

MARWIC

T · I · M · E · S

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

DC WIC PARTICIPATES IN LARGE-SCALE FREE HEALTH CLINIC

By Sara Beckwith MS, RD, LD, WIC Nutritionist

On August 4, District of Columbia WIC staff participated in the National Association of Free Clinics' large-scale free health clinic at the Walter E. Washington Convention Center. Almost 2,000 uninsured people were treated during the one-day event. DC WIC employees staffed a table in the Health Education Center, handing out educational material connecting clinic attendees with WIC services in DC. WIC staff also informed people of the benefits of WIC participation and advertised the Farmer's Market Nutrition Program. ■



HELPING OUT — Nutritionist Sara Beckwith, Breastfeeding Peer Counselor Corixa Bran-Paz, and DC WIC State Agency staffer Alex Bender take part in DC's first large-scale free clinic.

THE FLU ENDS WITH "U" AT PENNSYLVANIA'S ALLEGHENY WIC

By Carol Janesko, RD, LDN
Outreach & Immunization Coordinator

The Allegheny County (Pittsburgh, PA) Health Department WIC Program got on board with the CDC recommendation to have all health care workers immunized with the 2010 seasonal flu vaccine. Kathy Reveille, RN, WIC nurse, presented an in-service on the importance of flu vaccine at the September WIC General Staff Meeting. She stressed that the vaccine not only protects the WIC staff but provides protection for our participants, especially new infants and pregnant moms. Kathy provided the vaccine for 45 WIC staff members at the November General Staff Meeting.



NO FLU FOR YOU — WIC Nutritionist Amy Grill (left) smiles through her flu shot given by Kathy Reveille, RN, WIC nurse.

Carol Janesko, RD, LDN, is currently the vice-chair of the Allegheny County Immunization Coalition and is the only dietitian serving on the coalition. She has been a member for the past four years and this has proven to be a great partnership and a catalyst for having the Allegheny County Health Department provide this service to the WIC staff for the past four years. ■

MEET ALEXEI VAZQUEZ-COTTE — PUERTO RICO WIC'S FIRST MALE NUTRITIONIST

The Puerto Rico WIC Program announces the recruitment of its first male nutritionist. Alexei Vazquez-Cotte, LND, ED, CMCP, will work in the WIC Clinic of Corozal. Alexei shares his story with us.



ALEXEI VAZQUEZ-COTTE

How did he choose the profession of nutritionist/dietitian?

Alexei has loved the profession of nutritionist since the first time he was a patient of one. The nutritionist helped him overcome a health crisis in his teen years. Alexei was moved by how she advised him and that has changed his life forever. She taught him the value of a healthy diet, and that this could help him control his condition and improve his health in general. From that moment on, Alexei realized that he should help others improve their lifestyles and their health through healthy food and taking the message to everyone that God may allow him.

Why he choose to work in WIC?

First of all, he loved the brief experience he had with the WIC Program during his dietetics internship in the Veterans Hospital in Puerto Rico. After several experiences working with all kinds of people, he realized that our society needed educational reinforcement from its foundations. He searched for a long time for a place where could develop professionally, and at the same time that he could give emphasis to nutrition education. He understood that the WIC Program could fulfill both important requirements, so he decided to apply for work and is grateful the Puerto Rico WIC Program selected him.

"I believe that the social work of the WIC nutritionists is commendable and I am proud to be part of it," says Mr. Vazquez. "But still, I am proud to be part of history by being the first male nutritionist in the Puerto Rico WIC Program.

"I hope to be able to contribute my knowledge, my abilities and my enthusiasm in support of Puerto Rico childhood to contribute in their future with a better quality of life," he continued.

"Finally, I wish to give thanks for the things given by my God by his grace," he concluded.

Puerto Rico WIC is very proud to have on its staff a nutritionist as highly professional as Alexei Vazquez-Cotte and welcomes him to their WIC mission. ■

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Mid-Atlantic State WIC Agencies made Fiscal Year 2010 the year of improving access and participant capacity as they initiated projects geared towards acquiring new or improved spaces for WIC, FMNP, and SFMNP participants. Throughout the year, the region has seen a tremendous influx of renovation projects focused on ensuring quality customer service, increasing participation, improving safety, and enhancing space for nutrition education. Through these facility renovations and purchases, MARO State agencies will be able to reach a greater numbers of at-risk women, infants, and children.

Collectively, MARO State agencies spent an unprecedented \$2.2 million on renovations, relocations, and maintenance projects. It's this extraordinary effort — an effort from the State WIC Programs to expand clinic capacities and improve infrastructure — that lays the critical first steps towards reaching

USDA's goal of ending childhood hunger by 2015. Here are a few examples of how MARO States have used Nutrition Services and Administration (NSA), Operational Adjustment, and Infrastructure funds to renovate new and/or existing locations and help improve access to the WIC Program:

■ **District of Columbia**

Children's Hospital WIC Program: Renovated the reception area and exam rooms as well as improving phone lines to increase participation and improve clinic flow.

■ **Maryland**

Greater Baden Medical Services, Inc.: Converted an existing storage room into offices to staff additional Breastfeeding Peer Counselors.

Dorchester Local Agency: Relocated the Cambridge WIC Clinic to a standalone site near the local health department in order to expand their caseload.

■ **New Jersey**

University of Medicine and Dentistry of New Jersey (UMDNJ) WIC Program: Remodeled their main waiting room and receptionist area in order to accommodate additional WIC staff and provide a more attractive, child-friendly environment.

North Hudson Community Action Corporation's (NHCAC) WIC Program: Created a one-stop WIC Program by merging two sites into one centralized facility. The new, consolidated layout increased floor space, improved work flow, and established two check distribution stations to make the delivery of food vouchers more efficient.

Gloucester County WIC Program: Renovated space to accommodate increased demand for services. This included a larger waiting room, an office for an additional nutritionist, and a private breastfeeding room.

■ **Pennsylvania**

Maternal and Family Health Services (MFHS): Relocated the East Stroudsburg and Shenandoah WIC offices and expanded the Easton WIC office in order to provide the space needed to increase caseload and hire additional staff.

Fayette County Community Action Agency Inc. (FCCAA): Renovated their program's primary WIC clinic.

■ **Virginia**

Peninsula WIC Program: Renovated their Newport News location in order to provide a more efficient office space and satisfy multiple infrastructure needs.

■ **West Virginia**

Beckley TSN/WIC Program: Added a waiting room to their existing modular office. The additional space improved confidentiality, eased congestion and created a more professional environment for the WIC Program to meet participants' needs.

Wheeling-Ohio County Health Department WIC Program: Made various repairs and renovations at four modular WIC offices.

Mid-Ohio Valley Local Agency: Contracted various renovation and maintenance services at the Wood County, Wirt County and other county WIC offices. The renovations addressed confidentiality and safety issues that previously prevented staff from providing optimum customer service.

In order to find practical solutions for ending childhood hunger, the Mid-Atlantic Regional WIC Program has established an electronic mailbox to capture ideas and suggestions. We invite all of you to take a few moments to submit your thoughts to: wiccustomerservice@fns.usda.gov. ■



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“Hunger is a problem that the American sense of fairness should not tolerate and American ingenuity can overcome.”

Tom Vilsack, USDA Secretary

VIRGIN ISLANDS WIC HOLDS BREASTFEEDING TRAINING

By Lorna Concepcion, MS, RD, Acting WIC Director

Virgin Islands WIC Program held an end-of-year breastfeeding staff training in September, at the Marriott Frenchman's Reef & Morning Star Hotel, St. Thomas. VI WIC used the money received from its WIC Breastfeeding Performance Bonus Award for FY 2010 to conduct this conference.

The main speaker at the conference was St. Croix NICU nurse and breastfeeding advocate, Faye John-Baptiste, RN, IBCLC, CD (DONA). Ms. John-Baptiste (no stranger to WIC staff, as she worked as breastfeeding counselor with WIC previously), included a Breastfeeding Calypso about correct and incorrect breastfeeding positions as a teaching tool to reinforce the information that was presented. Staff members were asked to join in the refrain of 'Good Latch, Bad Latch' and thoroughly enjoyed the experience while they learned. Nurse/Midwife Donabelle Pierre initiated role-playing sessions for staff as a part of her presentation on Providing Support to Breastfeeding Moms. Commissioner of Health Julia Sheen-Aaron provided remarks and issued award certificates to the staff along with the Acting Director. ■



CLASS IS IN SESSION — Faye John-Baptiste, RN, IBCLC, CD, presents while staff members listen.



GIVE A TRY — Faye demonstrating the Hoffman's maneuver with a balloon so that staff could try with their balloons.



PROUD MOMENT — Nutritionist Debra Browne (left) receives her certificate from Health Commissioner Julia Sheen-Aaron, while Acting Director Lorna Concepcion stands by.



ROLE-PLAY — Nurse CPA Tasha Sobratti (left) and Nutritionist Carol Bareuther role-play while speaker Nurse/Midwife Donabelle Pierre leads the session.

PENNSYLVANIA'S GETTYSBURG WIC CELEBRATES FARMERS' MARKET DAY

By Michelle Koser, RN, CLC, SCCAP WIC Program

Pennsylvania's South Central Community Action Program, Inc. (SCCAP) WIC office decided to do something different this year with distribution of the Farmers' Market coupons, to focus attention on the benefits of the coupons. In the past, the redemption rate for the coupons was poor. We read about an idea in the *MARWIC Times* Fall 2009 issue. After staff discussion, we began implementation of event planning and advertising for our initiative in February. WIC-approved farmers in the area were invited to participate in our Farmers' Market event and give-a-ways were chosen and ordered. In March, an informational flyer was distributed to participants, inviting them to our Market event. We then assembled "grow it yourself" bags for the children who would be attending the event. The bags contained soil, seeds, and instructions for children to plant at home. Other activities included a children's reading corner, a food demonstration featuring WIC-allowable fruits and vegetables, and a breastfeeding information table. A peapod costume was constructed, and made quite an impression on the children attending the event!

Overall, our first Farmers' Market Coupon Event was a success. We served 125 WIC families and issued approximately 198 sets of FMCs. The informational shopping bags were distributed and the activities of the day were warmly received. The WIC staff received many positive comments from the participating families. We plan to repeat the event next year, and hopefully expand this event to our McSherrystown location. We, the Gettysburg WIC staff, probably had the most fun of all! ■



COSTUMED FUN — Nutrition Assistant Traci Lochbaum dressed as a peapod.



PRODUCE FOR SALE — One of our featured farmers with all the delicious fruits and vegetables for sale at our Farmers' Market Event.

PENNSYLVANIA'S ADAGIO HEALTH WIC CROSSES THE GOAL-SETTING LINE

By Barbara Jinar, CLE, IBCLC
Outreach Coordinator

Pennsylvania's Adagio Health WIC staff attended a fun-filled full-day training on "Guided Goal Setting" held at the Adagio Health Natrona Heights Conference Center on September 28. In honor of the Goal Setting theme for the day, a football goal post was set up in the conference room symbolizing that the "goal line" had been reached and implementing the new Guided Goal-Setting (GGS) procedures was a "touchdown" for the PA WIC Program. The Adagio Health staff members were treated to a "Pittsburgh Steelers Day" with lots of decorations, prize drawings, and a full tailgate party menu for lunch. Staff members worked in teams of two as they viewed the DVD training modules and learned about GGS, the latest approach to providing effective nutrition education counseling in the PA WIC Program. Several offices emailed the administrative staff following the meeting thanking them for making the training so fun!!

The GGS module for staff was developed with a Special Project Grant from USDA and consists of 10 individual units. The module was created and evaluated by staff from Indiana University of Pennsylvania (IUP) and the PA WIC State Agency. The purpose of GGS is to enhance the quality of WIC services and further Value Enhanced Nutrition Assessment (VENA) initiatives through a 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.

GGS represents the first educational model for WIC developed within a WIC environment. Data was collected from PA WIC State Agency Staff, Local Agency Directors, Nutrition Education Coordinators and WIC Nutritionists and used in the development of the module. A GGS Workbook with accompanying assessment instruments was developed as part of the state's implementation process, and each person received a workbook to accompany the viewing of a DVD featuring the IUP faculty who developed the module. This module now serves 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. ■



A WINNING TEAM — The Adagio Health WIC Team takes a time-out to smile for the camera.

FNS STAFF TOURS MARYLAND WIC CLINIC AND STATEWIDE DISTRIBUTION CENTER

Maryland's Washington County WIC Director Janice Besecker hosted FNS Mid-Atlantic Regional Special Supplemental Nutrition Programs Director Diana Limbacher and Deputy Director Roberta Hodsdon at the Hagerstown WIC clinic and Statewide Distribution Center on August 2.

Ms. Besecker, who also serves as the Director for the Distribution Center, led the FNS staff on a tour of the clinic, which provided them the opportunity to see firsthand the wonderful work that MD WIC does during the course of a normal business day. They later toured the Distribution Center where Janice demonstrated MD WIC's inventory system and explained how the entire operation works to disseminate WIC materials and incentive items Statewide. "Organized and efficient, both exemplify the level and quality of service the WIC Program intends to provide," said Ms. Hodsdon.

While WIC participants are well served by both facilities, a growing demand for WIC services has prompted MD WIC to seek out larger, more accommodating sites, and Ms. Besecker has been instrumental in that effort. "We are ... very grateful to Janice for agreeing to take on the additional responsibility," said Diane E. Aversa, Chief, Financial and Contract Management, Maryland WIC Program.

As both facilities have outgrown their current space, Maryland WIC intends to request FNS' for approval to use FY 2011 operational adjustment funds to relocate the Washington County WIC clinic and Distribution Center to a vacant Giant Eagle store. The proposed location is only a few blocks from the main Health Department building and is equipped with additional loading bays to facilitate deliveries and, ultimately, better serve MD WIC participants. ■



JANICE BESECKER AND DIANA LIMBACHER



ROBERTA HODSDON AND JANICE BESECKER

REPRESENTATIVES FROM THE USDA MID-ATLANTIC REGIONAL OFFICE VISIT WASHINGTON COUNTY

By Janice Besecker, Coordinator Washington County WIC Program

On Monday, August 2, the Washington County Health Department WIC Program and the WIC Distribution Center received a visit from Diana Limbacher, Director and Roberta Hodsdon, Deputy Director of the USDA Mid-Atlantic Regional Office. While in town for a regional meeting, the ladies took time out of their busy schedule to tour our clinic. They thought our clinic was very warm (nicely decorated), clean, and child friendly. They liked that we had toys in each certification room and in our waiting room as well. Diana and Roberta also had an opportunity to tour the Maryland State WIC Distribution Center and received a demonstration of the CORE inventory system. They were impressed with the supply and variety of materials in stock and how easy it was for local agency staff to place an order. It was a pleasure for the Washington County staff to host regional guests.

PENNSYLVANIA WIC CELEBRATES PARTNERSHIP WITH CIBER, INC.

By Shirley H. Sword, MS, RD, LDN Chief - Nutrition Services Section

The Pennsylvania WIC Program celebrated over 10 years of partnership with Ciber, Inc., by honoring the Ciber team for excellence in service. Ciber developed the first Web-based WIC Certification and Enrollment data system in the nation, QuickWIC, which went live on March 11, 2002. Since then, Ciber has provided the ongoing maintenance and support of the system as it evolved and grew to meet the needs of PA WIC. Among the more significant changes to the system are:

- Statewide utilization of digitized signature pads
- Migration of the QuickWIC system to a .Net framework
- Development of the Any Authorized Vendor system to replace hand stamps of checks at WIC stores
- Development of a Vendor Assistance Website for the nearly 1,800 retail store partners in the state
- Implementation of a tablet PC system to conduct retail store authorizations
- Automation of special formula ordering through the QuickWIC system
- Intra-state dual participation reporting for contiguous states in the Mid-Atlantic Region
- Conceptualization and initial development of an interim solution to EBT known as WICPay

With the award of the current maintenance and support contract to a new service provider, PA WIC State and Local Agencies chose to honor the Ciber team for their high level of dedication, commitment, excellence and innovation in their business approach. Their knowledge and experience with the WIC Program and its service delivery system within Pennsylvania will be missed, as will the compassionate customer service provided to all QuickWIC users across the Commonwealth. We wish them the best of luck in future endeavors. ■

READING ENCOURAGES SIBLING INTERACTION IN VIRGIN ISLANDS WIC CLINIC

By Lorna Concepcion, MS RD, Acting WIC Director

Virgin Islands WIC clinics in St. Croix all received a basket of children's books from the St. Croix Women's Initiative, a community organization, to be placed in each clinic so that children can read or be read to as they wait to receive WIC services. This initiative was to assist in the encouragement of reading among children at their earliest ages, as part of a community literacy project. They also provided colorful posters featuring a local pediatrician reading to her children to hang up in the clinics. The intention of this reading promotion was truly met as Kyle Illis read to his sister Kimora, as they waited for their mom who was receiving services from WIC. This loving interaction brought, "Oh! How cute!" comments from WIC staff and participants alike.

VI WIC continues to encourage learning environments for children in early childhood which would allow children to develop the love of reading and welcomed the donation of these books in its clinics, by this community organization. VI WIC has partnered in the past with First Books, a nonprofit organization devoted to childhood literacy, to provide books at no cost to VI WIC children participants, in support of promoting early childhood reading.



STORY TIME — Kyle Illis reads to his sister Kimora in the waiting room of the Charles Harwood Clinic, St. Croix.



CELEBRATING A WINNING PARTNERSHIP — Pictured (back row, left to right) are Shirley Sword, Chief - Nutrition Services Section; Gary Kline, Ciber Project Manager; Joseph Swift, Lead Developer; Julie Meadows, Help Desk and Quality Assurance Specialist; Zhuolin (Ted) Wang, Senior Application Developer; Dave Kopp, Software Developer; Vern Poplaski, Former Project Manager; Linda Kilby, Director - NORTH, Inc., Philadelphia; (front row, left to right), Greg Landis, PA WIC Director; Karen Virostek, Director - Adagio Health, Western PA; (not pictured) Anne Dunham, Business Analyst; Lisa Crouse, Software Developer.

Posted by Audrey Rowe, USDA Deputy Administrator of Special Nutrition Programs, on September 23, at 3:18 PM on the USDA Blog website

I recently took a drive out to Martinsburg, West Virginia to visit Orr's Farm Market. The Orr's market, like dozens in the area, stock fresh fruits and vegetables just harvested from the nearby fields and fertile orchards. In fact, more than 95 percent of Orr's produce is grown just feet from where I strolled: an impressive display of berries, sweet corn, heirloom tomatoes, and a wide assortment of peach varieties of every imaginable type. But fresh and local produce isn't all I found at Orr's. You see, this market, along with many more around the country, welcomes participants in USDA food and nutrition programs – and that is very good news.

I met with Mitch Greenbaum, the Shenandoah Valley WIC Program director, who had driven a mobile benefits outreach vehicle to Orr's to distribute WIC food vouchers to eligible families. Mitch's nutrition services staff heavily promotes the voucher program which provides up to \$20 to WIC participants. By making the vouchers available to clients at a farmers' market, Mitch can better promote the healthy food choices so readily available. Clients sign for the vouchers then walk next door where they can purchase tasty and perfectly ripe fruits plucked a few hours before from a nearby orchard.

I was fortunate to meet Alicia Cowell and her son Shawn who were browsing the market for fruit salad ingredients. Alicia said Shawn absolutely loves fruits and vegetables with one exception: broccoli. But they have a plan. At the checkout counter Alicia paid for a watermelon, a bucket of peaches, and a variety of other produce that half-filled her shopping cart. The total came to \$19 and some change, all paid for with the \$20 voucher she signed for a few minutes earlier. Meanwhile Shawn, still enjoying a sample of a sweet West Virginia peach, gave his mom a look that seemed to say "you are awesome for buying all this good stuff to eat." And Alicia gave Shawn a knowing smile in return.



MEETING NEW PEOPLE — Audrey Rowe, USDA Deputy Administrator of Special Nutrition Programs, visits with Alicia Cowell and son Shawn at a West Virginia farmers' market where the family is using WIC vouchers to help purchase fruits and vegetables.



READY TO SHOP — Alicia Cowell and her son Shawn pick up WIC food vouchers from nutrition counselor Katie Reid outside Orr's Farm Market in Martinsburg, West Virginia. Shenandoah Valley WIC Director Mitch Greenbaum parks a mobile service vehicle outside participating local farmers' markets where clients can use WIC vouchers to purchase locally grown produce.

I recently had the pleasure to spend a little time with some expecting and nursing mothers in Martinsburg, WV. It was the first meeting of a newly formed community breastfeeding support group planned to coincide with World Breastfeeding Week. My friend Mitch Greenbaum, Director of Shenandoah Valley WIC and Nutrition Services, and his team of trained WIC nutritionists, board-certified lactation consultants and breastfeeding peer counselors, hosted nearly two dozen pregnant and nursing mothers to talk about how important breastfeeding is for both mother and child and how to have a satisfying and healthy breastfeeding experience.

The women shared stories and got answers to questions new mothers often ask such as: "Does it hurt?" "What should I do when I'm out in public and need to feed my baby?" And, "How can I keep feeding my baby after I return to work?" I shared my personal experiences too; knowing the trepidation and uncertainty a nursing mother experiences. But Mitch's team of experts calmed the fear and helped the women feel comfortable about the choice to breastfeed. The messages helped the women understand how to cope with a busy schedule and perhaps a job, how to involve family and friends, and most importantly, helped the women understand just how nutritionally important breast milk is.

Research proves that feeding human milk to young children and the practice of breastfeeding improves the health, immune system, and the development of children. It protects against Sudden Infant Death Syndrome (SIDS), ear infections, upper and lower respiratory infections, allergies, intestinal disorders, colds and viruses. Breastfeeding also protects mothers against osteoporosis and breast and ovarian cancer. These nutritional benefits, both for children

and for women, last long after breastfeeding has ended.

I applaud local WIC and Nutrition Service programs like the one in Shenandoah Valley for their efforts to promote and encourage this vital part of human development. Through innovative community support groups and local community partnerships; through health provider outreach and public awareness; and through on-line USDA resources such as Loving Support and WIC Works, women, families, and whole communities are more aware of the profound benefits of breastfeeding. ■



TIME TO LISTEN — Audrey Rowe chats with the Shenandoah Valley Community Breastfeeding support group August 6 in Martinsburg, WV.



BREAST IS BEST — Beth Taylor, Peer Counseling Coordinator for Shenandoah Valley WIC and Nutrition Services, provides encouragement to new mothers at the community breastfeeding support group August 6 in Martinsburg, WV.



GROUP TALK — Norma Dominguez, Peer Counselor at Shenandoah Valley WIC and Nutrition Services, chats with expecting and nursing mothers at the community breastfeeding support group August 6 in Martinsburg, WV.

PENNSYLVANIA'S SHENANGO VALLEY URBAN LEAGUE WIC HOSTS WORLD BREASTFEEDING WEEK CARNIVAL

By Doreen Scarmack, CPA/BFC-PCM

Pennsylvania's Shenango Valley Urban League, Inc. WIC Program celebrated World Breastfeeding Week Carnival at its main clinic site located in Farrell, PA and the site clinic in Oil City, PA, the week of August 2-6. The carnival was a great way to promote breastfeeding to the community and included refreshments, a clown, face painting, games, prizes, and raffles. The local agency also invited many local service providers to participate in the event, and they provided information, handouts, and a raffle prize for attendees.



BREASTFEEDING TAKES THE CAKE — This delightfully decorated cake celebrates "Just 10 baby steps to Breastfeeding Success!"

During World Breastfeeding Week, breastfeeding participants were given a gift bag with various items, and received a Breastfeeding Certificate. ■



SUCCESS STORY — Doreen Scarmack, CPA/BFC-PCM (right) poses with Bridget Armstrong and her children Samuel, Kathryn, and infant Zoei. Kudos to Bridget for breastfeeding all six of her children!

PENNSYLVANIA'S HOME NURSING AGENCY WIC OPENS WORLD BREASTFEEDING MONTH CAFÉ

By Tracy Kelley, WIC Program Coordinator

The Home Nursing Agency WIC Program (Altoona, PA) staff celebrated World Breastfeeding Month with a Breastfeeding Café and open house for all breastfeeding participants. WIC staff was on hand to answer any questions and to demonstrate Dr. Harvey Karp's "Happiest Baby" techniques. Staff also set up a display of available WIC breast pumps. A craft was available for moms to make, breastfeeding door prizes were given, and light refreshments were served.



FUN FOR ALL — Home Nursing Agency WIC moms enjoyed the Breastfeeding Café activities.



GREAT DAY — A group of breastfeeding moms and their children attended the event.

The program was well attended by a wide variety of breastfeeding moms and their children and family members, including an 18-year-old first-time mom and a mom who is breastfeeding her fifth child. The moms were happy to have a chance to network with other breastfeeding moms. ■

PENNSYLVANIA'S COMMUNITY ACTION SOUTHWEST WIC CELEBRATES BREASTFEEDING MOTHERS

The WIC Program of Pennsylvania's Community Action Southwest held their third Annual Breastfeeding Tea/Open House in September. There was a display of the breast pumps that WIC offers to support moms in their breastfeeding efforts. Certified Lactation Counselor Debbie Patton provided a "Happy Baby" presentation, which help young mothers learn techniques to calm a fussy baby. Some of the mothers shared stories about their breastfeeding experiences and the mothers enjoyed talking with each other. There were eight moms, 10 agency staff and 10 children in attendance. All moms received a carnation and a door prize. Light refreshments were served. Everyone enjoyed a nice afternoon visiting with new friends. ■



CELEBRATION — WIC Peer Counselor Cheryl Piroch, WIC Certified Lactation Counselor Debbie Patton and Ursula Naylor with her son, Brock.

NEW JERSEY'S PASSAIC WIC BREASTFEEDING EVENT A SUCCESS

By Dana Hordyszynski, Passaic WIC Coordinator

New Jersey's Passaic WIC office had a very successful World Breastfeeding celebration on August 2. The event was coordinated by Senior Peer Counselor Ana Aguilar. Fully breastfeeding women and their children were invited to attend. More than 30 women, infants, and children participated. Clients sent pictures of their breastfed infants which were displayed in the waiting room and admired during the event.

Mark Mora, City of Passaic Health Educator, was a special guest speaker. He gave an excellent presentation on Child Safety. Clients received personalized certificates celebrating their breastfeeding experience amid cheers and applause. A raffle prize drawing was held and five beautiful fruit baskets were given away. The fruit baskets and a delicious lunch for all attendees and WIC staff were donated courtesy of AmeriGroup. As an additional thank you to the exclusively breastfeeding WIC mothers, all participants received tote bags filled with onesies, bibs, breast pads, breastfeeding magnets, and assorted infant toys.



THE GANG'S ALL HERE — Passaic WIC staff (left to right) CPAs Irene Ambose, Solomija Bajon, Myrna Bennett and Lourdes Arcoleo and Social Service Assistant Ysen Ovalle help with the lunch for the party participants.



ALL SMILES — Senior Peer Counselor Ana Aguilar (left) shares a moment with exclusively breastfeeding mom Sofia Giron-Palomino and her children.

The entire Passaic WIC staff was responsible for the success of this fun and educational breastfeeding celebration. ■

PENNSYLVANIA'S GETTYSBURG WIC "NURSE IN" WAS A SUCCESS

By Michelle Koser, RN, CLC, SCCAP WIC Program

Pennsylvania's South Central Community Action Program, Inc. (SCCAP) WIC office set a goal to involve as many people as possible in our festivities to celebrate World Breastfeeding Week this year. Staff, children, moms, and support persons all had opportunities to enjoy activities celebrating World Breastfeeding Week at Gettysburg WIC. We distributed helium balloons promoting World Breastfeeding Week and coloring sheets to children in the waiting room. Families arriving for their WIC appointment enjoyed informational posters and staff office doors that featured inspiring breastfeeding messages and interesting information.

An Office Door Decorating Contest was held for all WIC staff. The door that displayed the most original décor and promoted the most useful information to participants would be the winner. The winners were Audrey Hess and Jacinta Miller. Their door featured the contrasts between breast milk and formula and the information was displayed in both English and Spanish.

Later in the week, our Adams County Commissioners met to proclaim breastfeeding as the best choice for our community. The commissioners assured that this would be a public event by inviting all families attending the meeting to join the commissioners for a group photo.

Afterward, a "Nurse In" was held on the Adams County Library steps. Folks in the community were invited to join the WIC staff and Peer Counselors in celebrating the value and normalcy of breastfeeding. Mothers, fathers, children, grandmothers and friends all appeared to show support. The event was covered on the front page of the Hanover Evening Sun newspaper. From the number of comments responding to the piece online, it appears this event was of interest to many. Even though some comments were not supportive, we consider our celebration a success. Awareness is the first step in making positive change for breastfeeding! ■



THE NURSE IS IN — WIC Peer Counselor Beth Parone with her two children, Sydney and Anthony, at "Nurse In."



DOOR GALORE — The winning door from the Door Décor Contest features the contrasts between breastmilk and formula.



CHECK IT OUT — Peer Counselor Claudia Salazar with the Library display she and Peer Counselor Sarah Foster created to celebrate World Breastfeeding Week.

NEW JERSEY'S PLAINFIELD WIC CELEBRATES WORLD BREASTFEEDING MONTH

New Jersey's Plainfield WIC had a very successful World Breastfeeding celebration on August 6. Breastfeeding mothers and their children were invited to participate in the event.

Breastfeeding promotion and education was the focus of the event. A bulletin board with 2010 World Breastfeeding theme, "Breastfeeding Just 10 Steps," created by Breastfeeding Peer Counselor Merlyn Thomas, was showcased in the waiting area during the month.

In addition, there were special guest speakers invited to educate families about lead poisoning, NJ First Insurance and secondhand smoking. The speakers used posters to illustrate their discussions and distributed educational materials and gift to the mothers. Karen Condon, RN, gave an excellent talk about the ill effects of lead exposure during pregnancy and breastfeeding.

Lead exposure can cause congenital anomalies, learning and behavioral problems in children, decreased fertility, premature births, miscarriages and still births. The effects of secondhand smoking on pregnant and breastfeeding women include acute respiratory infection, ear problems and severe asthma in their babies, as well as the possibility of SIDS. NJ First Insurance educated the moms on the importance of prenatal care, as well as having health insurance for their families.

The clients enjoyed a delicious fruit snack during the speeches and received gift bags with numerous goodies such as bibs, wipes, baby blankets and assorted toys. The entire staff of Plainfield WIC was responsible for the success of this event. ■



GET THE LEAD OUT — Karen Condon, RN Case Manager, Plainfield Partnership for Healthier Children, talks about lead poisoning.



LISTEN UP — Debbie Riscica, Perinatal Risk Reduction Coordinator Central NJ Maternal and Child Health Consortium, addresses the group.

DELAWARE CELEBRATES WORLD BREASTFEEDING WEEK

By Ida M. Lawson IBCLC, RLC, Delaware WIC Program

The Delaware WIC Program celebrated World Breastfeeding Week on August 5 with an Open House at The Dover Downs Hotel and Casino. The featured guest speakers were "Dr Mom" Marianne Neifert, MD, FAAP, speaking on the topic "The Can Do 5! — Building Momentum Toward the Baby Friendly 10 Steps," and Kiddada Green, MAT, speaking on the topic "Eliminating Breastfeeding Disparities for African-American Families."

After a heart-healthy lunch, everyone participated in a round of Jazzercise lead by Delores Cromwell, a Jazzercise Certified Instructor from Smyrna, DE, that left everyone energized for the afternoon session.

The WIC Breastfeeding Community Partnerships (i.e., The Bayhealth Foundation; The Latin American Community Center; Dr. Cecil Gordon, Jr., Obstetrician; and The Westside Family Health Center) were presented with awards for their continued efforts to make breastfeeding the norm in Delaware.

In observance and appreciation of the hard work done by staff, awards were presented to those clinics that showed greatest increase in breastfeeding rates.

Attendees were also invited to visit display booths that provided breastfeeding education and support materials. ■



DR. MARIANNE NEIFERT, MD, FAAP



DANCE TO THE MUSIC — That's Delores Cromwell leading Jazzercise!

WORLD BREASTFEEDING WEEK HAWAIIAN LUAU AT CHILDREN'S NATIONAL MEDICAL CENTER IN WASHINGTON, DC

By Sara Beckwith, MS, RD, LD

On August 6, the WIC staff at Children's National Medical Center (Washington, DC) hosted a Hawaiian Luau to celebrate World Breastfeeding Week. Clinic staff invited breastfeeding and soon-to-be breastfeeding women and their families to the event. The clinic was festively decorated with palm trees and Hawaiian flowers. Mothers, fathers, and their children enjoyed snacks, listened to music, and participated in an interactive breastfeeding discussion. DC WIC staff presented tips and information to promote and support breastfeeding. The event was a huge success, with standing room only. Participants received give-aways such as infant plates and spoons to celebrate breastfeeding and to say thank you for providing the best nutrition to their babies. ■



COME HULA WITH ME — The WIC staff at Children's National Medical Center celebrate World Breastfeeding Week with Hawaiian style. Pictured (left to right) are Lactation Consultant Gwen West, Breastfeeding Peer Counselor Corixa Bran-Paz, Nutritionist Sara Beckwith, Nutrition Assistants Toni Henderson and Sherika Bittle, WIC Director Jayasri Janakiram, and Administrative Assistant Margaret Malcolm.

VIRGINIA BEACH WIC PROGRAM CELEBRATES WORLD BREASTFEEDING WEEK IN OUTDOOR FASHION

By Becky Kear

The Virginia Beach WIC Program celebrated World Breastfeeding Week with an outdoor event at the Virginia Beach Farmers' Market on Saturday, August 7. The weather cooperated and we had a great turnout.

In July we prepared and sent out over 250 invitations to our WIC breastfeeding moms and Health Department staff currently breastfeeding. The celebration was held on a grassy area at the Virginia Beach Farmers' Market. WIC provided tents for food and community displays. We encouraged our attendees to bring chairs and blankets to sit on, and create a picnic atmosphere. Some of the agencies that participated were Angel Food Ministries, Cool Smiles, Virginia Extension Service, and representatives from the Virginia Health Department provided information on immunizations and car seat safety. Each attendee was provided with a canvas tote bag full of goodies, a World Breastfeeding Celebration button and was presented with a certificate congratulating her on her continued and successful breastfeeding. Everyone was treated to a slice of our beautiful World Breastfeeding Celebration cake.

We had a scavenger hunt which incorporated the Farmers' Market vendors. Each breastfeeding mom was provided with clues on the scavenger hunt list and asked to visit the Farmers' Market to find the answers. This provided a great way for our participants to visit and find out about the Farmers' Market vendors and services they provide. The Virginia Beach Farmers' Market was very cooperative and supportive of the Virginia Beach WIC Program in providing a place for our Breastfeeding Celebration.

All of our moms and babies (and some dads) had a wonderful time. We had such a great turnout, that we plan to have another outdoor event next year to celebrate World Breastfeeding Week. ■



A GOOD TIME HAD BY ALL — Virginia Beach Health Department employees volunteered to work the table and assist participants.

MARYLAND'S BALTIMORE CITY WIC HOSTS INAUGURAL BREASTFEEDING WALK

By JoAnn Smith, RN, PA-C, Coordinator
Baltimore City Health Department WIC Program

The Baltimore City Health Department (BCHD) WIC Program sponsored its first Breastfeeding Walk Event on Thursday, August 5 at Druid Hill Park. The event was held in recognition of World Breastfeeding Month 2010 with this year's theme "Ten Steps to Successful Breastfeeding." Several organizations from the Maternal and Child Health community including the Baltimore City Health Department, community-based organizations, lactation support organizations, state and local WIC staff and participants, as well as breastfeeding moms and dads took their lap around the 1.25 mile Druid Hill Reservoir. The walk event not only promoted the benefits of breastfeeding but also supported moms who have made the commitment to breastfeed their infants.

Prior to kick off, remarks were given by the Baltimore City Health Department Assistant Commissioner for the Division of Maternal and Child Health, Dr. Avril Melissa Houston; Kim Knight, President of the Maryland Breastfeeding Coalition; and Rebecca Dineen, Chief of the Health Department's Maternal and Infant Nursing and B More Healthy Babies Initiative.

Sara Scolara, a proud breastfeeding mom, gave a heartwarming testimonial of her breastfeeding journey and WIC Nutrition Aide Yancey Lopez shared how she was able to provide breast milk during her infant daughter's hospitalization and surgery.

Maryland WIC Director Jacqueline Marlette-Boras presented a Proclamation signed by Governor Martin O'Malley in recognition of Breastfeeding Week. Prior to the ribbon-cutting ceremony which jumped started the event, BCHD WIC Director JoAnn Smith shared her family's legacy of breastfeeding and reaffirmed WIC's commitment to the promotion and support of breastfeeding to Baltimore City residents and businesses.

Channel 11 News captured walkers on video and conducted interviews with WIC and Baltimore City Health Department administration and Smiles the Clown

made balloon animals, entertaining kids young and old.

The Baltimore City Health Department and the BCHD WIC Program look forward to holding this event on an annual basis and would like to thank staff and partners for making our first year such a success! ■



A WALK IN THE PARK — Strolling through the park are Gene Nadolny, Robert Bruce and Debbie Mulligan from the State WIC Office.



TAKING A BREAK — Enjoying the day are Colleen Pierre and Jacqueline Marlette-Boras from the State WIC Office and Baltimore City WIC Coordinator JoAnn Smith.

VISITING NURSE ASSOCIATION OF CENTRAL JERSEY WIC CELEBRATES WORLD BREASTFEEDING WEEK

By Karen Borja
WIC Breastfeeding Peer Counselor

What is World Breastfeeding Week? To put it simply, it's when the World Alliance for Breastfeeding Action and advocates in over 170 countries hold events to promote the importance of breastfeeding. At the Visiting Nurse Association of Central Jersey (VNACJ) WIC Program, our celebrations were held between August 1-7 in three different locations — the Perth Amboy, New Brunswick and Red Bank clinics. This year's objectives were on the following four points:

- Draw attention to the role of the Ten Steps in improving breastfeeding rates.
- Renew action by health systems, health care providers and communities to make breastfeeding the easy choice for women.
- Inform people everywhere of the risks of artificial feeding, and the role of breastfeeding for children's development and lifelong health and the health of mothers.
- Enable mothers to enjoy full support for breastfeeding in health care systems and beyond (www.worldbreastfeedingweek.org).

At VNACJ WIC, we accomplished that by holding celebrations for all the pregnant and breastfeeding moms that participate in our program. AmeriGroup graciously donated food and cake to help us raise awareness. There was a great turn-out and moms were really excited about the event. Many moms came in to enjoy themselves and get a chance to talk to other moms about their experiences. There were also pregnant moms in attendance who appreciated being able to get tips and tricks that work!

In the middle of all that celebrating, we had little onesies ("I'm breastfed and it shows!"), baby spoons, nursing covers and nursing pads to give away. Families stayed longer than we expected which was good! Needless to say, it was a big hit.

I have had many moms come in and say that they cannot wait to come to the next one in August; too bad it's only once a year. ■



ONESIES FOR ALL – Check out the cute onesies given to all attendees!

“FINALLY, A HOSPITAL THAT GETS IT”! NEW JERSEY’S TRINITAS REGIONAL MEDICAL CENTER AND CITY OF ELIZABETH SUPPORT FOR REAUTHORIZATION OF NUTRITION PROGRAMS AND WIC

By Anita Otokiti, Trinitas Regional Medical Center WIC Director

A “Child Hunger — Not on Our Watch” Summit, held on March 8, was hosted by the City of Elizabeth (NJ), Trinitas Regional Medical Center (TRMC), Whole Foods, Trinitas WIC Program, Rutgers Expanded Nutrition Services and the Anti-Hunger Coalition of New Jersey. The summit focused on the reauthorization of WIC and the Child Nutrition Act and explored the issue of child hunger. Dr. Nancy DiLiegro, Vice President, TRMC, chaired the summit committee and planted the seed for future partnerships to be established and nurtured.

Noted national and local authorities presented current issues and information about national and community programs that address how communities can provide nutritious meals for families and help eliminate childhood hunger, especially during tough economic periods. Elizabeth Mayor Bollwage voiced support for the WIC and Child Nutrition Act reauthorization. New Jersey Representative Donald Payne (D-10) indicated that the 111th Congress stands behind the 2015 Health Goals that calls for the elimination of childhood hunger. Congressman Payne has received international recognition for his work and commitment to addressing hunger. Gary Horan, President of Trinitas Regional Medical Center, described how the hospital, through an array of services and programs, addresses the health and nutritional needs of the community.

Speaker Excerpts...

Adele La-Tourette, NJ Anti-Hungry Coalition Director, urged policy-makers to use the upcoming reauthorization to strengthen the federal nutrition programs. *Reverend Lisanne Finston*, Executive Director, Elijah's Promise, reported that the six regional food banks continue to see an increase in the number of people served. She bestowed words of praise on TRMC for getting involved. Rev. Finston exclaimed, “Finally a hospital that gets it!” *Diana Limbacher*, Director, USDA Food and Nutrition Services, presented an overview on the prevalence of obesity and Dr. Karen Enslie, Family & Community Health Sciences Department, Rutgers Cooperative Extension of Union County, elaborated on the nutrition services available in Union County. Director of New Jersey Farm to School Network *Beth Feehan*, envisions a nation in which Farm to School programs are an essential component of state, local and regional food systems. *Jennifer Papa*, Executive Director, City Green Learning Garden, helped plant 12 community gardens and beautification projects that implement science, nutrition and environment education throughout Paterson (NJ) communities and schools. *Meredith Taylor*, Senior Project Manager, Environment and Community Health, presented a program that was founded by Princeton University. Isles is an award-winning nonprofit community development and environmental organization with a mission to foster self-reliant families in healthy, sustainable communities. *Peri Nearon*, Director of the Office of Nutrition and Fitness, NJ Department of Health and Senior Services, shared their mission: to build a statewide capacity to effectively implement policy and environmental change to improve healthful eating, physical activity and to prevent and control obesity.

Channel 12 News observed services provided at TRMC WIC for several days and interviewed WIC participants. The story was aired on March 12. Many programs and departments presented educational displays. With over 100 attendees from various parts of the state, this summit helped launch services and support to establish partnerships necessary to meet the challenge of eliminating childhood hunger by 2015. ■



(Left to right) Elizabeth Mayor Chris Bollwage, Congressman Donald Payne and TRMC President Gary Horan.



(Left to right) Diana Limbacher, Director of Food and Nutrition Services, USDA; Anita Otokiti, TRMC WIC Director and Rev. Lisanne Finston, Director of Elijah's Promise/NJ Anti-Hunger Coalition.



(Left to right) Karen Enslie, EdD, RD, Rutgers University and Rosa Tamayo, RD, TRMC WIC.



(Left to right) Bermilda Price and Megan McCarthury (WIC), Ocean Township Health Dept.; Diana Limbacher, Director USDA Nutrition Services; Anita Otokiti, Director TRMC WIC, Prema Achari and Santha Kalyanerana, Plainfield Health Dept. WIC.

VIRGINIA BEACH PROMOTES WIC WITH OUTREACH ACTIVATES

By Becky Kear

The Virginia Beach WIC Program has been busy promoting the WIC Program in the Tidewater area. Becky Kear, OSS Supervisor, and Ruby Arredondo, WIC Outreach Worker, have been setting up WIC displays at various events and activities in and around Virginia Beach. They are constantly searching for ways to promote WIC to the general public.

They have contacted, networked and in some cases, partnered with physician offices, military facilities, local agencies, daycares, schools, and apartment complexes, in an effort to reach eligible clients and provide information about the WIC Program and increase their caseload.

Some of the events included the EVMS Trauma Run in Norfolk on May 22; the Celebrating Healthy Eating event at the Virginia Beach Farmers' Market on June 12; Friendship Village Outreach on June 15; Atlantis Community Cook-out Day on June 26; and the WIC Breastfeeding Celebration on Aug 7. On August 19, Oceana Naval Air Station hosted the Military Family Fest, which attracted more than 14,000 attendees. WIC was there and provided information about WIC benefits and services. WIC staff had a great time and provided information to many prospective applicants. The booth was very popular during the event. There was a Spin Wheel game with Jeopardy-type questions about WIC, nutrition, safety, development and other health topics.

Ruby has been instrumental in contacting various local, national and military agencies and recommending that they include information about WIC on their websites. The National Military Family Association (www.MilitaryFamily.org) and the Tidewater Military Family Service Counsel (<http://tmfsc.org/>) have listed information and a WIC link on their websites. The website for the National Military Family averages 46,000 hits a month. We will continue to contact other agencies to make them aware of the WIC Program and ask them to post information about WIC on their websites.

Continued promotion of the WIC Program is a great way to reach prospective clients and provide information to the general public and we are committed to finding ways to increase awareness about the WIC Program and increase the caseload. ■



BECKY KEAR



FUN FOR ALL — Participants at WIC's World Breastfeeding Celebration at the Virginia Beach Farmers' Market.



REACHING OUT — WIC Outreach Worker Ruby Arredondo (far right) with Housing and Recreation Department employees at Friendship Village Outreach.



MILITARY FAMILY FEST AT OCEANA

BEAN DIP RECIPE ENJOYED BY MANY IN WEST VIRGINIA

By Laura Kim Yokum, RD

Participants in the Petersburg, WV WIC Program were served a chili bean dip that was nutritious, flavorful and accepted well by the participants. The bean snack was served in a paper tray with tortilla chips and garnished with shredded cheddar cheese by Nutrition Aide Tanya Wright. The hungry, even children, found this snack most desirable as well as satisfying. It helped to calm them as well as to tide them over until they could go home for the evening meal.

The nutritional value of kidney beans was discussed by Elizabeth Stutler, RD. The nutritionist explained that dark red kidney beans are an excellent source of fiber, protein, B vitamins, antioxidants and a way to help relieve constipation. This recipe includes canned beans which are now a new eligible WIC food in a 16-ounce can. The bean dip was served to promote an increase in consumption of vegetables in all eight counties of the Randolph Elkins Health Department WIC: Barbour, Grant, Hardy, Lewis, Pendleton, Randolph, Tucker and Upshur. ■

Chili Bean Dip

- 2 cups cooked kidney beans
- 2 tsp. finely chopped onions
- 1T. vinegar
- ¼ tsp. chili powder
- ½ cup shredded cheddar cheese

Place beans, vinegar and chili powder in blender. Blend until smooth. Remove from blender and stir in onions. Sprinkle with cheddar cheese. Serve with tortilla chips.



TRY IT. YOU'LL LIKE IT — Elizabeth Stutler, RD, explains the nutritional value of bean dip to the Jefferson family from Grant County. Father Jeremiah, expectant mother Angela, and 1½-year-old Lorelai enjoyed the snack and ask for seconds.

MARWIC TIMES Calendar

■ Pennsylvania WIC Directors' Meeting. Harrisburg, PA. January 18-20, 2011.

■ The deadline for the Spring issue of MARWIC TIMES is January 31, 2011. Please submit articles, photos and calendar events to your State editor. No Polaroid pictures. 5" x 7" digital photos (saved as JPGs, please) preferred. All photographs must include a detailed caption.

PENNSYLVANIA WIC PARTNERS WITH DIETETIC INTERNSHIPS

By Amy L. Holtan, MA, RD, LDN
Pennsylvania WIC Nutrition Consultant

The Pennsylvania State WIC Program partnered with Penn State University last year to provide dietetic interns with the newly required WIC experience. The state agency oversees the programming, manages all schedules and completes evaluations with input from local agency preceptors. We worked with eight interns last school year (August 2009 – June 2010). Interns spend one week at the state agency learning about each of the roles of the six state nutritionists, federal and state initiatives, policies and procedures; receive some general training, and work on a project. Trainings include our QuickWIC computer system, anthropometrics, how to conduct nutrition education contacts and distribute WIC checks. The interns are then placed with a local WIC agency and spend two or three weeks with them working in the clinic and doing special projects. Some of the projects completed last year included bulletin boards, new food package displays at both clinics and grocery stores, education trainings for both staff and participants, and recipe handouts using the new WIC foods. Two of the eight interns expressed an interest in getting jobs with WIC, which is one of the reasons why the state agency feels it is important to partake in this project. Spreading the word on all the positive services we provide will help to promote careers in WIC.

The program was considered a great success its first year. All interns enjoyed seeing both the state agency and local agency perspectives, how to run and operate a program as large as Pennsylvania's, and to see how the actual services are provided to one individual at a time in a local clinic. All four of the local agencies that participated offered to participate again in year two. Additionally, this year the state agency has expanded the program to include both Penn State and Indiana University of Pennsylvania's Dietetic Internship Programs. We are hosting a total of 20 interns this school year (August 2010 – June 2011). Four more local agencies have agreed to be part of the program. Because Pennsylvania is so large geographically, we are able to place interns close to the school they are attending or in a clinic near their hometown. This spreads the work among local agencies. We have added guided goal setting and breastfeeding trainings to the intern's agenda at the state agency. Interns have expressed to us that these are two areas their schooling has been lacking and that what they learn at WIC they are able to apply to other parts of the internship and hopefully throughout their careers. We look forward to continuing this partnership in the future and growing our workforce! ■

MARYLAND CELEBRATES NATIONAL FARMERS' MARKET WEEK

The Park Heights Farmers' Market was the site Maryland chose this year to celebrate National Farmers' Market Week. On Wednesday, August 4, the organizers wanted to show the visitors, which included United States Department of Agriculture (USDA) Food, Nutrition, and Consumer Services Under Secretary Kevin Concannon and Maryland Assistant Secretary of Agriculture Patrick McMillan how the market, as one of the three pilot markets in Baltimore City, accepts SNAP benefits. In addition to SNAP, farmers also accept Farmers' Market Nutrition Program (FMNP) coupons from WIC and Senior participants as well as the Fruit and Vegetable Checks from WIC participants. WIC was represented by the Johns Hopkins WIC Program, who had an outreach and breastfeeding display, along with the State WIC Staff.

Governor Martin O'Malley sent the message "... Farmers' markets are increasingly popular sources of farm-fresh, locally-grown, nutritious produce in communities across the State and the nation. Every dollar spent on local products supports and strengthens our family-owned farms and contributes to the economic health of the community."

"As one of Baltimore's first mid-week farmers' markets, we have always tried to be an outlet for fresh, inexpensive alternatives to the limited food options in the neighborhood. We are excited that our market tradition seems to be a mission at all levels of government," said Willie Flowers, Executive Director of the Park Heights Community Health Alliance, the organization that manages the market.

The number of markets in Maryland has been on the rise over the past few years. About 38 new markets have opened in the past four years, with 10 opening this year in Allegany, Anne Arundel, Baltimore, Carroll, Howard, Montgomery, Washington and Frederick counties. In total, there are 117 farmers' markets attended by more than 300 farmers operating throughout Maryland. ■



JOHNS HOPKINS WIC STAFF — Pictured (left to right) are Tara James, LaShawn James, Patricia Bell-Waddy, Rhonda Wicks.



MARYLAND STATE WIC — Smiling (from left to right) are Maryland WIC Director Jacqueline Marlette-Boras, Johns Hopkins WIC Coordinator Patricia Bell-Waddy, and Procurement & Outreach Specialist Robert Bruce.

PENNSYLVANIA'S ERIE COUNTY WIC CELEBRATES HEALTHY WIC KIDS' DAY/OPEN HOUSE

By Debora A. Jamison, Director; and Anita Smith, Outreach Coordinator, Erie County WIC Program

Pennsylvania's Erie County WIC Healthy Kids' Day was celebrated at the Booker T. Washington Center "New" WIC Clinic Open House on August 27. The event included nutrition education, physical fitness/activity, and story time with a new book for each child. This celebration was designed to address the "whole" child covering nutrition, education, and physical wellness. Chefs were available to teach the children about preparing nutritious meals and snacks using WIC foods; dance instructors led dance activities; and story tellers were available for story time and handed out age-appropriate books. Tours of the new WIC offices were also provided. This event was a great success with over 500 guests attending!

Special thanks to the Erie County Department of Health Safe Kids Coalition and Attorney Dallas Hartman for donating and distributing over \$8,000 worth of infant and child safety items. ■



WHICH NEW BOOK WOULD YOU LIKE? — Volunteer Katherine Scully and Nutritionist II Lisa Scully offer age-appropriate books to the children.



TASTY — Chef Kathy Baughman, Nutrition Technician/Site Manager, demonstrating how to make healthy snacks using WIC foods.



AT THE READY — WIC staff (left to right) Lori DiPlacido, Nutritionist II; Carol Seaholm, Administrative Secretary; and Patty Puline, Coordinator-Safe Kids Coalition distribute infant and child safety items including car seats, pack-n-plays, and smoke detectors.

RETIREMENT CELEBRATION FOR PENNSYLVANIA WIC DIRECTOR

By Bonnie J. Mellott, Pennsylvania WIC Education/Outreach Coordinator

The Pennsylvania Association of WIC Directors (PAWD) celebrated Gregory Landis's retirement at their quarterly Directors' meeting in October, as he will be retiring in December. The PAWD President, Beth Daughenbaugh, WIC Director for Hamilton Health Center, Inc., spoke on behalf of the Association and thanked Greg for the pleasure of working with him as the WIC Director for Pennsylvania since May 2007. Prior to his appointment as WIC Director, Greg served as the Chief of the Grants and Retail Store Management Section in WIC since July 1988.

PAWD presented Greg with the ultimate gift! They placed a racing cap on his head, gave him a T-shirt that said "climb in, strap up, take control," and a ticket for the Stock Car Racing Experience of his life at the Pocono Speedway! Greg couldn't believe he was going to be driving a 600 HP Sprint Cup Stock Car on a real NASCAR 2.5 mile super speedway.

Go ahead Greg...break all the records and above all enjoy your retirement! ■



THIS IS YOUR LIFE -- Can this really be happening to me, Greg Landis?!



Greg Landis with the great Pennsylvania Local WIC Agency Directors



Greg Landis with his staff from the Pennsylvania WIC State Agency.

NEW JERSEY'S BURLINGTON COUNTY WIC REACHES OUT

New Jersey's Burlington County WIC Program participated in many health fairs to reach out to the communities and potential WIC participants. The local agency served on the Disability Issues Committee as a sub-committee member for Pregnant Pause and a staff member participated in Pregnant Pause, a community education campaign geared to educate the public about the dangers of drinking alcohol during pregnancy. It also provides important information about prenatal care. WIC and prenatal nutrition information were distributed in the participants' baby bags. Ginger Nielsen, Clinic Attendant at the Burlington County WIC Program, donated baby blankets for the silent auction.

The local agency hosted the Burlington County Healthy Mothers Healthy Babies Coalition, April through August, with various community outreach agencies providing brief educational sessions. Programs such as Burlington County Community Action Program, Rutgers Cooperative Extension and the Southern NJ Perinatal Cooperative provided information on lead, access to health care, smoking cessation, and alcohol

and substance use. The WIC participants received program goodies and information.

Irma Navarro, Bi-lingual Principal Account Clerk, attended the Southern Jersey Family Medical Centers, Inc. Annual Farm Worker Appreciation Festival to provide information on the WIC Program. The festival targeted farm workers from Burlington, Ocean, and Monmouth counties. Health screenings and information were provided to the Mexican, Puerto Rican, and Central American farm workers in our communities.

The Burlington County WIC Program participated in the Baby & Toddler Expo on the joint military base of McGuire, Fort Dix, and Lakehurst. In collaboration with the Southern Jersey Family Medical Centers, the local agency also participated in the annual baby shower where fun, food, education and gifts were provided.

The Game of Life is a decision-making program for teens in which the Burlington County WIC Program participates annually. The program offers students the opportunity to experience real life situations using role play and to interact one-on-one with various community workers. ■



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