

MARWIC

T · I · M · E · S

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

PENNSYLVANIA'S ADAGIO HEALTH GRADUATES DIETETIC INTERNS

By Barbara Jinar, CLE, IBCLC, Nutrition Outreach Coordinator, Adagio Health

Adagio Health's Nutrition Services Department/WIC Program celebrated the graduation of their 20th Dietetic Internship Class with a luncheon at The River Forest Country Club in Freeport, Pennsylvania.

Internship Director Karen Virostek, MS, RD, FADA, LDN welcomed interns, parents, mentors, advisory board members, affiliate site supervisors, and staff to the event. After lunch, Adagio Health Board Member Judy Dodd, MS, RD, FADA, LDN offered her comments and "words of wisdom" to the graduates. Judy also gave an inspiring com-



CONGRATULATIONS GRADUATES — *Smiling on graduation day are (front row, left to right) Michelle Lagree, Tia Nedley, Rachel Kurtter, Kelly Roehm, Krista Wabiszewski, Courtney LeViere; (middle row) Trisa Brice, Cecelia Jacobson, Joelle Kepple; (back row) Erin Cotton, Rachel Kreider, Scott McPhail.*

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MARO SPECIAL SUPPLEMENTAL NUTRITION PROGRAMS FOR WOMEN, INFANTS, AND CHILDREN (WIC) APPOINTS NEW DIRECTOR

On September 22, Roberta Hodsdon was named the Director of the Special Supplemental Nutrition Programs for the Mid-Atlantic Region.

Roberta began her career in MARO in 1989 as a Program Specialist and has experience in all areas of the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), Farmers' Market Nutrition Program (FMNP), and the Senior Farmers' Market Nutrition Program (SFMNP). From April 2008 until September 2011, she served as the Deputy Director.

Roberta is a 2006 graduate of FNS' Leadership Institute and her mentoring project is serving as the basis for an agency-wide mentoring program. From 2004-2010 she served as MARO's Federal Women's Program Manager and developed the MARO Unsung Hero/Heroine Award, which has become an annual recognition of an employee who inspires and motivates others and actively supports women's issues. She co-created the Intergovernmental Women's Day



ROBERTA HODSDON

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DISTRICT OF COLUMBIA'S MARY'S CENTER WIC BRINGS THE FARMERS' MARKET TO THE PARTICIPANTS

Kudos to the Mary's Center (DC) WIC staff for the amazing Farmers' Market event they held on September 1 at the Kalorama site. It was the first time that a Farmers' Market came to the community center and the participants really enjoyed buying fresh fruits and vegetables with their WIC checks. There were nearly 100 shoppers and the WIC participants were able to use their checks without having to travel far. Transportation and language barriers have been one of the challenges for the mostly Spanish-speaking participants at Mary's Center. This event helped WIC to address these obstacles. ■



YOU MAKE IT HAPPEN — *These folks made the Farmers' Market event possible. Smiling (left to right) are WIC Nutrition Education Technician Gwen Dunmore, Lynn and Dale Dunston (the farmers who grow the produce in St. Mary's County), Janice Booker (the owner of the market), and WIC Breastfeeding Peer Counselor Liaison Lisle Turner.*



NEWS FROM THE USDA: FNS UNCOVERS MANY POSITIVE MID-ATLANTIC STATE AGENCY EFFORTS

By Justin Wohlsifer, MARO

The Food and Nutrition Service (FNS) works closely with States throughout the year. This valued relationship not only enables FNS to provide States with technical assistance, it also enables FNS to showcase many positive State agency efforts and initiatives such as the following:

The **District of Columbia** WIC Program boasts a 48.52% breastfeeding rate, well above the regional average of 39.72%. In an effort to increase this average, DC WIC embarked on a collaborative project with the DC Breastfeeding Coalition and the Children's National Medical Center WIC Good Hope Road Clinic to provide WIC participants with a lactation support center. In addition, DC WIC has been aggressively promoting its Senior Farmers' Market Nutrition Program (SFMNP) and WIC Farmers' Market Nutrition Program (FMNP) by hosting a National Farmers' Market Week Event at the White House and operating the Farmers' on Wheels program on a monthly basis during harvest season.

Seeking also to increase their breastfeeding

rates, **Delaware** WIC recently undertook a pilot Electric Breast Pump Program. From 2005 through 2010, DE has seen an overall breastfeeding rate increase from 35% to 64% and a 34% to 43% increase in exclusively breastfeeding rates. DE WIC also has four public and four private community partnerships to enhance the breastfeeding peer counselor services provided by their fourteen peer counselors.

With regard to nutrition services, **Maryland** WIC continues to actively partner with the Governor's Office for Children (Partnership to End Childhood Hunger), the Department of Human Resources, which oversees the Food Supplement Program (formerly known as the Food Stamp Program), and the Department of Education, which oversees the School Food Programs, to promote the various supplemental food programs and to increase the number of children receiving food benefits. MD WIC has been a leader in innovative and effective nutrition education and retail management support as well. For example, the MD WIC website (<http://fha.maryland.gov/wic/>) and newsletter, *The Maryland Vendor Update*, keep retail stores abreast of program initiatives and priorities.

In **New Jersey**, as a result of the Value Enhanced Nutrition Education training in 2008, several barriers to excellent breastfeeding services were identified. NJ WIC used the Grow and Glow training modules as the basis for development of a more comprehensive, statewide, sustainable competency-based breastfeeding training program for all WIC staff. The method of implementation is innovative in that two different modes of implementation were used for both professional trainers and state/local training teams.

In **Pennsylvania**, WIC has selected a smart card electronic benefits transaction (EBT) solution and received \$5.4 million in funding for EBT implementation. Additionally, PA WIC has taken a proactive approach to engaging all stakeholders in EBT, including holding regular vendor meetings to discuss how EBT will affect their operations. PA WIC also received the

USDA's award for most improved breastfeeding rate, including a bonus check for \$822,739.

In **Puerto Rico**, the WIC Program has recently seen significant increases in both staffing and training. Using Loving Support to Grow and Glow in Breastfeeding Training, 660 WIC staff island-wide received training. Evaluations of the training were excellent, and the educational techniques learned have been implemented by local clinic staff. In addition, the Peer Counselor Program saw a substantial increase of peer counselors, which corresponds nicely with PR WIC's recent breastfeeding rate increase from 37.61% in 2010 to 41.05% in 2011.

Determined to reverse its declining participation rate, **Virginia** WIC instituted a wide-ranging WIC promotional campaign, utilizing TV, radio, and bus boards. Since their lowest point of participation in February, with approximately 151,000 participants, VA WIC has seen significant growth. Their August participation rate was approximately 160,000! VA's efforts to increase participation haven't been confined to WIC; the VA Department for the Aging is currently operating an efficient and progressive SFMNP, with program expansion underway in two counties.

In **West Virginia**, efforts to enhance WV WIC certification and eligibility have proven very successful. The WV Office of Nutrition Services has concluded a series of 12 focus groups around the state to assess the customer service needs within each region and clinic. State office staff facilitated each of the focus group sessions. Positives noted in the group discussions included on-line nutrition education, open appointment days, and the coming EBT card.

Lastly, in the **Virgin Islands**, VI WIC has seen an increase in participation and has maintained excellent breastfeeding rates; 80% in FY 2011. In addition, VI WIC collaborated with the VI Department of Agriculture to bring the FMNP to VI and enable VI WIC recipients to purchase fresh, locally grown produce at participating farmers' markets and farm stands. ■



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

Delaware.....Laura Peppelman
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Maryland.....Robert Bruce
New Jersey.....Mary Mickles
Pennsylvania.....Bonnie Mellott
Puerto Rico.....Alma Ortega
Virgin Islands.....Lorna Concepcion
Virginia.....Carol Bell
West Virginia.....Robert Wines
MARO, USDA.....Roberta Hodsdon

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MARO Special Supplemental Nutrition Programs Appoints New Director continued from page 1

Training Conference; a joint partnership with the US Environmental Protection Agency, US Mint, and USDA Forrest Service to provide educational and motivational opportunities in commemoration of Women's History Month.

Among other accomplishments, Roberta initiated a Recycle for Breast Cancer Program and coordinated Dress for Success Campaigns, providing over 100 clothing donations to low-income men and women. For these as well as other charitable contributions, Roberta was chosen to receive the USDA Unsung Hero Designation in May 2006.

Roberta is a University of Delaware graduate and the mother to two daughters, ages 10 and 14. ■

PENNSYLVANIA'S ALLEGHENY COUNTY WIC REMEMBERS DICK O'TOOLE, A FRIEND OF WIC

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

It was a sad day for the Allegheny County Health Department WIC Program in Pittsburgh, PA when they learned of the passing of Richard "Dick" O'Toole, Jr., following a brief encounter with lung cancer at the age of 59.

Dick was educated at St. Ursula School, North Catholic High School, the University of Notre Dame, and the University of Pittsburgh. His unique ability to form partnerships and his respect for the underdog led to a vast and varied career. He was an aide to the Governor of South Carolina, partnered with Hotelmark Corporation of Hawaii to facilitate marketing campaigns, and created a local non-profit organization. He was an avid locavore and farm market enthusiast.

Dick is remembered for the five farm market stands he organized throughout the city, which served customers in high-need areas. His farm stands were located near two WIC offices in Downtown Pittsburgh and at the Focus on Renewal office in McKees Rocks. His primary aim was to bring nutritious fresh fruits and vegetables to families at risk for poor nutrition. Dick had named his effort "Markets on a Mission" that provided education to prevent fetal alcohol spectrum disorder that affects pregnant women and their unborn child. The effort also helped WIC participants eat better as poor nutritional status may increase during pregnancy.

Dick loved to sing and mourned the loss of his voice as his illness progressed. Other interests included his love of nature and flowers, his love of laughter, and above all things, his love of life. Dick was a kind gentleman and considered a good friend of the Allegheny WIC Program. He will be missed by all! ■



IN MEMORY OF DICK O'TOOLE

WEST VIRGINIA'S VALLEY HEALTH WIC RECEIVES A GENEROUS DONATION FROM FIRST BOOK

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

In June, West Virginia's Valley Health WIC Program received 7,148 books from the First Book organization. All books were age appropriate for the children we serve and the titles of the books included *Mickey Mouse Clubhouse - Mickey's Campout*, *Baby Einstein - Caterpillar's Springtime Day*, *Handy Manny - Manny's Book of Tools*, *Mickey Mouse Clubhouse - Where Are the Missing Leaves?*, and the *Mickey Mouse Clubhouse - Clubhouse Choo Choo*. The actual cost of each book ranged from \$3.99 to \$9.99, but thanks to the First Book organization, all books were free. The total donation Valley Health WIC received was approximately \$50,000 worth of books.

In addition, the books were shipped free through a grant with the Department of Education. The Valley Health WIC Program serves six counties in West Virginia and books were dispersed to the counties based on caseload. The Valley Health WIC clinics are providing the books to infant and children participants when they come to their appointments. WIC is grateful to be working with First Book to provide our youngest population with educational books they can take home and enjoy over and over again. ■



EMILIE LESTER



JAIDEN CLARKE



KYLEE MAYNARD



BAILEY TRIPLETS



ABIGAIL HENSON



HUNTER HENSON



WILLIAM YOUNG



JAMERA CONGLETON

PENNSYLVANIA'S FAMILY HEALTH COUNCIL WIC GETS "HOOKED" ON WIC

By Mellissa Henry, Outreach Coordinator, Family Health Council Central PA, Inc.

The WIC Program is often just a program name. In an effort to get information about WIC out to the community, PA's Mifflin and Juniata County WIC Program staff used their creativity to showcase the benefits of healthy eating. The WIC team fashioned an appealing float and participated in the McAlisterville's annual community carnival parade. This display approach was so effective and a definite way to reach their community!

This year's theme for the parade was "The Great Outdoors." Staff at this clinic used two great tag lines to intrigue their crowd - "Get Hooked on WIC" and "Fishing for Good Nutrition." These tag lines, along with the fishing boat, camouflage and fishing poles enthused all involved. Four staff members walked alongside the float handing out outreach bags containing Program information and a fun nutrition sticker for the little ones. The boat itself held five children and two WIC moms, who were waving and having a great time while fishing for their fruits and veggies.



WIC FLOAT

The WIC float was a true crowd pleaser as it won first prize in the parade and was able to show the community how fun it is to eat healthy. The WIC Program reached out

to many families and several new participants enlisted in the Program that very next week. ■



DRESSED FOR THE OCCASION — Jillian and Regan Henry (former participants and children of WIC staff) are ready to "fish."

NEW JERSEY'S GLOUCESTER COUNTY WIC CLIENTS "SOUND OFF" IN COLLEGE STUDENT-LED FOCUS GROUP

By Kathleen Mahmoud, Gloucester County WIC

Lauren DeLeon, a marketing student at St. Joseph's University in Philadelphia, called my local WIC agency to request an interview with me about WIC client shopping experiences. She explained that as a project for her Food Retailing class (sponsored by Wal-Mart), her group was interested in learning more about the experiences of WIC participants with use of their vouchers at area supermarkets.

Instead of interviewing me, I suggested that the students speak with the WIC clients directly. "I think WIC clients would be glad to answer your questions themselves. Why don't you come to my agency and meet them?" I offered.

"Do you think they'll talk to me?" Lauren asked.

"Certainly!" I replied. "How much time do you have?"

Lauren quickly seized the opportunity, and visited the Gloucester County WIC Program one evening when two nutrition education classes were scheduled. She met several WIC moms who readily answered her inquiries about their positive and negative experiences shopping with WIC vouchers. As I expected, the women seemed appreciative of the chance to share their shopping experiences with Lauren. Some of her questions to them included:

- Where do you shop, and why did you choose that particular store?
- Are you ever confused about which items you are allowed to purchase with your voucher?
- What are your experiences at check-out? Are store employees knowledgeable and helpful?
- What suggestions do you have to fix some of these problems?

After a couple of hours, Lauren declared she had plenty of information to work with.

"So what have you learned from your interviews?" I asked. "What's next?"

Lauren says her group plans to present their findings to their liaison at Wal-Mart in the hopes that the chain will make their stores more "WIC friendly."

Sounds like a winning proposition for both WIC families and the stores they use! ■



LAUREN DeLEON

PA's Adagio Health Graduates Dietetic Interns *continued from page 1*

mencement address. The interns received their Graduation Certificates of Completion from Adagio Health President Rick Baird. The presentation of the Dorothy Kolodner Leadership Award was awarded to intern Kelly Roehm. This award was named after Dorothy Kolodner who was the WIC Director for the Allegheny County WIC Program. She is known as the "Mother of WIC" in PA since she wrote the first WIC check ever in PA. Concluding the afternoon's festivities, the Interns treated their guests to an entertaining slide show and presentation that highlighted their most memorable internship experiences.

Adagio Health's Dietetic Internship program began in 1991 as a recruitment mechanism for Adagio Health WIC Program Nutritionists and has since graduated over 240 interns. Adagio Health's Dietetic Internship is an intense program with an entrepreneurial/business approach to practicing nutrition in the community providing instruction and supervised experience in all areas of dietary practice. The internship provides a minimum of 1200 hours of practice experience as well as approximately 400 hours of didactics. All interns must complete a six-week WIC rotation which allows them to become familiar with the WIC policy and procedures.

Over the years, the Adagio Health WIC Program has hired many of its graduates from the Dietetic Internship program. 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 PA. 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.

Take our virtual tour at www.adagiohealth.org/pages/tour.html. ■

DELAWARE WIC PROGRAM'S DEMONSTRATION KITCHEN IS UP AND RUNNING!

The Delaware WIC Program's annual conference offered plenty of opportunity for professional growth, networking, continuing education, and fun. Amanda Archibald, Registered Dietitian, member of Les Dames d'Escoffier, Board member of Cooking Matters, and founder of Field to Plate (www.fieldtoplate.com) brought her unique approach to food and "culinary nutrition" in an edible education experience to Delaware.

The workshop combined hands-on food preparation designed to introduce food and food ideas in meaningful, nourishing and deeply memorable ways. After the education piece, the group broke up into five teams of five people who each prepared five recipes. For lunch, all of the food was presented on a buffet of beautiful, colorful, wholesome food.

Amanda speaks of redefining the food, nutrition and cooking education footprint in ways that are understandable, meaningful and fundamentally achievable for all Americans.

New and innovative ways to present food and nourishment in digestible bites was presented. Amanda's approach is to educate people on basic cooking skills, and general approaches to adjusting the flavor of recipes and recipe concepts, instead of handing out single recipes that do not relate to each other.

She believes that food and the soil in which it grows are the foundations for health. Amanda is an outspoken advocate for the food as medicine movement and a passionate voice for the hungry and disadvantaged whose seat is so often vacant at our nation's table.

WIC staff members thoroughly enjoyed the unique presentation and were pleased with the skills they learned, which included simple ways to improve recipes using a variety of ingredients, the use of flavoring in foods including herbs and spices, appreciating flavors, how to cook greens, and the correct way to use a knife.

Sixty-five attended the annual WIC Conference on October 31, and November 1, 2011 at the new WIC state office in Dover Delaware. The demonstration kitchen proved to be an impressive backdrop for the presentation. Amanda and participants had ample tools and space to produce their culinary creations. State-of-the-art technology allowed the presentation to be videotaped with a camera focusing on Amanda and the food as if it was a show on the Food Network.

The demonstration kitchen has been launched with a dynamic educational program that showcased the kitchen's culinary and technological capabilities. ■



NOT TOO MANY COOKS – Stirring things up in the kitchen are (left to right) Beverly Carr, Rubia McBride and Sheila Leary.

"MUÉVETE" – WIC PROGRAM IN PUERTO RICO LAUNCHES CAMPAIGN AGAINST CHILDHOOD OBESITY

In a world where technology and video games have captured our kids' attention, it seems vital to help them engage in physical activities in order to limit their sedentary time. It is even more pressing when statistics show a growing number of obese children at risk of contracting conditions and diseases linked to overweight.

For this purpose, the WIC Program in Puerto Rico launched a campaign to educate parents, teachers and families on the importance of including exercise into their daily routine. This campaign will include insertions in television, bill boards, posters, talks and lectures, social networks like Facebook, and in major newspapers in their digital format.

The new campaign, which aims to raise awareness about the benefits of physical activity and the risks of overweight in children, offers several recommendations that range from simple games to activities that can be done inside and outside the home to keep a perfect balance without the use of specialized equipment or financial investment. The television advertisements show a child doing physical activity, starting when he wakes up in the morning and runs to brush his teeth, then helps his mother with the groceries and throws away the trash imitating an athlete attempting to score points in a basketball hoop. The posters and digital ads show a scene of a boy on a skateboard and a girl dancing ballet. In the background are a variety of fresh fruits to emphasize the importance of including them in every dish.

The WIC initiative in Puerto Rico is very colorful and aims to highlight the need to motivate children to keep moving to avoid obesity and with it the many complications it can represent, such as heart disease.

In addition to this effort, WIC promotes changes in children's lifestyles. Not radical changes in their routine, but to encourage a smooth start by doing simple activities within the home. It also encourages parents and caregivers to limit their children's time watching television or using any electronic devices, replacing it with an outdoor activity to stay active.

The participants of the orientation meetings receive guidelines and examples on how to use the stairs instead of the elevator, help load and put away groceries, and even engaging them in daily tasks such as cleaning the house and taking the family pet for a walk.

The Puerto Rico WIC program is committed to fostering a healthy and happy childhood. With this campaign we expect to convey the message to more than one million households to join efforts to fight childhood obesity. Thus society may have agile, happy, and healthy children doing activities characteristic of their age, which will help them become healthy adults in the future. ■



A WORD FROM THE WIC DIRECTOR — Puerto Rico WIC Program Director Edna Marín addresses the crowd from the podium at Luis Munoz Rivera Park, Peace Pavilion.



GETTING A HEAD START ON GOOD NUTRITION — San Juan Head Start children join Secretary, Department of Recreation and Sports Henry Neumann; WIC Program Director Edna Marín; First Lady Municipality of San Juan Irma Garriga; Sub Secretary Department of Agriculture Marisol Torres; Sub Secretary Department of Health Dr. Concepción Quiñones de Longo at the press conference.



KEEPING ACTIVE — One of the San Juan Head Start children demonstrating physical activity.

NEW JERSEY'S CONCERNED CITIZENS OF EWING WIC BREASTFEEDING STAFF ASKS, "ARE YOU OUR FACEBOOK FRIEND?"

By Amanda M. Reyes, IBCLC
Concerned Citizens of Ewing WIC

In accordance with the World Breastfeeding Week 2011 "Talk to me!" theme, Concerned Citizens of Ewing (NJ) WIC opted out of the standard



baby shower and invaded the social networking and smart phone scene. Additionally, the breastfeeding staff went out to the local community to target your not-so-popular breastfeeding support groups.

Breastfeeding outreach was held at Home Front, a program for homeless teen moms; Trenton Public Library; and at an African-American prenatal class at Children's Home Society. Instead of the normal lecture, staff played a game of breastfeeding-themed jeopardy with the audience, which helped open up a dialogue that lasted well beyond the designated time.

On August 1, the Concerned Citizens of Ewing Breastfeeding Department also launched its first Facebook page. The breastfeeding staff will be friending WIC breastfeeding clients they meet in class or at their subsequent certification after delivery. Everyday the staff will be posting a status update with a breastfeeding support message so that their friends will see the post in their news feed. The friends, who are breastfeeding clients, will be able to post comments or questions and receive responses from the staff instantly.

If clients do not have a Facebook account they can still find breastfeeding support on the Concerned Citizens of Ewing breastfeeding website. With the help of Marie Zeoli, a University of Vermont dietetic student volunteer, we created a barcode for WIC clients that will link them directly to our webpage. This barcode will be placed on outreach materials, flyers, and posters. When the barcode is scanned with a smart phone, it will take them directly to the program's website.

Consider this a formal invitation to scan our barcode and join us on the social networking scene! ■

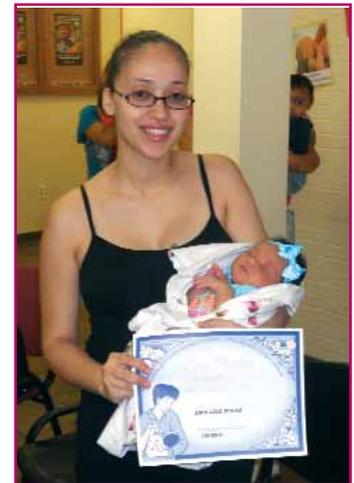
NEW JERSEY'S PASSAIC WIC CELEBRATES WORLD BREASTING WEEK IN STYLE

New Jersey's Passaic WIC Program had a very successful World Breastfeeding celebration on August 8. Senior Peer Counselor Ana Aguilar coordinated the event, to which exclusively breastfeeding women and their children were invited to attend. More than 30 women, infants, and children participated. Beforehand, clients sent pictures of their breastfed infants which were then displayed in the waiting room and admired during the event.

The event was also attended by Mary Turbek, IBCLC from the NJ State WIC Office, as well as Araceli Pintel, City of Passaic Health Educator, who was a special guest speaker. She 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 entire Passaic WIC staff was responsible for the success of this fun and educational breastfeeding celebration. ■



A WINNING DAY — WIC participant Angelica Perez and her baby Angelise Torres show off mom's breastfeeding certificate.

PENNSYLVANIA'S SHENANGO VALLEY URBAN LEAGUE, INC., WIC PROGRAM CELEBRATES WORLD BREASTFEEDING WEEK

By Doreen Scarmack, CPA/BFC/PCM, Shenango Valley Urban League, Inc.

PA's Shenango Valley Urban League, Inc., WIC Program celebrated World Breastfeeding Week by hosting two WIC carnivals the week of August 1. The events were held in the main parking lot at 601 Indiana Avenue, Farrell, PA for Mercer County clients and at the Cornplanter Firehall, Oil City, PA, for clients from our site clinic serving Venango/Forest counties.

A special "Breastfeeding Nursing Station" for breastfeeding women was the feature at both events. Additional activities included a bounce house, various child-friendly games, raffles for special prizes, clowns, face painting, and refreshments. Other social service agencies provided games, prizes and handouts explaining their services for the WIC families.

During World Breastfeeding Week, breastfeeding participants were given a gift bag with special gifts and a Breastfeeding Certificate acknowledging their success! ■



HAVING FUN — WIC staffer Lori Kocholek, PC (left), interacts with WIC client Marlo Abram and her daughter.



LET THEM EAT CAKE — This delicious dessert delighted everyone in attendance.

MARWIC TIMES Calendar

- The deadline for the Spring issue of MARWIC TIMES is February 10, 2012. Please submit articles, photos and calendar events to your State editor. No Polaroid pictures. 5" x 7" digital photos (saved as JPGs, please) preferred. All photographs must include a detailed caption.

VIRGINIA'S LOUDOUN WIC CELEBRATES WORLD BREASTFEEDING WEEK

World Breastfeeding Week was celebrated at both our locations in Ashburn and Leesburg (VA) from August 1-5.

In Leesburg there was an information booth everyday during the week and information brochures, gift bags, and food were handed out. The breastfeeding counselor was available each day to answer any questions concerning breastfeeding. An average of 20 clients visited the booth each day.

At the Ashburn clinic, there was a specific one-hour time period for the clients to visit. The breastfeeding counselor had planned special seminars on various breastfeeding topics and activities for the clients. She printed out invitations and sent them to all mothers inviting them to join the celebration. All families who attended received gift bags, raffles, and refreshments.

Subsequently, we received a call from a mom who informed us that she had decided to breastfeed her newborn, who was due in November, based upon the information she received during the event! ■



SMILE — Enjoying the breastfeeding festivities are WIC staff (left to right) Nutritionist Supervisor/WIC Coordinator Uma Sridhar, and Breastfeeding Peer Counselor Melinda Facal.



A GREAT DAY — Ready to meet with clients are WIC staff (left to right) Breastfeeding Peer Counselor Nicole Northern, Nutritionist Assistant Mida Robles, and Nutritionist Associate Elizabeth Parrilla.

VIRGINIA'S PENINSULA WIC DID IT UP FOR WORLD BREASTFEEDING WEEK

By Kaia Moseley, WIC Breastfeeding Peer Counselor

On August 2, Virginia's Peninsula Health District Breastfeeding Peer Counselors hosted a World Breastfeeding Week celebration for WIC participants. Twenty-two pregnant women and breastfeeding moms, along with their children, attended the event. As the event progressed, Breastfeeding Peer Counselor Chasity Newton led a quiz game that tested participants' knowledge of breastfeeding. Each attendee received a prize for a correct answer (and everyone got their answers right!).

During the event, Breastfeeding Peer Counselors Chasity Newton and Danita Jackson conducted a raffle, in which the winners received gifts of clothing, bathtubs, an assortment of baby toiletries, and homemade blankets and diaper cloths, while enjoying light refreshments.

While moms listened and babies nursed happily, two participants spoke to the crowd. Charlene Haynesworth (breastfeeding for one year and counting) and Tina Smith (breastfeeding for five months and counting), shared their experiences of overcoming challenges and enjoying the benefits of breastfeeding. Both women stressed the importance of having support and being able to communicate with other breastfeeding moms.

After the speakers finished, participants were invited to socialize with one another and to choose baby clothes to take with them, from a table of donations provided by the peer counselors. Moms chatted and exchanged personal stories of breastfeeding challenges and support, offering suggestions and tips to help each other. As the event concluded, each mom was provided with a grocery bag of healthy foods to take home, courtesy of the Virginia Peninsula Food Bank. As happy moms and satisfied babies headed home, everyone agreed the event was a success.

According to a recent Virginia Department of Health press release, the number of women in Virginia who initiate breastfeeding is rising. However, in order for women to continue breastfeeding, it is vital for them to have positive support and knowledgeable helpers. The Peninsula Health District breastfeeding peer counselors are committed to providing this support, through special events like the World Breastfeeding celebration, and in day-to-day interactions with WIC moms. ■



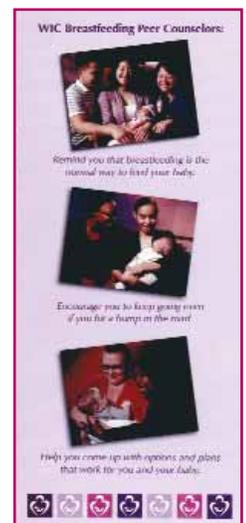
GATHER 'ROUND — Peninsula Health District Breastfeeding Peer Counselors Chasity Newton, Danita Jackson, and Kaia Moseley, are surrounded by current pregnant and breastfeeding WIC clients and their children.

MARYLAND WIC PEER COUNSELORS — ARMS THAT SUPPORT MOTHERS

By Sherri Sabol, RD, LDN, CLC
Chief, Breastfeeding Services

Over the past several months, the Breastfeeding Unit at the Maryland WIC Program has been working on a promotion project for our Peer Counselor Program. The theme of this project is "Arms that Support Mothers." This theme has been weaved throughout all of the materials created including an informational brochure, promotional poster, outreach bulletin board and Public Service Announcements. A DVD, which will be played in our local agency waiting rooms, was also created to highlight our peer counselors and the support they provide for our moms and babies.

This project was a joy to work on thanks to our dedicated staff and willing participants! ■



PUERTO RICO'S GUAYNABO WIC CLINIC HOLDS FIRST GRADUATION OF BREASTFED BABIES

By Elizabeth Santos and Zulma Martinez, Breastfeeding Peer Counselors, Guaynabo WIC Clinic

The breastfeeding peer counselors held their first graduation of infants breastfed in the WIC clinic of Guaynabo during Breastfeeding Month. They had the opportunity to acknowledge the breastfeeding mothers for their commitment to provide integral health to their infants and exalt its efforts to overcome the barriers they face in the process of breastfeeding. They reaffirm their commitment to provide support, guidance and service to achieve prolonged and successful breastfeeding.

The event, held on August 31, was attended by 35 nursing mothers, 39 babies between the ages of 3 weeks and 3 years, spouses, family members and friends for a total crowd of more than 100 people.

The event was also attended by Dr. Mario Ramirez-Carmoeaga, pediatrician and breastfeeding management specialist, who shared a few words of congratulations and support to everyone. Also in attendance were representatives of MAM Centre — women helping mothers — who aim to help women in the processes of pregnancy, childbirth and breastfeeding in our community.

The breastfeeding counselors were happy to listen to the words of gratitude of mothers, not only for the particular activity, but also for the support and assistance they receive from the counselors in the process of breastfeeding. One of the mothers who attended the event, Jarilis Nieves, told us, "the experience for me was very motivating because we could share with experienced mothers that encouraged us, first-time mothers, to continue with the wonderful experience of breastfeeding."

Professional photographer José Ernesto Cachetitos photographed each family and presented them with their graduation portrait.

The event concluded with Breastfeeding Peer Counselors Elizabeth Santos and Zulma Martinez offering thanks for the support they received from their supervisor, Marines Lozada, and the staff of Guaynabo WIC Clinic for their assistance in the event. ■



GRADUATION DAY — Breastfeeding Peer Counselors Zulma Martinez (with her daughter) and Elizabeth Santos are joined by everyone who participated in the graduation.

VIRGIN ISLANDS WIC KICKS OFF BREASTFEEDING CLASSES AGAIN

By Lorna Concepcion, MS, RD

Newly hired Virgin Islands Breastfeeding Coordinator Donabel Pierre jumped into breastfeeding promotion full blast by holding a breastfeeding class at Charles Harwood within the first month that she was hired (September 2011). A renewal of these classes are welcomed by our WIC moms, as they would be able to share experiences with each other, as well as gather much-needed information to allow them to continue their breastfeeding experiences.

Donabel is enthusiastic about breastfeeding promotion, stating, "Now I have the opportunity to continue my much-loved service to moms and babies," as she was trained as a nurse midwife in her native Dominica.

Donabel has already helped quite a few moms with breastfeeding problems and will continue to expand breastfeeding classes to the other clinics. Ms. Pierre will all begin the implementation of the breastfeeding Peer Counselor Initiative in the Virgin Islands.

We at WIC welcome Donabel to her new position in WIC. ■



CLASS IS IN SESSION — VI Breastfeeding Coordinator Donabel Pierre (far right) joins WIC staffers Shermaine King and Lissette Almestica and WIC breastfeeding moms in a new class.



DADS ARE WELCOME TOO! - WIC dad Eugene Corbiniere and mom Katrina with their baby, along with Shenell Bailey and baby attend class led by Donabel Pierre (far left).

CHILDREN'S NATIONAL MEDICAL CENTER WIC IN DC CELEBRATES WORLD BREASTFEEDING MONTH

On August 23, staff from WIC at Children's National Medical Center and Children's Health Center (CHC) at Shaw hosted a breastfeeding celebration event to help spread the word about the importance of breastfeeding. The event featured educational information, breastfeeding information bags, give-aways, and face painting. Participants learned about the benefits of breastfeeding for babies, mothers, families, caregivers, and the community. WIC and CHC staff showcased their artistic talent on the arms and hands of several children, and even a few adults. ■



DC SPREADS THE WORD — Enjoying the breastfeeding celebration are DC WIC staffers (left to right) Courtney Monroe, Corixa Bran-Paz, Sara Beckwith, Jayasri Janakiram, Muriel Raglin, Toni Henderson-Jones, Jennifer Anderson, and Geena McNeil.

DC WIC GETS FRESH

On August 4, the District of Columbia WIC Program hosted the “Get Fresh” Festival and Breastfeeding Celebration at the FRESHFARM Market across the street from the White House. The “Get Fresh” Festival and Breastfeeding Celebration is an annual event to promote the consumption of fresh fruits and vegetables, expand the awareness and use of local farmers’ markets and promote breastfeeding.

The USDA Under Secretary for Food, Nutrition and Consumer Services, Kevin Concannon was the guest of honor at the event. He was accompanied by Patricia Dombroski, Administrator of the Mid-Atlantic Regional Office, and Debra Whitford, Director of FNS Supplemental Food Programs Division.

During the festival, DC residents, families, and friends gathered to participate in the dedication of the WIC mobile unit, interactive health and wellness activities; receive breastfeeding information and support; enroll in WIC, CSFP, and FMNP; sample healthy recipes; and hear live music. Activities included a flash mob performance and several energetic and beautifully choreographed dance group performances put on by senior fitness groups from across the city, a tai chi demonstration, a cooking competition, and a toddler fruit and veggie costume contest. WIC participants and community partners enjoyed the festive environment and gained knowledge about WIC breastfeeding services and the DOH Farmers’ Market Nutrition Programs. ■



YOU ARE WHAT YOU EAT — Two of the Fruit and Veggie costume contest contestants take a break under the tent.



A CAPITAL DAY — Enjoy the festivities in the nation’s capital are Patricia Dombroski and Kevin Concannon with Richard Levinson, Interim Senior Deputy Director of DC DOH.



WIC ON WHEELS — Check out DC WIC’s new mobile unit with staff members (left to right) Toni Henderson, Crystal Simms, René Simms, Jennifer Anderson and Sabrina Lewis.

CHECK OUT VIRGINIA BEACH WIC’S OUTREACH EFFORTS ON FACEBOOK

By Becky Kear

Virginia Beach WIC, long known for its numerous outreach events, recently got a Facebook page to keep everyone informed. The most recent event was 23rd Annual Virginia Children’s Festival, at Town Point Park on Saturday, Oct. 1. In addition to distributing WIC information, they gave away books, CDs, beach balls and calculators.

For more information, visit <http://www.facebook.com/media/set/?set=a.256300241078920.56689.114928691882743&l=66e4f64b30&type=1> ■

WEST VIRGINIA WIC REACHES OUT AT STATE FAIR

By Robert L. Wines

The West Virginia Office of Nutrition Services recently attended and staffed an informational booth at the 2011 State Fair of West Virginia. This year’s fair theme was “West Virginia — It’s all Here” and each exhibitor was asked to design their booth around that message. The Office of Nutrition Services booth incorporated the theme to promote the WIC Program and the message “It’s all Here — Health and Nutrition” to offer the benefits of the WIC Program and the health and nutrition information available at your local WIC clinic.

Staffing for the nine days of the fair came from the outreach and marketing team located around the state in the eight WIC regions. In addition to the distribution of useful health and nutrition information, the staff interacted and answered questions about the program and handed out more than 2500 sets of the “Eagle Series” books to children of all ages. The exposure to more than 200,000 fair attendees was a great benefit to the awareness of the WIC Program and the services offered to the citizens of West Virginia. ■



ALL’S FAIR — Pam Riggleman (left), Local Outreach Specialist from the Shenandoah Region and Kate Shingleton, Local Outreach Specialist from the Mid-Ohio Region, staff the WIC booth during the 2011 State Fair of West Virginia.

IT'S ALL ABOUT THE CONNECTION AT MARYLAND WIC

This fall, the Maryland WIC Program took its first steps into the exciting and expansive realm of social media. WIC will use social media to promote the Program, make information and resources easily accessible, and develop a virtual community for WIC staff and clients. A new communication team includes Margaret Eng, Rachel Ready, Tiasha Taylor, Jessica Payton, and Stephanie Layne.

Our WIC participants are among the millions who access social media outlets on a daily, if not hourly, basis. In order to continue to provide nutrition and breastfeeding support most effectively, we must continue to stay current. Outreach efforts will reap the benefits of being able to engage our participants in the form of contact easiest for them, whether it is electronically or personally. Therefore, we have created accounts with four of the most popular social platforms: Facebook, Twitter, Tumblr, and YouTube.

Facebook — As of this past July, Facebook has over 750 million active users. People use this network to keep up with friends, share links, share photos and videos of themselves, and to learn more about people and businesses. Here at WIC, we currently use it to post factual articles and informative references, highlight photos and videos of WIC-approved food items and recent events, and even poll our followers. Three separate Facebook pages are set up, each highlighting a specific feature of the WIC Program: Breastfeeding Services, Food & Nutrition, and general WIC information. To join our following, "Like" our pages to receive up-to-the-minute posts and updates!

Twitter — Participants can now subscribe to our tweets to receive instant announcements and posts. Not monitoring a computer all day? No problem; users can receive text message tweets instead! WIC is also searchable on Twitter with the use of #WIC, and we can be mentioned by referencing @MarylandWIC.

Tumblr — Tumblr is a social media interface serving as a blog platform. Our new MD WIC Lady Blog will be written primarily by one of our nutritionists, Colleen. Followers can also find links to our other sites, the option to tweet the post to their followers, like the post on their Facebook page, or all of the above!

YouTube — Tune into WIC's new channel on YouTube. You can watch the story of WIC; learn about the WIC transaction, and how to use your WIC checks. More videos are coming soon!

The communication team planned to have posters and handouts available January 1. We also welcome your comments at marylandwic@gmail.com ■

PUERTO RICO'S DORADO WIC CLINIC IS WILD ABOUT FRUITS AND VEGETABLES

By Socorro Ramos, RD, Nutrition Supervisor, Dorado WIC Clinic



LEARNING TO EAT RIGHT — Dorado's WIC Clinic in Puerto Rico promotes activities related to increased fruits and vegetables intake. WIC Nutritionist Socorro Ramos, RD (rear, right) and Community Nutrition Intern M. Llavona (rear, left) offer a nutrition education activity and enjoy the occasion with children and staff.



VEGGIES ARE GOOD FOR YOU — Dorado's WIC Clinic Community Nutrition Intern led an activity to motivate children to increase their vegetable and fruit intake.



FRUITS ARE FUN — Dorado's WIC Clinic participants enjoy fresh fruits as part of an educational activity.

WEST VIRGINIA'S WHEELING - OHIO WIC PARTICIPATES IN BABY SHOWER

By Tammy Amos, Outreach Coordinator

Wetzel County Center for Children and Families (WCCCF) held their first Baby Safety Shower on April 29. Invitations had been made available to participants of the Wetzel/Tyler WIC Program. Pre-registration was needed. There were 16 families represented and 31 total in attendance.

Guest speakers were Michelle Romanic, Ohio County MIHOW, on proper installation of car seats; Mary Klug, Wetzel/Tyler Parents As Teachers, with coupon clipping and ways to save money; and Regina Reynolds, Wetzel/Tyler WIC Peer Counselor, with the Advantages of Breastfeeding. All speakers presented valuable material and those in attendance appreciated the information.

Several attending commented that they had not really considered breastfeeding until they learned so much from Regina's presentation. Marsha Croasmun, WCCCF staff, stated that she had learned things about breastfeeding that she was never aware of. Great job, Regina!

A light luncheon provided and there were numerous door and game prizes, along with a \$25 gift certificate given to each family in attendance. The reception room was decorated beautifully and inviting.

Participating agencies were: Tammy Amos, Outreach Coordinator Wetzel/Tyler WIC; Melinda Graham, Birth to Three; Connie Deluney, WVU Children with Special Health Care Needs; and Kim Fruner, Early Head Start. The entire event was deemed a success by all. ■



WIC AT THE READY — Regina Reynolds (left), Wetzel/Tyler Peer Counselor, and Tammy Amos, Wheeling-Ohio Outreach Coordinator, staffed the WIC display at the Wetzel County Center for Children and Families Baby Shower.

**PENNSYLVANIA'S ALLEGHENY WIC PARTICIPATES
IN PITTSBURGH'S FOOD DAY 2011**

By Carol Janesko, RD, LDN
Outreach Coordinator, ACHD/WIC Program

Food Day 2011 was celebrated all weekend October 21-23 in the new Pittsburgh Public Market in Pittsburgh's historic Strip District. Rachel Kudrick is the Community Resource and Outreach Manager for the Public Market and instrumental in setting up the display. Information from all the participating organizations was available along with "About Food Day," provided by the Center for Science in the Public Interest. Fruit and vegetable stress balls, applications and "All About The WIC Program" flyers were provided by Pennsylvania's Allegheny County Health Department (ACHD) WIC Program.

ACHD WIC joined in a celebration of Food Day 2011 with 10 other Pittsburgh organizations that included American Healthcare, The Tote Bag Project, Buy Fresh Buy Local, Sustainable Monroeville, Monroeville Food Garden, Ujamaa Collective, Chatham University, PA Association for Sustainable Agriculture, Just Harvest, and Pittsburgh Public Market.

The festivities included healthy food sampling of quinoa and acorn squash, which was presented by Marisa Muscarella, graduate student at Chatham University. The movie, "Food Stamped," documenting a young couple Shira and Yoav Potash's attempt to eat healthy foods using only food stamps, was shown at the Kaufman Center Auditorium in the Hill District area of Pittsburgh on October 24. The Public Market owns veggie costumes and they were used for this event. Rachel had students volunteer to walk around the Strip District promoting eating more fruits and vegetables. This was a great community collaboration to promote National Food Day 2011! ■



FOOD FOR ALL — ACHD/WIC Program Outreach Coordinator Carol Janesko joins in on the Pittsburgh celebration of National Food Day 2011.



WALKING THE WALK — ACHD/WIC Program Outreach Coordinator Carol Janesko joins the "Walking Veggies" in promoting National Food Day 2011 in Pittsburgh.

**WIC LAUNCHES BENEFIT CAMPAIGN IN PUERTO RICO
TO INCREASE PARTICIPATION**

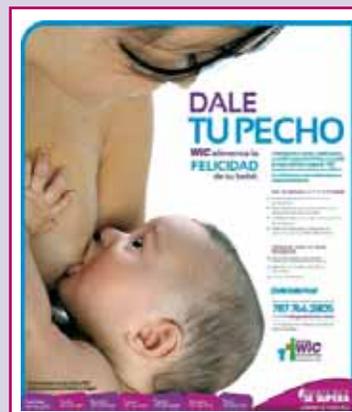
"Healthy and happy children," that is the message of the new campaign that the Puerto Rico WIC Program has developed to promote their benefits. The objective of the campaign is to inform and educate mothers on the importance of implementing a good diet program in order to ensure nutrition and balance in the physical activity of their children. Through this initiative Puerto Rico has focused all its efforts on increasing the participation of more mothers, infants and children by creating ads that promote consumption of nutritious food, as well as guide them on the benefits of the nursing process, and the security that the children enjoy by eating healthy food.

The advertising concept will include television, radio and print media insertions that will impact the more than 4 million habitants, positioning the Island at the forefront of our times recognizing that health is a right for all. The message in the campaign was created in a simple way so that it can reach all households and more families can learn about the benefits of the PR WIC Program.

Television ads are focused on two scenarios; the first one presents several children of various ages with their cheerful little faces while they enjoy consuming a nutritious meal, and the second shows a mother lovingly watching and caressing her baby while breastfeeding him.

Recognizing the importance of public orientation and as part of the efforts to increase the participation of the community in the Program, thus impacting positively the wellbeing of its citizens, Puerto Rico also inaugurated the first WIC office located in a shopping mall. Now the participants will receive services within hours and days in which the mall operates, including Saturdays and Sundays.

These new steps are part of Puerto Rico WIC Program's focus to better the health of mothers, infants and children. ■



GET THE MESSAGE —
This billboard and poster are part of the recently launched campaign.



HERE'S WHAT'S BEEN HAPPENING AT NEW JERSEY'S BURLINGTON COUNTY WIC

It has been a busy few months at New Jersey's Burlington County WIC.

WIC Program participants enjoyed an afternoon of line dancing in observation of National Nutrition Month. The local agency's theme this year was "Dancing for Your Health." Participants who were scheduled for class and check pick-up as well as those who just wanted to participate learned the value of exercise while having fun. Two line dances with music were taught by Horizon Blue Cross/Blue Shield staff. Participants received door prizes from donations provided by the students at Tabernacle Elementary School. The prizes included brand new pajamas for infants through age five, as well as two sleeping bags. The students collected the items during their observance of Dr. Seuss Day.

Participants stated how much fun it was

and would like similar activities in the future. Everyone left with a recyclable Burlington County WIC Program tote bag with the slogan, "Eat More Fruits and Vegetables," and a pedometer.

Representatives from Horizon Blue Cross Blue also provided health screenings during the day. A total of 46 WIC clients and Health Department staff and visitors had their blood sugar and blood pressure checked.

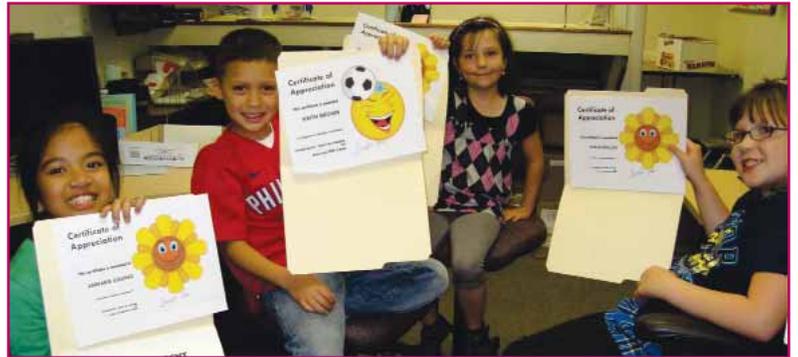
Sarah Phillips, Emily Phillips, Keith Brown, and Anmarie Aquino were guests at the Burlington County WIC Program for Bring Your Child to Work Day. The ladies and young man assisted with many activities during the day. They helped with counting outreach fliers, stuffing envelopes, mailing the outreach fliers for the month of April, stamping and labeling envelopes.

Senior volunteers from the Office of Aging in Willingboro donated their time during Farmers' Market season. The volunteers came every Friday with samples of a fresh fruit salad, mixed green salad and fruit juices for clients, staff and the public to try. Children learned the colors of different produce and the importance of fruit and vegetable consumption through coloring books.

Burlington County's Scarborough Farm provided produce at the Administrative site for clients to purchase the same day receiving the vouchers. Fliers were also distributed with the days and times the farmer would be available. Evening hours at the Administrative site for the farmer were added to have the services available for clients needing evening hours. ■



SO YOU THINK YOU CAN DANCE — Taking part in the line dancing are WIC participants and Horizon Blue Cross Blue Shield representatives.



TAKE YOUR CHILD TO WIC — WIC staffers brought their children to work. Showing off their certificates of appreciation for a hard day's work are (left to right) Anmarie Aquino, Keith Brown, Sarah Phillips and Emily Phillips.



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