



WIC watch

WIC 4.0: Systems Upgrade

The California WIC program is undergoing a major transformation. New leadership, a re-organized state Division, and new contracts are on the horizon. WIC grocer rules and rates are changing. Plans are underway to replace ISIS and roll out WIC EBT. Did we mention health care reform and new WIC food package changes?

This much change can be unsettling. Things can get messy during major remodeling! Patience and flexibility are a must. Amid the chaos, we'll need to continue our focus on the experience, needs, and aspirations of WIC participants—our most important customers.

CWA believes that the end result of this systems upgrade will be a modernized, efficient, and even more effective California WIC Program. Let's stick together, draw on our creative and collaborative energy, and get started!

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Welcome to the 22nd Annual CWA Conference and Trade Show!
Our theme—WIC 4.0: Upgrading for Health Equity—gives us the chance
to look back at our amazing history while looking forward to an exciting
future, as the WIC program celebrates its 40th Anniversary.

And what better way to spend part of **Public Health Week** (April 7-13) than to come together around questions like, "What does healthcare reform mean for WIC?" and "How can WIC continue to play a strong role in reducing health disparities?" This year's conference is designed to inspire us toward a "WIC Upgrade" for our operating systems so that our positive public health impact continues for the next 40 years!

TWO PRE-CONFERENCE WORKSHOPS

provide unique opportunities to invigorate your agency's practices:

- Lisa Marasco and Donna Logan will guide attendees through an extensive **Clinical Breastfeeding Day**, covering topics such as lactogenic foods, counseling for high-need mothers, helping moms set and reach breastfeeding goals, and obesity-related breastfeeding barriers.

- Jean Steel will conduct a leadership workshop focusing on morale and on **Creating a Happy, Healthy Work Environment**.

We're all fortunate that professionals attending these pre-conference sessions are taking time to focus on program improvements in California WIC agencies! And our volunteer planning committee went all out to create a stimulating and relevant program for everyone attending the main conference.

PLENARY SPEAKERS share their energy and experiences on Monday and Wednesday:

- **Stefan Harvey**, long-time WIC advocate and friend of CWA, reviews with us the **WIC Legacy**.
- **Jean Steel** helps us discover not-so-secret ways of **Finding Happy**, especially when the everyday challenges of work could have you on the road to burn-out.
- **George Halvorson**, of First Five and Kaiser fame, explores key strategies for **Helping WIC Families to Thrive**!
- **Gloria Pecina, Yang Her, and Ashley Wright** will bring us **Inspiration from the Frontlines**.

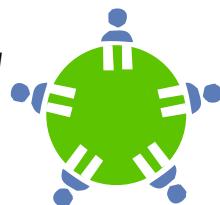


*Welch's is proud to be a Gold Sponsor of
the California WIC Association's 2014 Annual Conference!*

FIVE CONCURRENT WORKSHOP TRACKS

are designed to bring topical expertise right to you:

- Breastfeeding and Early Feeding
- Nutrition
- Leadership & Wellness
- Cultural Diversity – **NEW for 2014!**
- Additional Sessions



Conference attendees will want to take advantage of opportunities to hear some of these engaging speakers:

- **Kuroji & Chenniah Patrick** help us gain diverse perspectives on **nutrition education** as well as **breastfeeding support for dads**
- **Cathy Breedon**, back by popular demand, helps us get up to speed with **nutrition science updates**
- **Donna Logan** addresses staff **breastfeeding barriers** and how to keep **introductory foods** complementary
- **Andrea Giancoli** provides new insights on losing with **fad diets**
- **Gail Hamel** brings us fresh ideas about **emotional intelligence** and our **multi-generational workforce**
- **Sherry Payne** explores the **breastfeeding support** needs of African American women
- A number of panels provide expert perspectives on **WIC community collaborations, social media outreach, worksite wellness**, and best practices for **breastfeeding support**.

OVER 60 BOOTHS

at the **Trade Show & Exhibition** will display products and materials for WIC Program participants and providers. We'll explore—and sample—the latest in food products and recipes, breastfeeding equipment, health services, nutrition and health education tools, and professional development resources. And this year we'll have **free health screenings**.



SPECIAL EVENTS

include **Local Agency Sharing** exhibits where you can 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. Musician **Betsy Rose** will lead us in unique, interactive entertainment: *Songs to Feed the Soul*.



Throughout the conference, you'll want to participate in the many opportunities for **Worksite Wellness**. Keep alert and fit midday each day by Moving to the Groove with Andy Padilla or Workout Bingo! On Tuesday, start your day with a unique Workout Activity Course or Rise & Shine Yoga.

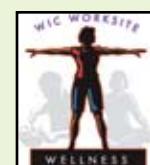


Early-rising local WIC agency teams will continue celebrating WIC's 40th anniversary by playing old-fashioned birthday party games infused with team building in Wednesday morning's **WIC Birthday Olympics!**

If you couldn't join us this year, visit the CWA conference web page to download select presentation materials. Then, mark your calendar for the next **CWA Annual Conference and Trade Show: March 22 - 25, 2015** at the Hyatt Regency San Francisco Airport in Burlingame. It's a great way to get professional education and career inspiration!

Become a WIC Worksite Wellness Sponsor!

Demonstrate your commitment to the improved health of our nation as an official **CWA Partner in WIC Worksite Wellness!** Your organization's expertise, along with financial support and in-kind contributions, are needed to help make WIC Worksite Wellness a success for 3,500 dedicated employees on the frontlines of WIC. For more information, visit <http://calwic.org/focus-areas/wic-worksites-wellness/how-to-get-involved> or speak to any of the CWA staff at Conference.





Meet the Board

The professionals serving on CWA's Board of Directors are dedicated volunteers working to guide the Association and advocate for the WIC program. In this issue, we'd like to highlight the members of our Executive Committee, pictured below. Say "hello" when you see them at Conference!

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Thank You

Michelle Turner has been an enthusiastic WIC Ambassador for several years, served as a CWA Legislative Co-Chair the last two years, and is the voice behind our CalFresh and Summer Lunch English videos! CWA thanks Michelle for her contributions and wishes her well as she leaves Community Action Partnership of Kern WIC for other pursuits.



Summer Breastfeeding Training

Take advantage of this opportunity to join two of the best lactation educators in our state to learn how to help mothers and babies with the expected breastfeeding challenges in the early days and weeks postpartum. Each training day of high-quality, interactive professional education covers effective counseling techniques, accurate and timely referrals and communication with mothers and others who see them, as well as evidenced-based and accurate clinical knowledge and skills.

- Fresno: June 17
- Sacramento: June 25
- San Diego: July 15
- Santa Clara: August 11

Find a location near you, then learn more and register on our website at <http://calwic.org/events/2014-local-breastfeeding-training>.

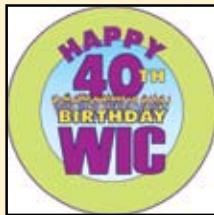
Come prepared to meet and work with other breastfeeding support staff in your community, and leave with more knowledge and practice to support breastfeeding mothers and infants.

Save the Date

WIC 40th Anniversary Celebration

Join us at the State Capitol in Sacramento to honor California's WIC champions and enjoy food, music, and a health fair!

Wednesday, May 25, 2014
Noon to 2:00 PM





Legislative Update

Federal News

President's Budget Covers WIC

The Obama Administration released a proposed FY 2015 Budget in early March. It provides \$6.8 billion to fully support a projected WIC caseload of 8.7 million as well as improvements to the food package laid out in the final regulations (see pages 6-7) and continued support for EBT/MIS and Breastfeeding Peer Counselors. Now Congressional appropriators will put the proposal into their sausage-maker! There is some hope this process will unfold more smoothly this year than the last two cliff-hangers.

New Labels Unveiled

The Food and Drug Administration released new labeling regulations for the first time in decades. The new labels will improve shoppers' ability to understand what they're buying, and include added sugars, more prominent calorie content, and, finally, realistic servings per package and serving size. Look for them over the next couple of years as regulations are finalized and companies roll out new packaging.



Congressman Henry Waxman (D-CA) joins WIC Ambassadors Sheila Bina, Ilana Trayber, and Naira Gavurmadzhyan at the NWA Legislative Conference in March.

State Budget Surplus and Bills

Remember four years ago when California faced a crippling \$10 billion budget deficit? Now, it's a \$5 billion surplus – a much nicer problem to have! Advocates are crowding the State Capitol seeking to restore favored programs that suffered cuts during the long recession, but Governor Brown would like to salt some funds away for "rainy day" spending and pay off debts. The Legislature should be able to split the difference by the July constitutional deadline.



State Bills We're Following

- **AB 1579 (Stone)** would ensure CalWORKS coverage for pregnant women.
- **AB 2115 (Bradford)** would require county welfare departments to refer applicants to school meal and summer feeding programs. CWA is seeking to add WIC to this bill.
- **SB 899 (Mitchell)** would repeal the CalWORKS Maximum Family Grant (MFG) rule, which currently does not increase benefit levels when a new child is born.
- **SB 993 (Mitchell/Hernandez)** would allow Registered Dietitians to develop and recommend nutritional and dietary treatments and more.
- **SB 1000 (Monning)** would place warning labels on soda cans and other sugary beverages.
- **AB 1787 (Lowenthal)** would require private space to breastfeed in California airports.
- **AB 2413 (Speaker Perez)** would create the Office of Farm to Fork within the state Dept. of Food & Agriculture, to increase the amount of agricultural products available to underserved communities and schools.
- **SB 912 (Mitchell)** would delete the sunset date on existing law regulating healthier foods and beverages in state property vending machines.

For more information on these and other state bills, visit CWA's State Policy page at www.calwic.org/policy-center/state.

WIC Food Package

In March, USDA published the Final Rule on the revision of the WIC Food Packages. These are exciting new regulations that further improve the updates implemented nationwide in 2009, increasing choice, cultural appropriateness and healthy food access for millions of WIC participants. The science-based rationales and basic food categories remain unchanged, but important food item adjustments, policy clarifications and procedural streamlining will further enhance WIC's ability to make a real difference in the nutrition and health status of the nation's young families.

What a great 40th anniversary present for the WIC Program!

Early impact studies show that implementation of the 2009 WIC food package changes improved dietary intake and breastfeeding behaviors of WIC families across the nation, as well as increased healthy food access in low-income neighborhoods. The possible decrease in obesity rates among 2-5 year olds recently reported by CDC may be the best result so far of this large-scale policy change. We can only imagine the continued positive health impact these latest changes will have!

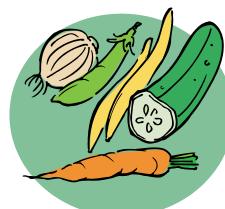
The California WIC Association advocated for many years on these historic changes, and welcomes these substantial and exciting improvements. We look forward to working with all state and community stakeholders to implement them as creatively and rapidly as possible in California. The regulations (for most provisions) are effective May 5, 2014. Meanwhile, USDA has announced that it will "jump start" a new comprehensive IOM review of WIC foods that is required every ten years.

We've summarized some of our favorite new rules in this article. For more information and an electronic version of this summary, visit <http://calwic.org/policy-center/federal>.



FRUITS AND VEGETABLES

- The value of the Cash-Value Voucher (CVV) for fruits and vegetables is increased for children from its current \$6 per month to \$8. Must be implemented by June 2, 2014.
- The CVV amount for women will remain at \$10 per month. USDA stated that increasing the CVV for fully breastfeeding women to \$12 was "not possible...due to cost."
- Allows state agencies to authorize both individual farmers and farmers' markets to accept CVVs. This exciting new state option, allowable in the popular but much smaller WIC Farmer's Market Nutrition Program, will make it much easier to increase utilization of CVVs.
- Requires state agencies to allow organic fruits and vegetables be purchased with the CVV, and stipulates that fresh produce must be authorized as well as frozen or canned options.
- White potatoes, not recommended by IOM but aggressively sought by the National Potato Council, remain excluded from WIC produce lists.
- Dried fruits and vegetables are added to the child CVV, with cautionary language about providing participant education about oral health and choking hazards.



Changes: Better Than Ever!

MILK AND DAIRY

- Adds one quart of yogurt per month, in any container sizes, as a milk alternative at state option for women and child packages. Yogurt must be lowfat or non-fat except for one-year-olds, and plain or flavored, with added sugars limited to no more than 40 grams per cup. This option must be implemented no earlier than April 1, 2015.



BREASTFEEDING AND INFANT FORMULA PROVISIONS

- Adds very important new language: "The intent of the WIC Program is that *all* breastfeeding women be supported to exclusively breastfeed their infants and to choose the *fully breastfeeding food package without infant formula*." This explicit federal policy statement and the clarifications that follow are similar to California WIC's current policy and protocols governing the critical first month of breastfeeding.
- The rule emphasizes that the critical role of breastfeeding assessment and mother's plans for breastfeeding are the basis for determining food package issuance
 - not program or protocol defaults
 - and prohibits standard issuance of the full formula package with even minimal breastfeeding, except when mother decides to fully formula feed.
 - Federal regulations are now clearer: "Infant formula **may not be routinely provided** during the first month after birth to breastfed infants in order to support the successful establishment of breastfeeding."
- Allows pregnant women who are fully or partially (mostly) breastfeeding a singleton infant to receive the enhanced breastfeeding package.



BABY FOOD OPTIONS

- In a new state option, infants aged 9-11 months can receive a fruit and vegetable CVV in lieu of a portion of jarred baby foods, so that parents can make their own baby foods.
- The new baby food-CVV substitution is by participant choice, not required, and must include a thorough assessment by the WIC nutritionist and appropriate nutrition education about preparation, storage and feeding.



BEANS, WHOLE GRAINS & TOFU

- Adds canned refried beans without added sugars, fats, oils, meats or vegetables.
- Adds whole-wheat pasta to this category, expanding participant choice.
- No longer requires medical documentation for substituting tofu and soy beverage for WIC children.





Worksite Wellness

Worksite Wellness: a Delicious & Fun Way to Build Community!

Some fun-loving staff must be on the Wellness Committee at **Stanislaus County Health Services Agency WIC**, gauging from the activities described in this article. But it's not just the committee that drives the WWW program; all employees played a part in developing goals addressing a range of priorities, from reducing eye strain and promoting relaxation to eating more fruits and vegetables. As a result, the WWW Certification process became a way to build a sense of team and community at their WIC agency.



Stanislaus County WIC staff focused on physical activity/team building activities at their July in-service.

DELICIOUS & NUTRITIOUS: Monthly employee in-service meetings feature healthy self-serve lunch menus, such as a smoothie and salad bar, fruit parfait bar, nacho bar, or potato bar. Each staff member brings a topping or ingredient from a list of healthy options, and the wellness fund provides the base food plus a variety of flavored waters. The Wellness Committee also taught

staff about proper portion sizes, using NHLBI slides on portion distortion and a portion bingo game.

Wellness Committee members order fresh fruits and vegetables in season from a local produce supplier and



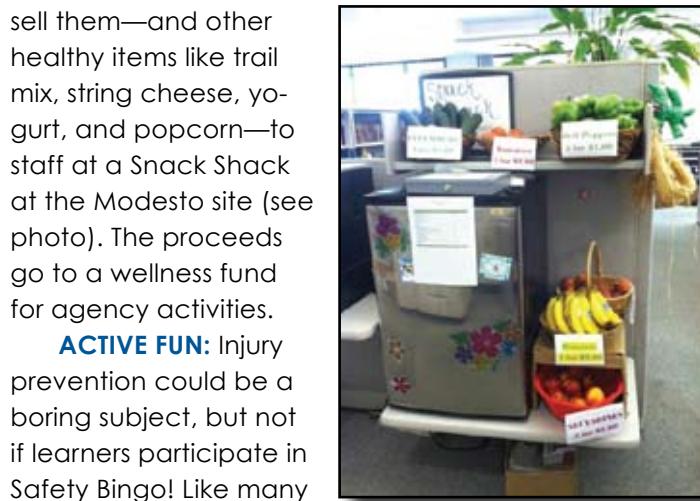
"Bring Your Favorite Vegetable to Work" Salad Bar

sell them—and other healthy items like trail mix, string cheese, yogurt, and popcorn—to staff at a Snack Shack at the Modesto site (see photo). The proceeds go to a wellness fund for agency activities.

ACTIVE FUN: Injury prevention could be a boring subject, but not if learners participate in Safety Bingo! Like many Well WIC Worksites, Stanislaus County WIC staff knows that Zumba makes a fun work break. And why not make the annual staff picnic an active one? By including family members and playing games in a local park, everyone got in on the fun.

SPREADING THE WELLNESS CULTURE: Wellness bulletin boards at most sites are regularly updated and everyone receives the "Wellness Bytes" monthly e-newsletter.

Other services support wellness, too. Each employee: receives a workstation ergonomic evaluation; can use at least one secure lactation room at each site; or join the Quartertime Club which fosters mental health by sponsoring activities designed to improve morale and increase camaraderie among employees.



WIC staff and their families enjoy a relay at the annual picnic.



Breastfeeding News

California Welcomes Four New RBLs

Last fall, four local WIC agencies were awarded funding to implement the Regional Breastfeeding Liaison (RBL) Project in their communities: **Clinicas de Salud del Pueblo, Community Action Partnership of Kern (CAP-K), Northeast Valley Health Corporation (NEVHC), and Public Health Foundation Enterprises (PHFE)**. These four agencies have recently hired RBLs to accomplish the goals identified in their funding applications, all aimed at facilitating seamless breastfeeding support in their communities.

Kayla Lacuesta, RBL for Clinicas de Salud del Pueblo, is working to promote WIC as the “go-to” resource for breastfeeding assistance. Since Imperial County has a rather high percentage of teen moms, Kayla is building collaborative relationships with school districts’ Title IX coordinators to develop lactation accommodation policies in high schools to allow teen moms to breastfeed while obtaining their diplomas.



CAP-K WIC’s RBL is **Sara Steelman**. Her goals for Kern County are to improve collaborative partnerships with hospitals, pediatricians, and other community health centers. Sara plans to assist local hospitals with developing policies and programs related to post-partum breastfeeding support and care.



Rebeca Pastrana Sheng is the RBL for NEVHC in Los Angeles

County. She is fostering partnerships among local health care providers, community based programs, NEVHC WIC, and Antelope Valley WIC to increase community breastfeeding promotion and support. Another of Rebeca’s goals is to assist two local hospitals to continue taking steps to implement the “Baby Friendly” Hospital Initiative.



SAVE THE DATE:
World Breastfeeding Week
August 3-9, 2014



The fourth RBL is **Wendy McGrail** from PHFE WIC in Los Angeles County. Wendy is helping hospitals currently participating in the Regional Hospital Breastfeeding Consortia to continue to take steps to achieve “Baby Friendly” designation and improve maternity care policies and practices that support exclusive breastfeeding. She is also assisting health care providers in promoting breastfeeding and support to WIC participants.



Congratulations to California’s four new RBLs! We appreciate the positive change you are making in your communities and in the lives of breastfeeding moms.

**Family Essentials
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2014 California WIC Conference

Please stop by our booth to learn more about all we have to offer.

SAFEWAY VONS PAVILIONS

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WIC

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Breastfeeding Support
Healthcare Referrals

Strengthening Families for 40 Years

Celebrating 40 Years of WIC

CWA is excited to join with the National WIC Association and YOU to celebrate the 40th anniversary of the WIC Program! Be sure to take advantage of the materials at www.wicturns40.org designed to help people understand better what the WIC Program does and to showcase the value of WIC services to families and communities across the nation. You'll find animated videos, talking points, sample social media posts, one-page color information sheets, and more! Topics include WIC in general plus nutrition education, healthy food, breastfeeding support, and healthcare referrals. Help spread the word and let your community know about this important WIC milestone!

CEREALS FAMILIES LOVE

SEE A COMPLETE LIST OF WIC-ELIGIBLE
BIG G CEREALS AT EATBETTEREARLY.COM



Please check with your local WIC agency for WIC-eligible foods available in your state.

WIC is a registered service mark of the U.S. Department of Agriculture for USDA's Special Supplemental Nutrition Program for Women, Infants and Children.

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Career Corner

California Nutrition Corps Scholarship Winners

CWA congratulates these 2013-2014 awardees! All are Dietetic Interns, except where noted.

Alameda County

Szelok Lam

American Red Cross WIC San Diego

Elizabeth Ann Ruvalcaba

Community Medical Centers

Kasey Dufresne (Graduate)

Fresno EOC

Barbara Sainz (Undergraduate)

LA Biomed/SLAHP

Sandra Lemus-Gonzalez (Graduate)

Merced County Community Action Agency

Mai Yee Thao, Stefan Harvey Award

Northeast Valley Health Center

Jocceline Hernandez, General Mills Award

Carolina Herrera, General Mills Award

Erin Manlulu, Anne Garrett Memorial Award

Silvia Juarez Viveros

Mor Levy

PHFE

Serey Phan

Melissa Artica

Danna Garcia

Justyne Roy

Ronietra Stewart

Alejandro Guerrero

Riverside County

Eileen Molina Ferrer

Sacramento County

Lyubov Brenich

San Diego State University

Grace Hwang, Anne Peterson Memorial Award

Rima Aridi

Scripps Mercy

Georgina Parra

United Health Centers

Jamie Hogue



**Great Nutrition
and Much More!**

Now we're serving up extra ways to help moms get the most of every box, including:

- Teaching tools to plan a nutritious meal of protein and grains with cereal, 8 oz. of milk, and fruit
- Tasty recipes that stretch food dollars by helping WIC moms use all of their cereal
- Simple ideas for establishing healthy habits at home

Visit the Kellogg's booth to learn more!

RECIPE: Cinnamon

INGREDIENTS:
- 5 cups Kellogg's Frosted Mini-Wheats
- ½ cup pecans
- 2 tablespoons butter
- ¼ teaspoon cinnamon
- ½ teaspoon salt
- ½ cup raisins
- ½ cup dried apricots

DIRECTIONS:
In a large bowl, combine cereal, pecans, butter, cinnamon, salt, raisins and dried apricots. Mix well.

FROM THE KITCHEN OF

Kellogg's
Nutrition™

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California WIC Association

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**Save
the Date**

WIC 40TH ANNIVERSARY CELEBRATION

May 25, 2014
Noon-2:00 PM

Food • Music • Health Fair
State Capitol • Sacramento

Contribute to the WIC Watch!

Share your best practices and success stories:

SUMMER 2014

Breastfeeding Edition

Deadline:

June 6, 2014

FALL 2014

Fall Management Conference Edition

Deadline:

September 5, 2014

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in
touch!**

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<http://calwic.org/news-a-publications/wic-watch>.**
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efforts in
May to fly



like the Merced 2013 WIC Olympic Team! You'll
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