

MARWIC

T · I · M · E · S

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

**WEST VIRGINIA VALLEY HEALTH SYSTEMS
WIC PROGRAM NUTRITION ASSISTANT
ACHIEVES NCAA TRACK AND FIELD
ALL-AMERICAN FIRST TEAM STATUS**

By Mary Caldwell, MA, IBCLC, RLC
Valley Health Systems WIC Director

Cystal Walker, Valley Health Systems WIC Nutrition Assistant, and Marshall University Thundering Herd senior, set a school record in the long jump and placed fifth in the nation in the NCAA Outdoor Track and Field Championships at Hayward Field in Eugene, Oregon, on June 6.

She finished third in the first flight with a jump of 21-feet, 1/2 -inch, or 6.41 meters, which was just a hundredth of a meter off of the second place finisher.

Crystal's jump qualified her for the finals, where she fouled twice and put up one jump of 20-feet, 5 1/4 inches, or 6.23 meters, resulting in a fifth place finish in a field of 24 competitors. Walker's performance led to an achievement of All-American first team status.

In the history of the Marshall University (MU) track and field program, Crystal is one of only three Thundering Herd women's track and field athletes to qualify for nationals. As a matter of fact, Crystal qualified for the championships twice during her career at MU which is no easy accomplishment coupled with the lack of a track to run on or facilities to train at on campus.

Crystal started college at Stephen F. Austin State University near her home in Dallas. She transferred to Marshall after her sophomore year when her coach, Lacey' Carmon-Johnson, accepted an assistant position with the Herd. "I didn't force her," Carmon-

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VALLEY HEALTH BOASTS AN ALL-AMERICAN EMPLOYEE — Marshall University's Crystal Walker competes in the long jump and placed fifth in the nation.

**VIRGIN ISLANDS WIC STAFF MAKE HOME VISITS
DURING FEDERAL SHUTDOWN**

By Lorna Concepcion, MS, RD

In order to ensure that WIC participants who missed their September appointments and were unresponsive to telephone calls received their September benefits, Virgin Islands WIC staff at the Charles Harwood Complex arranged to do home visits during the period of the Federal government shutdown.

Virgin Islands WIC collaborated with the Maternal Child Health Clinic for the use of their car, and Nutrition Aides Shermaine Samuel-King and Lizette Almestica visited a few WIC families to issue their checks. For those who were not home at the time of the visit, a note was left to contact the WIC office. These staff members, who went the extra mile to assist WIC families, embody the spirit and philosophy of WIC. Another benefit of this effort was the attainment of the September caseload. These families were touched that their WIC workers cared enough about them to make home visits. ■



WIC NEVER STOPS WORKING — WIC Nutrition Aides Shermaine Samuel-King and Lizette Almestica discuss their list and strategy for home visits in The Department of Health's parking lot.

DC WIC OFFERS SERVICES IN A NEW COMMUNITY

On November 13, District of Columbia WIC staff from the former Hunt Place clinic celebrated the opening of their impressive new location in Northeast DC. The health center, Parkside, is a state-of-the-art facility in an area of DC that was historically deprived of a local health care facility. The Parkside facility is part of the Unity Health Care, Inc. (Unity Health Care) local agency. Unity Health Care President and CEO Vincent A. Keane, and DC Mayor Vincent C. Gray, heralded the opening of the Parkside Center, as a step toward achieving better access to optimum



OPEN FOR BUSINESS — An artist's rendering of Unity's Parkside Health Center, a state-of-the-art facility in Northeast Washington, DC.

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UNDER SECRETARY KEVIN CONCANNON VISITS NORTH, INC. AND THE PHILADELPHIA WIC PROGRAM

By Nichole M. Vaughn, PHR, Human Resources Director, NORTH, Inc.

On October 24, NORTH, Inc. and the Philadelphia WIC Program was visited by FNS Under Secretary Kevin Concannon and Patricia Dombroski, FNS Mid-Atlantic Regional Director. Both Mr. Concannon and Ms. Dombroski took time out of their busy schedules to sit and talk with WIC staff and employees. During this meeting, they were given a first-person narrative on why the WIC Program is important to families and how possible reductions in benefits would adversely affect them.

Under Secretary Concannon was presented with more than 1000 hand-written testimonials from WIC clients expressing why WIC is important to them. They were given a tour of the North Philadelphia WIC Office, where they saw WIC staff being trained to cut and prepare fresh fruits and vegetables for nutrition education presentations for toddlers. Mr. Concannon was thrilled to see first-hand how the efforts of WIC staff greatly benefits the clients. ■



WELCOME — Welcome Under Secretary Kevin Concannon!



OBSERVING CLASS — Under Secretary Kevin Concannon and Pat Dombroski, FNS Mid-Atlantic Regional Director, confer with Chef Linda Geren as she prepared food.



OFFICIAL VISIT — Under Secretary Kevin Concannon (center) is surrounded by (left to right) Pat Dombroski, FNS Mid-Atlantic Regional Director; Nichole M. Vaughn, PHR, NORTH, Inc. Human Resources Director; Linda M. Kilby, PhD, RD, LDN; Shearine McGhee; Adrienne Jackson, MPH, CLC; Isha Craig, CLC; and Illeana Berrios, CLC.



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

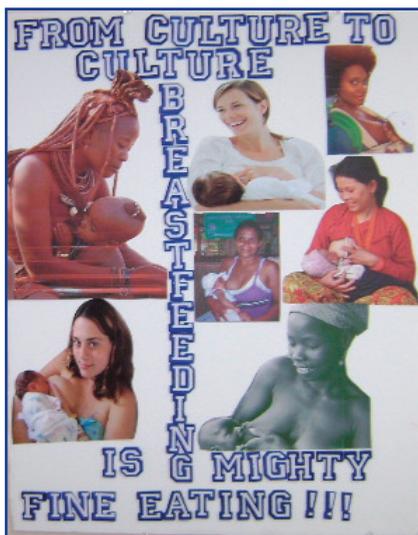
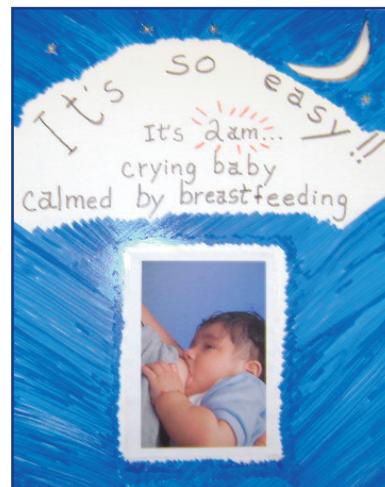
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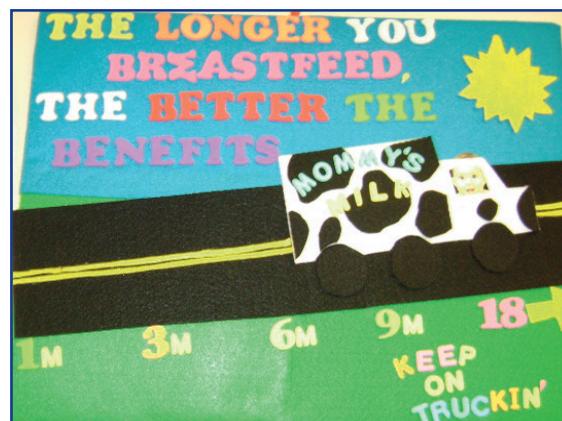
PENNSYLVANIA'S COMMUNITY PROGRESS COUNCIL WIC PROGRAM HOLDS BREASTFEEDING POSTER CONTEST

The Community Progress Council, Inc. WIC Program staff in York County, PA, requested new breastfeeding promotion posters. Breastfeeding Coordinator Kim Campbell, MS, IBCLC, challenged them to a contest to have them create their own. The three staff who participated were all declared winners and prizes were awarded. The contest was successful and the posters are currently displayed in the York WIC office. ■

"IT'S SO EASY!" — Created by Deborah Punzo, Certification Assistant



"MIGHTY FINE EATING" — Created by Deb Frey, Nutritionist



"THE LONGER YOU BREASTFEED" — Created by Tiffany Myers, Nutritionist

By Justin Wohlsifer, MPA

Program Integrity is a term you may have heard tossed around from time to time. But what is it? FNS defines Program Integrity as improving stewardship of federal money by reducing recipient fraud, reducing retailer fraud, ensuring accurate eligibility determinations, and reducing improper payments. And to achieve these ends, MARO is championing a two-pronged approach: implementation of the MARO Program Integrity Committee, and the development of the MARO Data Analytics Team.

The first prong, the MARO Program Integrity Committee, is a newly formed committee tasked with focusing on priorities and initiatives related to integrity in all FNS programs. Committee members are developing the committee's charge, priorities, goals, and strategies, in addition to seeking out collaborative initiatives that span across all FNS program areas and performing risk mitigation

assessments and offering viable solutions to strengthen program integrity. More specifically, the committee is exploring practical methodologies to identify SNAP and WIC retailer and recipient trafficking, fine-tuning its technical assistance to Puerto Rico's Nutrition Assistance Program retailer compliance team, aiding WIC in its conversion to Electronic Benefits Transfer (EBT), and helping the Special Nutrition Programs team ensure States' full compliance in school lunch and day care programs.

The second prong, the MARO Data Analytics Team, is a coordinated group of Program and Financial Management staff endeavoring to increase and standardized the use of data analytics in MARO's monitoring and oversight processes in order to boost the agency's accountability, improve the efficiency of our Programs' operations and support more data-driven planning, decision making, and

Program management. Although still in the developmental phase, to date, we've seen great success using data analytics (particularly with validating FNS reports using source data from state systems). And currently, a Data Analytics Team Coordinator for the region has scheduled several team members to attend a nationally sponsored training event focused on developing analytical reports for management, and begun to solicit additional team members from the Region to represent all FNS programs.

A few other items lending themselves to the overarching goal of improving Program integrity are FNS's participation at the National WIC Association's Program Integrity conference in Dallas, Altarum Institute's 2013 WIC Vendor Management Study, and a commitment to complete a management evaluation focused on vendor management in each State by the end of fiscal year 2014. Stay tuned for more! ■

NEW JERSEY UNVEILS NEW WIC LOGO AND STATE WIC OUTREACH CAMPAIGN

New Jersey WIC Services formed an Ad Hoc WIC Outreach Subcommittee, comprising representatives from the State WIC office, WIC Advisory Council and local WIC agencies. This group was responsible for providing major input in the selection of a new WIC logo/tagline for New Jersey, and also recommended that the annual State WIC Outreach focus on expanding outreach through partnering with the WIC-authorized vendors.



NEW LOOK — Check out the new colorful WIC outreach posters seen in store window of Fairway Market in Woodland, NJ.

More than 900 WIC-authorized vendors participated in New Jersey's State WIC Outreach Campaign, which began November 1 and will run until January 31, 2014. Each WIC-authorized vendor was given outreach materials in English and Spanish: large and small posters, fliers and tear-off pads.

The fliers can be used as grocery bag stuffers or taped below the debit machine at each cash register. The tear-off pads can be affixed to the bottom of a poster, available by the cash register, or affixed on a community board. ■

WEST VIRGINIA HOSTS DR. CATHY BREEDON FOR "BACK-TO-BASICS AND UP-TO-SPEED"

By Stephanie Whitney, MA, CLC

The West Virginia WIC Program was fortunate to host national speaker Dr. Cathy Breedon, who presented a dynamic training at the Charleston Marriott on September 12. Dr. Breedon, who has a doctorate degree in Nutrition and is a Registered Dietitian, serves as a nutrition specialist in the fields of prenatal and pediatric nutrition, as well as clinical and metabolic nutrition specialist at Sanford Medical Center in Fargo, North Dakota.

This continuing nutrition education opportunity highlighted a variety of topics geared to assist WIC Program employees in providing quality nutrition services. "Back-to-Basics and Up-to-Speed" included: "My Current Top Five Easy Ways to Improve Your Family's Nutrition," "A Top Ten Nutrition Plan for Optimizing Pregnancy Outcomes," "Calcium Odds & Ends," and many other nutrition focused subjects.

Dr. Breedon shared her wealth of scientific knowledge with 88 local WIC agency employees. Her presentation style was enthusiastic and engaging which resulted in positive training evaluations and multiple requests for future training sessions with Dr. Breedon. ■



READY TO TACKLE "BACK TO BASICS AND UP-TO-SPEED" — Pictured (left to right) are June Rhodes, RD, LD, Mid-Ohio Health Department WIC Program Local Agency Director; Mitch Greenbaum, MS, RD, LD, Shenandoah Community Health WIC Program Local Agency Director; Dr. Cathy Breedon, PhD, RD, Nutrition Specialist; and Deb Dennis, Mid-Ohio Valley Health Department Nutrition Education Liaison.

**CHILDREN'S NATIONAL MEDICAL CENTER,
DISTRICT OF COLUMBIA WIC STAFF ARE PUBLISHED
AUTHORS: EFFECTIVENESS OF MOTIVATIONAL
INTERVIEWING STUDY**

The results of a study conducted by WIC staff at Children's National Medical Center, Washington, DC were published online on November 13, 2013 by ICAN: Infant, Child and Adolescent Nutrition. The article, "Relative Effectiveness of Motivational Interviewing to Address High BMI and Health-Related Behavior among Hispanic Children (2 - 4 years old)" can be found online at <http://can.sagepub.com/content/early/2013/11/12/1941406413510175.abstract>.

Motivational interviewing (MI) was suggested as an alternative to standard counseling style, consistent with the new client-centered Value Enhanced Nutrition Assessment Initiative (VENA) implemented by WIC to address the Institute of Medicine report, "Dietary Risk Assessment in the WIC Program." The subjects were selected from one of the WIC clinics at Children's that has predominantly Hispanic clientele.

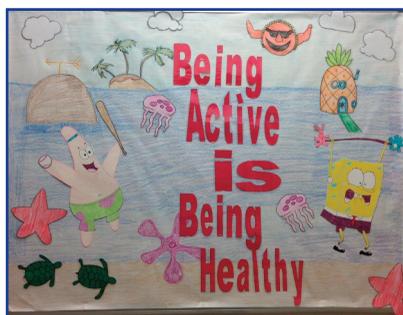
The study coordinators included Libia McDonough, MA, LN, (WIC Nutritionist), Jaya Janakiram MS, RD, LD (Local agency Director), Dr. Catherine Klein PhD, RD (Bio-nutrition Research Dietitian at Children's), Dr. Eleanor Mackey (Psychology Post-doc at Children's), Dr. Heather Hoffman (Professor at George Washington University), student interns from University of Maryland (Ana Valencia) and George Washington University (Linda Chioma-Ogu).

The behavioral intervention trial, "Healthy Children, Healthy Adults," aimed to test the feasibility and effectiveness of MI relative to standard nutritional counseling in the same population. Dyads of the child and their caregiver received standard counseling during the regularly scheduled WIC visits over a 6-month period (n=15). Then, after WIC counselors were trained in MI techniques, additional dyads were enrolled and received MI counseling (n=15) during their WIC visits by bi-lingual nutritionist, Libia McDonough. Repeated outcome measurements were obtained on four occasions across the 6-month period. Caregivers were surveyed about their child's diet and physical activity and WIC counselors were surveyed about characteristics of the counseling sessions (e.g., duration; goal selection). Key physical outcomes of interest include improvement of BMI percentile and possible correlation with caregiver BMI, age and sex. Behavioral outcomes of interest include improved goal-setting, fruit and vegetable intake, consumption of sugar-sweetened beverages and physical activity patterns among MI dyads.

A decline in median BMI of more than three percentiles (p=0.042) was observed with both counseling approaches. Caregiver-reported vegetable intake of children increased an average of one additional serving in the MI-counseled group by visit 3 (p= 0.013) despite MI recipient caregivers being scored as significantly more distracted than standard WIC participants in the first visit (p=0.036). MI is a viable option for WIC counseling to improve diet and health outcomes in participants, particularly in addressing child BMI status and vegetable intake. ■

VIRGINIA'S LORD FAIRFAX WIC GETS INTO THE HOLIDAY SPIRIT

No matter the season, the Lord Fairfax (VA) WIC staff creates imaginative poster boards for their participants during all the holidays. Kudos to Vicky Bandy for her creativity. ■



THANKS TO PENNSYLVANIA'S SHENANGO COUNTY WIC STAFF FOR DOING A GREAT JOB!

By Elizabeth Lampkins, WIC Director
Shenango Valley Urban League, Inc. WIC Program

The following note was received by Pennsylvania's Shenango Valley Urban League, Inc. WIC.

Dear Ladies at the Shenango County WIC office:

Just a little note to say thank you guys for helping me be the best mommy I could be for "Lil Cecilia."

The information, love and support during the most important part of our lives has been invaluable!

You gals are doing a great job for all future mamas in Shenango. Keep up the good work.

XOXOXO Anne Medina & Lil Cecilia

Ditto what mama said! We appreciate all you do and the yummy foods you help put on our plate. ■



A QUIET MOMENT — Anne Medina and daughter, Lil Cecilia

WEST VIRGINIA'S MID-OHIO VALLEY HEALTH DEPARTMENT WIC PROGRAM ACKNOWLEDGES BREASTFEEDING MOTHERS

By Jennifer Habeb, Nutritionist and Outreach Coordinator

Breastfeeding Support: Close to Mothers,' was the theme for 2013 World Breastfeeding Week (WBW), August 1-7. During WBW, as well as all month long, West Virginia's Mid-Ohio Valley Health Department (MOVHD) WIC Program emphasized the importance of breastfeeding.

Hospitals that encourage both skin-to-skin contact and rooming-in produce higher rates of breastfeeding moms. At MOVHD, WIC breastfeeding peer counselors try and talk with pregnant women before they give birth to encourage them to call WIC breastfeeding peer counselors day or night with any questions. The WIC breastfeeding peer counselors have also made hospital visits to assist women who have difficulties initiating breastfeeding.

The MOVHD WIC Program is fortunate to have multiple breastfeeding peer counselors to assist women with questions and concerns along with providing support and guidance to breastfeeding moms. Recently, Nutritionist Deb Dennis completed the Certified Lactation Consultant training course to gain certification, and expansion of her skills in encouraging initiation and duration of breastfeeding by WIC moms during counseling sessions.

During the first six months of 2013, breastfeeding peer counselors provided education and support for 317 infants and mothers who are breastfeeding in nine counties served by the MOVHD WIC Program. The local agency maintains the mission to try and support these mothers in many ways. For example, in addition to meeting with a breastfeeding peer counselor, the breast pump loaning program has been successful in continuing breastfeeding if mom is separated from baby. The agency also utilizes special breastfeeding scales that can tell mom exactly how many ounces of breast milk her baby is getting with each feeding. These scales have been beneficial in reducing mom's fears her baby may not be getting enough breastmilk. Lastly, babies that are still being breastfed at six months receive a bib when they come to their WIC appointment as another technique to encourage moms to continue to give nutrition that is best for their infants.

In celebration of World Breastfeeding Week, the MOVHD WIC Program provided goody bags to every breastfeeding mom that attended clinic. Bags included a bib, thermometer, spoon, and washcloth. We wanted to reward our mothers for providing the best nutrition for their baby. ■



A SMALL HOORAY FOR BREASTFEEDING — Mothers receive this goody bag from the Mid-Ohio Valley Health Department WIC Program for breastfeeding their infants.



PROUD MOM — WIC participant Vanessa Berry visits with Breastfeeding Peer Counselor Tammy Moyers during World Breastfeeding Week.

NEW JERSEY'S NORTH HUDSON WIC CELEBRATES NATIONAL FOOD DAY WITH A NEW DEMONSTRATION KITCHEN

By Alina Gonzalez, MS, CDN

Celebrating National Food Day and Cultural Diversity Day simultaneously has become a tradition at the North Hudson Community Action Corporation (NHCAC) WIC Program. It is a perfect combination because food is so much a part of everyone's culture; but above all, because the population we serve is multicultural.

This year's National Food Day lent itself to encourage participants to try new foods and new recipes. In addition, participants learned how different cultures can impact one's food choices and how food is prepared.

Moreover, a newly acquired demonstration kitchen enabled the NHCAC WIC Program to demonstrate and test two excellent recipes — a yummy squash soup and a bean salad with a Mexican twist. A true success, by all means!

The discussion sparked by the food demonstration added color to the session. The subjects raised by participants included WIC foods, cultural food preferences, healthy eating, tips for picky eaters, snack ideas, low-fat cooking and how to purchase, store, and prepare fresh produce.

The level of participation of those attending the sessions confirmed what the NHCAC WIC Program had envisioned: the number of learning opportunities brought about by a food demonstration and the tasting of a meal prepared under everyone's eyes can be numerous and even unexpected. The NHCAC WIC Program is looking forward to next year's National Food Day and continuing frequent food demonstrations. ■



TASTES AROUND THE WORLD — WIC staff and participants enjoyed Food Day by sampling different prepared ethnic cuisines.

ORIGINAL COOKING DEMOS ARE UP ON DELAWARE WIC WEBSITE

By Maria Shroyer, MS, RD, LDN

Is it Rachael Ray? No, it's former University of Delaware (UD) Masters Graduate and Registered Dietitian Megan Christner. Delaware WIC partnered with UD in an effort to teach cooking skills to WIC clients, using WIC foods.

What started with live cooking demos to a handful of WIC participants, turned into professionally produced videos. Due to the confines of only reaching a small number of participants with the live demos, Delaware WIC decided to exclusively tape the demos. The demos are now on the Delaware WIC website (<http://dhss.delaware.gov/dhss/dph/chca/dphwichominf01.html>) and will soon be shown in every WIC waiting room throughout the state.

Topics include: Grab 'n Go Breakfast, Hearty Bean Soups, Fall Favorites, Fish Dishes, Snacks, Microwave Meals, After-School Snacks, Indoor BBQ, 30-Minute Meals, Sneaky Food, Soul Food, Homemade Baby Food, and Fast Food Makeover.

Each cooking demo features 3-4 recipes using WIC foods. Nutrition information is provided for all recipes. Feedback from WIC participant focus groups helped us select the topics. We heard, "How do I prepare dried beans?" "I have too much cheese or peanut butter at the end of the month. What else can I do with it?"

Go to the Delaware WIC website to see Macaroni and Cheese baked in a muffin tin (Fall Favorites), homemade granola bars (Grab 'N Go Breakfast), Frozen Peanut Butter and Banana Sandwiches (After-School Snacks), Tuna Pomodoro (Fish Dishes), Stuffed Peppers (Microwave Meals), and many more. ■

**NEW JERSEY'S PASSAIC WIC PROGRAM
CELEBRATES WORLD FOOD DAY**

By Elizabeth Candela
MSU Dietetic Intern

How did the Passaic WIC Program and Passaic Salvation Army celebrate World Food Day? They held a food drive!

With the support of Passaic Mayor Dr. Alex D. Blanco, Passaic WIC Program Director Dana Hordyszynski and Passaic Salvation Army Captain Trudy Medina combined their efforts to sponsor a very successful food drive on October 16. The food drive was held on the second floor of City Hall. City Hall employees and community members donated more than 20 bags and several boxes worth of non-perishable items. In exchange, City Hall employees and community members received recipes, handouts providing helpful hints on healthy eating, and even received a chance to test their nutrition knowledge with a "Fact or Fiction" food quiz.

All donated food will help support the Salvation Army food pantry in Passaic. ■

WV Valley Health continued from page 1

Johnson said with a laugh.

Crystal wanted to stick with the coach who helped her achieve the level she was at; and she believed in her training and believed that she could get to nationals. Training is 20 hours a week, six days a week for 10 months of the year.

Carmon-Johnson and her husband, MU assistant coach Willie Johnson, have been crucial in keeping the 19 athletes on the track and field team motivated through the season as well as in the off-season

Crystal went to the Nationals with a good attitude saying, "I want to be an All-American ... I just want to enjoy it, I want to have fun. It's my senior year and this is the best way to go out."

Some of that is Coach Johnson's influence, who commented, "I'm just really proud of both of them (including teammate Vanessa Jules), and I knew they had it in them. ... no matter how we do I'm really proud ... (they) should really soak up the atmosphere and smell the roses, do what you do and we're going to have a great meet."

Marshall University track and field sent eight athletes to the NCAA East preliminary meet, a team record. The Thundering Herd is ranked 42nd by the U.S. Track and Field and Cross Country Coaches Association. ■

**PENNSYLVANIA'S ALLEGHENY COUNTY HEALTH DEPARTMENT ANNOUNCES
BREASTFEEDING FRIENDLY PLACE AWARDS**

By Kathryn K. South, MS, RD, LDN, Public Health Nutrition Administrator, ACHD WIC Program

To commemorate World Breastfeeding Week, August 1-7, the Pennsylvania Allegheny County Health Department (ACHD) announced the winners of its 18th annual Breastfeeding Friendly Place Awards. They recognized workplaces, public places and other sites away from home, that make an extra effort to accommodate breastfeeding mothers.

Mascaro Construction, LP on Pittsburgh's Northside, and Oncology Nursing Society in Moon were honored in the workplace category. Carnegie Science Center on the North Shore and The Midwife Center for Birth and Women's Health in the Strip District were honored in the public place category.

The longer a baby is breastfed, the greater the health benefits. Making places outside the home more breastfeeding friendly encourages women to breastfeed longer and as a result, babies and moms derive greater health benefits.

Breastfeeding-friendly workplaces are also good for business; breastfed babies are less likely to get sick in childhood, which means lower absentee rates for working parents due to a child's illness.

Mascaro Construction has demonstrated a strong commitment to breastfeeding moms by offering a friendly atmosphere and a large, clean, private and carpeted room, close to their work space, with a private entrance and occupied/vacant signage. The room has a rocking chair with a foot stool, end table, good lighting, wall-to-wall counter space with a sink in the middle, a refrigerator and plenty of storage.

Oncology Nursing Society provides a friendly atmosphere and two clean, comfortable, private rooms with occupied/vacant signage and a separate entrance restroom between the rooms. The rooms are close to the work site and have a sofa or two comfortable chairs, an end table, counter space and refrigerator.

Carnegie Science Center provides a welcoming and supportive atmosphere to any woman wishing to breastfeed her baby, that includes a designated area for breastfeeding in private, which has a large cushioned bench with a draw curtain surrounding it and is away from the mainstream of people.

Midwife Center has a homey, warm and welcoming atmosphere with a large waiting room and comfortable chairs for moms to breastfeed their babies. Staff members are supportive of any woman wishing to breastfeed and will offer a private area for breastfeeding upon request. ■



CARNEGIE SCIENCE CENTER — Front: Ronald Baillie and Ann Metzger Co-Directors with Kathryn South, MS, RD, LDN, Breastfeeding Coordinator; back: Nellie Wiancko, MS, IBCLC; Mary Ufnar, RN, IBCLC; and Rebecca Ulke, IBCLC.



MASCARO CONSTRUCTION, LP — Front: Janet O'Conner, Director of Human Resources; Michael Mascaro, VP/CCO; and Amanda Rudd, Wellness Coordinator; back: Rebecca Ulke, IBCLC; Nellie Wiancko, MS, IBCLC; Kathryn South, MS, RD, LDN; and Mary Ufnar, RN, IBCLC.



NURSE ONCOLOGY SOCIETY — Left to right: Nellie Wiancko, MS, IBCLC; Rebecca Ulke, IBCLC; Mary Ufnar, MS, IBCLC; Adam Primi, CEO; Paula Rieger, RN, MSN, CAE, FAAN; and Kathryn South, MS, RD, LDN.



MIDWIFE CENTER — Front: Christine Haas, Executive Director; Kathryn South, MS, RD, LDN; Cheryl Bradshaw, RN, BSN, IBCLC; Rebecca Ulke, IBCLC; and Dana Bloomburg, MSN, CRNP; back: Mary Ufnar, RN, IBCLC; Diana Hall, RN; and Nellie Wiancko, MS, IBCLC.

MARYLAND WIC PROMOTIONAL ACTIVITIES SHOWCASED AT ANNUAL FARMERS' MARKET CONFERENCE

By Gene Nadolny and Maura Shea

The 2013 Annual National Association of Farmers' Market Nutrition Program Conference held in Baltimore, October 16-18, provided a great opportunity for our WIC Program to share the local agencies' successful activities in promoting Maryland's farmers' markets.

Stephanie Brown, RD, from the Johns Hopkins WIC Program, enthusiastically explained how local agencies offered special check pick-up times at WIC clinics and farmers' markets. Her presentation included a colorful slideshow featuring interactive pictures from our local agencies. Standout activities included food demonstrations, container gardening, and one agency even had staff dressed as fruit and vegetables! Staff also made the activities and nutrition



MAKING WIC FUN — Maryland staff use various outreach activities to get the word out about WIC!

education special by creating easy recipes like Pizza Pazzaz, talking about their experiences at the farmers' markets, being at the markets to show how to select and prepare fresh produce, and wearing shirts that promote fruits and vegetables. Prior to the Farmers' Market season, clinic staff marketed the special activities at the participants WIC appointments by printing inserts for the WIC ID Folder and posting flyers at the clinics.

Participants enjoyed receiving the Farmers' Market Cookbook created by the State WIC Office. Rachel Ready from our State WIC Office explained why and how the State created the cookbook which included a guide to the farmers' markets and healthy recipes starring Maryland's best flavors. During a breakout session, she spoke about how she and her staff made "Ask Me About Farmers' Market" buttons for the clinic staff and how they created a contest on the State's Facebook page.

James Butler from our State WIC Office explained how Maryland partnered with the Maryland State Department of Agriculture to make it easier for farmers to participate in both the FMNP and FVC Programs by having only one application and attending only one training. He also reported how Maryland saw a need to create and implement an agreement with Washington, DC FMNP Program. This agreement allows our participants living in counties next to Washington, DC, to use their FMNP checks and FVCs at the Washington, DC authorized farmers' markets. ■

RETIRED BUT NOT TIRED: CELEBRATING A 29-YEAR CAREER WITH WEST VIRGINIA WIC

September 30 marked the end of a 29-year career in WIC for Lillian Adkins. As a Clerk for the TSN/WIC Program in Bluefield, West Virginia, Lillian has been through many changes in WIC. She witnessed the progression from handwritten, paper "checks" to the implementation of the eWIC card just this past July. In the early part of her WIC career, Lillian was also involved with the preparation and travel to distant WIC sites for mass distribution of vouchers. She ended her tenure with the modernized simple act of just loading the card.



FOND FAREWELL — Lillian Adkins dedicated 29 years of service to the TSN/WIC Program serving participants in southern West Virginia.

The TSN/WIC staff and participants will remember Lillian's ready smile and her kindness as she conducted her daily work. Lillian will be truly missed and she is wished the very best in the next chapter of her life. ■

PENNSYLVANIA'S HOME NURSING AGENCY WIC PARTICIPATES IN "WORLD'S LARGEST SMALL TOWN PARADE"

By Karen Allen, Nutritionist, Home Nursing Agency WIC Program

The 31st "World's Largest Small Town Parade" was held July 2, in Martinsburg, PA. Drawing participants and spectators from Blair and Bedford counties, the parade is an area tradition. It has also become a tradition for the Home Nursing Agency WIC Program in Blair County. For the last three years, the WIC staff have participated in this area event. The parade is held to honor agriculture, the military, area businesses, civic groups and marching units. Thousands of spectators gather early along the parade route.



EVERYONE LOVES A PARADE — Home Nursing Agency WIC staff (front, left to right) Karen Allen, Michele Cameron, Vicki Schellberg, (back, left to right) Sue Lamertina, Amy Brumbaugh, Kathy Hart, Amber Schraff, Daniel Kelley (Tracy's son) and Tracy Kelley gear up for the parade!

This year our staff was easily identified with our purple WIC t-shirts and the cases of sidewalk chalk we distributed. This is one of our favorite outreach events. The rain, early in the parade, did not dampen anyone's enthusiasm. We greeted all ages along the way with our message to exercise and play each day. We also provided information about WIC benefits. Many of our previous and current WIC clients from the crowd cheered us on. Eight of our staff distributed five cases of sidewalk chalk along the parade route. By taking small steps to improve nutrition and exercise, we hope to encourage the development of healthy habits. ■

NORTH HUDSON WIC CELEBRATES WORLD BREASTFEEDING WEEK

By Wamaitha Mirie, IBCLC

At New Jersey's North Hudson Community Action Corporation (NHCAC) WIC Program, the World Breastfeeding Week celebrations commenced with the peer counselors decorating the office with balloons that depicted positive breastfeeding messages. This culminated with the breastfeeding department hosting its annual breastfeeding fair at Donnelly Memorial Park on August 23. The park, which overlooks the Hudson River, offers a scenic view of New York City. Approximately 50 pregnant and post-partum WIC participants attended the event along with their children, in addition to another 50 community members. In keeping with the theme adopted from the World Alliance for Breastfeeding Action, "Breastfeeding Support: Close to Mothers," the peer counselors showcased a pictorial collage highlighting their breastfeeding experiences. The peer counselors were also honored with messages of gratitude written on pieces of paper by the participants they have helped in the past.

The event touted a variety of activities for children including a clown and face painting. The pregnant and post-partum women practiced yoga with the help of a certified instructor. A NHCAC WIC Program nutritionist was available to provide general information on the importance of making healthy food choices. In addition, the participants and community members sampled healthy foods such as fruits and sandwiches provided by Amerigroup.

The event concluded with a raffle that featured donated items such as a car seat, diapers and slings, as well as other infant and breastfeeding items. The lactation consultants from the Palisades Medical Center also raffled two manual pumps to our breastfeeding participants. In all, we received positive feedback from our various community partners and participants at the event. We look forward to organizing another fun- and sun-filled day at the park next year. ■



FUN IN THE SUN — Breastfeeding Peer Counselor Tamara Murga (left) showcased gifts for the raffle as the participants look on.

VIRGINIA BEACH WIC GOES TO THE CREEPY CASTLE AT 4TH ANNUAL MILITARY FAMILY FESTIVAL

By Becky Kear, Office Services Supervisor, VB WIC

The Virginia Beach WIC Program participated in the 4th Annual Military Family Festival (sponsored by the Tidewater Military Family Services Council), held on Sunday, October 27. The Virginia Beach WIC Program is an active member of this organization. The 2013 Military Family Festival, themed "Creepy Castle," included lots of family friendly activities, such as face painting, a show by Spectrum Puppets, a mad lab by Mad Science, Snake Lady, Farm Fresh Creepy Kitchen, bounce house, crafts, candy, performances and a costume contest. There is no other event in the Hampton Roads area like the Military Family Festival!

The mission of the Military Festival is to provide our local military families with a day of appreciation and fun sponsored by our local business partners, while also staging the largest resource fair in the region geared toward the needs of military families. Each October the festival vibrates with the fun of a new kid-friendly theme, while our vendors have as much Halloween candy and treats for the kids, as their tables can hold. The WIC table provided a large "Halloween Trick or Treat Box" stocked with bubbles, nutrition dog tags, and plastic rings.

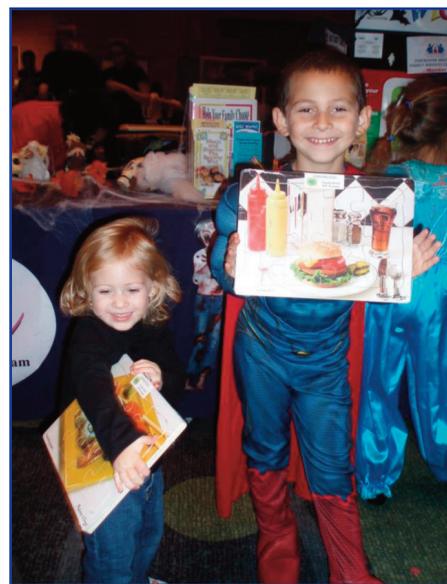
This year's event was held at the Virginia Beach Convention Center. Attendance exceeded the projected attendance of 6,000. This event was free for all military families, while the general public was charged a small entrance fee.

WIC staff, volunteers and members of the Virginia Beach Medical Reserve Corps manned the two WIC tables at the event. We interacted with all the attendees, answered questions and provided phone numbers and addresses for the WIC offices throughout the Hampton Roads area.

All exhibitors were required to provide an interactive game/activity at their booth. WIC provided great information and fun with the Spin Wheel game. Attendees spun the wheel, answered a nutrition related question and received a nutrition-related prize for the correct answer. Some of the prizes included wooden fruit or veggie puzzles, cage bells, Frannie lunch bags, exercise CDs, Food Groupies and WIC cookbooks. A consolation prize (Exercise! Thumbring) was given to anyone providing an incorrect answer. Lines to participate in the Spin Wheel game were very long all day, but attendees waited patiently to spin the wheel and collect a prize!

The event welcomed a crowd of thousands eager to have a fun, safe, and wholesome family day focused on their unique culture. Proceeds from the event fund TMFSC's annual free summer camp contest for dozens of military kids of all ages.

We enjoyed the Military Family Festival very much and the ability to provide WIC information to the military families and all attendees. We had a great time and are looking forward to the next Military Festival. ■



A FUN DAY FOR ALL — These military families had a great time at the Military Family Festival.

NEW JERSEY'S GATEWAY CAP WIC CELEBRATES BREASTFEEDING IN CAMDEN

On August 17, Gateway CAP WIC joined with other community leaders for a huge community event entitled, "Camden Celebrates World Breastfeeding Week."

The celebration was held at the Dudley Grange Park in Camden city and drew thousands of people from the area. Special thanks to Karima Alderman from the Southern New Jersey Perinatal Cooperative — Nurse Family Partnership, who worked with us to organize the event. Attendees

enjoyed free refreshments, games and raffle prizes. Our Lady of Lourdes and Cooper Hospitals, as well as many other community organizations participated. Guest speaker, Camden Mayor Dana Redd recognized attendees and presented a WBW proclamation. Peer counselors were honored with certificates for their work supporting breastfeeding mothers and babies in Camden County. The weather was beautiful and the day was enjoyed by all. ■



Thousands attended the "Camden Celebrates World Breastfeeding Week" event.



Members of Gateway CAP Breastfeeding Team: Maribel Perez, PC, Karen Kurtz, IBCLC, Sandy Doyle, PC with Camden Mayor Dana Redd and Karima Alderman from SNJPC.



Janet Vivez, PC with Dr. Jaya Velpuri, WIC Director and Chief Nutritionist/Assistant Coordinator Manjula Malladi at the Camden Celebration.



Robbi Albert-Jones, Breastfeeding Services Manager, presents certificates of appreciation to Breastfeeding Peer Counselors Sandy Doyle, Janet Vivez and Maribel Perez.

PEDIATRICIAN RECEIVES AWARD FROM PENNSYLVANIA'S ALLEGHENY COUNTY HEALTH DEPARTMENT FOR BREASTFEEDING ADVOCACY

By Kathryn K. South, MS, RD, LDN

Public Health Nutrition Administrator, ACHD WIC Program

Pennsylvania's Allegheny County Health Department recognized Sylvia S. Choi, MD, of Franklin Park, on September 11 for her work to promote breastfeeding and support of breastfeeding moms and their babies. A Certificate of Achievement from the Health Department was presented to Dr. Choi at a WIC Program staff meeting.

"We commend Dr. Choi for being an effective breastfeeding advocate not only with new mothers and their infants but with medical students and residents by educating them on the importance of breastfeeding. This which helps create a future generation of advocates," said Acting Health Director Dr. Ron Voorhees.

Dr. Choi is Associate Professor of Pediatrics with the University of Pittsburgh School of Medicine, Medical Director of the Feeding and Swallowing Center, and a member of The Paul C. Gaffney Diagnostic Referral Service at Children's Hospital of Pittsburgh of UPMC.

In a demonstration of her strong commitment to continually learn more about breastfeeding, Dr. Choi attended the annual international conference of the Academy of Breastfeeding Medicine in both 2011 and 2012. She is equally committed to sharing her knowledge with others by supporting breastfeeding education for Children's Hospital staff and seeing patients for consultative feeding evaluations. ■



CONGRATULATIONS — Sylvia Choi, MD, FAAP, is surrounded by (left to right) Rebecca Ulke, IBCLC; Nellie Wiancko, MS, IBCLC; Mary Ufnar, RN, IBCLC; and Kathryn South, MS, RD, LDN, as she receives her award.

SOUTHERN MARYLAND WIC OFFERS HEALTHY BREAKFAST FOR A HAPPY DAY — TRY A QUICK AND EASY SMOOTHIE

On October 1, the Southern Maryland WIC Program began their new nutrition education series for the quarter running October through December. The nutrition series is entitled "Have a Fantastic Day, Eat Breakfast!"

The nutrition education session encourages families to eat breakfast at home together and discusses the importance of eating a healthy breakfast. The participants learn how to make healthy choices if they have to get breakfast on the go, and they learn how to make their breakfast fit the guidelines of Myplate. Finally, the participants are given several healthy breakfast recipes to try, and most of the ingredients featured in the recipes can be bought with WIC vouchers. A banana strawberry smoothie made with fat-free milk and fat-free yogurt is one of the featured recipes. After the nutrition education presentation, the nutritionist makes the smoothies so the participants can see how easy and fast it is to make a nutritious breakfast filled with vitamin C, calcium, vitamin D and much more. Then the participants sample some of the delicious smoothies. The participants love this nutritious treat! ■



YUM – Southern Maryland WIC staff demonstrate how fast and easy it is to make a smoothie.

VIRGINIA LORD FAIRFAX HEALTH DISTRICT WIC CELEBRATES BREASTFEEDING FAIR

The Virginia Lord Fairfax Health District WIC staff celebrated Breastfeeding Month with an all-day Breastfeeding/Health Fair held August 23. Breastfeeding moms and their families received a special invitation by mail. Health Department participants were also invited to participate. Tables exhibited information about breastfeeding, car seats, immunizations, dental health and baby swaddling. A photo booth was available for portraits of participants and their families. A "Thank You Note" table allowed participants to write a personal thank you note to the individuals who supported them on their decision to breastfeed. Children participated in face painting, physical activity games and received fluoride varnish treatments. Adult games included breastfeeding bingo and breastfeeding trivia. Fresh peaches grown in the Shenandoah Valley were served as refreshments. Other homemade refreshments were provided by WIC staff, and Health Department staff donated items to be used as prizes for adults and children. Breastfeeding/Health Fairs have successfully been held for the past 10 years in which the health department and WIC staff work together to support participants in their decision to breastfeed. ■



STAFF PHOTO — Pictured (left to right) are Lord Fairfax Health District WIC staff Nancy Turner, OSS; Victoria Bandy, Nutritionist; Norma Gainsback, Nutritionist/Breastfeeding Coordinator; Theresa Gilson, Nutritionist; Victoria Crone, Nutritionist; Tammy Boyd, OSS; Keely O'Neil, WIC Supervisor; Regina Clowes, Breastfeeding Peer Counselor; Jeanne Watson, Nutritionist; and Sarah Kline, OSS.

DC WIC Offers Services continued from page 1

health care for Washington, DC residents right in their neighborhoods.

Unity Health Care is a non-profit agency that offers health and human services to low income, underserved populations, including families released into the community following incarceration. It is the largest provider of primary health care across the District of Columbia, with over 28 health centers including shelters and mobile medical vans. WIC services are offered at seven of its sites in hard-to-reach communities. Parkside is a federally qualified health center. It houses a variety of specialties besides WIC, including family care, pediatrics, podiatry, psychiatry, and dental. The WIC clinic at Parkside includes two spacious nutritionist offices, one breastfeeding peer counselor office, a comfy and private lactation room, and a separate lab for height/weight/hemoglobin measurements. The DC WIC Program looks forward to tapping into this area of DC and filling the gap in health services to families in need. ■

PENNSYLVANIA'S FAYETTE COUNTY COMMUNITY ACTION AGENCY WIC CELEBRATES WORLD BREASTFEEDING WEEK

By Susan Mahokey, WIC Project Manager
Fayette County Community Action Agency, Inc.

Pennsylvania's Fayette County Community Action Agency, Inc. (FCCAA) WIC Program celebrated World Breastfeeding Week with a luncheon for breastfeeding moms and their babies on August 7. Many local businesses were extremely generous to our program with donations so we were able to provide breastfeeding women and their babies with lunch and dessert. Our peer counselors, Kim Mead and Rose Ziglear, planned an afternoon of fun and prizes for the women. The peer counselors got the women talking by asking them to share what they feel would be a "best tip" for new and pregnant women contemplating breastfeeding. We are going to use the "best tips" shared by the women as an education piece for pregnant women undecided about breastfeeding their baby.

We also took a photo of each mom and her baby that we are going to use as a bulletin board in our waiting room. Our area has low rates of breastfeeding women and we hope by showcasing our WIC moms, other women will be inspired to try breastfeeding their baby. The women were also given the opportunity to make a craft handprint with their baby to take home. Moms and babies both had fun participating in this messy, but heart-warming activity.

After the planned activities were complete, winners of the chance auction were announced. We were extremely pleased to have so many wonderful prizes generously donated by area businesses. Prizes included a facial, theater tickets, numerous gift cards to area grocery and department stores and a crock from a local pottery store. All the women in attendance went home with a prize, met new friends and enjoyed spending time with other breastfeeding moms. ■



FCCAA BREASTFEEDING CELEBRATION – Pictured (front, left to right) are Kim Mead, WIC Breastfeeding Peer Counselor; Amanda McKoy and her son, Greyson; Emily Miller and her son, Wyatt; (back, left to right) Amy Hartsock and her son, William; Roberta Conner, Breastfeeding Coordinator; Adah Coleman and her son, Connor; Elizabeth Adams and her son, Jackson; Jenni Craig and her daughter, Gracie; Rose Ziglear, WIC Breastfeeding Peer Counselor; and Melody Collins and her son, Owen.

MARWIC TIMES 2014 Calendar

- 11th Annual Nutrition & Health Conference. Addison, TX. May 5-7.
- NWA Annual Education & Networking Conference. Pittsburgh, PA. May 18-21.
- The deadline for the Spring issue of MARWIC TIMES is February 11, 2014. Submit articles, photos and calendar events to your State editor. No Polaroid pictures. 5" x 7" digital photos (saved as JPGs) preferred. All photographs must include a detailed caption.

WEST VIRGINIA'S VALLEY HEALTH SYSTEMS WIC PROGRAM REFLECTS ON THE BENEFITS OF eWIC

By Denise Eagan, MA, RD, LD

West Virginia's Valley Health Systems WIC Program changed from paper vouchers to electronic benefit issuance this past July. The eWIC Electronic Benefit Transfer (EBT) system started rolling-out this year with Valley Health Systems being the second local agency in West Virginia to issue eWIC cards.

The WV Office of Nutrition Services (ONS) has been working over a year preparing for the roll-out with all of the eight local agencies. The first agency to pilot eWIC was Mid-Ohio Valley during the spring of 2013. The experience gained from the pilot as well as the training prior to rollout enabled Valley Health WIC to make the switch from vouchers to cards successfully.

Some of the new benefits that are shared by participants are:

- Elimination of paper checks has improved the grocery store shopping experience.
- EBT gives families needed access to benefits without the delay and stigma of paper vouchers.
- Each food item may be purchased individually when the participant chooses without losing benefits.
- The purchase process is identical to all other shoppers, improving program confidentiality and speeding checkout.

Benefits to retailers include:

- Electronic approval of WIC items has improved the check-out experience for cashiers.
- From a retailer's perspective, the new transaction processing provides accuracy and efficiency that is necessary in today's fast-paced retail environment.
- Electronic payment processing has improved the reconciliation process for retail vendors.

Lastly, the clinic staff raves:

- Electronic issuance of benefits has streamlined the process in the WIC clinic.
- EBT offers quicker, easier response to disasters, and medical emergencies such as formula allergies, since benefits can be loaded remotely.
- When online nutrition education is completed, benefits can be loaded to the eWIC card once the participant calls the clinic to verify the class completion which offers greater flexibility, addresses transportation difficulties, and frees up appointments for walk-in services.

The Valley Health Systems WIC employees went through six hours of training with the state office staff. Kathy Legg, Management Information Systems Coordinator, taught how to enter each family into the new EBT interface computer system (WIC Direct) and how to issue food packages

that have been established by the clinic nutritionist. Heidi Staats, State Outreach Coordinator, shared the new eWIC purchase process at the grocery store – specifically the differences in purchasing items at a state provided Point of Sale device or at a corporate store that has eWIC purchasing ability integrated into their existing software.

Local agency staff also learned the techniques for educating participants during the transition from paper vouchers. For example, staff realized the importance of the Participant Benefit Balance sheet which shows aggregated family benefits. The benefit balance report assists the participant in knowing their food prescription, spend dates, and quantities of foods available for purchase.

Another benefit shared during training, is that state-specific WIC-approved foods are now housed in a Universal Product Code (UPC) database that is maintained and distributed directly to the local grocery stores by the State Agency. The UPC codes are scanned at checkout for each WIC item, and the store personnel and WIC participant immediately know if the item is approved for WIC purchase. These elements make the checkout process move with ease, and minimize cashier and participant error. A new Benefit Ending Balance will appear on the grocery store receipt each time participants use their card throughout the month.

Once Valley Health Systems WIC staff finished with the training, a new step-by-step clinic processing plan was worked out by our supervisory staff to accommodate the new system. State Agency staff helped the first day or two at Valley Health System's eight WIC clinics. The first week was very hectic, but after the first day things started to take shape.

The State Agency has been very helpful in answering technical questions. The Mid-Ohio Valley WIC staff has also offered support, tips and encouragement. The first three months will be the most challenging because it will take this long to change all existing participants over to eWIC for the Valley Health WIC program. Once the current participants have been transitioned onto the eWIC cards, the process will be easier to maintain. All new participants will automatically be placed on the new electronic system.

Ultimately, the program change to electronic benefit issuance has been positive and exciting. The Valley Health Systems WIC Program staff now looks forward to rolling out a new State Agency model information system in Spring 2014! ■



eWIC WORKS — West Virginia WIC participants are loving eWIC!

NEW JERSEY HOSTS ANNUAL WIC MEETING – “NJ WIC: WELCOMING, INSIGHTFUL AND CREATIVE”

On October 21, New Jersey WIC Staff joined together for an annual meeting at the Hilton Hotel in East Brunswick. Last year's meeting was such a success it was decided to have a second annual meeting. More than 400 staff was in attendance. The objectives of the meeting were:

- Raise awareness of our own culture and its effect on the workplace.
- Have insights to create a welcoming environment for participants as well as staff.
- Encourage creativity for all throughout the workplace, from front desk through counseling, nutrition/breastfeeding education to serve a diverse population.
- Inspire creativity to provide excellent services with decreasing funds by using new ideas and technology.

The opening session began with welcomes from Assistant Commissioner for Family Health Services Gloria Rodriguez and New Jersey WIC Director Mary Mickles. The opening keynote, “Embracing Our Diversity,” was delivered by Jose Reyes, EdD, LPC. Dr. Reyes made the audience aware of how our staff diversity provides us the opportunity to expand the richness of our organization. His presentation highlighted the benefits of integrating diversity into our work.

WIC staff chose from one of four break-out sessions: breastfeeding, nutrition, valuing diversity or program integrity. A networking activity provided an opportunity for staff to meet each other from the local agencies throughout the state. The closing keynote, “What Else is WIC Doing,” was delivered by Cathy Breedon, PhD, RD, CSP, FADA. Dr. Breedon closed out the day with a history of WIC nutritional recommendations and a laundry list of positive outcomes from the WIC Program. She provided down-to-earth information about nutrition that was useful to all the staff. Everyone seemed to enjoy themselves and all look forward to next year's meeting. ■

NEW JERSEY'S GATEWAY CAP WIC PROGRAM CELEBRATES WORLD BREASTFEEDING MONTH

New Jersey's Gateway CAP WIC literally brought the message of "Breastfeeding Support – Close to Mothers," by hosting two community celebrations in August.

A World Breastfeeding Week Community Celebration was held on August 10, at the Cumberland County flea market. To announce the event, Albert B. Kelly, President and CEO of Gateway CAP and Mayor of Bridgeton, Cumberland County, signed a World Breastfeeding Week Proclamation highlighting support for breastfeeding mothers in the community.

The local hospital, Inspira Health Network, and other community agencies participated. Clowns offered face painting and animal balloons, which were a huge hit with the kids. Hundreds of attendees enjoyed free refreshments and prizes, and were given gift bags containing nutrition, breastfeeding and outreach incentives. Donated items from local business were raffled off and given to participants. The event was a great success! ■



Albert B. Kelly, President and CEO of Gateway CAP and Mayor of Bridgeton, Cumberland County, signed a World Breastfeeding Week Proclamation.



Gateway CAP Breastfeeding Peer Counselors Janet Vivez and Damaris Montes with the WIC exhibit.



Participants at the Vineland U-Sell Flea Market enjoy the event.



WIC Participants won gifts and prizes.



Amazing face painting!



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