



# WIC watch

## Getting Real About Going Platinum

This year's Annual Conference will help you fill in the details on exactly how to bring your frontline WIC services to a whole new level of excellence. Platinum WIC is all about service. It puts the WIC family at the center of everything we do. How does that first phone call with a participant go? Can callers get through to your phones? What does your waiting room feel like to someone who has never been on WIC before? Platinum WIC focuses on the strengths of participants, employees and community. Does your WIC staff feel engaged and empowered to contribute their ideas for service improvements? Are you cultivating in-house leadership to support staff health and well-being?



You don't have to make huge service improvements all at once. It's about getting started! What small step will you take? Let us know!



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California WIC Association presents  
*Getting Real About Going Platinum*

Annual Conference and Trade Show March 28-30, 2011 San Jose, California

Welcome to the 19th Annual CWA Conference! This year's theme, **WIC Works! Getting Real about Going Platinum**, focuses on the front lines – where that critical first WIC impression is made. We now have a top-notch product: our Gold-Standard WIC food package. We need to deliver it with stellar customer service, integrated staff wellness, widespread community collaboration, and innovative service systems. Plenary speakers, workshops and trade show offerings will inspire you and your staff to go home and take concrete steps towards Platinum WIC.

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

- **Customer Service and Staff Engagement** with Andrea Thomas, State WIC, promises to be a high-energy day exploring WIC Platinum strategies and techniques for effective staff engagement to use in your clinic.
- **Instant Recess Wellness Leader Training** with UCLA Trainers will help you get organizational buy-in for a healthy workplace and learn short physical activity modules and creative ways to implement healthy food policies.
- **Lactation Training** with Diane Wiessinger, MS, IBCLC, will engage attendees on infant feeding topics pertinent for WIC staff, including peer counselors and regional breastfeeding liaisons, as well as community health providers and hospital nurses.



Or you can take a **Farm-to-WIC Tour** of Hidden Villa Farm, where you can learn about sustainable farming, community supported agriculture, and the importance of farming and gardening for healthy nutrition.



**FIVE CONCURRENT WORKSHOP TRACKS**

are designed to bring topical expertise right to you:

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

**PLENARY SPEAKERS** include:

- David Kessler, MD, former head of FDA speaking on *The End of Overeating*
- Dr. Gerald Newmark on *Raising Emotionally Healthy Children*
- Dr. George Kent, an international expert on breastfeeding and health policy.

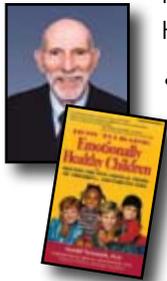
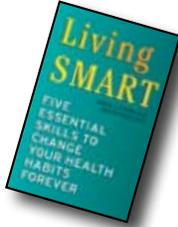


**Welch's is proud to be a Gold Sponsor of the California WIC Association's 2011 Annual Conference.**



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

- Sheri Pruitt, PhD :  
"Living Smart" – Five Essential Skills to Change your Health Habits
- Esther Schuster:  
Maximizing the Role of the WIC Nutritionist in Prevention of Type 2 Diabetes
- Lorena Sprager: Beyond the Written Word: Innovative and Effective Communication with Spanish Speakers
- Dr. Gerald Newmark with Laurie Haessly: Increasing Breastfeeding Success by Raising Emotionally Healthy Children
- Andrea Thomas:  
"Just Add Water"  
...A Tool Kit of Tips & Tricks to Drive "BEST" Service Results



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 programs.



The **California Nutrition Corps (CNC)** Reception Tuesday evening is your chance to meet this year's scholarship recipients and celebrate the achievements of returning scholars in nutrition, public administration, and lactation.



**SPECIAL EVENTS** include food demonstrations and health screenings in the local agency sharing area, WIC Worksite Wellness activity breaks between sessions, Tuesday's Healthy Habits Breakfast, and entertainment 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...

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## Federal & State Updates

### Federal Budget Showdown

The battle lines are drawn for a showdown over current year (FFY 2011) funding—and WIC is in the crosshairs. As we go to press, Congress has just extended to March 18 the expiration of the Continuing Resolution that keeps WIC and other government programs operating. The House has proposed deep cuts: \$60 billion total, including \$747.2 million slashed from WIC (with rumors of further cuts via “rescission”).

The California WIC community has been actively expressing deep concerns about the House-proposed significant cuts to the WIC Program. If these cuts are adopted,

it is possible that within the next year local agencies would have to turn away eligible women with young children who apply for WIC benefits. Senate leaders have vowed to block them, with a possible government shutdown in the volatile mix.

CWA members are urging Congress to support the President’s FFY 2012 Budget, which funds WIC at \$7.39 billion to support a caseload estimate of 9.6 million participants, with the following funding amounts: \$14M for infrastructure; \$60M for MIS; \$83M for Breastfeeding PC and related; and \$10M for Breastfeeding Performance awards. Given the climate on the Hill, the Obama

WIC proposal will likely be the high point as the budget debate grinds forward.

### State Budget Plans

Governor Jerry Brown wasted no time in proposing a no-nonsense state budget that balances revenue extensions and deep cuts to close this year’s \$25 billion deficit -- with a March 10 deadline. Legislative leaders plunged into budget hearings to meet his deadline so that voters can have their say on a fast-tracked June ballot. WIC’s 100% federal funds have been approved by both Assembly and Senate Budget Subcommittees, but the final deal is yet to come as we go to press.

## Because Every Child Deserves the Best Nutrition

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## Breastfeeding Updates

### “One Hospital at a Time: Overcoming Barriers to Breastfeeding”

This new (January 2011) report, co-authored by CWA and the UC Davis Human Lactation Center, highlights the exclusive breastfeeding “gap” which is greatest in hospitals serving low-income mothers and babies. The report shows that by improving policies, hospitals can dramatically increase breastfeeding rates.

Nearly 90 percent of California mothers have made the decision to exclusively breastfeed, yet only half are breastfeeding exclusively upon hospital discharge. Breastfeeding success is dependant on the support of hospital staff and standards of care within the hospital during those first critical 24 to 72 hours. If exclusive breastfeeding is undermined in the hospital, it is next to impossible for mothers to sustain exclusive breastfeeding when they go home.

Working collaboratively, CWA, UC Davis, WIC staff, and members of the breastfeeding coalitions garnered statewide news coverage of the report.

“We are grateful that concerned members of our community, namely representatives of local WIC agencies and prenatal clinics, demanded that our hospital do a better job supporting breastfeeding. This jarred us out of complacency and started us on our path toward becoming a Baby Friendly Hospital,” states Dr. Lynn Yonekura of California Hospital Medical Center. See what you can do by advocating for better policies at your local hospital! **Read the report, county fact sheets and media links:** <http://www.calwic.org/focus-areas/breastfeeding>.



### First Statewide Breastfeeding Summit A Huge Success!

On January 27-28, in Sacramento, the California Breastfeeding Coalition (CBC) hosted the first-ever California Breastfeeding Summit, **“Supporting Breastfeeding in the Hospital and Community: Practical Solutions that Work!”** Over 350 professionals who are working in their communities to improve infant, family, and community health were in attendance. This overwhelming response to the summit demonstrates commitment to implementing evidence-based maternity policies and practices that support breastfeeding, and to fostering productive partnerships between hospitals and community agencies.

Sponsored by the California WIC Program, the conference

provided hospital and WIC staff the opportunity to work together on breastfeeding policy. The dynamic summit program inspired attendees to create change in their organiza-



*Celeste Milton, The Joint Commission, and Michele vanEyken, Director, WIC Division Chief, discuss breastfeeding policy improvements.*

tions and will help facilities create optimal environments for appropriate infant feeding and mother-infant bonding for ALL babies, not just breastfed ones.

Share the summit presentations and check for updates on the summit content at the CBC website [www.californiabreastfeeding.org](http://www.californiabreastfeeding.org)

#### Here are some comments from summit attendees:

*“I have been trying to put the puzzle pieces together for the last five years on how all the Baby-Friendly processes worked...this conference has clarified for me where we need to go and how to GET THERE!”*

*“We were able to have all five of our delivery hospitals at this summit. While all the presentations were valuable, the opportunity to network, collaborate and identify next steps we can each take to improve our county's exclusive breastfeeding rate was priceless!”*

### Infant Feeding Bill

CWA is proud to sponsor SB 502 (Pavley-de León) the Hospital Infant Feeding Protection Act. This bill would require all California maternity hospitals to have an infant feeding policy and clearly post that policy. Given that our recently published hospital breastfeeding report found that 22 hospitals still supplement more than 75 percent of newborns, this bill is a simple first step towards breastfeeding equity. To follow along with the bill's progress, go to [www.senate.ca.gov](http://www.senate.ca.gov) and click “Legislation.”



## Breastfeeding Updates

# Introducing the Regional Breastfeeding Liaisons

The California WIC Program identified a statewide need for WIC to play a bigger role in facilitating seamless breastfeeding support in the communities where participants live. To meet this need, the California WIC Program is piloting Regional Breastfeeding Liaisons (RBLs), whose job is to build relationships in the community to increase breastfeeding support. Seven local agencies with breastfeeding peer counselor services have stepped forward to work with their county or region to improve their breastfeeding collaborations.

The hard-working Peer Counselor Workgroup and UC Davis Human Lactation Center have provided WIC agencies with a Breastfeeding

Community Assessment. This tool will help the RBLs effectively target programs and resources and conduct on-going assessments for measuring progress toward best practices.

### Spectrum of Prevention

A key requirement of the RBL job is to use the Spectrum of Prevention, a strategy for making lasting improvements by fostering coalitions and networks, changing organizational practices, mobilizing communities and influencing policy and legislation.

Using their Community Assessment and the Spectrum of Prevention, the RBLs and their WIC agencies determined broad areas in which to focus initial efforts, such as hospital or health care practices, local public health programs, workplaces, or coalitions. Following is a snapshot of their efforts.

## The Spectrum of Prevention



### Peninsula: San Francisco, San Mateo, Santa Clara Counties

Three breastfeeding advocates share this Peninsula position. One of their initial projects is to establish a Regional Breastfeeding Steering Committee including representatives from the Regional Perinatal Programs of California (RPPC), Stanford and Mills-Peninsula Medical Center.

### North County Health Services (NCHS) WIC: San Diego

North County Health Services provides primary care services and houses a WIC program. Laurelle Hiroshige has strengthened breastfeeding support by building relations with Neighborhood Healthcare, a nearby clinic.

Working with the clinic staff, Laurelle has established IBCLC services



North County: Leticia Harrison, IBCLC, Neighborhood Healthcare, and Laurelle Hiroshige, North County Health Services. Clinic patients are seen by the in-house IBCLC and patient data is shared with WIC, resulting in improved quality of care for new mothers and babies.

in the Neighborhood Clinic, changed the newborn appointment slots, and set up a referral process. The IBCLCs chart electronically, creating information that can be printed and taken to patients' respective WIC programs, as well as used as a vital component for providers to create infant health care plans.

**Contra Costa and Alameda Counties**

Midwife Jeanne Kettles is working with all seven WIC agencies in this area. One objective is to organize a Breastfeeding Cultural Outreach Taskforce focusing on concerns of Black/African American women. They have also started outreach and collaboration with their region's California Perinatal Services Programs (CPSP) to improve breastfeeding support.

**Shasta County**

The focus here is on health care providers. Susan Sibilsky, Sharon Babcock and WIC staff are developing relations with OB and pediatric providers at Mercy Maternity Clinic and Hospital where a majority of WIC moms deliver.

**Sacramento County**

Jen Pettus and WIC staff have been surveying WIC participants to obtain patient utilization and satisfaction data of local hospitals and physicians. Using this information, they will target local providers to improve breastfeeding support.

**Santa Cruz County**

Robbie Gonzalez-Dow has been working on collaboration with the local clinic Salud Para La Gente. The clinic management team made a visit to WIC and now monthly meetings are planned to improve referrals, breastfeeding support, and staff breastfeeding education.

Another focus area for Santa Cruz County is coordinating with Central California Alliance for Health, a health plan with a long history of providing breastfeeding support. The plan is growing and has members in Monterey, Santa Cruz and Merced counties. Building good relations with WIC will have wide impact.

*Learn more by attending the RBL workshop at the conference, or plan to have an RBL in your agency or region!*

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# WIC Worksite Wellness Grows!

**W**IC Worksite Wellness is rapidly expanding! At a special celebration Wednesday at the conference we will recognize the newest eight agencies to proudly bear the certification "Well WIC Worksite." Congratulations to:

- San Mateo County WIC
- Indian Health Center of Santa Clara Valley WIC
- San Francisco WIC
- Planned Parenthood of Orange and San Bernardino Counties WIC
- Clinicas de Salud del Pueblo
- Contra Costa County WIC
- Community Bridges WIC
- Kings County WIC

Also, be sure to visit the WIC Worksite Wellness (WWW) Sharing Table, or attend the networking meeting Monday at lunch, where you'll learn from the 'WWW' sites how your agency can become certified and Work Well, Be Well and Live Well!

## San Mateo County: Ripple in the Pond

Staff at San Mateo County WIC have embraced wellness and are enjoying healthy foods, increased physical activity and more attention to overall health.

Health fairs and heart walks are some of the activities that complimented everyday improvements in the worksite. Friendly competition for 'healthy bucks,' earned for personal effort for improved health, builds camaraderie and helps keep the spirit alive.

As a result of WWW, **WIC is now in a leadership role advising the county as it adopts a County Wellness Policy.** The policies are extensive and in some cases affect not only county workers but the public that interfaces with the county.

For example, food and beverages served or sold on county property will have to adhere to certain nutrition standards. Kudos to San Mateo WIC for your leadership!



San Mateo County WIC employees take a stretch break at an all-staff meeting.

## Planned Parenthood of Orange and San Bernardino Counties (PPOSBC) WIC: Longterm Success

Wellness has been a part of the workplace for over seven years at PPOSBC WIC. As a result, many health policies are in place, and the year is full of activities highlighting healthy lifestyles. Sherry Norwood, Wellness Coordinator, offers sage advice, "Motivation and effort include helping staff realize that healthy eating and exercising daily is a lifestyle change that is important not only for them, but for their families as well."

**Positive feedback from staff has been so rewarding:**

*"I really do feel better when I eat less and exercise more."*

*"I appreciate all the knowledge I have gained to live a healthier lifestyle."*



At PPOSBC, WIC families and staff learn simple activities for family fun.

 Local Agency Profiles

# Making Platinum WIC Service Real

The stories shared here can help us all catch a glimpse of how local agencies are making Platinum WIC Service Real. Thanks to all of you who submitted stories and quotes. We'll feature more in future editions of WIC Watch.

*A dad came to WIC on behalf of his child. After staff greeted him he said, "Staff working in this office are always friendly and greet me with a smile. It's great, because it's hard for a man to come to WIC after work. People here make me feel welcome." -- Perveen Ali, Riverside County*

*A young mom found herself in Juvenile Hall, 3 weeks postpartum. The Health Director there got the mom a pump and arranged for pumped milk to be delivered daily to baby. Our LC visited the mom and helped protect the milk supply. We'll provide an in-service for Juvenile Hall staff in the future about breastfeeding and how they can support it. -- Lynn Parker, Sonoma Indian Health Services*

*A WIC mom had a 3 year old child who was gaining 9 pounds every 6 months. WIC staff discussed ways to help slow this weight gain, such as replacing junk food with fruit and vegetables, decreasing juice intake and going to the park. Six months later, this appreciative mom shared that not only had the child slowed weight gain but all family members had lost weight. -- Denise Kirnig, Solano County*

*A dad came to WIC with news that his ex-girlfriend just brought their infant daughter to him without clothes, formula, diapers, etc. and left town for an indefinite period of time. Our WIC staff enrolled his child in WIC that same day and gave him recently donated baby clothes and diapers. -- Denise Kirnig, Solano County*

*"This was my first visit to WIC in almost a year; my visit was beyond pleasant. Staff was great and fast!! I came in for a question, and ended up getting in for an appointment right away. So happy for this to be the WIC office I'll always come to." -- From the APL comment box at Fresno County EOC*

*One mom had given up on applying for Medi-Cal for her child because she could never get a hold of her worker. One staff member contacted the worker on behalf of the mom and got the Medi-Cal approved that day. -- Julie Grunsky, Delta Health Care (Stockton)*

California Department of Public Health  
WIC Nutrition Program



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## From the WIC Grapevine...



### ■ FOND GOOD BYES: Beverly Clark, Contra

**Costa WIC Director** is retiring from WIC, having started at WIC in 1974, when the program was in its infancy. She plans to stay involved, but already has a busy international travel agenda planned.



**Teri Duarte, Sacramento County's** WIC Director for 22 years, took an exciting

new job running WalkSacramento where she'll be fighting for complete streets and better walking opportunities. Follow her second public health career at [www.WalkSacramento.org](http://www.WalkSacramento.org)! You Go, Teri! **Charlene Shon, Yolo County WIC Director**, retired a few months ago and looks forward to rest and grandchildren. **Stacie Bradford, Merced CAP WIC**, moved on to a job in county government late last year.

■ **WARM WELCOMES: Amelia Schendel** is Acting Director at **Sacramento County**, and **Kelly Pheifer** is Interim Director at **SDSU Foundation WIC**, while formal appointments are processed. **Linda Shelton** is the new **Fresno EOC WIC Director**, filling the founder's shoes: the amazing **Wilma Austin** retired last summer after 29 years. Howdy to the freshly-minted Directors of two of our newest WIC agencies: **Lynda Salcido** of **Mono County WIC** and **Connie Lexion** of **Inland Behavioral Health WIC** serving parts of San Bernardino. **Karen Gillian** is the new **Merced CAP WIC Director**, and **Karrie Spencer** is the new Director at **Sutter County WIC**.

### ■ CONGRATS: Brent

**Walker**, a State WIC Division Section Chief, former regional consultant and all-around WIC gem, is returning to his "alma mater," Fresno EOC WIC, where he will be the new Assistant Director – so glad



we aren't really losing Brent! **Laurie Green**, Chief, Food Package Section, is the new Yolo County WIC Director. **Marcia Barnes** was just hired as WIC Director of Placer County WIC, transferring from her old post at Sutter County. **Laurie Haessley** was promoted to Deputy Director at Riverside County Public Health WIC, where she will assist **Perveen Ali** in keeping up with Director **Gayle Hoxter**.

■ **CWA CHANGES:** Along with moving our office from Sacramento to Davis, there were many staff changes and additions this fall as we re-organized our management team. We said good-bye to **Robbie Gonzalez-Dow**, who is now the Executive Director of the California Breastfeeding Coalition, as well as a Regional Breastfeeding Liaison for Community Bridges WIC. **Nancy O'Connor**, our fabulous Administrative Coordinator, moved on in October to enjoy semi-retirement, and **Kinkini Banerjee** decided to seek new challenges in January. **Halley Carlquist** is completing her masters degree at UC Davis and is the new LVL at Nevada County WIC. These four staff made immense contributions to the Association – best wishes to them all! Please introduce yourselves to our new staff members: **Jasmine Pettis**, Administrative Coordinator; **Teresa Morris**, Member Service Coordinator; **Donna Hoffman**, Program Coordinator; and **Margaret Aumann**, our brand-new Communications Coordinator.

## Think Outside the (Cereal) Box!

Fast healthy breakfast option? Great way for women to keep their folic acid levels up? Light afternoon snack? You bet! But don't forget all the other ways to use WIC-eligible breakfast cereals for cooking tips and food demonstrations.

### Cut the Fat

As health professionals we often recommend baking or broiling to replace high fat cooking methods like deep frying.



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### Satisfying Sweets

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### Snack Time Fun

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You don't need extra sugar to make fruit fun. Clients can add pizzazz to pear or apple slices by dipping them in a peanut butter yogurt dip and rolling them in



*Pear Dips (Rice Krispies)*

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Look for the Kellogg's Nutrition Healthy Beginnings™ recipes pictured in this article this summer. This collection of low fat, low sugar snack recipes meets Produce for Better Health's Fruits and Veggies More Matters recipe guidelines by pairing Kellogg's® WIC eligible cereals with seasonal produce.

For recipes, nutrition resources or free samples, please contact Kellogg's WIC Professionals at: [wic@kellogg.com](mailto:wic@kellogg.com) or 1-800-Kellogg ext 3445, or visit [www.KelloggsNutrition.com](http://www.KelloggsNutrition.com).

\*Whole grain council recommends consuming 48g or more of whole grains every day  
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## CWA Directors 2010 - 2011

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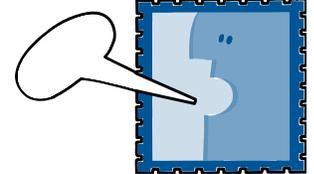
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**You have a story to tell!**  
**You have a program to showcase!**  
**Contribute to the WIC Watch!**



Upcoming magazines are already being planned around the following themes:

ISSUE	THEME	DEADLINE
Summer 2011	.... Breastfeeding .....	June 15, 2011
Fall 2011	..... TBD .....	August 15, 2011

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## Save the Dates

### WIC POLICY DAY

Wed., May 25, 12-5 PM (after Task Force Meeting) at the Capitol

### BREASTFEEDING WALK & AWARDS

Thurs., Aug. 4, 12-1 PM at the Capitol

### CWA FALL CONFERENCE

Oct. 18-20 • Bakersfield



In January Aroma Housewares donated 400 digital rice cookers to local San Diego WIC participant families. These rice cookers will help parents easily prepare a healthy meal for their family with whole grain brown rice, which is included in the WIC food package. Along with the rice cooker, each participant family will also receive two 1-pound bags of brown rice from Lundberg Family Farms. Visit the Riviana booth at the trade show and taste some delicious brown rice recipes!