



WIC watch

Platinum Partnerships: Expanding Your Network!

Aside from great **training**, important **networking** and inspiring **fun**, the CWA Annual Conference has another very important purpose: creating and strengthening critical WIC **partnerships**. WIC could not effectively function without the complex network of formal and informal partnerships upon which it is built. Federal, state and local WIC administrators partner with each other to fund, manage and provide critical services to our most important customers (and partners!): WIC families. Thousands of grocers, food manufacturers, bankers, and farmers partner with WIC to provide healthy food benefits. WIC partners with hospitals, medical providers, public health, and community organizations to protect and improve participants' health.



This year, we challenge each of you to find a NEW partner among the lively mix here at the Conference. How will you lead and collaborate with your partners to improve WIC services when you get home? Enjoy this year's opportunities to expand your network for a Platinum WIC!

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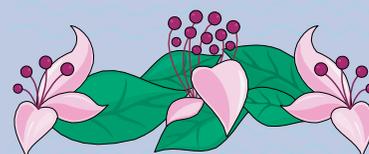


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CALIFORNIA WIC ASSOCIATION
1490 Drew Ave., Ste 175, Davis, CA 95618
(530) 750-2280 • Fax (530) 758-7780
E-mail: ltrue@calwic.org • www.calwic.org



presents



PLATINUM PARTNERSHIPS

Expanding Your Network!

Annual Conference and Trade Show
April 29 - May 2, 2012 JW Marriott Desert Springs, Palm Desert

Welcome to the 20th Annual CWA Conference and Trade Show!
 This year's theme—*Platinum Partnerships: Expanding Your Network!*—focuses on the benefits of providing stellar services, capitalizing on collaborations, and providing leadership in the community. Come learn and share how WIC staff can outshine today's tough times!

TWO PRE-CONFERENCE WORKSHOPS provide unique opportunities to invigorate your agency's practices:

- Nancy Mohrbacher and Lisa Marasco will be your guides for an in-depth exploration of the **Natural Laws of Breastfeeding** and other issues impacting lactation, from ethics to health conditions to hormones.
- **Social Media** will be the focus of the Technology Pre-conference led by Misty Avila. Attendees will get practical information and hands-on guidance about using social



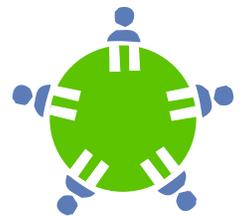
networking and other tech tools in the best ways to reach their intended audiences.

The **Academy for Participant-Centered Learning Class of 2012 and Breastfeeding Peer Counselors** will also spend some quality time in State training pre-conference sessions. We're all fortunate that these professionals are taking time to focus on program improvements in California WIC agencies!



FIVE CONCURRENT WORKSHOP TRACKS

are designed to bring topical expertise right to you:

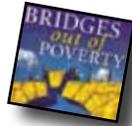


- *Priceless Beginnings:* Breastfeeding & Early Feeding
- *Platinum Nutrition Practices*
- *Platinum Performances:* Leadership and Wellness
- *Community Catalysts:* Collaboration, Advocacy & Technology
- *Platinum Plus:* More great workshops and speakers plus repeat sessions!

Welch's is proud to be a Gold Sponsor of the California WIC Association's 2012 Annual Conference

PLENARY SPEAKERS include:

- **Michael Dames** introduces Bridges Out of Poverty (and lead two more sessions later)
- **Dr. Eric Walsh** lends insights to Health Disparities & How WIC Can Help Close the Gap
- **Lisa Houston** reveals the New Face of Hunger and collaborative solutions
- **Patrick Combs** inspires with positive approaches to being change agents



Here's a sampling of some of the other engaging speakers at concurrent sessions you'll have a chance to attend:

- **Manuel Villacorta:** Embrace Yourself, Your Hunger, and Your Food
- **Evelyn Sylvester:** Cultural Food Practices in Nutrition Education
- **Laura Sanders & Annmarie Biedel:** USDA's New Breastfeeding Peer Counselor Training
- **Kathi Burns:** Become the Master of Your Muck
- **Dawn Clifford:** Health at Every Size



...and many more, covering topics ranging from dental health and attachment parenting to strategic networking and engaging fathers at WIC!

OVER 72 BOOTHS at the **Trade Show & Exhibition** will display products and materials for WIC Program participants and providers. Come explore the latest in food products and recipes, breastfeeding equipment, health services, nutrition and health education tools, and professional development resources.

SPECIAL EVENTS include food demonstrations and health screenings in the trade show and physical activity at opening and closing sessions. The exhibits featured in **Local Agency Sharing** give you a chance to glean ideas, best practices, and innovative approaches from your creative colleagues statewide.

The **California Nutrition Corps** (CNC) Reception Tuesday evening will transport you to *A Night in Spain* for your chance to meet this year's scholarship recipients and celebrate the achievements of returning scholars.



Throughout the conference, you'll want to participate in the many opportunities for **Worksite Wellness**. Start your day with an Early Bird Walk or Rise & Shine Yoga. Then Shake, Rattle & Roll or try kickboxing or aerobics midday to keep alert and fit! Best of all, your agency can field a team at the **WIC Olympic Challenge** first thing Wednesday – see conference program for details. Bring your thirst for adventure and sense of humor!



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SAVE THE DATE!

**WIC and Breastfeeding
Policy Day 2012**
Wednesday, May 30th, 2012
12:30pm-5pm • State Capitol

Join us right after Task Force meeting for CWA's Policy Day, a great opportunity to educate elected state officials about how WIC works, breastfeeding reforms, and ongoing initiatives. We will begin the afternoon with issues education and advocacy training with Capitol staffers, including hands-on practice to ensure you have a productive visit, followed by an afternoon of legislative visits. Come help educate our lawmakers—you are the faces and voices of the WIC Program and of breastfeeding moms! Policy Day is FREE and lunch is on us! Register at <http://cwapolicyday2012.eventbrite.com/> or contact Donna Hoffman at CWA for more information.



World Breastfeeding Week (WBW) 2012

Celebrate the 20th anniversary of WBW with a special event in your community or join us at the state capitol on August 1. This year's theme, *Understanding the Past—Planning the Future*, focuses on celebrating the achievements and strategizing for improvements in breastfeeding support. Plan to submit employer nominations for the Mother-Baby Friendly Workplace awards.



Visit the California Breastfeeding Coalition website for more information:
www.californiabreastfeeding.org

EBT: The Future is Now

This year, CWA is sponsoring Senate Bill (SB) 1190 to expedite the implementation of an Electronic Benefit Transfer (EBT) system for WIC benefits. Currently, CalFresh (food stamp) recipients access their monthly cash benefits via EBT, which works like a debit card. We think WIC recipients deserve the same technology, which will also benefit vendors and state program operations. We realize that implementation of such a complex system takes time and careful planning, and believe SB 1190 is needed to help make it a higher priority in California. Look for more information on our State Policy web page as the legislative year progresses.



EXPAND YOUR NETWORK!

Visit CWA on Facebook! Search for California WIC Association. You'll find local agency highlights, wellness tips, nutrition research updates, breastfeeding news, and fun photos. We hope you'll "like" us and post your own agency news on our wall!



Follow us on Twitter, too! You'll find us at www.twitter.com/calwic. Tweet @calwic about hot topics related to WIC, maternal and child health, breastfeeding, or nutrition policy. Or just read our tweets by texting "follow calwic" to 40404.



Remember, if you post or tweet during CWA's Annual Conference you could win an iPod. So get busy and **get connected!**

 **Legislative Update**

Federal Updates

Budget hearings and debate have begun on Capitol Hill as Congress grapples with a deficit reduction mandate and competing interests. While President Obama has proposed a FY 2013 WIC funding level of \$7.041 billion, House appropriators are likely to take a whack out of WIC again, setting the table for a long and contentious debate. House and Senate spending plans are so far apart that a bipartisan agreement is likely doomed, leaving another nail-biting series of Continuing Resolutions and a cliff-hanger vote in the post-election "lame duck" Congress.



State Updates

Budget Deficit:

California faces another budget deficit, but ballot initiatives have been proposed to tax wealthy residents to close the gap. The problem is, there are two of them, making it more likely that both could fail due to voter confusion. The Governor has teamed up with various unions to push the so-called "Millionaire's Tax," while a wealthy education activist, Molly Munger, has bankrolled a competing tax-the-rich proposition that would only fund education. Voters will decide in November.



State Bills

To read or subscribe to a bill go to www.leginfo.ca.gov. To see the complete list of the state bills CWA is following, go to our State Policy Page at www.calwic.org.

SB 1190 (Hancock): WIC EBT

This bill would require, by January 1, 2015, that all WIC authorized vendors have in place an EBT



(Electronic Benefit Transfer) system for WIC participants. WIC EBT (also called e-WIC) would replace the current outdated and cumbersome paper check system.

Passed Senate Health Committee on April 11 with no opposition, on to Senate Appropriations, no date set.

CWA Position: SPONSOR

AB 2322 (Gatto): WIC Vendors



This bill would require more advance notice and tighter criteria for WIC Vendor

authorization moratoriums, and also tighten up rules regarding dual pricing and overpricing of WIC foods. To be heard in Assembly Health on April 24.

CWA Position: MONITOR

AB 2386 (Allen): Breastfeeding Discrimination

Under the California Fair Employment and Housing Act, it is unlawful to discriminate on the basis of "sex," which includes gender, pregnancy, childbirth, and medical conditions related to pregnancy or childbirth. This bill would include breastfeeding under such protections. To be heard in Assembly Judiciary Committee on April 17.

CWA Position: SUPPORT

AB 1640 (Mitchell) CalWORKS & Medi-Cal Eligibility for Pregnant Women

This bill would change the state's CalWORKS statute to allow for pregnant women (with no other children in the household) to become eligible for CalWORKS basic needs grants and full-scope 1931(b) Medi-Cal benefits upon verification of the pregnancy. Passed Assembly Appropriations.

CWA Position: SUPPORT



SB 970 (de Leon): Integrated On Line Apps in Health Exchange

This bill would integrate the process for applying for public programs such as CalFresh (food stamps) and CalWORKS with the new online health coverage application process. Passed Senate Health on April 11, on to Senate Appropriations.

CWA Position: SUPPORT

California Department of Public Health
WIC Nutrition Program



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Focuses on strengths of participants, employees and community

www.wicworks.ca.gov

WIC State Update

Baby Behavior Campaign

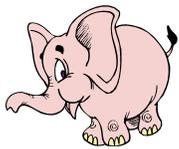


Timing is everything! You'll get the biggest "bang for your buck" if Baby Cues education occurs when the infant is about 1-3 weeks old. **Why?**



Cues education appears to be most relevant and helpful at this age. Moms and babies have some practice with communicating but are still figuring things out.

- **If education occurs too early**, when infant is less than a week old, moms may not yet have enough experience with their babies. They need at least a few days at home together to experience cues.



- **If education occurs too late**, when infant is more than a month old, many times cues have already been overridden. Also, many moms have started supplementing because of not understanding normal infant behavior.



Questions about the campaign? Come to the Baby Behavior Campaign CWA Conference booth 320.



REthink YOUR Drink

Campaign Feedback

One Nutrition Education Coordinator responding to a recent State WIC survey said "This is one of the best educational interventions we have done!" Others concurred, saying staff was well prepared and felt informed, confident and excited to share the Rethink Your Drink information in "a fun class that encourages participant interaction."

Most participants, including children, were engaged and "quite surprised," "shocked," and "amazed" to learn how much sugar various beverages contain! "Participants were returning to the waiting room and bringing in their spouses, partners, or older children," one educator reported. Staff witnessed "LOTS of 'aha' moments from participants."

"I didn't know sports drinks had so much sugar; I'm going to cut down on them."

- RYD participant

Classes were effective because they were "direct, attention-grabbing, and participatory." A few activities were challenging for some participants, such as converting grams of sugar into teaspoons and using the label-reading cards. But hands-on activities were key to participants being motivated to change and to share the information with family and friends.

"Nothing is as effective as something to hold in your hand, or physically put together oneself (DO to learn)." - RYD educator

Most agencies found the RYD materials helpful, visual, informative, well-designed, clear and easy to use, and appreciated receiving them as a "complete, ready-to-go education kit." Thank you all for your participation in this campaign!

PIENSEbien Lo que tome



Breastfeeding Updates

Local Agencies Walk the Talk of Breastfeeding Support

For over 20 years, California WIC agencies have been projecting that breastfeeding would be the norm. Here, we share some ways that local agency staff translate that “talk” into the “walk” of reality through environmental changes, policies, and a variety of practices to support mothers in creating that norm.

Influential Environments

WIC sites in **Marin County** and **Alliance Medical Center** in Healdsburg model easy ways of welcoming breastfeeding mothers: beautiful breastfeeding pictures in waiting areas and offices, a comfortable, inviting lactation room, and a display of pictures of local moms who have exclusively breastfed their babies for one year.

Far-Reaching Policies

Policies influence individual agencies as well as entire counties. Training policy at **Native American Health Center** in Oakland provides all WIC staff with 45 hours of instruction to become Certified Lactation Educators. As a result, everyone in the agency can provide breastfeeding educa-

tion and assistance to WIC moms.

In 2010, the **Monterey County** board of supervisors approved a countywide “Lactation in the Workplace” policy. This policy not only supports and encourages the practice of breastfeeding, but also provides support and awareness of the importance of breastfeeding to County employees and the community.

Supportive Practices

Shasta County offers a support group for first time moms called Shasta Moms’ Circle. Moms can participate in the group through the first year of their babies’ life. According to staff at Shasta County, moms develop a special bond with each other as they learn new parenting skills and build their self-esteem. The Shasta Moms Circle also has a Facebook page that offers all moms access to breastfeeding support 24/7. The Facebook page is especially popular on weekends. Posts include meeting and event reminders, breastfeed-



Shasta County WIC Peer Counseling Program Staff

Our Breastfeeding Vision:

Breastfeeding is the norm for WIC mothers and their infants up to age one year and beyond, and WIC is known, in the community, as a source for breastfeeding assistance and information.

ing facts, quotes, and questions that pull moms into discussions on current breastfeeding topics. Shasta County finds that this forum is a great opportunity to put myths to rest by providing evidence-based advice and websites with reliable information.

These are great examples of walking the talk and the commitment of California WIC to encouraging and supporting WIC moms in their decisions to breastfeed their babies—it’s making a difference!



“It’s the possibility of having a dream come true that makes life interesting.”

- Paulo Coelho, The Alchemist



Breastfeeding Updates

Maternity Care Matters: Overcoming Barriers to Breastfeeding

The California WIC Association & UC Davis Human Lactation Center recently released the **2012 Hospital Breastfeeding Report**. It focuses on the importance of hospital breastfeeding policy to impact breastfeeding rates not only while moms and babies are in the hospital, but after hospital discharge. The report also includes information on elective birth procedures, geographic variations of occurrence, and the likely impact of these procedures on exclusive breastfeeding when additional skilled lactation support is unavailable.

The report uses 2010 Newborn Screening Form data provided by the California Department of Public Health, MCAH Division. County fact sheets provide hospital breastfeeding information specific to each county, and **new this year is a state-wide fact sheet including information on maternity care practices and breastfeeding outcomes**. All reports and fact sheets are available at www.calwic.org/factsheets2012.

We hope these tools help you in your efforts to establish relations between your WIC agencies and local hospitals to improve hospital breastfeeding policies. **Collaborative efforts with hospitals and other**

community partners will help us reach our common goal of improved breastfeeding rates. The California Breastfeeding Coalition and local breastfeeding coalitions,

whose members include many WIC staff, are also key partners in bringing media attention to the report, and work diligently to improve breastfeeding policies.



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To you, it's nutritious.

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Ensure your child has a nutritious start every day. Cheerios® cereal is easy to grasp with little fingers, dissolves easily in your child's mouth, and is made with 100% natural whole grain oats. Among pediatricians with children, 9 out of 10 serve Cheerios as a finger food to their own children. Cheerios cereal is a great finger food for children between 9 to 12 months and older.

For hundreds of family friendly recipes visit EatBetterEarly.com

 **Local Agency News**

APLs are Growing! 

Trainees in the Academy for Participant-Centered Leadership Class of 2012 APL are finalizing their Platinum Project plans and working hard to implement them with coaching, encouragement, and support from their APL consultants.

At their second workshop held in early March, the trainees heard stories about everyday people who achieved change by applying what psychologists know about why people change their behavior. These stories are from the book *SWITCH – How to Change Things When Change is Hard* written by Chip and Dan Heath. They also discovered how the four True Colors® temperaments communicate, and shared how they will use that to enhance their communication with others.

The greatest amount of time at the workshop was spent in breakout sessions with APL trainees and their assigned consultant. The trainees shared that this time allowed them to bond as they got to know one another and learn from each other's experience. They were also introduced to presentation skills, which they will practice during their last workshop on April 29 by giving a brief overview of their project to the rest of the class.

While the Class of 2012 is going strong, the application for next year's APL program will be available soon on the www.wicworks.ca.gov website. In late May, you will receive a PWPC letter with instructions and the link to the document. Be thinking about this opportunity to enhance your leadership skills while benefiting your WIC agency!

WIC Dietetic Internship News



Recent Graduates

Congratulations to the recent graduates of the **Central Valley** and **PHFE-WIC** Dietetic Internship programs!



The Central Valley WIC dietetic interns who graduated in December 2011 include Antonia Martinez, Thomas Brand, My Tu Duong, Kay Mouavangsou. Cheers to Thomas who has already passed the Dietetic Registration exam!

February 2012 graduates of the PHFE WIC Dietetic Internship include Ozodimma Ihenachor, Deanna Eisele, Isabel Saghian (standing ahead of Eloise Jenks, PHFE WIC Executive Director), Whitney Tawney, and Basthy Ramirez (standing ahead of Robin Evans, PHFE WIC Dietetic Internship Director). What a great way to leap forward on Leap Day!



New Interns

Best wishes to members of the new **San Diego WIC** Dietetic Internship class that began in March 2012!



San Diego WIC dietetic interns include Amy West, Alejandra Ocegueda, Jiali Lin, Yen Pham, Cynthia Marasigan, Kathy Wong, Teresa Legg, Adriana Arredondo. Jiali and Kathy are enrolled in the Northern California Extension of this dietetic internship.

Local Agency News

Shopping Matters for WIC Families



In a troubling economy where everyone seems to be pinching pennies, it's smart to make cost-effective and healthy decisions in the supermarket that help families without hurting their wallets. WIC families in Fresno and San Diego counties have had the opportunity to tour local supermarkets with educational guides, thanks to Shopping Matters for WIC Parents grants from Share Our Strength.



During the tour, families accompany a WIC Shopping Guide, cruising the store while covering a variety of topics such as how to select fruits and vegetables, the importance of daily grains and proteins, and how to read food labels for fats, sugars, and fiber. Here's what some participants in San Diego had to say:



San Diego WIC shopping tour



Of 250 applicants for the Shopping Matters grant, **Fresno EOC WIC** and **American Red Cross**

(ARC) WIC in San Diego were two of only 100 nationwide to receive a \$500 grant. "These tours teach our WIC families how to make smart and healthy decisions in the supermarket, a skill that can be used for a lifetime," explains Linda Shelton, Fresno EOC WIC Program Director.

"I REALLY liked this tour. I learned how to shop smart and how to really read labels."

"I learned to read labels better and how to cook some new vegetables I had never tried... Thank you."

"I now know how much sodium I need each day and how much fiber should be in my grains."



"Studies show that better decisions in the supermarket contribute to a better diet at home. The success of our tours wouldn't have been possible without the help of our vendors! Some vendors even made maps of their stores to make it easier for our families," said Irma Valencia, Fresno

EOC WIC Local Vendor Liaison.

You don't need a grant to offer supermarket tours! Staff, interns, or qualified volunteers can lead tours in your community. You can get more information and sign up to be a tour facilitator and receive free materials at www.shoppingmatters.org. And at the conference, visit Fresno EOC WIC's Local Agency Sharing Table!

Stephanie Brookshier coordinates and leads tours for ARC WIC and plans to continue doing so long after the grant period, which ended in March. She emphasizes, "These tours are definitely something that any agency could offer. Shopping Matters provides a facilitator guide that lays out the groundwork for a successful tour. I would highly recommend offering grocery store tours to WIC participants!"



Fresno EOC WIC shopping tour

 Local Agency News

Perinatal Depression Project Shows WIC's Positive Impact

Thanks to one time funds for special projects awarded by the California State WIC Program in 2010, WIC in **Contra Costa County** has been able to establish a depression screening, education and referral program. The Perinatal Depression Project already has had a long term, positive impact in Contra Costa County.

Since the program's inception, all WIC families have been screened for depression/anxiety at enrollment and recertification with a simple PHQ4 screening

tool. WIC families are vulnerable to depression and over 20% screen positive for mild to severe depression. Without help, depression/anxiety may go undetected and untreated. Since depression and anxiety can negatively affect WIC families in the areas of self-care, breastfeeding duration, parenting, and child development, it is important for WIC to be part of the screening process.



Family Essentials and Great Values

Proud sponsor of the California WIC Conference

SAFeway  VONS  PAVILIONS 

As a part of a County Coalition called "Perinatal Depression to Wellness Network" (PDWN), Contra Costa County WIC developed a referral system and a cooperative relationship with public health nursing to help women find resources to treat their depression. Recently, the department of Mental Health received a State-funded "innovative grant" to partner with WIC and public health nursing to address the needs of WIC participants who screen positive for depression.

WIC continues to work with the PDWN to expand culturally-sensitive screening, education and treatment throughout the County. If you are interested in depression screening, education and referrals for WIC families, be sure to visit the Contra Costa County WIC website at <http://www.cchealth.org/services/wic/>. Classes, brochures, posters, recorded trainings, a logic model, screening tools and evaluation reports are all available online.

This is yet another example of platinum service to meet the very real needs of WIC participants. On behalf of the entire WIC family, we thank Contra Costa County WIC for pioneering and sharing a successful system and materials!

Help Clients Snack Smart and Stay Active with Snacktivate™!



Snacktivate is a fun, colorful, bilingual accordion handout that encourages WIC clients to use their fruit and vegetable check and shows them how WIC cereals can stretch their food dollars with four family pleasing seasonal snack recipes.



Seasonal fruit and vegetable suggestions.

Recipes that meet Fruits and Veggies — More Matters Criteria.



Weather appropriate physical activity tips.

Mouth watering photography.

And a coupon for \$1 off fresh produce when they purchase Kellogg WIC – eligible cereals!

The 2011 Snacktivate helped earn Kellogg Company Produce for Better Health Foundation's highest honor, the Fruits and Veggies— More Matters Role Model Award!



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Pre-order your agency's free copies today by visiting Kelloggsnutrition.com and clicking on the WIC tab.

Copies will ship to local agencies by June 30, 2012

 **Worksite Wellness**

Three More Local Agencies Carry

The **Madera County WIC** Program's wellness goal is to expose WIC and public health staff to options for healthy living. During 2011, the wellness committee scheduled a special wellness day every month, showcasing a healthy food and recipe, a raffle for health-related items like pedometers, water bottles, or exercise mats, and guest speakers.

Local experts, such as a yoga instructor, a massage therapist, and a Master Gardener, piqued staff interest and folks started exercising or taking yoga or Zumba classes or planted an organic garden. This year's wellness kick-off included the "biggest loser's club" that addressed healthy weight loss.

Many employees have changed the way they cook and shop, having learned to make better food choices. In partnership with the health department, WIC staff plans to help develop policies affecting healthy food options countywide.



As a result of healthier eating and physical activity, Angela Mora of Madera WIC has lost 65 pounds!



Faviola Cardenas, Lupe Schink, and Doreen Saba (Madera WIC's tireless Wellness Coordinator) enjoy Zumba! during a break in the office.

At the core of the worksite wellness program at **Tiburcio Vasquez WIC** is successful incorporation of physical activity (PA) into the regular work schedule. Twice daily throughout the workweek, at 11:45 AM and 4:45 PM, you'll see staff members either take a walk or work out to a short video: Zumba, yoga, or jazz dance! Even though it's only for 15 minutes at a time, each PA Break allows staff to de-stress, have fun, boost morale and get some physical activity into their day.

In addition to the workweek PA Breaks, employees receive bi-monthly wellness newsletters and participate in PA and food demonstrations at monthly staff meetings. In the process, staff members learn more about each other, which fosters even better relationships at work.

Wellness efforts have also provided opportunities to increase staff knowledge in various aspects of health, including money management, chiropractic, self-defense, relationship management, mental health, self-confidence, importance of quality sleep and healthy cookings—a variety of topics that address the whole person.

"The WWW Program has made work more fun, enhanced our relationships and, most importantly, allowed us to achieve balance between work and our overall health," states Norine Tan, Wellness Coordinator. That kind of lasting impact is what WIC Worksite Wellness is all about!



Staff at Tiburcio Vasquez Health Center's WIC Program have every right to be proud of their Well WIC Worksite certificate!



Worksite Wellness

the WIC Worksite Wellness Torch!

Wellness efforts at **LA Biomed/South Los Angeles Health Projects (SLAHP) WIC** program began several years ago with an Employee Appreciation Committee. Today, wellness is an integral part of the work culture. Much of this success is due to thoughtful planning. A wellness planning committee, charged with "keeping the spirit of wellness alive!" and including management level staff, a representative from the High Risk department, two site supervisors and staff from each site, developed a wellness mission statement that helps focus all worksite wellness efforts.

A combination of events and resources keeps wellness on target.

- Each WIC site has a wellness bulletin board and resource library.
- Many staff meetings include discussion of articles in the current issue of CSPI's "Nutrition Action" newsletter.
- One particularly successful activity was participation in the physical fitness part of the President's Challenge. During the eight-week period, over 280 WIC staff and family members successfully completed the challenge!
- Employees participate in the Revlon Walk each year to raise money for cancer research. With the encouragement of team captains from each site, about 90 people completed the 2011 event and raised over \$1,000!
- Staff completed the Rethink Your Drink challenge. This experience gave staff the information and enthusiasm they needed to be better advocates when delivering the Rethink Your Drink class to participants.
- Popular the last four years, a full-day annual symposium features guest speakers on stress reduction, parenting, financial planning, nutrition and fitness, plus free flu shots and other health screenings.



Moving into 2012, the WWW planning committee is creating a spring "Five a Day" campaign and continuing to find ways to build wellness into the environment, especially at the site level, in order to make healthy lifestyles and healthier choices easier for staff to achieve.

Stella Sancedo shows off one SLAHP WIC site's wellness library.



SLAHP WIC staff light up when Wellness Coordinator Chris Reinarts (seated in center) shows up and they excitedly report about wellness activities.



California WIC Association
 1490 Drew Avenue, Suite 175
 Davis, CA 95618

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WE'RE GOING GREEN!



Read the WIC Watch online at <http://calwic.org/news-a-publications/wic-watch>.
SHARE THE LINK!

Contribute to the WIC Watch!

Share your best practices and success stories around the following themes:

SUMMER 2012
BREASTFEEDING

Deadline: May 25, 2012

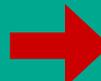
FALL 2012
TBD

Deadline: August 20, 2012



NEW E-MAIL OR MAILING ADDRESS?

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Contact Margaret Aumann at:
maumann@calwic.org
 CWA, 1490 Drew Ave., Ste. 175
 Davis, CA 95618

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Save the Dates

CWA POLICY DAY

May 30, 2012
 State Capitol • Sacramento

CALIFORNIA BREASTFEEDING WALK & AWARDS

August 1, 2012
 State Capitol • Sacramento



With over 10 years of WIC experience in Minnesota, Kari Malone is excited to be working for California WIC as the new Breastfeeding Peer Counseling Section Chief. Along with her husband and four young children, she has happily left the cold weather behind and enjoys spending more time outdoors and settling into their new community. Welcome, Kari!