



WIC watch

Dedicated to a WIC Champion and Friend: Phyllis Bramson

This issue is warmly dedicated to former California WIC Director **Phyllis Bramson**, who led our program from 1991-2002, and who passed away on January 23, 2013, after a valiant struggle with ovarian cancer.

Phyllis ushered California WIC out of a severe management crisis into an era of unprecedented growth and modernization. Under her leadership, California WIC implemented ISIS and aggressively pursued increased federal funds to support maximum service to needy families, resulting in caseload growth of close to one million WIC participants. She understood the critical importance of close collaboration with California's 84 local WIC agencies, the backbone of the program, and established the California WIC Advisory Task Force.

Phyllis left a lasting legacy of transparency and community engagement that kept WIC community members united and excited about their service to families. She was a unique and feisty advocate-administrator who strongly supported the establishment of the California WIC Association. She partnered with CWA to operate WIC annual meetings and work on numerous state and federal policy reforms, including WIC Farmer's Market funding and food cost containment efforts. As a new mother, she was passionate about WIC's critical role in improving breastfeeding, and helped create the Breastfeeding Policy Advisory Committee and its groundbreaking publication of Breastfeeding: Blueprint for California's Future.

In a unique career move, Phyllis left WIC for the California Department of Education to take on the administration of the National School Lunch Program and its companion meal programs: School Breakfast, Child and Adult Care Food Program, and Summer Food Service Program. She brought the same high-energy, passion and creativity to that role and oversaw nutrition improvements for millions more kids.

We've lost a fighter! But we will carry on the amazing legacy of Phyllis as we meet new WIC challenges.



INSIDE THIS ISSUE

- CWA News.....2
- Legislative Update.....3
 - Introducing Legislative Reps
 - State Bills & Federal Budget
- WE NEED WIC Campaign.....5
- Breastfeeding News.....6
 - WIC Grows Breastfeeding Support
 - Featured IBCLCs
- Platinum WIC8
 - WIC Saves Lives
- Worksite Wellness9
 - Alameda County
 - Marin County
- Education News.....10
 - Fotonovelas
 - CNC Scholar Profile
- Local Agency News11
 - Food Day Stockton Style



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



2013 Annual Conference and Trade Show, April 21-24, Fairmont, San Jose



Join your WIC shipmates for the 21st Annual CWA Conference and Trade Show, where you'll find **education sessions** and **networking opportunities** to help you navigate the WIC program waters toward Platinum Service. Set sail with WIC's health care, social service, and industry partners to improve collaboration, promotion, outreach, and the use of technology. In addition to providing you with valuable training and education to keep your WIC programs ship shape, this year's conference promises lots of **maritime fun!**

Plenary sessions will feature thought-provoking keynote speakers. **Five tracks of concurrent sessions**, planned carefully by your conference committee, will provide a variety of pertinent educational opportunities:

- Babies on Board! Breastfeeding and Early Feeding
- Navigating the Sea of Nutrition
- Aye Aye, Captain! Leadership & Wellness
- All Aboard! Collaboration, Advocacy, and Technology
- Once Again, Matey! Repeat and Additional Sessions

And while the 2012 WIC Olympics may be a hard act to follow, you can be sure that we're planning some fun **Worksite Wellness challenges** throughout the conference!

You'll find more conference details, hotel and registration information at www.regonline.com/2013cwaannualconference.

See you in San Jose!

New Membership Resources

We say that CWA is a "member organization." Who are our members, exactly? One answer is "a variety of individuals and groups," including corporate, individual, student, and local agency members. Another answer is "anyone wanting to join our mission of **Healthy Families, Strong Communities, and Bright Futures!**"

Since our founding in 1992, the core of our membership has been Directors and others working in **California's local WIC agencies**. All of their support goes toward providing local agencies with education and training, research and policy analysis, communications and invaluable connections.

Corporate members help us achieve our mission by supporting our professional conferences and trade show and special projects like worksite wellness. **Individual professionals and students** round out our membership, playing an important role in creating a broad base of support for the WIC program.

You can download new, full-color brochures for each membership category on our website: <http://calwic.org/get-involved/become-a-cwa-member>. For membership questions, please contact Teresa Morris at CWA.



2013 Webinar Series Coming Up!

Our 2012 WIC Works webinars were so popular that we're planning another series to start next month. Grab these free opportunities to learn and discuss topics like:

- The federal fiscal situation
- Therapeutic formula
- Medi-Cal services updates
- Cash value voucher use
- Worksite wellness

... and more to come! Check our website at <http://calwic.org/events> for details soon. We hope you'll join us!





Legislative Update

Get to Know Your CWA Legislative Co-Chairs!

Ever wonder what a CWA Legislative Committee Co-Chair is or does? This CWA Board position works closely with CWA staff to promote advocacy and education in the WIC community. Here, our current Leg Co-Chairs introduce themselves to you. Thank you, Lynne and Michelle, for serving our association members in this way!

Lynne Officer

Fresh from passing the Registered Dietitian exam in 2000, I packed a giant suitcase and purchased a one-way airline ticket from the Midwest to San Diego to start my new job as a Nutritionist for the **American**

Red Cross WIC Program.

I had no experience working with new moms, babies, or small children, and knew nothing about breastfeeding. After a few months of training, I realized there was no better place than WIC to marry my desire to interact with people and my motivation to support people in living more healthfully.

Over the last decade, WIC families have inspired me with their stories about overcoming obstacles. I also learned the importance of advocacy. Voices of people in the community really can create change, whether revising the WIC Food Package, implementing Breastfeeding Friendly initiatives, or raising awareness through "We Need WIC" to keep the WIC program fully funded.

All these experiences drew me to the Leg Co-Chair position as another way to contribute to the bigger picture. I am also in constant awe of the knowledge, spirit and resolve of the CWA staff. For such a small group of professionals, the work they do has made a huge impact on the nutrition and health of not only California WIC families, but families and communities across the country. I am so excited to be a part of this team and to represent WIC families everywhere!



Michelle Turner

Originally from the Bay Area, I attended school in Los Angeles, where I met and married my husband. We moved to Bakersfield in the early 80's to start a business and we stayed there for over 20 years. We have two children, both attending Cal State Northridge, and a one-year-old granddaughter. I now live near Morro Bay, work in Bakersfield, and love what I do at



Community Action Partnership of Kern-WIC and with CWA.

With a lifelong interest in community service, joining the League of Women Voters of Kern County and accepting board positions in Communications and Voter Education was natural for me. At LWV I spearheaded a pilot-program for high school voter registration and spoke about it at the National Conference. Recently, I volunteered on the campaign to re-elect Congresswoman Lois Capps and got an even better perspective on the process.

I joined CAP Kern-WIC in May 2008 as a Local Vendor Liaison. My first day of work was at the CWA Conference! Soon, I became a Breastfeeding Ambassador and truly enjoyed WIC & Breastfeeding Education Days in Sacramento. One thing led to another and I was proud to serve as Leg Co-Chair with Samar McGregor, a great teacher. With support from CWA, I have learned and grown in the position and am excited for the opportunity to serve with Lynn Officer in these times of budget concerns.

 **Legislative Update**

State Budget Looking Up!

On January 15th, Governor Brown released his proposed 2013-2014 Budget, showcasing the first positive state budget news California has seen in almost a decade. The budget will focus on implementing Health Care Reform, including expanding Medi-Cal coverage to low-income adults, with no major cuts—or funding restorations—to health and human services programs in the State. The budget also proposes increases to both K-12 education and community colleges, thanks in large part to the passage of Proposition 30 in



November, Governor Brown's tax initiative. The plan also promises to reduce the State's debt from the current level of \$27.8 billion down to \$4.3 billion in the next four years, as well as creating a \$1 billion reserve fund. CWA is cautiously optimistic at the outlook, and will continue working closely with our partners to ensure that the WIC community's needs will be met through the implementation of the Affordable Care Act, as well as closely protect the funding of other essential human services programs.

2013 State Legislative Session

CWA is working hard to review and research potential legislation for the upcoming year with our public health partners, and has plans to carry a bill of our own as well. The deadline to submit legislation is Friday, February 22, so check our website for legislative updates in the next few weeks!

SAVE THE DATES

NWA LEADERSHIP CONFERENCE
 March 3-5, Washington, DC

2013 WIC & BREASTFEEDING INFORMATION & EDUCATION DAY
 May 29
 State Capitol, Sacramento

Federal Budget

In Washington, second-Term President Barack Obama made strong statements of support for the federal safety net in his Inaugural Address, saying “we reject the belief that America must choose between caring for the generation that built this country and investing in the generation that will build its future.” But as the next Congressional endgame approaches at the end of March, there are no guarantees that WIC funding will be protected, and therefore we aren't taking any chances!



CWA is launching a new phase of our ongoing WE NEED WIC Campaign, asking all supporters to get endorsements of our WIC-Business-Community Alliance Statement! Read all about it on the next page and go online to get started on your local efforts. We'll keep you posted via our bi-weekly *Flash* e-newsletter (subscribe at www.calwic.org).

“We reject the belief that America must choose between caring for the generation that built this country and investing in the generation that will build its future.”




We Need WIC

We Still Need WIC: Next Campaign Phase

Although Congress avoided the “fiscal cliff” at the end of 2012, WIC and other non-discretionary federal programs are still at serious risk for funding cuts – as early as this Spring! When the Continuing Resolution expires in March, WIC could be subject to sequestration, taking a 5.1% hit, which would mean cutting an estimated 75,000 participants from the program in California. Therefore, we’re asking you to help us muster broad-based support to protect full funding for WIC.

WIC-Business-Community Alliance

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 confirming their support of WIC during the upcoming fiscal debate. The more of these allies that sign on to our letter of support, at right, the stronger message we can communicate to national decision makers about the value of WIC to America’s health and economy.

At press time the following key organizations have joined CWA in endorsing the statement of support:

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

We Need Your Help!

We are seeking your help with approaching organizations in your community that benefit from WIC in any way and asking 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

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>. **Help spread the word and build WIC support in your community!**

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.



Breastfeeding News

WIC Grows Momentum for Breastfeeding Support

Collective efforts to increase breastfeeding initiation are producing results! Nearly 92 percent of California mothers enter the hospital having decided to breastfeed. **Yet with 40 percent of babies leaving hospitals having received formula, there is still work to do in the first 24-48 hours to help mothers maintain exclusive breastfeeding.**

The Affordable Care Act strengthens the case for breastfeeding support with provisions for "comprehensive support and counseling from trained providers, as well as access to breastfeeding supplies, for pregnant and nursing women." These benefits already are in place for private health plans. For plans in California Covered (our health benefits exchange) and Medi-Cal, more details need to be worked out.

Health care providers should expect to see an increased need for support of breastfeeding moms and babies. California WIC staff already report that they have more requests for consultations and pumps. The time is now, and the opportunities exist, for hospitals, WIC agencies, community clinics, medical offices, health plans and durable medical equipment providers to work



HealthNet and Partnership Healthplan are leaders in providing breastfeeding support to health plan members.

together to build sustainable breastfeeding support networks, especially for low-income mothers.

To aid in these efforts, CWA has released a detailed toolkit and briefs describing how to establish referral networks in the community, what key partners to include, and how to use the Medi-Cal regulations to bill for lactation support. You'll find these documents on our website at <http://calwic.org/focus-areas/breastfeeding/health-care-reform>.

WIC represents the largest public health workforce of International Board Certified Lactation Consultants (IBCLC), lactation educators and peer counselors, in addition to Registered Dietitians. **Health care providers, clinics and health centers, and health plans are encouraged to work with local WIC agencies** to find effective ways to provide referrals, maximize counseling and education efforts, and especially creative ways to utilize WIC staff.

Some WIC agencies are setting up MOUs and timesheets in order to use staff in both WIC agencies and community clinics. Health plans should provide lists of IBCLCs who can provide private consultations. Health plans also can provide quality breast pumps for members returning to work.

Supporting these efforts, the California Department of Public Health recently received a CDC grant to address breastfeeding



support in community clinics as part of obesity prevention efforts. Working with CWA and the California Breastfeeding Coalition, **15 grantees will work in a learning collaborative to become Breastfeeding Friendly Clinics.** The agencies listed below will focus on improving policies, staff education, referrals, community collaboration, and lactation reimbursement. Congratulations to CDPH and the clinics in this needed effort!

- AltaMed Health Services, Los Angeles
- Clinica Sierra Vista, Bakersfield
- Community Regional Medical Center, Fresno
- Contra Costa Health Services, Pittsburg
- The Effort, Sacramento
- Eisner Pediatric & Family Medical Center, Los Angeles
- Family Health Centers of San Diego
- Harbor UCLA Medical Foundation
- Kaweah Delta Hospital Foundation, Exeter
- La Clinica de la Raza, Vallejo
- Natividad Medical Foundation, Salinas
- Neighborhood Healthcare, Escondido
- Northeast Valley Health Corp., San Fernando
- Salud Para La Gente, Watsonville
- Sonoma County Indian Health Project, Santa Rosa

Look to CWA for more materials, webinars and opportunities to learn how to improve breastfeeding support in your community. Have questions or need help? Contact Karen Farley: 530-750-2280 or kfarley@calwic.org.

 **Breastfeeding News**

IBCLCs: Two Stories, One Commitment

Linda Andrews, PHFE WIC Area Manager, told us, "One of my WIC Center Supervisors, **Eva Saul**, is an IBCLC/WIC Superstar!" So of course we had to find out more and share it with our readers! At PHFE WIC for nearly 15 years, Eva began her career in health care



as a Registered Nurse in Germany, then became a Registered Dietitian in the U.S. After being a Certified Lactation Educator for many years, Eva decided to further her education and become an IBCLC.

As a Lactation Consultant, Eva has always felt responsible for sharing her knowledge not only with moms but also with her staff. During WIC Center team meetings, Eva presents information on different breastfeeding topics gathered from seminars, journal articles and conferences like CWA. In order to make these discussions interactive, Eva sometimes assigns a current breastfeeding topic to another staff member, who presents to the team.

In fact, cross-training of staff is clearly an important goal for Eva. Consequently, when a client contacts the center for information or resources, she is usually able to get what she needs from any staff member. And when a client requires in-person help, many cases can be resolved by team members. Eva handles the more complex breastfeeding challenges, and makes it a point to have staff observe her during these times as an important learning experience that helps boost team confidence to serve WIC moms.

Besides her own staff, Eva has been able to mentor another WIC Center that now implements the same successful follow-up calling procedures with breastfeeding moms just days after a baby is enrolled in WIC.

Over at **Tulare County WIC, Michelle De Leon**—a Nutrition Assistant who became an IBCLC in 2011—has a heart-warming personal story to tell:

"As a breastfeeding mother of three boys and an IBCLC, I love helping moms in my community. I have worked for WIC close to 10 years and have a passion for breastfeeding awareness. I always knew if I had children that I would breastfeed. My mother breastfed all five of her children so I grew up knowing this was normal. An IBCLC helped me breastfeed my first son over seven years ago, and I will



never forget how her help made me feel. It gives me tremendous joy to know that I can impact someone else's life in the same way.

"I have exclusively breastfed each of my three beautiful sons past age one, and continue to breastfeed my 20-month-old. Breastfeeding is not always about the milk, it's about a bond between mother and child, unlike no other in this world. Artificial baby milk can never reproduce my feelings of love and closeness when he snuggles next to me to nurse."

.....
"I feel very lucky in my position at WIC to provide moms with additional information and help. It is through education that they become truly empowered to provide the best nutrition for their babies."
.....

-Eva Saul



WIC Really Does Save Lives!

Last November, a young couple and their two-week-old daughter came to a **Fresno EOC WIC** office to enroll. Shortly after arriving, the infant began to cough and appeared to have difficulty breathing. The parents spoke nervously in their native language and picked up the newborn with hopes that the coughing would subside.

The infant's face began to turn red and her limbs blue. Experienced WIC Nutrition Assistant, See Lee, calmly patted the baby's back to open her airway, which seemed blocked by mucus. The newborn appeared very weak and could barely open her mouth to breathe. Ms. Lee quickly called 911 as Mary Clare Ovalle, RD Supervisor and IBCLC, hurried over to assist the family.

Relying on her lactation expertise, Ms. Ovalle asked the mother to nurse her daughter. Despite cultural modesty, a language barrier, and lack of time, the parents trusted her suggestion. As the infant latched on, tears began to stream down the mother's face and her husband's voice began to quiver.

By breastfeeding, the mother provided fluid to clear the baby's throat, allowing her to breathe through her nose. As she continued, the baby calmly suckled at the breast and her color was restored.

Quick reactions of trained staff and breastfeeding saved the life of this newborn. "We were trying to find the best solution for this infant in such a short amount of time."

The paramedics arrived shortly after to check the newborn's vitals. The parents felt it best to go to the hospital for a full examination.

Quick reactions of trained staff and breastfeeding saved the life of this newborn. "We were trying to find the best solution for this infant in such a short amount of time," said Ms. Lee. "We had never experienced such an urgent situation; a

part of me felt helpless."

The following day, the father returned to thank staff members for their guidance through such a scary time. He said the doctor recommended exclusively breastfeeding.

Many thanks to Fresno EOC staff for their abilities to act quickly—using their life-giving expertise—and to develop trusting relationships with WIC families!



The Salah family happily reunites with Fresno EOC WIC staff See Lee and Mary Clare Ovalle.

Worksite Wellness

Congratulations to Newly Certified Well WIC Worksites!

Alameda County WIC has been “walking the talk” of Worksite Wellness since April 2011. Their Wellness Committee’s goal was to incorporate long lasting change into the daily work routine and meetings. During the 18 months they worked toward WWW certification, agency staff noticeably increased health awareness and activity levels.

Through the County’s connection with a local yoga studio, staff enjoyed three free yoga sessions. At two staff meetings, staff delighted in Zumba, where the



Hayward WIC staff enjoys friendly competition in a game of volleyball.

instructor’s supportive attitude made those new to Zumba comfortable. Telegraph site staff enjoyed salsa and belly dancing. Staff feels the resulting positive energy

and camaraderie for many weeks afterward.

Staff teamed up for fun and health outside of work hours at special events, like the annual National Alliance for Mental Illness (NAMI) Walk and SF AIDS Walk in Golden Gate Park. Staff at four WIC sites competed with each other in a Cardio Challenge, too.

To ensure workplace safety, WIC Director Linda Franklin made sure that each employee completed an ergonomic assessment and received related training. She also prepared a healthy staff breakfast one morning!

Here, Alameda County WIC staff describes in their own words the positive impact of WWW efforts:

“I like the helpful ideas on the monthly bulletin boards to stay active at home as well as at work.”

“Walking to the BART station instead of taking the bus is now my daily exercise during busy workdays.”

“WWW raised my awareness and got me to take time for work-sponsored physical activity. My coworkers being involved helped.”

The SuperWellness Program at **Marin County WIC** focuses on mental/emotional wellbeing (SuperSelf), nutrition (SuperFood), and physical activity (SuperStrength). Employees identify annual personal wellness goals in three areas: things to continue doing, no longer do, and begin doing. They use “The Circle of Life” exercise from Integrative Nutrition by Joshua Rosenthal.



Each staff member signs up and brings a SuperFood ingredient (any vegetable, fruit, nut/seed, or bean) for the monthly Rainbow Salad lunch. Yum!

Opportunities to achieve goals are offered at the workplace, such as monthly Rain-

bow Salad lunches, daily lunch time walking groups, and regular physical activity breaks at meetings. Incentives, like CWA’s discount at 24-Hour Fitness, encourage staff to work on goals outside of work, too.

Employees receive “Super Bucks” in exchange for completed goal tracker forms, which they can spend on various healthful incentives, from lip balm to gym bags.

The wellness coordinator updates the SuperWellness bulletin board every 4-6 weeks, and sends staff email messages reflecting bulletin board educational topics.

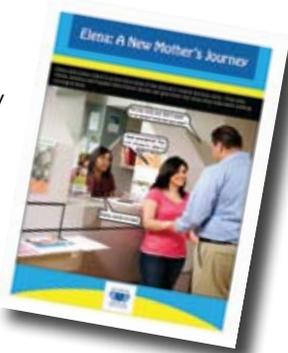
Thanks to multiple efforts, plus support from the E3 Wellness Program for all Marin County Employees, SuperWellness has become a pervasive culture at Marin County WIC!

Share your agency’s WWW ideas and materials in the WWW Agency Sharing Center on our website: <http://calwic.org/focus-areas/wic-worksite-wellness/agency-sharing-center>. Send contributions or your questions to Teresa Morris at CWA.



New for Breastfeeding Education: Fotonovelas!

With funds from Kaiser Foundation Hospitals, plus help from Kaiser Permanente South Sacramento Medical Center, Sacramento's **CRP WIC Program**, and the WIC Nutrition Education and Outreach Committee, CWA recently completed two new resources for educating families about breastfeeding. As fotonovelas, a format historically popular in Latino communities, these colorful 8-page "magazines," in English or Spanish, tell the story of Elena and Carlos, a couple expecting their first child.



The first fotonovela, ***Elena: A New Mother's Journey***, follows the couple through pregnancy and their decision to breastfeed, then illustrates their experience in the hospital after delivery. It would ideally be used for educating expectant mothers and fathers.

The second fotonovela, ***Elena: The Journey Back to Work***, continues the story as Elena returns to work at a restaurant. It illustrates how she and her coworkers successfully advocate for lactation accommodation at their workplace. WIC moms who've recently delivered their baby, along with their partners, are the target audience for this edition.



Both fotonovelas aim to illustrate real-life scenarios, so that readers can envision themselves successfully breastfeeding despite real or perceived challenges.

Copies are now available for download, in full color or black and white, from the CWA Publications Library at <http://calwic.org/news-a-publications/publications-library>.

We hope you enjoy these new resources. Let us know how you use them!

CNC Scholar: Jiali Lin

While an undergraduate student at UC Davis, **Jiali (Julia) Lin** volunteered in clinical nutrition research, food service management, and a student cooking club—all relevant in preparing for a career in dietetics. But it's her experience working at **Contra Costa County WIC** since then that has solidified her desire to work in community nutrition and public health.



Thanks in part to earning the **Stefan Harvey Scholarship Award** through CWA's **California Nutrition Corps**, Julia embarked on the **San Diego WIC Dietetic Internship** in March 2012. To date, she has learned more about school nutrition, food service management, and clinical nutrition assessment, and looks forward to finishing in March 2013.

Julia's glad that this long-distance internship program allows her to continue working part-time at Contra Costa County WIC, where she enjoys interacting with the culturally and socioeconomically diverse clientele as a degreed nutritionist and Certified Lactation Educator. While already fluent in English and Mandarin, Julia studies Spanish and enjoys practicing her new language with WIC families.

As staff wellness coordinator at the Richmond site, Julia helps her co-workers achieve and maintain their goal weights by supporting "weight-watcher" and exercise buddies during lunch. She says, "Not only does WIC allow me to teach healthy habits, it also gives me the motivation and the supportive environment to practice what I believe. WIC focuses on prevention, both internally and externally, by giving both clients and staff the opportunities and tools to reach optimal health." Congratulations, Julia!

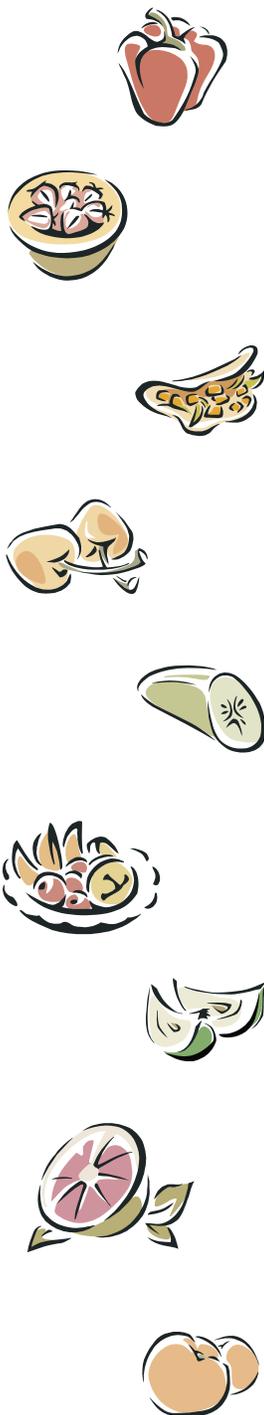
Local Agency News

Food Day Stockton Style!

After finding the Food Day brochure in the CWA Fall Management Conference bag, Erin Garcia and the staff at **Community Medical Centers, Inc. WIC** in Stockton decided to stage a local event: Food Day Stockton Style! With planning help from **Delta Health Care WIC**, CMC WIC partnered with many local organizations to help raise awareness of local food security resources, including: Catholic Charities, CMC's Health Education Department, Family Resource & Referral Center, Health Education Council, Health Net, La Leche League, Lao Family Empowerment, Kaplan College, San Joaquin Breastfeeding Coalition, Stockton Food Bank, Women's Center-Youth & Family Services, and YMCA.

From 2:00 to 6:00 PM on Food Day (Wednesday, October 24), about 100 community members came to the downtown Teen IMPACT Center for a chance to learn about community nutrition and health resources. Resource tables featured: healthy snack ideas and samples; local farmers' market produce; a bike-powered blender, screenings for blood pressure, blood glucose and CalFresh eligibility; raffle prizes; and more. Stockton's Mayor, Ann Johnston, even presented a Food Day proclamation.

Erin says, "Thank you to CWA for the inspiration! One really good benefit was that our agency learned more about these different programs; ... some have already come to present to our staff about their services." CWA says, "Quick partnering and important outreach, Stockton folks!" Find out more about Food Day at www.foodday.org and consider hosting an event next October.



Kasey Dufresne, Maria Toledo, and Erin Garcia from Community Medical Centers, Inc. WIC reach out to community members at Food Day Stockton Style.



Kasey shows off the bike blender used to make healthy & delicious smoothies.



Some of the healthy drinks and snacks offered to Stockton neighbors at the event.



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:

SPRING 2013

Special Conference Edition

Deadline:

February 23, 2013

SUMMER 2013

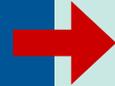
Breastfeeding Edition

Deadline:

May 30, 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

NWA LEADERSHIP CONFERENCE

March 3-5, 2013 • Washington, D.C.

CWA ANNUAL CONFERENCE & TRADE SHOW

April 21-24, 2013
 Fairmont Hotel • San Jose

CWA INFO & EDUCATION DAY

May 29, 2013 • State Capitol

REMEMBER WHEN? Phyllis Bramson helped California WIC agencies and CWA celebrate many milestones.

