

Over the summer months, the Mid-Atlantic Regional Office (MARO) WIC staff worked diligently to review state Food Package Implementation Plans. States submitted their Implementation Plans to the Regional office in early 2008 to advise the region of their plans and progress toward implementation of the new WIC Food Package in their state.

To review the Implementation Plans, the MARO WIC staff utilized checklists which were developed for each functional area. Individuals from several Regional offices across the nation worked together to develop these tools to help regions track implementation of key provisions in the Interim Rule in their states. The MARO WIC staff completed these checklists for each MARO state and emphasized information related to items which were included in the Implementation Plan and items which should be addressed. Also incorporated into the checklists were topics discussed at the Regional Food Package Meeting which was held last April. The checklists are living documents and will be updated as changes and progress toward full Food Package implementation is made. Many interesting and promising practices were discovered when reviewing the Implementation Plans.

Below are some of the highlights that we noted during our review:

- Each state Implementation Plan included a *Major Tasks* list which detailed items to be completed prior to implementation of the Food Package. Many states also included a timeline of projected dates for completion of those major tasks.
- One state submitted a comprehensive Implementation Plan that included information related to state objectives, constraints, other WIC projects occurring simultaneously, and major tasks. Each major task detailed specific items to be completed for the major task, included targeted dates for completion of the task, and identified the workgroup that has been assigned to the task. If the task had been completed, a synopsis of the outcome was included. Copies of the State Default Food Packages, the Default Food Package issuance relative to nutrition risk criteria, substitution rates, and Maximum Monthly Allowances of Supplemental Formulas were also incorporated into the Implementation Plan.
- Another state submitted a detailed State Options chart. The state tailored the Food Package State Options Chart, distributed by National Office at our Food Package meeting in April, for themselves.

- All Mid-Atlantic Supplemental Food Programs for Women, Infants, and Children State agencies will be participating in an infant food rebate. The States anticipated receiving bids as early as January, with implementation on October 1. The rebate contract will assist Mid-Atlantic States in containing costs and ensuring cost neutrality.

On September 9, 2008, FNS participated in a conference call with States. During the call, States that plan to implement the New Food Package prior to the deadline of October 1, were identified. These early implementers shared information regarding tasks completed, state options chosen, challenges, and successes thus far. The states also graciously offered advice to others based on their experiences. The early implementing states which shared information were New York, Delaware, Washington, Oregon, Wisconsin, and Kentucky. In the Mid-Atlantic Region, Delaware planed to implement the new Food Package on January 1. Because they are an early implementer, it is likely that they will have great information to share regarding challenges and triumphs relative to implementation.

As states become further along with implementation, we will provide updates regarding best practices and tools which have been developed. Materials that are developed by States will be collected and shared. ■



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VIRGINIA WIC EDUCATES STAFF ON FOOD PACKAGE CHANGES

With less than a year left before the new food packages are implemented, Virginia WIC continues to work hard to educate staff about the new food package changes. The theme for the upcoming Virginia WIC Annual Training Conference is "Food For Thought." As the title conveys, the new food packages will be the conference focus.

Nutrition education messages will be reviewed and several different cookbooks and reference materials, including topics such as soy, whole grains and fresh produce, will be provided for all clinics statewide. Virginia WIC is excited to provide these new foods for our participants! ■

STACKING UP — Virginia WIC's Megan Garrett, MS, RD, is taking care of the books that will be provided to educate staff on the new food packaging.



Puerto Rico WIC continued from page 1

Recreation Department through Puerto Rico in Fit Program provides the resources for municipalities to offer organized physical activities for the general population.



GET THE MESSAGE — Here's one example of the outreach materials of the Health Department Campaign "Salud Te Recomendamos" (Health recommends you).

The Auxiliary Secretary of Health for Health Promotion provides the municipalities the nutritionists resources for the supermarkets guided tours to identify the healthy foods authorized in the Program "Salud Te Recomendamos."

The Puerto Rico WIC Program, with the help of new foods packages and VENA, will continue to promote both programs to the population served by WIC.

We are proud to be a part of these health initiatives of the Health Department in Puerto Rico for better healthy families. ■

PENNSYLVANIA STATE AGENCY HOSTS TWO REGIONAL VENA CONFERENCES

By Amy L. Holtan, MA, RD, LDN, Public Health Nutritionist

The Pennsylvania State Agency hosted two regional VENA Conferences during the month of July. The first was held in Harrisburg (July 16-17) and the second was held in Pittsburgh (July 30-31). Over half of all local agency staff attended one of these trainings.

The agenda for the first day included an overview of what is currently happening during WIC appointments, by Public Health Nutritionist Amy Holtan, MA, RD, LDN. She highlighted where VENA ideas have already been incorporated into clinic procedures and areas where improvements could be made. Shirley Sword, MS, RD, LDN, Chief of Nutrition Services, provided a general overview of the VENA initiative and Stephanie Taylor-Davis, PhD, RD, LDN, Professor at Indiana University of Pennsylvania, Department of Nutrition, ran an interactive session on the six VENA Competencies. Day

One ended with a session by local agency WIC Directors Rosa Snyder-Boyd, MS, IBCLC, and Mary Hahn, MA, RD, LDN, who presented ideas of how they have been supporting VENA practices in the daily routines of their staff.

The second day was used to tie all the concepts from Day One together. Mia M. Barker, PhD, Professor at Indiana University of Pennsylvania, Department of Nutrition, presented a session on critical thinking. Case studies and action plan sessions completed Day Two, which enabled conference attendees to formulate next step goals for personal, clinic, and agency VENA implementation. Drs. Taylor-Davis and Barker are members of the research team working on the two Special Project Grants currently held by Pennsylvania WIC.

A few quotes taken from the evaluations illustrate what the attendees enjoyed about

the conference and how they will begin implementation. Many nutritionists indicated that they will begin asking “more open-ended questions and questions that will answer why is someone doing what they are doing.” Numerous attendees indicated that “this was a great opportunity to find out what other clinics do and how they run their daily routines and scheduler.” An attendee in Pittsburgh indicated she would “begin to take the time to listen to what the client is saying and to allow the client to talk more during WIC appointments.”

The State Agency was pleased to hear in the evaluations that some staff has been utilizing VENA concepts already and the overwhelming majority of all attendees indicated they learned a new concept they could implement into their daily routines. In addition, there have been numerous requests for materials and presentations to be made available to all local agencies in electronic format to share with those who could not attend the training or to enhance future trainings planned at the local level. These two statewide meetings are just the beginning of VENA implementation in the Pennsylvania WIC Program. The State Agency expects the trainings to be a “stepping stone” for future trainings at the state, regional and local levels over the coming years! ■



WELCOME — PA WIC Director Gregory Landis gives welcoming remarks.



SPEAKING OF SPEAKERS — VENA speakers (left to right) Shirley Sword, MS, RD, LDN, Chief of Nutrition Services, Pennsylvania State Agency; Rosa Snyder-Boyd, MS, IBCLC, WIC Director, Community Action Southwest; Mary Hahn, MA, RD, LDN, WIC Director, North Central PA Regional Planning and Development Commission; Amy Holtan, MA, RD, LDN, Public Health Nutritionist, Pennsylvania State Agency; Mia M. Barker, PhD, Professor at Indiana University of Pennsylvania; and Stephanie Taylor-Davis, PhD, RD, LDN, Professor at Indiana University of Pennsylvania, gather for a quick break.

NEW JERSEY'S OCEAN COUNTY WIC CELEBRATES NATIONAL NUTRITION MONTH

By Matthew Holland, Chief Nutritionist, Ocean County WIC Program

New Jersey's Ocean County WIC Program celebrated National Nutrition Month last March at the Ocean County Mall over a period of two days. The entire WIC staff was there to help promote the theme, “It's a Matter of Fact.” We offered nutrition information to anyone in the mall those two days. We also had plenty of handouts, which contained lots of nutrition information, as well as the role of a nutritionist and/or dietitian. We also had healthy recipes, healthy snacks, and fruit smoothies to offer the community of Ocean County.

Our support staff answered questions about the WIC Program and passed out handouts. The nutritionist answered any diet/health questions that the community may have had. Body fat analysis was conducted on anyone who requested an analysis. We had a lot of people stopping by our tables, asking questions and trying our healthy snacks. It was a big success once again. I know the community really appreciated our efforts and time.

Once again, thanks to our boss, Meg McCarthy-Klein, for her efforts in allowing all of our staff to help out and being able to keep our clinics running. ■

DC WIC PROGRAM FARMERS' MARKET PROGRAM HOSTS OUTREACH WALK

By Akua Woolbright, PhD
Public Health Nutritionist, Breastfeeding Coordinator

Sabrina Lewis, District of Columbia Farmers' Market Nutrition Program Coordinator, designed a *Walk for Produce Day* as an outreach activity to increase public awareness among those eligible for WIC and CSFP services. The walks are aimed at increasing WIC and CSFP participation at the farmers' markets and promoting walking as a fun family activity that can help decrease obesity and chronic diseases such as diabetes and heart disease.

The program was introduced last summer, and since its inception, more than 50 people have participated in each walk. The walks took place within the parking lots of the farmers' markets or in the immediate neighborhood, depending on the market location. At the end of the walk, participants were provided with a choice of three fruits or vegetables for participating. ■



HEALTHY SHOPPER — This woman and her child were shopping at the H Street Farmers' Market and agreed to walk.

VIRGIN ISLANDS WIC UNDERGOES FIRE EXTINGUISHER TRAINING AS PART OF OSHA REGULATIONS

By Lorna Concepcion, MS, RD, Nutrition Education Coordinator

The St. Croix Virgin Islands WIC staff recently underwent a fire extinguisher training as part of Occupational Safety and Health Administration (OSHA) regulation training. Retired Fire Chief Roberto Santos Sr. conducted the training session in the yard of the Charles Harwood Complex Public Health facility. The nine staff members received oral instructions through a brief lecture and DVD presentation and learned the key acronym "PASS – Pull the pin, Aim, Squeeze the trigger and Spray in a sweeping motion," when operating a fire extinguisher.

Staff also learned about the different types of fire extinguishers needed for the different types of fires and to apply the "RACE – Rescue, Alarm, Confine, Extinguish," action in the event of a fire in the office or work area. Staff members, donned in jeans and t-shirts, stepped outside to the side of the building for each to have a hands-on experience using a fire extinguisher.

Staff welcomed the training as it would help ensure the safety of our participants and ourselves in the event of a fire. Each staff member received a Certificate of Training issued from the National Fire Protection Association upon completion of this very valuable session. ■



STOKING — Chief Santos stoking the fire in preparation for a staff member to extinguish it, as staff members Linora Perez and Theresa Peters look on.



EXTINGUISHING — Nutritionist Debra Browne takes her turn to extinguish the fire as staff member Sermaine Samuel-King looks on.

FARMERS BRING LOCAL PRODUCE TO MD's BALTIMORE COUNTY WIC PARTICIPANTS

By Mitch Erauth, Management Assistant, Baltimore County (Maryland) WIC Program

On two fine summer mornings in July, Maryland's Baltimore County WIC Program hosted on-site farmers' markets at the Lansdowne and Northpoint WIC clinics. The events were organized in cooperation with the Maryland Department of Agriculture, Maryland Cooperative Extension, and the Baltimore County Health Department. The goal was to promote continued awareness of the availability of locally grown fruits and vegetable at farmers' markets in Baltimore County.

The Lansdowne site was selected due to the absence of markets within close proximity to the clinic. The Northpoint site was well received by participants in 2007 and was selected again this year. On the mornings of both events, WIC staff prepared their clinics to receive the approximately 300 to 500 participants who were scheduled in advance between 8:30 am and 12:30 pm. Burton's Farm, Pahl's Farm and Richardson Farms arrived early with their trucks loaded with fresh produce and set up tents to receive their customers. Cooperative Extension Service representatives were available to assist participants and to provide information on selection and preparation of fresh produce. The WIC nutritionist explained how to use the coupons, along with the health benefits of fresh fruit and vegetables and information about the upcoming food package changes and inclusion of fresh fruit and vegetables as authorized WIC foods. This news was well received by all in attendance. Participants had questions about "how much," "how often," and "what types" of fresh fruit and vegetables would be included. Everyone was encouraged to "stay tuned" for more information as it becomes available.

In a carnival-like atmosphere, participants browsed, sampled and purchased locally grown tomatoes, corn, zucchini, beets, okra, green beans, and fruits such as watermelon, cantaloupe, peaches, and blackberries. Many participants brought their children, including babies and toddlers in strollers, and their children's grandmother to the event, making it a fun family activity for all ages. The day ended with participants planning to visit other farmers' markets in Baltimore County and neighboring counties. ■

Photos courtesy of David Martin, Extension Educator-Commercial Agriculture & County Director, University of Maryland Cooperative Extension, Baltimore County Office



LANDSDOWNE MARKET



NORTHPOINT MARKET

FAMILIES ARE HAVING FUN AND GETTING PHYSICAL IN PENNSYLVANIA'S FRANKLIN COUNTY

By Karen Gosnell, Outreach/Breastfeeding/Nutrition Education Coordinator
South Central Community Action Program

The WIC Program in Franklin County, PA, a component of South Central Community Action Programs, Inc., received a grant from the Franklin County Foundation and Healthy Communities Partnership of Greater Franklin County to promote physical activity among WIC families. Money was received to purchase *Let's Get Moving! Working Together to Promote Active Lifestyles in Young Children Ages 2-7*. A small toy such as a ball, bubbles, or a pinwheel was also provided for the families to take home and use to add to the fun.

The *Let's Get Moving* activity cards gave seven simple activities that adults can do with children to move their bodies, get exercise and have fun. The cards were printed on card stock paper to last through lots of play. They have colorful pictures and easy activities like dance, follow the leader, and hop like a frog.

"Parents can use the cards like a game, picking a card and doing the activity with their child. The little toy incentive gives a little more encouragement," states Karen Gosnell, Nutrition Education Coordinator. "Sometimes parents run out of things to do with their kids. These activity cards give fun and low-cost ideas for playtime. They get exercise and have fun, too! What could be better!"

The activity cards and pamphlets can be downloaded or purchased through University of California, Berkeley Center for Weight and Health. Go to <http://www.cnr.berkeley.edu/cwh/>. Franklin County WIC and WIC families thank the Franklin County Foundation for helping to promote fun physical activity with WIC kids. ■

PENNSYLVANIA'S ADAGIO HEALTH WELCOMES 2008-2009 DIETETIC INTERNS

By Barbara Jinar, CLE, IBCLC, Outreach Coordinator, Adagio Health/WIC Program

Pennsylvania's Adagio Health recently welcomed their 2008-2009 Dietetic Interns. After a two-week orientation, these interns are now actively working in their assigned rotations.

Adagio Health's Dietetic Internship exposes the interns to a variety of sites within each area of practice. Working with their mentors, interns are able to focus on programs of study that are tailored to their own backgrounds and professional interests. The internship also offers an intensive, community-based program providing instruction and supervised experience in all areas of dietary practice. Designed to emphasize community-based experiences, the internship has the primary goal of preparing dietetic professionals to practice in community-based nutrition programs and to use community resources effectively. During the next nine months, these 12 interns will be provided with the opportunity to increase their knowledge of food and nutrition science and to acquire the competencies needed to practice dietetics in both traditional and community settings.

Adagio Health's Dietetic Internship program began in 1991 as a recruitment nutritional tool for the Adagio Health WIC Program and has since graduated over 160 interns. Designed as a nine-month generalist program emphasizing community-based experiences, the Internship's primary goal is to prepare dietetic professionals to practice in community-based nutrition programs and to use community resources effectively. All interns must complete a six-week rotation which allows them to become familiar with the WIC policy and procedures. During the six-week WIC rotation, the interns become part of the WIC staff. They help to motivate and challenge staff members with their fresh and new ideas. The interns must present Power Point presentations on various nutrition topics during their rotation. This helps the WIC staff to stay current on nutrition issues. Staff members enjoy teaching and learning from the interns.

Over the years, this internship program has allowed Adagio Health to employ 12 interns. Currently, Adagio Health has four graduates on staff and has had individuals graduate from the internship that are now part of the WIC staff across Pennsylvania. After successfully completing their Dietetic Internship, interns are eligible to sit for the American Dietetic Association Commission on Dietetic Registration examination to become Registered Dietitians. ■



CLASS OF 2009 – Pictured here is the current class of Adagio Health's Dietetic Interns. They are (front row, left to right) Aislinn Crovak, Natalie Austin, Colleen Stauffer, Catherine Dorian; (middle row, left to right) Amanda Loscar, Nina Colamarino, Jennifer Jaworski, Maryann Haugh, and (back row, left to right) Kira Paris, Lauren Henderson, Hillary Standiford, Katie Purcell.

NEW JERSEY'S NORTH HUDSON WIC PROGRAM CELEBRATES A HEALTHY AND SAFE HALLOWEEN

Halloween brings out the kid in all of us. It is fun to get dressed up in a strange costume and parade around the neighborhood or go to a special party.

During the month of October and especially during the Halloween week, North Hudson Community Action Corporation's WIC Program provided information to the WIC participants about Halloween safety and healthy treat choices. All Halloween tips were displayed on an attractive bulletin board to grasp the parents' attention.

Among those suggestions were to avoid both traffic and stranger danger. Choose costumes with bright colors or attach reflector tape, avoid sharp objects, and ensure masks allow for good vision. Young children should trick or treat with adults, stay in familiar neighborhoods, stay together, cross at the corner with adults, carry flashlights and not run to the houses.

Treats don't have to be sticky, gooey candy to be fun. Many families are replacing candy with miniature toys, books, stickers, balloons, crayons, Halloween-themed pencils or stickers, whistles, little cars, baseball cards and rubber spiders or worms. If you want to teach your children about different healthy treats you can try cheese with crackers packages, sugar free gum, cheese sticks, juice box packages, small packages of nuts, canned fruit, popcorn in small bags, raisins or pretzels. Adults should inspect all packaging for tampering, allergy and choking threats. Children's consumption should be limited to avoid sickness and then the remainder of the treats can be donated to local food pantries.

This year we helped our WIC families to enjoy a happy, healthy and safe Halloween. And remember offering non-food treats benefits the whole family because we all tend to eat the left-over candy! ■

CABELL COUNTY (WV) SCHOOLS PROVIDE WIC CHILDREN WITH BOOKS

By Jenna Rose, MA, RD, LD

Recently the Cabell WIC Program in Huntington, WV, received an unexpected donation of children's books. The books were made in Mrs. Hammond's Talented And Gifted (TAG) high school class. The TAG students spent many hours developing a story line, illustrating, and binding the books. Many of the books also came with a stuffed animal of the main character. The donated books were distributed during nutrition education classes to three- and four-year-old children participating in WIC. The children were excited to receive the books and animals while the Valley Health Systems Cabell County WIC Program appreciates the hard work and kindness of the students who donated these books. ■



CHILDREN HELPING CHILDREN — High school students in Cabell County, WV, donate books, penned and illustrated during their gifted studies, to WIC participants (left to right) Duron Jackson, Hayle Hardey and Amara Jackson.



BOO! — WIC staff and others enjoyed the Halloween festivities. Pictured are (front row, left to right) Betty Rojas, Flor Onorato, Sulin Santapau; and (back row, left to right) Karen Lazarowitz, Ruth, Ciprian, Kathy Diaz, Evelyn Ortiz, Lillian Rivera, Paola Espin, Joanne Compres, Kathy Diaz, Vanessa Ortiz, Ana Velasquez, and Helana Abraham.

PENNSYLVANIA WIC'S SOUTH CENTRAL COMMUNITY ACTION PROGRAMS BREASTFEEDING EDUCATOR AWARDED GREEN APPLE

By Karen Gosnell, Retail Store, Outreach, and Nutrition Coordinator, SCCAP, Inc.

On June 17, Audrey Hess, RD, Breastfeeding Educator for Adams County WIC Program, a component of South Central Community Action Programs, Inc., Gettysburg, PA, was recognized with the Green Apple Award by Healthy Adams County during the Adams County Health Summit. The Green Apple Award is presented to a new member of Healthy Adams County who has taken on a significant role in the work of a Task Force. Audrey has worked very hard to start a Breastfeeding Task Force in Adams County.



AUDREY HESS

Along with her co-chair, Jayne Sorber, IBCLC of Gettysburg Hospital, Audrey has held regular Task Force meetings with professional and community members. She has opened communication with day care centers, medical practices, employers and the community regarding the health significance of breastfeeding. World Breastfeeding Week activities have brought breastfeeding into the community light. It is Audrey's goal to make breastfeeding the normal way to feed an infant in Adams County. Her work starting a Breastfeeding Task Force is an important step toward that goal. Congratulations Audrey! ■

WORLD BREASTFEEDING WEEK AT NEW JERSEY'S GLOUCESTER COUNTY WIC

By Karen Kurtz, IBCLC

The Theme for World Breastfeeding Week this past August was "Mother Support, Going for the Gold" in honor of the Summer Olympics. At Gloucester County WIC, we took advantage of this theme to enhance our celebration. In the months leading up to World Breastfeeding Week, we collected stories from our mothers about those who supported them. We also took pictures of breastfeeding babies and their family members. In each of our three offices we created a bulletin board combining these stories, the pictures we took and information on how WIC and others can support breastfeeding mothers. Mentioned in our moms' stories were family members, several hospital Lactation Consultants from the community, one pediatrician and La Leche League. Each Lactation Consultant and the pediatrician received a letter and a certificate thanking them for their help in supporting our moms and signed by the nutrition and breastfeeding staff. All the mothers who sent us stories or whose pictures we took got a letter thanking them, a copy of their picture and a breastfeeding magnet.



PROUD GRANDMA — Grandma Barbara with the new baby.

Included in the display were some lovely coloring pages of children helping with family chores and making their mom comfortable as their way to support breastfeeding. These pictures were colored by one of our peer counselor's sons, Silas, and blank copies are now available for siblings who visit with us.



FAMILY AFFAIR — Mom shows off her two breastfed children.

The WIC office supplied breastfeeding helium balloons to decorate each site and the staff all wore buttons with the International Breastfeeding symbol. Our colorful bulletin boards attracted the interest of participants and family members at WIC to read the positive breastfeeding messages.

Below we highlight one example of our stories we received. We made up a special certificate for the grandmother in this story who was instrumental in helping a mom through two difficult breastfeeding experiences. Here is the story of Grandmother Barbara, mom Barbera and her children.

"My mother is my biggest supporter. I have a 2 1/2-year-old son that requires a lot of attention, of course. Mom spends time with my son so I can nurse my new daughter without interruption. She reminds me to take my vitamins and helps me with everything when I am stressed or tired. She loves her grandchildren very much and knows that breastfeeding is best for them. I don't know what I would do without her!" ■

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

By Opal Horvat, IBCLC, Breastfeeding Manager

St. Joseph's WIC Program in northern New Jersey celebrated World Breastfeeding Week with parties, balloons and gifts for our WIC moms. On two days in two different administrative sites, healthy refreshments were served to participants and they went home with little t-shirts for baby that said, "I love Breastmilk" and "I eat at Mom's" (in Spanish). Moms also took away photo frame magnets with breastfeeding sayings of encouragement, as well as certificates honoring their breastfeeding efforts.

Big bright balloons sent the message to all that "Babies were Born to be Breastfed" and "Breastfeeding Does a World of Good." ■

PENNSYLVANIA'S ALLEGHENY WIC HONORS BREASTFEEDING SUPPORTERS

By Candis Sines-Westerberg, MEd Allegheny County Health Department

Local Doctor Honored for Breastfeeding Promotion

Dr. Heidi Swanson of Hampton, PA, was honored by the Allegheny County Health Department/WIC Program for her promotion of breastfeeding in her Pittsburgh practice. Dr. Swanson is a pediatrician as well as an International Board Certified Lactation Consultant. She promotes breastfeeding to her patients, as well as her peers, and has breastfed seven children. Dr. Swanson is a valuable asset to Pittsburgh families and for breastfeeding promotion. Thank you Dr. Swanson!



AWARD-WINNING MOMENT — Dr. Heidi Swanson, MD, IBCLC (enter) accepts her award, as she is surrounded by (left to right) Nellie Wianco, IBCLC; Becky Ulke, IBCLC; Mary Ufnar, IBCLC, RN; and Kathryn South, MS, RD, LDN.

Breastfeeding Friendly Place Awards

Allegheny County Health Department annually honors workplaces and other public places who are accommodating to breastfeeding mothers. The 2008 winners are MEDRAD, Inc. and Memorial Park Presbyterian Church in McCandless.

MEDRAD, Inc. was chosen because they have two private rooms specially built for breastfeeding employees. Memorial Park Presbyterian Church was also chosen because it has a room which not only allows moms to breastfeed in private, but which also allows them to watch the service while they are breastfeeding.

Congratulations to MEDRAD, Inc. and Memorial Park Presbyterian Church for their ongoing support of breastfeeding! ■

WIC EMPLOYEE'S DAUGHTER DEVELOPS BREASTFEEDING BUMPER STICKER

By Alma L. Ortega, Outreach Nutritionist

Kathyria Nieves-Colon prepared the artistic concept for the Puerto Rico WIC Program Breastfeeding Division bumper sticker. She is the daughter of the Puerto Rico WIC Program Breastfeeding Division secretary, Migdalia Colon.

Kathyria's idea was then further developed for print by our graphic artist, Fernando Roque.

We are proud that our WIC breastfeeding work impacts our families too. ■



ARTISTIC INSPIRATION — Kathyria Nieves-Colon (below) and her bumper sticker design.

WEST VIRGINIA'S VALLEY HEALTH SYSTEMS WIC HOSTS GOLD MEDAL MOMS LUNCHEON FOR BREASTFEEDING WEEK

By Christine Compton, Breastfeeding Peer Counselor
WV Valley Health Systems WIC Program

World Breastfeeding Week started the month of August at the Kanawha WIC office in WV. The peer counselors and lactation consultants hosted a Gold Medal Moms Luncheon to honor breastfeeding moms and their supporters. A new format was adopted for the celebration, which was an "invitation-only" event. Mothers that did not receive any formula for the first six months of the child's life were selected to come to the luncheon.

Moms, babies, dads, siblings and grandmothers filled the education room to share stories, great food and fun. Mothers received gold necklaces and gold chocolate coins in honor of being "gold medal moms." The theme was chosen to tie into the 2008 worldwide theme and to play off of the Olympic Games that began just days after this local event. Several Olympic-themed games were also played, including a one-armed diapering contest using dolls, a word-search of Olympic sport names written into a short story about breastfeeding, and a famous mother's word scramble contest. Numerous prizes were donated by area merchants and everyone who attended received at least one present. A special distinction was even made to a family of four (including mom, dad, big sister and currently breastfeeding baby sister) that chose to spend their 10th wedding anniversary with us that day.

These Gold Medal Moms truly showed that going the extra mile for their child was well worth it! ■

MOMMIES MAKE THE BEST MILK IN RANDOLPH ELKINS (WV) WIC

To celebrate World Breastfeeding Week, the Randolph-Elkins WIC Program in Elkins, WV, held an open house. Breastfeeding information was available, videos supporting breastfeeding were shown, refreshments were served and a door prize with a breastfeeding message was given to all participants.

Participants went to different stations where community agencies including Appalachian Community Health Children's Outreach, Early HeadStart, Mountain Heart Childcare Resource and Referral Center, Right From the Start/Hapi Project, West Virginia Birth to Three, Women's Aid in Crisis Domestic Violence Center and Youth Health Services provided information on their benefits available for families. These agencies were appreciative of the contacts made to increase enrollment in their programs as well as assistance in continuing to build collaborative partnerships for service coordination.

The outcome was positive as parents received information in a friendly, nurturing environment in order to make decisions about the care of their families. Breastfeeding is a wonderful gift! ■

"GOING FOR THE 'GOLD'" AS LOCAL WV MOMS CELEBRATE BREASTFEEDING IN WHEELING-OHIO COUNTY

By Tammy Amos, Local Agency Outreach Coordinator

The Wheeling-Ohio County Health Department WIC Program, which serves families in the Northern Panhandle of WV, participated or hosted activities to honor breastfeeding moms. Ohio County had a celebration with food, games and prizes, as did Marshall and Wetzel-Tyler counties. Hancock and Brooke County honored their breastfeeding moms, too. The WIC offices received donations from local businesses and community organizations to fund their celebrations.

The "Going for the Gold" theme tied in with the Summer Olympics, which also began in August. When training to be an Olympic athlete, competitors put in long hours of grueling work to achieve a stellar physical condition. Their preparation includes getting optimal nutrition. Breastfeeding mothers also put in long hours, and they have to take care of themselves and their infant by getting the best nutrition possible. Like athletes, breastfeeding moms also need support to be successful, which is where their families, lactation consultants and WIC peer counselors come in.

Jill Beaver said she appreciates the support of the WIC staff. Beaver breastfeeds her seven-week-old daughter, Kendra, and she attended the Ohio County WIC Breastfeeding Week celebration. "It's nice to have that pat on the back because (breastfeeding is) not one of the easiest things to start doing. It is very time consuming. Yes, the breastmilk is always the right temperature and always ready, but it's that every two-to-three-hour feeding as opposed to the four-to-five hour with formula," said Beaver, who did not breastfeed her sons, who are now 10 and 5.

The Ohio Valley Breastfeeding Coalition sponsored a Walk to Support Breastfeeding that drew a record crowd while WIC Programs in Ohio offered a Mom's Day Out and a luau. These joint efforts illustrated the success that can occur by partnering to support mothers as well as recognizing mothers offering their children the best with breastmilk. ■



MOTHER'S DAY IN AUGUST — The Marshall County WIC clinic celebrated World Breastfeeding Week with a special Mom's Day Out including refreshments donated by local businesses, plus games and donated prizes.



EARLY HEADSTART OFFERS EARLY INTRODUCTION TO ITS PROGRAM — Staff from Early HeadStart participated in an open house hosted by Randolph-Elkins WIC Program to share information for families to make an informed decision.

BEAUTIFUL BEGINNINGS CLUB AT DISTRICT OF COLUMBIA WIC

By Akua Woolbright, PhD, Public Health Nutritionist and Breastfeeding Coordinator

The District of Columbia WIC Program has a most appealing club for breastfeeding moms. It is called the Beautiful Beginnings Club, and it teaches our moms about breastfeeding techniques, proper positioning and frequency. During the meetings, moms also learn about nutrition and eating habits for better breastfeeding results, while making new friendships.



MOMS STICK TOGETHER — *These DC WIC moms are taking part in one of the many breastfeeding events hosted by the Beautiful Beginnings Club.*

Gwen West is the Lactation Consultant, and Joyce Hayes and Lisle Turner are the Breastfeeding Peer Counselors facilitating these activities. Many of our classes are bilingual and held in both Spanish and English. Some special activities DC WIC pregnant and breastfeeding mothers are able to participate in include: receptions where mothers who breastfeed for six months or longer are honored and given certificates, the annual Get Fresh Festival, Mother’s Day celebrations, baby showers, and holiday festivities. In addition to having lots of fun at these events, mothers receive information about breastfeeding and are able to share their personal experiences.

We want to congratulate our DC WIC breastfeeding support staff for helping mothers give their babies the best food possible which is breastmilk. ■

GOING FOR THE GOLD IN MARYLAND’S MONTGOMERY COUNTY WIC

By Katie Rodriguez, Nutrition Assistant, Montgomery County WIC Program

Maryland’s Montgomery County WIC Program celebrated Breastfeeding Awareness Month in August by holding a breastfeeding poster competition between its five clinics. Since the Summer Olympics were occurring, the message “Go for the Gold!” was chosen as the theme for the posters.

The Gaithersburg WIC clinic won first prize in the competition. When trying to come up with ideas for the poster, the Gaithersburg staff members looked at what the Olympics represented to them. The Olympics aren’t just about being the best in one’s sport and winning. It’s about many different races, ethnicities, and cultures coming together to complete a task and do their best. And it’s about teamwork. This is also true of breastfeeding. No matter what a mother’s race or ethnicity, she can go for the gold by breastfeeding her child. The Gaithersburg clinic poster showed the intertwined five rings of the Olympics which represent the 5 continents participating in the Olympics and the meeting of athletes from around the world. The poster displayed photos of babies from different races and highlighted the benefits of breastfeeding – or how the mother and child both “win” when they breastfeed as a breastfeeding “team.”

Montgomery County WIC’s Breastfeeding Month activities culminated with its annual breastfeeding shower/picnic aimed at promoting breastfeeding to pregnant women. There were food, games, raffles, children’s activities, and discussions led by WIC breastfeeding peer counselors. Many different vendors donated food or prizes that were given away. Breastfeeding mothers were recognized with certificates for going for the gold. Both the poster contest and the picnic showcased Montgomery County WIC teamwork in working to promote and support breastfeeding. ■

MEET DELAWARE WIC’S NEW CASTLE COUNTY (DE) BREASTFEEDING COORDINATOR

By Desiree Garcia

The ball hit the floor and the whistle blew. The game was over... and so were my volleyball playing days... or so I thought. I was fighting to hold back the tears in my eyes as I made my way slowly toward the locker room when I was approached by a woman holding a notebook. She kindly introduced herself as the head volleyball coach for Independence Community College in Kansas. She indicated that she was very interested in me playing for her team and was willing to offer me a scholarship.

It was an easy decision to sign with the Pirates — volleyball and education — two great pursuits to continue. After two fun and successful seasons on and off the court, my goal to attain an Associate’s degree and return home to Las Vegas, New Mexico (yes, that’s New Mexico — population 14,000 — a little smaller than the similar named city in Nevada) was realized. All was going as planned and I was prepared to pursue a Bachelor’s degree from our local university.

However, as the magnet reads, “We plan and God laughs” and another door opened for me. I received an unexpected academic and athletic scholarship invitation to play volleyball for Delaware State University. And, once again, two more years came and went. Other than waiting for that Olympic phone call, definitely

not a reality or even a goal, my volleyball career was officially over and I was able to re-direct my passion to Nutrition.

Upon earning my Bachelor’s degree in Food, Nutrition, and Dietetics, I returned to the west, ending up in Arizona, where my father resides. But this time, I was not alone. George, my soon-to-be-husband and a four-year scholarship football player who I met at Del State, was with me.

I was fortunate to gain employment in the County Health Department’s WIC Program where my skills and knowledge were further enhanced. I found my experience there to be very useful as I was blessed to become a new mother. I found it fulfilling to share my breastfeeding experience and knowledge, as a Certified Breastfeeding Counselor, to assist mothers in finding the joy of breastfeeding.

George’s career has brought us back to his home state of Delaware and another door has opened for me. I am happy to be back with the WIC Program as the Breastfeeding Coordinator. I can say that it is a true pleasure to work with such a great group of professionals, dedicated to serving our clients and the citizens of Delaware, and I look forward to working with our team and serving the WIC community for many years to come. ■

ANNUAL BREASTFEEDING CELEBRATION IN MARYLAND’S HARFORD COUNTY

By Mary Noppenberger, RD, Coordinator Harford County WIC Program

More than 70 mothers attended the annual breastfeeding celebration at the Upper Chesapeake Medical Center in Bel Air, Maryland on August 5. In attendance at the celebration were Maryland WIC Program Director Kathy Knolhoff, Maryland Breastfeeding Promotion Coordinator Amy Resnik, and Acting Health Officer for Harford County Health Department Susan Kelly. New WIC Breastfeeding Peer Counselors Stephanie Hazzard and Angela Chrisikos were awarded their certificates for completion of the Peer Counselor Training Program.

What a joy it was to see so many happy, healthy babies and mothers gathered to celebrate breastfeeding! This annual event really showcases the results that the WIC peer counselors achieve in coordination with the local hospital. The celebration is an outgrowth of ongoing breastfeeding support groups held every Tuesday and Thursday. The group continues to grow – at any given meeting, there are 20 to 30 mothers and babies who come for encouragement and assistance with problem-solving from the peer counselors, hospital lactation consultants, and each other. The hospital’s administrators increasingly recognize the value of the support group, as mothers keep coming back with each new baby. ■

MARYLAND WIC TRAINING CENTER ANNEX CELEBRATES GRAND OPENING

By Ellen Hisamoto, RD, LDN
Maryland Training Center Coordinator

The Grand Opening of the Maryland WIC Training Center Annex was held on October 15 with the Local Agency WIC Coordinators, WIC State Agency staff, CCI-Montgomery County WIC Program staff, and representatives from the USDA National and Mid-Atlantic Regional Offices in attendance. The Training Center Annex is located at 9001 Edmonston Road in Greenbelt, easily accessible from the Capital Beltway (I-495), the Baltimore-Washington Parkway (MD 295) and I95.

The "Annex" was created in collaboration with the CCI WIC local agency to provide for expansion of the Maryland WIC Program's staff training program beyond what is offered at its Training and Temporary Services Center in Brooklyn Park. Since that Training Center opened in August of 2006, WIC WISE training has prepared new and temporary staff to perform WIC certification and nutrition education responsibilities using the information system. Last February, an additional week was added in which the same employees return four weeks later for training on infant and child nutrition, prenatal and postpartum nutrition, and breastfeeding with emphasis on development of effective counseling skills.

The Annex will facilitate provision of this expanded training and allow for continued expansion. "WIC WISE 1" will continue to be held at the original Training Center; "WIC WISE 2" will be held at the Training Center Annex. Many other meetings/trainings will be scheduled there, for example, Local Agency Coordinators' meetings, WIC Advisory Council meetings, Nutritionists' and Breastfeeding Coordinators' meetings, committee meetings, WIC vendor trainings, and dietetic intern classes. Maryland WIC also looks forward to hosting regional meetings at the Annex, which can accommodate groups as large as 50. Twenty training laptops onsite, interactive SMARTboard technology, and videoconferencing capability, as well as co-location with CCI WIC's new Greenbelt clinic, will allow for the provision of unique training opportunities. ■



TRAINING IS GRAND — Taking part in the Maryland WIC Training Center Annex Grand Opening are (left to right) Carol Bass, Director, Garrett County (Maryland) WIC Program; Debra R. Whitford, Chief, Policy and Program Development Branch, Supplemental Food Programs Division, USDA Food and Nutrition Service; Diane Aversa, Chief, Financial and Contract Management, Office of the Maryland WIC Program; and Diane Limbacher, Director, USDA Mid-Atlantic Regional Office.

PA's ADAGIO WIC STAFF ATTEND GUIDED GOAL-SETTING TRAINING

By Barbara Jinar, CLE, IBCLC, Outreach Coordinator, Adagio Health/WIC Program

Adagio Health staff recently attended "Guided Goal-Setting" training. The location for this training was at the Adagio Health Natrona Heights Training/Conference Center. The training was part of a three-year (2005 – 2008) \$370,000 USDA grant awarded to the PA Department of Health WIC Program. The three Indiana University of Pennsylvania faculty members included Stephanie Taylor-Davis, PhD, RD, LDN (principal investigator); Mia M. Barker, PhD (co-investigator), both in the Department of Food and Nutrition; and William F. Barker, PhD (co-investigator), Department of Educational and School Psychology Development. The training was based on "Evaluation of Guided Goal Setting (GGS) as a Behavior Change Approach and Monitoring Protocol in Pennsylvania WIC."

The purpose of this grant was to enhance the quality of WIC services and further Value-Enhanced Nutrition Assessment (VENA) initiatives through an evaluated and measurable, participant-centered nutrition education counseling approach that empowers participants to actively engage in nutritionist-guided food-based change to improve lifetime nutrition and health behaviors. Using information obtained from the PA state agency staff, local agency directors, nutrition education coordinators, and WIC nutritionists; a Guided Goal Setting (GGS) Practices Training Module and accompanying assessment instruments will be developed, implemented, and evaluated to assess the utility of this nutrition education counseling approach in WIC. These modules will serve as a model to illustrate for WIC nutritionists how to incorporate GGS to facilitate virtually any food-based nutrition education message or behavior change goal. In addition to evaluating improvements in staff competency related to GGS, an experimental component will be employed to examine the benefit of structured reinforcement protocols with GGS. ■



TRAINING IN PROGRESS — Attendees at the Goal-Setting Training were (back row, left to right): William F. Barker, PhD; Cassandra Burgess, MS, RD, LDN; (front row, left to right) Mia Barker, PhD; Pao Ying Hsiao, MS, RD, LDN; Stephanie Taylor Davis, PhD, RD, LDN; Julie Slinn, RD, LDN, WIC Operations Manager; Barb Jinar, CLE, IBCLC, Outreach Coordinator; Karen Virostek, MS, RD, FADA, LDN, Director of Nutrition Services; John Merola, WIC Quality Assurance; and Megan Erwine, RD, LDN, Nutrition Ed Coordinator.

PENNSYLVANIA'S FAYETTE COUNTY WIC REACHES OUT

By Betty Zackal, WIC Director, Fayette County Community Action Agency, Inc.

"Carnival Day"

Pennsylvania's Fayette County Community Action Agency, Inc. (FCCAA) joined Uniontown Children's Public Library for the culmination of the library's summer reading program on August 14. The Carnival Event had many activities for the local children. FCCAA WIC staff assisted children in playing Cornhole Jr. with fruit and vegetable beanbags. The children decided which beanbag was a fruit and which a vegetable and tossed them into the appropriate hole. In addition, there was face-painting, bowling, mini-basketball throw, ice cream sundae making and more. Fruit and vegetable coloring books were distributed, as well as informational brochures from local service agencies. The children received tickets that were entered into drawings for prizes at each station as they participated in the activity.

A total of 150 children and adults attended this wonderful event.

Healthy Living Expos Health Fair

FCCAA WIC reached out to the community September 5 and 6, during the Uniontown Mall Healthy Living Expos Health Fair. Nutritionists Maria Cavanagh and Mary J. Hepburn, Nutrition Aides Lynn Palmer and Audra Kenney, and WIC Director Betty Zackal were available at the mall to answer questions about the WIC Program and to do on-site applications.

Fourteen local health-related agencies participated in the event. Fayette County WIC distributed canvas tote bags, as well as informational brochures on WIC and nutrition. WIC exhibited on both days from 10 am until 9 pm. The mall event coordinator stated that a total of 19,000 people were at the mall for the combined two days. Great outreach opportunity! ■



CARNIVAL TO REMEMBER — WIC staff (left to right) Janice Smiley, Nutrition Aide, and Betty Zackal, WIC Director/Outreach Coordinator work the games during the library's event.



**WIC DIRECTOR
BETTY ZACKAL**

WEST VIRGINIA WIC BOASTS NWA CALENDAR WINNERS

By Christine Compton, Breastfeeding Peer Counselor
Valley Health Systems WIC Program

For the third straight year, the National WIC Association's Calendar Art Competition was a big success! The National WIC Association invited children from all clinics to participate in its Children's Art Competition for the 2009 Nutrition Education Calendar. The contest welcomed more than 300 entries!

Several West Virginia children will be highlighted in the new edition of the NWA calendar. The Boone County WIC Program had four winners for the 2009 edition: Emma and Caitlyn Mulligan, Paige Ferrell and Keirsten Bassham. The children were honored recently with a celebration at the clinic site. They also each won a \$50 gift basket from Scholastic Books.

The Mulligan girls, co-winners and sisters, Emma (age 4) and Caitlyn (age 7), were very excited to win. The girls' brother, Nikoles Mulligan and Mikayla Chandler won last year's contest. This made the girls even more determined to make a good showing this time around.

Paige Ferrell (age 5) enjoys dancing and cheering for fun. Her family has participated in WIC on and off for seven years.

Keirsten Bassham (age 5) enjoys playing dress up and outside activities like swimming and riding her bike. She wants to be a cowgirl or a cop when she grows up. Her family has participated in WIC for eight years. Keirsten's mother, Christina, says, "WIC is a really big help for families that need it. It's wonderful – a great program! I really love the way they interact with the kids."

The 2009 NWA wall calendar, "Steps to a Healthier Family," features beautiful full-color artwork created by WIC children from across the country. The calendar offers WIC participants ideas on how to achieve health goals. It provides physical activity, health, and nutrition information to help WIC parents care for their children. A quiz is featured each month to engage participants in active learning. Healthy and easy-to-make recipes using the new WIC foods are presented to encourage family meals. ■



WINNERS TABLE—From left to right, Paige Ferrell, Caitlyn Mulligan and Emma Mulligan enjoyed a WIC-style celebration for their honored artwork in National WIC Association 2009 Calendar.



IT'S ALL IN THE FAMILY—Mikayala Chandler and Nikoles Mulligan won the 2008 National WIC Association Calendar Art Competition. Four children in the family are now winners in this annual event!

NEW JERSEY'S CAMDEN COUNTY HAS AN NWA 2009 CALENDAR WINNER

By Kathy Kachur, WIC Coordinator

New Jersey's Camden County Health and Human Services WIC Program was notified this summer that one of our children's drawings was selected by National WIC Association (NWA) as a runner-up in the annual Calendar Drawing Competition for 2009.

A drawing by Elisha Govan, age 5, was selected for the wall and pocket calendar for the month of April. NWA received over 300 drawings from children all over the country for this calendar competition.

The NWA awarded Elisha a gift basket of books from Scholastic, Inc. Elisha's family, mom Tamia, sister Miah-Reese and brother Judah came to WIC to pick up his prize since Elisha is now in school.

Congratulations to Elisha and his family for the winning drawing. ■



WE HAVE A WINNER — Picking up Calendar winner Elisha Govan's prizes are (left to right) sister Miah-Reese, mom Tamia, and brother Judah. Elisha attends school and could not pick it up himself.

HERE'S WHAT'S HAPPENING AT PENNSYLVANIA'S HOME NURSING AGENCY WIC

By Diana Wallace, RN, WIC Director

Children's Book Drive at PA's Home Nursing Agency WIC

Pennsylvania's Home Nursing Agency (HNA) WIC Program (Blair and Centre counties) participants recently benefited from a donation of over 400 books for children and families. These books were donated as part of a project designed and presented by Kristina Scanlan, daughter of HNA's Director of Human Resources.



KRISTINA SCANLAN

Kristina is a 2008 graduate of Central Cambria High School and is currently attending Westminster College, majoring in Neuroscience. Kristina is a Senior Girl Scout of Troop 719 of the Talus Rock Council and a participant of Governor Rendell's Healthcare School of Excellence Project. She used the project to achieve her Gold Award and to complete her community education project requirements through the Healthcare School of Excellence.

Kristina developed an interactive educational program on healthy eating habits and exercises and then proceeded to present the program to over 500 children in elementary school classrooms, Brownie and Jr. Girl Scout Troops.

The response to her program was excellent. Kristina met with HNA WIC staff to discuss her plans for the project. She designed a comprehensive program that was fun, interactive and specific to her audience. The children loved the program and Kristina had many requests to present it. As part of the project, she asked groups who received the program, to donate books to be distributed to our WIC families.

Kristina is to be congratulated for her innovation, creativity and commitment to excellence. We want to extend our congratulations to Kristina and our best wishes for her future. We also want to say thank you on behalf of our WIC families who received all of the wonderful books that were donated.

Cooking with First-Time Moms at Pennsylvania's Home Nursing WIC

HNA staff recently partnered with Pennsylvania State University Cooperative Extension's Expanded Food and Nutrition Education Program (EFNEP) and HNA Nurse Family Partnership Program to conduct a series of cooking classes for first-time moms. The four classes were held at the WIC office over a four-week period and focused on healthy eating, food safety and serving a variety of foods from all of the food groups.

Each class began with a series of stretching exercises to get everyone up and moving! The participants prepared all of the food for the meals and everyone ate a meal together at the end of each class. The attendance was excellent and fun was had by all! ■

WEST VIRGINIA'S VALLEY HEALTH SYSTEMS CABELL COUNTY WIC CLINIC SUPPORTS "TAKE A FLOWER TO CHILDCARE" DAY

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

W KIDS COUNT set aside Tuesday, October 21 as a special day to show how much we support and appreciate childcare providers. On this day, parents, children and community leaders were asked to take a flower to a childcare provider in appreciation for the work they do with our children. The flower could be drawn, made out of paper, or be a real or artificial flower.

Since so many WIC participants rely on childcare providers, for one month the Valley Health Systems Cabell County clinic facilitated participants making a flower before they left a nutrition education contact so the children could contribute to the recognition of their childcare provider. The children and parents made flowers from pipe cleaners, foam, and Cheerios. Approximately 25 flowers were displayed on a poster reading, "WIC children appreciate all of the hard work you do. They made these flowers especially for you. Thank you from all of us at WIC."

Community Outreach Liaison Sherii Carpenter delivered the posters to 10 daycare facilities in Cabell County, along with WIC brochures. The daycare centers were very appreciative and hung the posters.

This outreach project was a good networking tool and hopefully as they see the posters at their centers they will remember to refer to WIC. ■



SUPPORTING THOSE OFTEN TAKEN FOR GRANTED — WIC participant **Christian Clagg** and his mother **Tiffany** take time following a nutrition education class to make a flower in support of "Take a Flower to Childcare" Day.

A Great New Partnership continued from page 1

responsibilities. There are also 14 weeks for two off-site rotations, foodservice management (six weeks) and clinical (eight weeks). Examples of scheduled rotations are Food and Friends in Washington, DC, Harford County (MD) Public Schools, Fairfax County (VA) Public Schools, and Montgomery General Hospital in Olney, MD.

The program provides a broad-based, supervised experience designed to meet the Commission on Accreditation for Dietetics Education's (CADE) core competencies required for performance as an entry-level dietitian. The Maryland interns are excited to be the first group from Maryland to participate in the dietetic internship program and look forward to the opportunities it will bring. ■

PENNSYLVANIA'S ADAGIO HEALTH OPEN HOUSE WAS A GREAT SUCCESS!

By Barbara Jinar, CLE, IBCLC, Outreach Coordinator, Adagio Health WIC Program

The Adagio Health WIC Program hosted a Community Open House for their new office in Kittanning, Pennsylvania. When we say "new" office, we mean that literally. The landlord worked with the Adagio staff to design a building specifically to serve WIC customers in an attractive, flow-efficient friendly area. The facility includes offices for the nutritionists, a lab, a check distribution area, a nutrition education room, and a waiting room with a play area. There is also a breastfeeding peer counselor office where mothers can nurse their babies. The lab is bright and child-friendly with primary colors and a jungle border. The check distribution area is very convenient as it has access to both the nutrition education room and the waiting area.

Replicating the other Adagio Health WIC offices, the Kittanning WIC office has a Total Nutrition Time (TNT) Zone. The area is equipped with computers from which customers may access over 50 different Nutrition Education modules on CDs. Using this tool for nutrition education enables staff to individualize nutrition education to each participant for each visit. The TNT Zone also permits enhanced flexibility for customers to schedule their WIC appointments. The TNT Zone has large areas of display space for nutrition education displays, supporting education materials and for referral materials for local agencies and programs. The TNT Zone includes its own wall-mounted play area to entertain the children while the adults learn about nutrition.

More than 50 leaders of the community attended the July 23 Open House and were pleased to support the "pride" of the WIC staff and WIC customers in their new surroundings. ■



OPEN HOUSE — Among those attending the Open House were (left to right) Patricia L. Kirkpatrick, County Commissioner; Debbie Eberle, RD, LDN, WIC Office Manager; Mary Good, Medical Office Manager; and Jim Skahill, County Commissioner.

WV WIC Program continued from page 1

received the most votes. 20,000 copies of *Marsupial Sue* for each state are heading to children in need in Oklahoma, Nebraska, North Carolina, West Virginia and Alabama. The West Virginia WIC Program was chosen to receive books from this special donation as a result of being registered with First Book, and at least 80% of the children the program serves are from low-income families.

"We've been involved with First Book in the past, and I'm honored to have our program chosen in this Book Donation Challenge," said Denise Ferris, WV WIC Director. "Their enthusiasm for books and encouraging children to enjoy reading really resonates with us at WIC, and we are excited to have a popular children's book available for WIC participants."

Over the past six years, through the Cheerios Spoonfuls of Stories program, Cheerios has distributed more than 30 million books free inside cereal boxes, and has donated more than \$2.5 million to First Book to help get books to children from low-income families. During the past two years, Cheerios also worked with First Book to donate a year's worth of books to each child participating in one of 100 selected reading programs across the country. For more information, see www.spoonfulofstories.com. ■

MARWIC TIMES Calendar

- ADA Public Policy Workshop, "Champion Nutrition." Renaissance Washington, DC Hotel. Washington, DC. February 8-10.
- American Heart Association Nutrition, Physical Activity and Metabolism Conference. Innisbrook Resort and Golf Club. Palm Harbor, FL. March 10-12.
- Food and Nutrition Conference and Expo (FNCE). Denver, CO. October 17- 20.
- The deadline for the Spring issue of MARWIC TIMES is February 17, 2009. Please submit articles, photos and calendar events to your State editor. No Polaroid pictures used. 5" x 7" digital photos (saved as JPGs, please) preferred. All photographs must include a detailed caption.

WEST VIRGINIA'S SHENANDOAH VALLEY WIC CELEBRATES WEST VIRGINIA DAY WITH A UNIQUE APPROACH TO OUTREACH

By Pamela Riggelman, Local Agency Outreach Coordinator

West Virginia celebrated her 145th birthday Friday, June 20, 2008. To pay tribute and educate families, the Shenandoah Valley WIC Program joined forces with other family-friendly agencies of the Eastern Panhandle at the West Virginia Welcome Center in Martinsburg, WV. While representing the wonderful state of WV, employees had the opportunity to also remind patrons from various states that the benefits of WIC are available nationwide!

Informational materials were offered in promotional bags stuffed with donations such as electrical plug protectors from Hemocue, Lincoln Financial paper-weight-sized pennies and Safety Council identity brochures. General Mills donated individual serving sized WIC-approved cereals which are always handy when traveling with kids. Modern Woodmen of America donated coloring books, jump ropes, activity sheets, pens, pencils, potholders, and bibs which benefited children of all ages and abilities.

The Shenandoah Valley WIC mobile unit drew the attention of all types of families with its colorful emotion-based messaging while all agencies had activities to offer restless travelers. Smokey the Bear greeted children while parents viewed tourist information offered by the WV Division of Parks and Recreation. The Chamber of Commerce and Cracker Barrel shared the history of the area, while Boy Scouts presented free hot dogs and food for donations. The Welcome Center hosted a birthday party complete with cake and juice while Mother Nature put forward pleasant weather!

To highlight the mission of WIC, as well as grant the entertainment of the day, Shenandoah Valley WIC Director Mitchell Greenbaum displayed his energy by engaging children in physical activity. As he began to jump rope, kids swarmed to get in on the fun while parents rolled with full belly laughs, and travelers without children stopped to watch the lively competition! ■



THE RIGHT AND WRONG WAY TO USE A JUMP ROPE — Boy Scouts Dustin and Joey Ashton of Hedgesville, WV (photo at left) practice the square knot on each other even though it proves not to be as much fun as burning calories fast like Calvenna Shinholster and Ntaye Smith of Union, NJ (photo at right).

HALLOWEEN, BURLINGTON (NJ) WIC-STYLE

New Jersey's Burlington County WIC Program entertained WIC participants during their appointments on Halloween. Pictured here is the staff who wore costumes: Program Nutritionists Nkechi Okoye and Heather Brown; and Clinic Attendants Ginger Nielsen, Michelle Phillips and Cheryl Wallace. The WIC children enjoyed the day. ■



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