



WIC watch

Platinum on a Dime – Keeping Hope Alive

In this tough fiscal and political climate, it's easy to get overwhelmed and discouraged. This edition of *WIC Watch* will help you keep your eyes on the prize: providing top-quality WIC services. Despite the mounting challenges, much of what we do best in WIC can't be taken away. It's priceless!

In these pages, you will find inspiring Platinum WIC stories about agencies who are finding new ways to empower staff and participants with minimal resources. Collaboration and partnership are critical to our future success, and we will show you how new social media—text messages, Facebook, and more—can help you build bridges to the community.

Armed with our colorful new "WIC WORKS" policy briefs, we will deploy WIC Ambassadors to share with decision-makers in Congress about California WIC's amazing success in improving health outcomes through nutrition, breastfeeding, and worksite wellness.

Much of what we do in WIC costs money, and we may have to do with less in coming years. But our core values are absolutely free. Every day, a desperate, sad, or confused WIC participant shows up in a WIC office looking for help. We listen and offer simple support, some breastfeeding or nutrition tips, a phone number, or just a warm smile.



*The best word to describe that WIC magic is "hope."
Keep hope alive in all that you do!*

INSIDE THIS ISSUE

- CWA News
 - Fall Conference 2
 - WIC WORKS Policy Briefs..... 3
 - 2012 Annual Conference 3
 - Stay Connected 3
 - Communications Survey 3
- Legislative Update..... 4
- State Update
 - WIC Baby Magazines 5
 - Online Education Pilot 6
- Worksite Wellness
 - Clinicas de Salud del Pueblo... 6
 - Making Progress 7
- Breastfeeding Updates
 - Social Networking 8
 - Regional BF Liaisons..... 9
- Local Agency Profiles
 - Fresno WIC's Partnership 10
 - CNC Scholar..... 11
 - PCS Partnerships..... 11



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



Platinum on a Dime

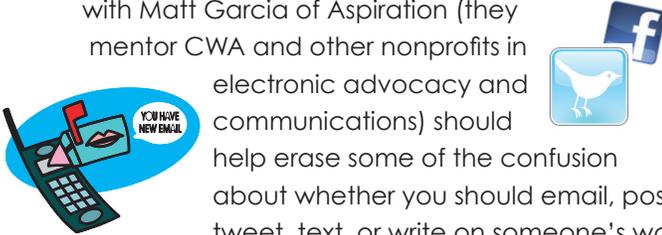


Smart Management is Priceless

October 18-20, 2011 - Bakersfield Marriott at the Convention Center

Welcome to those attending the **2011 Fall Management Conference!** To those "holding the fort back at the ranch:" be assured that WIC Directors and Managers are receiving cutting-edge training and tools to equip all California WIC agencies to face upcoming fiscal pressures with confidence and creativity. The low-cost strategies shared at this conference are designed to help all WIC staff continue striving for Platinum Service to our most important customers.

Tuesday's pre-conference workshops are designed to take us more fully into the 21st century:

- **Communicating with Millennial Moms** with Georgia Galanoudis of Meredith Parenthood Group (they publish the new WIC baby magazines) will lend insights into the best ways to reach out to today's parents. 
- **Using Social Media Tools in Your WIC Program** with Matt Garcia of Aspiration (they mentor CWA and other nonprofits in electronic advocacy and communications) should help erase some of the confusion about whether you should email, post, tweet, text, or write on someone's wall. 
- Afternoon sessions aim to ensure everyone's up to speed on **WIC Videoconferencing** and **WIC Reporting Services** (including Extranet Reports). 

To continue promoting **WIC Worksite Wellness**, both conference days start with physical activity and a light breakfast. On Wednesday morning, after **CWA and State WIC updates** outline our fiscal challenges and our many resources to meet them, a local WIC agency panel will demonstrate ways of



Maximizing Our Potential through Collaboration. Time is built in for discussing challenges and sharing more problem-solving strategies. Afternoon sessions will inspire with **Career Achievement Awards** followed by tips from another local

WIC agency panel on **Leading Change: Successful Mentoring.**

Thursday morning, Andrea Thomas from State WIC will engage all in a workshop on **Coaching for Results**, including self-assessments of coaching styles and identifying work team needs. We'll wrap up the Conference midday by introducing the **"We Need WIC"** campaign to fight for adequate funding for WIC programs nationwide.



We hope this time together in the Central Valley provides just the kind of rejuvenation WIC managers need to continue leading WIC to serve families in the best ways possible.

CWA News

“WIC WORKS” Policy Briefs: New Tools for WIC Advocates

This year, we will need to use every tool we can find to educate policymakers as we convince

Congress to protect WIC funding. CWA and PHFEWIC have teamed up to create a new series of attractive and easy to read Policy Briefs showing how WIC is really working to save lives and improve health outcomes for the millions we serve.

These briefs will provide policymakers, WIC practitioners, academic researchers, foundation funders and interested public

health advocates with an early peek at critical and exciting new research that has been or will eventually be published in scientific journals. They also explain the importance of WIC Nutrition Services (NSA) as a core funding component. Download the briefs from either of our websites, www.calwic.org or www.phfewic.org, and put them to good use.



Stay Connected!

Follow us on **facebook**

and **twitter**

and read our **blog**

at www.calwic.org!



We Heard You!



Thanks again to all of you who took our **Communications Survey** in August. The 244 folks who completed it gave us overwhelmingly positive

feedback on the *Flash* and *WIC Watch*, including some great suggestions for minor improvements. We discovered that social media networks are still new but growing: 52% of respondents are on Facebook, another 19% are on but can't access it at work, and 4% plan to join soon! Only 9% of respondents are on Twitter and 16% read CWA's blog, however – often because of unfamiliarity, lack of time, or restrictions at work. Several comments encouraged us to highlight and promote social networking opportunities more clearly – we're taking these to heart! Of course, we try to base all communication decisions on the needs of our audiences and the most appropriate channels. Thanks for continuing to help us do this!

SAVE THE DATE!

2012 CWA Annual Conference & Trade Show

“Platinum Partnerships: Expanding Your WIC Network”

Sunday, April 29 to Wednesday, May 2, 2012

Marriott Hotel and Resorts • Palm Desert



Legislative Update

Federal Budget Endangers WIC: All Hands on Deck!

The Budget Control Act of 2011 passed in August requires Congress to cut \$2.4 trillion in federal spending over the next decade in exchange for raising the debt ceiling. As the complex deal is implemented, WIC funding will be vulnerable to unacceptable cuts at several key junctures in the next few months.

Between now and November, we will need to work hard to convince Congress to appropriate the funding we need to get through FY 2012. The House-passed level (\$6.001 billion) would force California to cut an estimated 111,300 participants off the program. Senate appropriators added \$581 million more, but even that level won't be enough if food costs and caseloads increase. The NWA "ideal" level is \$6.83 billion.

At the same time, we'll be urging the "Super Committee" not to include any WIC cuts in their deficit reduction deal. California Congressman Xavier Becerra is the lone Californian on the Joint Committee charged with cutting an additional \$1.2 trillion in federal spending over ten years -- by November 23. Everything will be on the table during this phase -- entitlements, taxes, military, crop subsidies, and WIC.

If the Joint Committee fails to make a deal, a "trigger," or sequester, will automatically cut up to \$1.2 trillion in federal spending over the next 10 years, split between domestic and defense spending, effective January 2013. The sequester will not include Medicaid, CHIP, Social Security and SSI, SNAP, child nutrition programs (school meals and CCFP) and a few



WIC Ambassador Vanessa Castillo of Planned Parenthood of Orange and San Bernardino Counties meets with Congresswoman Loretta Sanchez at her Meet and Greet in September to talk about the value of retaining WIC funding.

other low-income programs, but WIC is not specifically exempt! We must ensure that WIC is exempt if the debt trigger is pulled.

Want to get involved? Join the **We Need WIC campaign!** Get details at our website:

www.calwic.org.



Governor Signs Hospital Infant Feeding Act and Other Important Legislation

Cheers and barking dogs erupted in CWA's office on October 6, when we learned that our bill had been signed by Governor Brown. Co-authored by State Senators Fran Pavley (D-Santa Monica) and Kevin de Leon (D-LA) **SB 502** will require all perinatal hospitals in California to have an infant feeding policy in place by 2014, and require them to post this policy in their perinatal unit or on their hospital website and to routinely communicate it to all staff. We are thrilled to see a statewide policy in place that will take us one huge step closer to our mutual goal: the opportunity and the support for all California mothers to successfully breastfeed their babies **no matter where they are born!**

The Governor also signed some key bills that will fight hunger, ban toxic materials, and improve health and food access, all of which CWA vigorously supported: **AB 1319** bans BPA in baby bottles and sippy cups (Yay!); **AB 6** eliminates CalFresh (food stamp) fingerprint requirements (Woohoo!); **AB 581** establishes the Healthy Food Financing Initiative; and **AB 299-AB 210** requires employers to provide maternity coverage for employees taking pregnancy leave. Bills that did not make it through this year include **AB 699**, Soda Tax; **AB 839**, School Breakfast, **AB 727**, Healthy Foods in State Buildings; and **AB 575**, Licensure for RDs.

Thanks to all of you, especially our WIC Ambassadors and Capitol partners, for your support and hard work this Session!

WIC Baby Magazines: Popular & Valuable Resources

The new WIC baby magazines—“**Bringing Home Baby**” and “**Let’s Eat!**”—have been a hit with participants at many agencies around the state. Developed through a collaboration between NWA, the California and New York State WIC Programs, and publisher Meredith Corporation, the magazines support current WIC nutrition education and breastfeeding guidelines and provide evidence-



based recommendations in an easy-reading style. Both full-color, ad-free magazines are available in English and Spanish. “Bringing Home Baby” focuses on newborns (birth to six weeks), while “Let’s Eat!” focuses on older infants (six to twelve months).



Local California WIC agencies use these magazines in many effective ways:

- Discussing them in prenatal breastfeeding and infant feeding classes
- Sharing them at trimester checks, new baby enrollments, and infant mid-certification appointments
- Displaying copies in waiting areas (inviting readers to take one home)
- Handing out magazines to participants as they enter the site, while they wait, or with their checks
- Distributing them via breastfeeding peer counselors or breastfeeding support callers, even offering to mail a copy to participants

Nutrition Education Coordinators say the magazines are “high-quality and appropriate” and “helpful, have great information and are easy to read” plus “our participants are very pleased with these

“WIC participants love the magazines! It’s less like ‘educational material’ ...and more fun and entertaining. ...even dads and grandmas enjoy reading them!”
(Nutrition Education Coordinator, Mendocino County)

new magazines.” One LA Biomed participant said the magazines “really helped and guided me in many ways... I do not feel alone anymore.” WIC staff from Watts shared that “parents have been receptive to the baby behavior messages and breastfeeding info [in the Bringing Home Baby magazine].”

Local WIC agencies may order copies by faxing OSP Order Form # 527: WIC Magazines to the Office of State Publishing (OSP) at (916) 928-4759. Questions? Contact Poppy Strode at margaret.strode@cdph.ca.gov.

“I Can Eat Finger Foods”

This new handout is now available in English and Spanish. It illustrates appropriate, healthy finger foods for babies starting to feed themselves at around 9 to 10 months of age, as well as for toddlers. “I Can Eat Finger Foods” will be useful in group or individual education with parents of older infants and young children. Encourage parents to post it on their refrigerator! Order by faxing OSP Order Form #503 to the Office of State Publishing (OSP) at (916) 928-4759.



“I liked the ‘Bringing Home Baby’ magazine. It gave me information on some reasons babies cry, not only because they are hungry. I showed my mother-in-law the magazine with the pictures and she was surprised.” *(Participant, LA Biomed)*

WIC State Update
CALIFORNIA
WOMEN, INFANTS & CHILDREN

Worksite Wellness

Join the Online Education Pilot

“Now that I know that I can use WIC online, I can save so much time...less time waiting at WIC.”

“I think that the activities on here are great. I can’t wait to use some of these tips on my daughter. She loves to eat fruit and I’m sure she’s going to enjoy it.”

WIC participants love wichealth.org. These are just two comments from our many online participants. Local agencies love wichealth.org too. When surveyed in July 2011, 89% of the 28 agencies responding rated the online education as “excellent” or “good.”

Interested in joining the wichealth.org pilot? It’s as easy as 1-2-3. Contact Giok Khoe at Giok.Khoe@cdph.ca.gov or Karen Tabor at Karen.Tabor@cdph.ca.gov with the following information:

- Name of person who will coordinate online education for your agency
- Names of clinic sites that will participate in pilot
- Email address to which participant certificates of completion will be mailed (optional)

Once we receive this information we contact wichealth.org and they “enroll” the agency in the pilot. This usually takes about 24 hours.

The California WIC website has all the information you will need to get started. Check it out at <http://www.cdph.ca.gov/programs/wicworks/Pages/WIC-OnlineNutritionEducationPilot.aspx>.



Need another reason to get Certified?

Discount!

All Certified Well WIC Worksite agency employees are eligible for a 24 Hour Fitness corporate discount! If your agency has signed a Commitment Form or has already been Certified, contact Teresa Morris to obtain the flyer and letter with the corporate code. Then, enjoy getting fit together!

Clinicas de Salud del Pueblo

Clinicas de Salud del Pueblo, Inc. WIC program took the initiative in supporting its staff to achieve wellness goals after learning about Healthy Habits for Life at the 2008 CWA Fall Management Conference. The wellness kick-off activity was a staff retreat in Julian, CA, with a presentation by Dr. Nick Yphantides on his journey to weight loss. Staff members found the retreat so valuable that they were inspired to implement an annual retreat. And to continue supporting wellness goals between retreats, staff started incorporating a wellness activity at every monthly staff meeting.

When Clinicas staff learned about Well WIC Worksite certification at the 2009 CWA Annual Conference,

they didn’t hesitate to commit to the challenge since they had already begun working to fulfill their agency’s wellness goals. Since then, their Wellness Team (pictured here with CWA’s



Laurie True) has continued to work toward accomplishing their goals in some great ways:

- Created a wellness support group
- Implemented mandatory ten minute stretch breaks
- Provided food demos
- Communicated wellness tips via email and bulletin board
- Worked with the parent agency to establish a wellness policy
- Encouraged “wiggle” breaks at all staff meetings
- Hosted an annual retreat for all staff



Clinicas de Salud del Pueblo WIC staff strives to fulfill these goals on a daily basis in order to maintain a healthy, fun and well worksite!

Worksite Wellness

We're Making Progress...Are You?

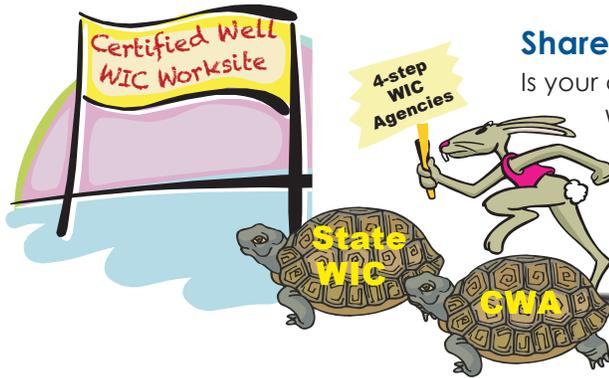
Although no California WIC agencies have become Certified Well WIC Worksites since our last issue of *WIC Watch*, we realize many are making progress on that path. We know of five local agencies that are at least four steps into the process, and suspect there are others out there—let Teresa know who you are!

Since we believe in “walking the talk,” you should know that CWA staff has completed four of the ten goals, aiming to be Certified by April 2012. Some steps we’ve taken:

- Annual wellness reimbursement for all employees
- Bicycle parking for local staff who ride to work regularly
- Fitness walks at lunch and after meetings
- Summer garden produce and new recipes shared
- Refrigerator for lactation accommodation, healthy snacks and lunches
- Flexible work schedules

State WIC has completed at least four goals and plans to achieve Certification next year. Staff is currently active in many aspects of wellness:

- Daily fitness breaks, weekly yoga, and monthly line dancing
- Wellness talks and stretch breaks at staff meetings
- Bimonthly farmers market at WIC and neighboring offices



Share Your Best!

Is your agency a Certified Well WIC Worksite or are you currently developing a WIC Worksite Wellness Program? Do you have some best practices, ideas or resources that you would like to share with other agencies that are going

through the Ten Steps to Worksite Wellness? If so, we want your help to spread the word and inspire others! Please send any information you would like posted on the CWA website to Teresa Morris at tmorris@calwic.org.

- Lobby displays and break room bulletin boards that feature wellness information
- Coming up: morning walking club, noon workouts, health screenings

Keeping It Going

For those of you who have been promoting wellness at work for a longer time, you probably know that it takes effort to motivate your coworkers to keep things going. Do you find a new community partner or bring in an inspirational speaker for a special event? Or do you personally encourage each other and quietly celebrate small successes? CWA recently sent certified and nearly-certified agencies a small package of incentives to supplement the ways they already reward employees especially committed to wellness.

.....
Tell us what you do to keep WWW “fresh and fun” at your agency!

Ten No-Diet Tricks to Lose Weight

- 1 Don't drink your calories.
- 2 Always eat breakfast.
- 3 Drink water all day.
- 4 Add produce to meals.
- 5 Start with a salad.
- 6 Bake when you're full.
- 7 Go for whole grains.
- 8 Keep healthy frozen meals on hand.
- 9 Add protein for less hunger.
- 10 Get enough sleep.

Read more details at <http://weightloss.about.com/od/getstarted/a/10easychanges.htm>.



Breastfeeding Updates

Social Networking for Breastfeeding Support

Today's young mothers are more likely to utilize social networking tools available on their phones rather than phone calls, and WIC agencies are responding to this shift. Some California agencies are piloting the use of text messaging and Facebook to provide support during pregnancy and breastfeeding. As with any new communication tool, details must be worked out, but at least three agencies are finding ways to get organizational approval for these tools and engage mothers. State WIC is also responding with supportive changes to ISIS.

Text Messaging

Breastfeeding Peer Counselor (PC) Markeisha Roberts shares that **Alameda County WIC** has found moms interested in text messaging for many reasons. "Younger mothers who are in school, make frequent doctor visits, have poor phone reception, don't want to wake the baby, or are unable to speak on the phone for any other reason greatly prefer to text message."

Besides being convenient, text messaging also lets mothers refer back to the message for important details, as compared to a phone conversation without notes. To learn more, contact Sandi Storch: sandi.storch@acgov.org.

Santa Barbara County WIC jumped into text messaging shortly after PCs Karina Pineda and Lilia Franco were hired last fall. Of the PC participants WIC surveyed last winter, 90% had cell phones, all agreed to text, and most were more likely to answer text messages than phone calls.

In the spring, WIC partnered with Educational Message Services to develop prenatal and postpartum text messages in English and Spanish, which went live in July. Automated text messages are sent from computer to cell phone on a regular basis from 12 weeks of



pregnancy through 10 weeks postpartum. Participants can text back a question or concern. For more information, contact Meg Beard: (805) 681-5276 or meg.beard@sbcphd.org.

Facebook Friends

The Facebook page that Kathleen Pickering and Clarese Hill started over two years ago for **Riverside County WIC** breastfeeding moms (a first among the County's programs) has been a work in progress.

The page serves many functions: answers breastfeeding questions; hosts discussions; posts upcoming events such as health fairs and farmers' markets; provides new information about WIC; posts a monthly calendar of PC group meetings; and asks for feedback about shopping and other topics.

As pioneers these Peer Counselors have had to work through many issues, but Kathleen reports, "It has all been worth it!" To learn more, contact Kathleen at kpickeri@rivcocha.org.



Systems that Support Social Networking

With the increasing use of text messaging, recent discussions at state-led PC meetings centered on whether text-messaging could be counted as a 'contact.' The decision? Yes, if the text is a 2-way 'conversation.'

At this time, texting is mostly between Breastfeeding Peer Counselors and moms on their caseload, not yet with other participants. However, the most recent ISIS Change Cycle introduced two new phone codes: Text and Work (in addition to Home or Cell Message) plus Email! While the fields were just added, capability seems another step or two away, but participants will soon be able to indicate their preferred method of appointment notification.



Breastfeeding Updates

Platinum WIC: A Little Encouragement Goes a Long Way

Thanks in part to Platinum WIC Service from **American Red Cross in Oceanside,**

Jaime Welch is exclusively breastfeeding 8-month-old triplets. Born 14 weeks premature, these babies weighed only two pounds



at birth and were on ventilators; one had numerous health problems. Jaime got little encouragement to breastfeed in the hospital, where her babies stayed for the first three months. Still, she pumped her breastmilk and NICU nurses fed the babies via bottle.

With three other kids at home, it was tough. Yet with WIC's help to get a pump for home, Jaime was able to build up her milk supply until the babies could latch on. The healthy food she got from WIC helped her stay healthy while making enough breastmilk. And WIC Manager Carol Coil's story about a mother of twins exclusively breastfeeding inspired Jaime to continue.

Currently, all infants are latching on and growing well. Jaime plans to breastfeed until they are developmentally one year old. Breastfeeding and pumping milk (105-120 fluid ounces daily): that's a lot of love! Thanks to WIC, she found all the support and encouragement she needed to give her children the best start.

Regional Breastfeeding Liaisons WIC's Change Agents!

Community Resource Project WIC is capitalizing on the ability of **Jen Pettus**, RBL, to network in the Sacramento area, building relationships and working on breastfeeding policy changes. The results will support WIC's mission to improve breastfeeding support and rates.

Strengthening Partnerships

Jen has worked with UC Davis Medical Center, helping nurse managers document breastfeeding training (required for becoming Baby Friendly) for the 120 Labor and Delivery, Antepartum and Postpartum nurses. Jen also tracked the number and type of hospital referrals for lactation consultations and provided recommendations illustrating the need for additional in-patient IBCLC FTEs.

Additionally, by establishing regular contact with the UCD Pediatric Outpatient Clinic manager, Jen conducted a WIC Breastfeeding In-Service training, revamped all breastfeeding and nutrition education patient materials, and negotiated an agreement for CRP WIC to conduct regular on-site enrollments at the clinic.

Impacting Hospital Breastfeeding Practices

Jen's relationship with the Nurse Manager of the Family Birth Center for Mercy General Hospital has resulted in successful interactions with providers, a presentation for staff of NICU, Postpartum, L&D and Pediatrics, and the use of WIC's "Breastfeeding: You Can Do It!" DVD for mothers admitted into each unit. The latest news: Jen is joining the hospital's Breastfeeding Taskforce to assist in increasing exclusive breastfeeding rates.

Celebrating World Breastfeeding Week

Jen's media background was key to generating media coverage by Univision and KOVR/Channel 13 for CRP WIC's 13th Annual Breastfeeding Celebration for 400 exclusively breastfeeding mothers, including 25 exhibitors, classes, gifts and raffles.

Jeannette Newman-Velez (l) and Jen Pettus (r) of CRP WIC worked with the Breastfeeding Coalition of Greater Sacramento to recognize five employers for providing worksite lactation accommodation, including Mike Amiri of Nutrición Fundamental, at the annual Capitol Breastfeeding Awards.





Fresno EOC WIC's Out-of-the-(Lunch)-Box Partnership

At times, it's easy to munch on a bag of chips or surrender to our sweet tooth as the clock ticks closer to the lunch hour and a meal is nowhere in sight. All too often we see this happen with children entering our clinics for noon appointments – a sugary beverage, candy bar, or bag of chips in hand to hold them over until they make it home for lunch. Despite our efforts to promote healthy eating habits and nutritious foods, we realized we were not providing our clients with the one thing they need the most during lunchtime visits to our clinics: immediate access to healthy and nutritious foods! An innova-

tive partnership between **Fresno County Economic Opportunities Commission's (EOC) WIC and Food Services**



programs offered WIC clients with healthy, no-cost meals through the USDA Summer Food Services Program (SFSP).

Traditionally, local schools, community centers, and churches offer SFSP where 50% of children attending the local elementary school qualify for no-cost or reduced-price lunch. But private and other nonprofits can join these efforts. "It just made sense to team up with a program that provides a nutritious meal to impoverished children,"



says Linda Shelton, WIC Program Director at EOC. "Since the trip to a WIC site is often a family affair, the lunches were an added bonus to our participants."

"It worked perfectly," explained one WIC mother of three. "We were running late and didn't have time for lunch before coming to our appointment. I packed a few snacks but it just wasn't enough for the girls." She continues, "Just when I thought I was going to have to give in and buy something for the girls to eat, I noticed that EOC's WIC was offering healthy lunch options for children in their waiting rooms. It saved us!"

Four EOC WIC sites are the first WIC sites in California to make SFSP lunches available to participants

and their children. The three-month long partnership (June through August) provided 3,500 cold lunches to WIC participants over the summer. Each meal, prepared by EOC's Food Services, met strict nutritional guidelines. "We're practicing what we preach," says Shelton. "We're showing our clients that nutritious food options are the way to go! Seeing the kids enjoy their meals puts a smile on our faces. But the real treat was teaching our children a lesson in eating right and staying healthy for a lifetime!" What a successful partnership, providing Platinum WIC Service!



 **Local Agency Profiles**

**Featured CNC Scholar:
Kao Ying Mouavangsou**



Kao Ying (Kay) Mouavangsou was born in the Central Valley to Hmong parents who not only had to acculturate to life in the U.S., but who are also deaf. From childhood, Kay has helped support her family by fostering better communication and earning income. Yet her great compassion for others has sustained her in challenging times, and her sincere passion for nutrition care inspires her dream of becoming a Registered Dietitian.

Kay is the eldest of seven children and the first to graduate from college. Thanks to financial aid, loans, and two part-time jobs, she was able to continue supporting her family financially while attending CSU Fresno full time. With her degree, Kay worked as a WIC Outreach Coordinator and Nutritionist in Selma. But the intensive Central Valley WIC Dietetic Internship Program wouldn't allow her to tap into similar resources. Thanks to a 2010-11 California Nutrition Corps Scholarship, Kay will graduate in December, exclaiming, "I am so blessed with all the support I get from my WIC family.

I love WIC!"

Kay's first goal as an RD is to work in the Central Valley, specifically serving the Hmong population. She also plans to become a Certified Diabetic Educator. Her experience with family struggles with diabetes and as a diabetes youth camp volunteer, plus her knowledge of cultural beliefs and language barriers that contribute to illness and misunderstandings of modern healthcare practices, inspire her to pursue a nutrition career. As her college advisor said, Kay's "compassion, empathy, and desire to help is contagious."

Kay's multilingual skills (English, Hmong, and several sign languages), Breastfeeding Peer Counselor certification, and healthy lifestyle (Flag Football, anyone?) are just a few more reasons her WIC supervisor said, "Kay is a great role model and ...has the potential for making a significant contribution to the field of Dietetics."

**Partnerships for
Platinum WIC**



One of the essential components of California WIC Program's Participant Centered Services model includes fostering effective partnerships. But what is a partnership anyway? A partnership may be best described as an arrangement where parties agree to cooperate in order to advance their mutual interests.

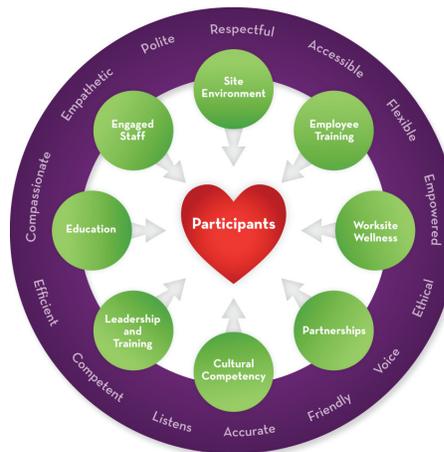
WIC participants ultimately stand to gain the most from building and sustaining partnerships within local WIC communities. Some examples:

- **San Diego WIC** partnered with the **local American Academy of Pediatrics chapter** to provide pediatric clinics with information about WIC nutrition and breastfeeding services. They also worked with several obstetricians and Rady Children's Hospital to share messages with prenatal clinics about prenatal weight gain, breastfeeding benefits, and more.
- **San Mateo County Library** staff regularly visits the waiting room at WIC clinics, giving out free books, reading stories, and talking about library services.
- To promote school readiness for children, **PHFE WIC** linked up with **Reading is FUNDamental** (a local literacy group), **First 5, BookEnds** (which

distributes gently used books), and a program at **Cal State Los Angeles**. One day a week, WIC staff and volunteers provide early learning activities for children and families at two WIC sites.

What needs within your community could be

met by establishing a new partnership or reinvigorating an established one? We hope the examples here inspire you to reach out to potential partners in your own community to enhance services for WIC families.





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

CWA Directors 2010 - 2011

EXECUTIVE BOARD

Peggy Redfern, President
 Tulare County WIC Program

Marcia Barnes, President Elect
 Sutter County Health Department

Gayle Hoxter, Past President
 Riverside County Dept. of Public Health

Pamela Stanley, Treasurer
 Antelope Valley WIC

Tracie Barrow, Secretary
 Sonoma County Dept. of Health Services

REGIONAL REPRESENTATIVES

Betsy Cline, Orange-LA Basin Region

Eliana Schultz, Bay Region

Lynne Officer, Great South Region

Linda Shelton, Central Valley Region

Rose McIsaac, Delta/Sierra Gold Region

Leslie McDonnell, Sierra

Cascade Region

Denise Kirnig, Coastal Region

SMALL AGENCY CAUCUS

Ilse Arrimbide, Central Valley
 Indian Health

MEMBERS-AT-LARGE

Eloise Jenks

Maureen Clark

Contribute to the WIC Watch!

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

WINTER 2011

MAKING WIC WORK:
Reaching Out & Working Smarter

Deadline: November 28, 2011

SPRING CONFERENCE 2012

PLATINUM PARTNERSHIPS:
Expanding Your WIC Network

Deadline: February 27, 2012



NEW E-MAIL
OR MAILING
ADDRESS?

NEED MORE
COPIES
OF THE WIC
WATCH?



Contact Margaret Aumann at:

maumann@calwic.org

CWA, 1490 Drew Ave., Ste. 175
Davis, CA 95618

530.750.2280 phone • 530.758.7780 fax



Save the Dates

**CALIFORNIA
BREASTFEEDING SUMMIT**

January 26-27, 2012

Radisson Hotel • Sacramento

**2012 CWA ANNUAL
CONFERENCE**

April 29-May 2, 2012

Marriott Resort • Palm Desert



Many community partners joined Community Resource Project, Inc., in celebrating their new WIC clinic's grand opening in Sacramento last summer: Chicks in Crisis, Comprehensive Security, Cover the Kids, First 5, and HealthNet. State WIC staff and representatives from state and federal legislative offices came to show support, too!