



WIC watch

WIC Works When We Work Together

While trying to recruit a soft drink executive, Steve Jobs of Apple Computer famously asked, “Do you want to spend the rest of your life selling sugared water or do you want a chance to change the world?” Similarly, we could ask ourselves, “Do we want to just do our WIC jobs, or do we want to change the world?”

Instead of the isolated interventions of individual organizations (like a local WIC program), large-scale social change (such as reducing obesity and hunger) is the result of strategic cross-sector coordination. Examples from obesity prevention and education reform initiatives show that if nonprofits, governments, businesses, and the public are brought together around a common agenda, they get real results! They're part of a growing movement known as **Collective Impact**.

In WIC, we've achieved breakthroughs in nutrition and breastfeeding, not only by providing Platinum nutrition services to each participant we serve, but by working with other WIC programs -- and all our WIC partners—on clear goals and common agenda.

You have a WIC job. But how are you going to work with others to change the world? We hope this year's conference will help attendees discover new and effective ways to work together. Be sure to share these discoveries with your colleagues “back at the ranch.”

CONFERENCE SPONSORS

DIAMOND



PLATINUM



GOLD



SILVER



BRONZE

Beech Nut Nutrition Corporation • Delta Drugs
 Health Net of California • Hygeia II Medical Group • MOM Brands
 NCS/Early On • Prime Time Nutrition • Ralcorp Food Group

INSIDE THIS ISSUE

- Annual Conference Highlights 2
- Legislative Update..... 4
 - Federal Budget News
 - State Bills
- WIC Needs You!..... 5
- State Update 6
 - WIC: Not Just Food
 - Mothers Helping Mothers
 - BF Support Takes a Village
- Worksite Wellness 8
 - Merced County
- Breastfeeding News..... 9
 - Plan Benefits: Alameda County
- Local Agency News 11
 - Breastfeeding Needs Patience



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



Welcome to the 21st Annual CWA Conference and Trade Show! This year's theme—**All Hands On Deck: WIC Works When We Work Together!**—highlights the benefits of collaboration that ensures platinum WIC service and nurtures leadership in the community. Plus, it gives us a chance to promote some maritime fun! Come learn and share how YOU are working with your "WIC shipmates" to make WIC better every year!

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

- **Kathleen Kendall-Tackett** will guide attendees through an extensive **Clinical Breastfeeding Day**, covering topics such as nighttime parenting, postpartum depression, metabolic syndrome risk, and sexual trauma.
- **Ernelyn Navarro** will conduct a leadership workshop on **Creating and Leading Dynamic Teams in Times of Crucial Change**. Attendees will get practical information and hands-on guidance, with tools and techniques to engage their teams and maintain a dynamic workforce!

We're all fortunate that professionals attending these pre-conference sessions 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:

- *Babies on Board!* Breast-feeding and Early Feeding
- *Navigating the Sea of Nutrition*
- *Aye Aye, Captain!* Leadership & Wellness
- *All Aboard!* Collaboration, Advocacy, and Technology
- *Once Again, Matey!* More great workshops and repeat sessions



PLENARY SPEAKERS share their expertise:

- **Carmela Castellano-Garcia**, President/CEO of the California Primary Care Association, apprises us about initiatives under Health Care Reform that are great opportunities for **Effective Partnerships between WIC and Community Clinics**.



- **Meagan Johnson** helps us understand how to **Zap the Gap!** and **Find Peace and Profit in a Multi-Generational World** and workforce we all experience.



Welch's is proud to be a Gold Sponsor of the California WIC Association's 2013 Annual Conference!

PLENARY SPEAKERS (cont'd)

- **Carol Danaher** from Santa Clara County's Childhood Feeding Collaborative will share strategies and outcomes for **community wide nutrition messaging**.



- **Sarita Maybin** coaches us on **How to Stay Positive and Focused in Uncertain Times**.



Conference attendees will want to take advantage of opportunities to hear some of these other engaging speakers at concurrent sessions:

- **Cathy Breedon**, back by popular demand, enlightens us on **hot topics in nutrition**
- **Sean Kenney** returns for two sessions of his energetic **Desksize**
- **Cheryl Scott** addresses common **breastfeeding challenges** and how to care for lactation staff as well as breastfeeding families in the community
- **Joann Hattner** provides another informative **pediatric formula update**
- **Genevieve Colvin** explains Title IX and **Worksite Lactation Accommodation**
- **Nancy Wight & Pauline Sakamoto** focus on **Human Milk**: distribution, donors, and depots
- An excellent panel of local experts delivers advice and tools to help employees who are **survivors of domestic violence**
- **Sarita Maybin** helps us on Tuesday to **turn negativity into possibility** in the office, preparing us for her plenary session on Wednesday!

Many more sessions throughout the conference will cover relevant topics ranging from communication technology to bariatric surgery. Come to learn and share **your** expertise!

OVER 60 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** in the trade show and **wellness activities** morning and noon. The exhibits featured in **Local Agency Sharing** give you a chance to glean ideas, best practices, and innovative approaches from your creative colleagues statewide.

Join the **California Nutrition Corps (CNC)** Reception on Tuesday evening for your chance to meet this year's scholarship recipients and celebrate the achievements of returning scholars. Festive entertainment, too!

Throughout the conference, you'll want to participate in the many opportunities for **Worksite Wellness**. Move to the Groove midday each day to keep alert and fit! On Tuesday, start your day with an Early Bird Walk or Rise & Shine Yoga. Best of all, your agency can field a team at the **WIC Olympic Challenge —Minute to Win It Style** first thing Wednesday – see conference program for details. Bring your thirst for adventure and sense of humor!



Proud sponsor of the
2013 California WIC Conference

SAFEWAY VONS PAVILIONS

 **Legislative Update**

Federal Budget News

At the end of March, Congress passed the Continuing Appropriations Act of 2013 replacing the expiring Continuing Resolution and funding WIC at a higher allocation of \$6.869 billion through September 30, 2013. The new WIC appropriation raises the base upon which WIC sequestration cuts are imposed. When combined with WIC contingency funds, unspent SNAP transfer and reallocation funds, **state WIC programs will be able to serve all participants without cuts or waiting lists.** The bill also provides for \$58.5 million for breastfeeding peer counselors, independent of meeting caseload needs, and funds MIS/EBT contingent on caseload. Remember that the sequestration mandates cuts to defense and non-defense funding totaling \$109.3 billion in each year through 2021. So, barring a long-term fix, WIC will face **new challenges starting October 1** of this year!



This energetic and diverse California WIC delegation—over 40 strong!—rocked Capitol Hill in D.C. while visiting legislators during the National WIC Association Leadership Conference in March.

State Bills

CWA is excited to be sponsoring SB 402 (De León), a bill **requiring all perinatal hospitals in California to implement Baby Friendly USA’s Ten Steps to Successful Breastfeeding**, or an alternate process recognized by the California Department of Public Health, by January 1, 2020. Since many of the California hospitals with very low exclusive



breastfeeding rates are in areas which serve low income women of color, the bill aims to address a health equity issue. More than 70 support letters were on file when it passed out of the Senate Health Committee on April 3. If approved by Senate Appropriations on April 15 (where it faces tough scrutiny), the bill goes next to Senate Floor, then over to the House committees. CWA is grateful to have strong allies in the WIC Community and beyond, and appreciates all the support we have received so far!



Our newest WIC Ambassadors: NWA Conference Scholarship Awardees Graciela Segovia, Bertha Gonzalez, Tasha Quest, and Victoria Cox.

To see the complete list of the other state bills that CWA is supporting, go to our State Policy Page at www.calwic.org. To read or subscribe to a bill, go to <http://leginfo.legislature.ca.gov/>.



WIC needs YOU!

WIC dodged a bullet this fiscal year, but the threat to WIC funding is not over. FY 2014 will present serious fiscal challenges. When the Continuing Appropriations Act expires on September 30, WIC and all other domestic discretionary programs will again be subject to sequestration cuts through 2021, and the cuts will start from a lower baseline. Political divisions in Congress continue to run deep on how to lower the deficit and still fund basic human needs. There is an ongoing competition for scarce resources. **WIC's bipartisan support will be sorely tested.**

That's why **WIC NEEDS YOU!** Please help us muster broad-based support to protect full funding for WIC in the coming debate! CWA has designed the **WIC-Business-Community Alliance**, the next phase of the **WE NEED WIC** campaign, to engage businesses and community organizations in publicly affirming their support for WIC. The more of these community allies that sign on to our statement of support (see box), the stronger the message we can communicate to national decision-

makers about the value of WIC to America's health and economy.

The following key organizations have joined CWA in endorsing the statement of support:

- California Grocers Association
- The American Academy of Pediatrics – California District 9

STATEMENT OF SUPPORT

We the undersigned see firsthand the benefits of the WIC program in our community every day. We support full funding for the WIC program to ensure that every low-income woman who meets current eligibility requirements can be served. Cutting WIC funding would mean depriving young children the opportunity of a healthy start in life, taking away purchasing power in local economies, and increasing long-term healthcare costs. The WIC program should be held harmless as budget-cutting decisions are being made.

WE NEED YOUR HELP!

It's easy to participate in **WE NEED WIC Phase 3!** You'll find the full statement, talking points, a sign-on link, and ongoing assistance as the campaign unfolds on our website:

<http://calwic.org/policy-center/we-need-wic>

Connect with Your Community

The key to success is for you to approach organizations in your community that benefit from WIC in any way and ask them to endorse the statement of support. Some examples of such partners include:

- Hospitals and health care systems
- Medical offices and medical societies
- Faith-based organizations
- Community groups that serve young families
- Individual grocery stores and suppliers
- Food manufacturers and other local vendors
- Farmers & agricultural groups
- Breastfeeding and early childhood supporters

Help Build Support for WIC in Your Community!

WIC State Update

Touching Hearts & Changing Lives: WIC's Not Just About Food!

WIC so often is associated with food—or food checks—and yet, thanks to all the WIC staff statewide, our nutrition services are an important part of what we offer.

California WIC provides nutrition services that put participants at the heart. Whether through nutrition education, breastfeeding support, or peer counseling, local agency staff make a difference in the lives of participants. Staff know how to talk with moms, what it's like when moms "get it" and decide to breastfeed, what it means for kids to ask for a veggie snack, or how it feels when moms tell someone at WIC they made a difference because they listened.

Here are a few participant comments that have come to us:

"I'm planning to wait for my baby to be 6 months and start him on solids then... Thank you, I got very helpful information."



"I started walking today (I'm 12 weeks pregnant) and I'd like to plan to keep walking regularly as well as making smart/healthy food choices."

"What helped me to breastfeed my baby successfully was that the WIC staff encouraged me."



"Now I know he is not supposed to be sleeping through the night."

"Tell your kids, you're gonna grow, learn, and be someone important."

Our job in the Nutrition Education Materials and Orientation (NEMO) section of the California WIC Program is to develop quality nutrition education materials and campaigns. We could not do this without the local agency staff. Every handout, lesson plan, or campaign begins with input from our Education Committee comprised of local agency representatives. After we develop the materials, they go out to local agencies for the true test of effectiveness. The feedback staff and participants provide during field testing and later when the materials are being used makes all the difference.

What's new and what's next?

- Savvy Shopper campaign
- Updated WIC orientation class
- Picky Eater class
- Revised handouts for pregnant and postpartum moms
- Something new for dads
- Updated nutrition questionnaires
- WIC website make-over



WIC Staff provide valuable nutrition education to mothers and children.

(Continued top of page 7)

STATE UPDATE

continued from page 6

We welcome more feedback, so contact us anytime! Tell us what works and what could be better. Share your innovative and fun ideas! Email us at WICNEMO@cdph.ca.gov.

Mothers Helping Mothers

Mother-to-mother support, which is the heart of the WIC Breastfeeding Peer Counseling (BPC) Program, has proven to be one of the most successful approaches to encourage mothers to breastfeed their babies. **In California we currently have 48 BPC Programs. Our 228 Peer Counselors and 116 IBCLCs are supporting 80,000 mothers annually.**

The BPC Program services they provide include both telephone and in person counseling, breastfeeding support groups, and some hospital and home visits. To meet the needs of our WIC participants these services are also available outside the normal work hours and the peer counselors are using text messaging to stay connected with breastfeeding moms. Yes we are seeing increasing breastfeeding rates with these programs, but more importantly the peer counselors have demonstrated that they have the ability to **influence and support a WIC mom's decision to breastfeed in ways that health professionals have been unable to do.**



WIC Breastfeeding Peer Counselors demonstrate breast pump use and offer support to new moms.

It Takes a Village: Linking WIC Breastfeeding Support with the Community

A nurse shuttles a newborn away from his mom for a bath and another new mother is discharged with a formula bag. At home, the new mom worries why her infant continues to suckle so much throughout the day,

assuming she's unable to make enough milk. Yet another mom returns to work after six weeks but finds she isn't able to pump because she is expected to work through her breaks.

These are some of the issues well-intentioned mothers face that result in early weaning from the breast. WIC encourages, educates and supports pregnant women and breastfeeding moms, but that's not always enough to overcome the challenges these women face. **To increase breastfeeding duration, a nursing mother needs community support at several levels.** As the African proverb says, "it takes a village."

The State WIC Regional Breastfeeding Liaison (RBL) Project was launched to help build the village to support women who want to breastfeed. Successful breastfeeding requires support and evidence-based practices from all levels including public policies, hospital practices, employer policies, and healthcare providers who encourage and understand breastfeeding and know where to refer patients in trouble.

WIC RBLs are building relationships with local hospitals, health care providers, breastfeeding coalitions, employers, and government entities to facilitate the development of a seamless breastfeeding support system. Some activities facilitated by the RBLs have included coordinating a breast milk drive, working with an agricultural employer to develop an employee lactation plan, training healthcare providers on breastfeeding, and helping hospitals to become baby-friendly. These relationships and the teamwork that ensues improve breastfeeding support and increase the likelihood of longer duration of breastfeeding. As we at WIC continue to foster community relationships to knock down barriers and build support and education for successful breastfeeding, we will continue to enhance breastfeeding outcomes and further our image as a breastfeeding resource.



Robbie Gonzalez-Dow, RBL, showcases a breastfeeding tent for farm workers.

Worksite Wellness

Merced County Community Action Agency Grows a Well WIC Worksite!

The staff at Merced County Community Action Agency WIC (MCCAA WIC) has worked hard for over two years to compensate for limited access to health care, outdoor activities, healthy eating and stress management resources in their area. By creating a tight-knit and supportive wellness network, WIC employees in this economically-challenged region have made great strides in healthy eating, physical fitness, and mental and ergonomic health.

To begin, each clinic selected a staff member to become a "Nutrition Nanny," based on her capability to commit to the wellness program and to guide others in reaching their own goals. Nannies form the core wellness team, and include self-proclaimed botanists, chefs, bakers and physical trainers. Having such a diverse, motivated group enables MCCAA WIC to change and create new and fun campaigns.

Starting with a campaign to focus on nutrition, creating healthier menus and reviewing portion sizes, staff RDs and Degreed Nutritionists offered nutritional advice, taught healthy eating and cooking habits,

"Merced County WIC employees show genuine commitment to improving themselves and each other." – Mai Yee Thao, MCCAA Wellness Ambassador



Merced WIC employee Kia Lor and Wellness Ambassador Mai Thao enjoy fresh fruit at a staff meeting.

and encouraged healthy lifestyles.

To incorporate physical activity, MCCAA WIC launched their most successful campaign so far, the 100 Miles in 100 Days Challenge: walk one mile a day or do a 20-minute physical activity per day for 100 days. Some staff found this especially challenging because of surgery or scheduling. Yet fully 64% of staff participated and 45% completed the challenge! Personal trainers from a local gym taught basic exercise techniques, too.

One Nutrition Nanny had never



Smiling, energetic WIC employees enjoy a dance led by Elsa Lopez, WIC staff member and certified Zumba instructor.

done much physical activity before the campaign, and could scarcely walk for 15 minutes at a time. Yet she was one of the first to join the local gym when they offered discounted rates, and committed to going five days a week. She started walking at two miles per hour for about 20 minutes a day. Now she is running and walking at three to four miles per hour for up to two hours a day!

A more recent campaign focused on reading—fiction and nonfiction—to relieve stress and strengthen the mind. Current wellness team efforts focus on a "Couch to 5K" program and on work place ergonomics. The agency's Human Resource Department is helping with workstation ergonomic evaluations and with educating employees about correct workstation positions.



WIC employees learn simple exercises that can improve workstation ergonomics to prevent injuries.

CWA congratulates MCCAA WIC on their WIC Worksite Wellness certification. We can hardly wait to hear about your next fun campaign!

 **Breastfeeding News**

Breastfeeding Health Plan Benefits: One County's Experience

Alameda Health Systems is the public hospital/clinic system in **Alameda County**. Highland, the main hospital in Oakland, earned Baby-Friendly Hospital designation in February 2012 after implementing comprehensive strategies to enhance breastfeeding support, especially training programs throughout the hospitals' family birthing center, outpatient women's and pediatric settings, the emergency department, surgery services, and the hospital-based medical, nursing,



advanced practice, and ancillary training programs.

Starting in 2005 with the lowest breastfeeding rates in Alameda County, Highland has integrated breastfeeding services countywide in WIC sites and public health home visiting programs. It has a community IBCLC training program and is active in the Alameda County Breastfeeding Coalition.

Highland's outpatient women's and pediatric clinics, designated Federally-Qualified Health Centers (FQHC), began a lactation reimbursement program in October 2012. Michele Bunker-Alberts, FNP, IBCLC, lactation program manager and Ann Lee, the hospital's CDM analyst, developed a charge document combining the reimbursement rates offered by the county managed care payer, Alameda Alliance, and the state-based Comprehensive Perinatal Services Program (CPSP). In the women's clinic obstetric services, Michele worked closely with Dayna Yearwood CNM, the midwifery services program supervisor, and Johara Chapman MD, the Maternal Child Health department chair, to create a charting document that addresses

both the breastfeeding educational requirements of CPSP and the criteria for evaluation by Baby-Friendly USA. Get more information about Highland's lactation program at 510-437-6440 or malberts@acmedctr.org.

Great Cereals for California WIC! Delicious. Trusted. Popular.



Each of these cereals deliver at least
51% whole grain!*

*51% whole grain by weight ©2013 General Mills

There is more than cereal behind the Kellogg's name.



Produce for Better Health worked with Kellogg's to help create award-winning tools for agencies to promote Cash Value Voucher redemption.



MyBowl™: Kellogg's created this non-branded program to help clients understand all the benefits of a balanced breakfast.



Healthybeginnings.com provides a handy resource for clients to get tips and ideas on raising a happy, healthy family.



kelloggsnutrition.com displays a collection of tool kits, trainings, and food demonstration tips that can help agencies empower clients to adopt healthy habits.



Kellogg's government relations team worked with the national WIC association to publicly urge legislators to adequately fund WIC.

Kellogg's
Nutrition™

©, TM, © 2013 Kellogg NA Co.


Local Agency News

Patience & Perseverance Lead to Breastfeeding Success

For some moms, parenting a preschooler, giving birth to twins via C-section, and then experiencing breastfeeding problems would be a recipe for “no more breastfeeding.” But not for Patience Christenson, a mother determined to give her children the best start in life. She brought her one-week-old twins to the Porterville site of **Tulare County WIC** last June, where **Tiffany Lu, IBCLC** helped Patience find a way to persevere and succeed.

Tiffany quickly assessed the situation: mom was able to nurse on one breast using the football hold, but needed to pump the other breast while the cracked and bleeding nipple healed. WIC issued an electric breast pump, and Patience alternated between breast and bottles of pumped breast milk for feeding each baby nine to ten times per day. Now that takes patience and perseverance!

During the initial assessment, Tiffany also noticed one infant had tongue-tie (ankyloglossia) and recommended following up with a doctor. The doctor’s evaluation revealed that both twins were tongue-tied, although one more severely than the other. The doctor also recommended supplementing with formula, as the twins were not gaining weight. During the week of frenotomy for both twins, the parents gave a few bottles of formula as mom was struggling to pump the injured breast and fussy infants had



trouble latching on.

Patience did notice improved latch after the procedures, however. Tiffany continued to encourage and assure Patience that breastfeeding alone would meet all her twins’ nutritional needs. She also reminded her that she could come to weigh her babies at WIC any time. A La Leche League leader (retired IBCLC) was also available for additional support. In time, Patience stopped formula feedings and breastfed the twins simultaneously,

using the biological feedback position when her nipple had healed.

As you can see in the photo, the twins were doing well at age six months. At that time, Patience was still exclusively breastfeeding. She told WIC staff that she was able to continue breastfeeding despite all the challenges because of the encouragement from Tiffany, other WIC staff, and the La Leche League leader. Congratulations go to all involved for another breastfeeding success!

“She told WIC staff that she was able to continue breastfeeding despite all the challenges because of the encouragement from Tiffany, other WIC staff, and the La Leche League leader.”



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

CWA Directors 2012 - 2013

EXECUTIVE BOARD

Marcia Barnes, President
 Placer County Health Department
Tracie Barrows, President Elect
 Sonoma County WIC Program
Peggy Redfern, Past President
 Tulare County WIC Program
Pamela Stanley, Treasurer
 Antelope Valley WIC
Samar MacGregor, Secretary
 PHFE WIC Program

REGIONAL REPRESENTATIVES

Angela Damon, Orange-LA Basin Region
 Eliana Schultz, Bay Region
 Lynne Officer, Great South Region
 Christine Dodd, Central Valley Region
 Rose Mclsaac, Delta/Sierra Gold Region
 Vacant, Sierra Cascade Region
 Denise Kirnig, North Coast Region

SMALL AGENCY CAUCUS

Shirlee Runnings

NATIVE AMERICAN REPRESENTATIVES

Irene Mason

MEMBERS-AT-LARGE

Eloise Jenks, Heidi Kent

Contribute to the WIC Watch!

Share your best practices and success stories:

SUMMER 2013

Breastfeeding Edition

Deadline:

May 30, 2013

FALL 2013

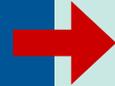
Fall Management Conference Edition

Deadline:

September 6, 2013

**Keep
in
touch!**

To update your e-mail or mailing address, request more copies, or submit article ideas or drafts, contact **Margaret Aumann at:**



maumann@calwic.org
 CWA, 1490 Drew Ave., Ste. 175
 Davis, CA 95618
 530.750.2280 phone
 530.758.7780 fax

Read the WIC Watch online at

<http://calwic.org/news-a-publications/wic-watch>.

SHARE THE LINK!



Save the Dates

WIC & BREASTFEEDING INFORMATION DAY

May 29, 2013
 State Capitol

MANAGEMENT CONFERENCE

October 22-23, 2013
 Sacramento

**We're moving... but just
down the street!**

OUR NEW LOCATION:
 1450 Drew Ave, Suite 150
 Davis, CA 95618

Same phone, fax, and emails!
 Please use our new mailing
 address starting **May 6**. Stop



by our new digs
 to say hello if
 you're in the
 neighborhood!"

REGISTER NOW...

for the WIC &
 Breastfeeding Information
 & Education Day!

Wednesday, May 29, 12:30-5 PM.
 Join us for Lunch on the Lawn—
 the north lawn of the State
 Capitol, that is—followed by



policy updates
 and visits to
 educate our
 State Legislators.

Find out more and register at
www.calwic.org/events.