



WIC: Aiming High for Health Care Reform

When you explain the WIC program to others, do you describe the nutrition and breastfeeding support, healthy food benefits, connections to health providers and referrals to community services? Here is another way to think about WIC: The basic framework of health care reform is built on improved health outcomes, lower health care costs, and better patient experiences. These three goals are known as the Triple Aim... and that describes WIC!

As we aim to serve young families in the best ways possible, we should look to our partners in health care who are employing 'disruptive innovation' to re-design how care is provided. The time is now for our national WIC workforce of nutrition and lactation experts to be fully engaged in working partnerships with community clinics, health plans, hospitals and community partners.

Our young families expect care that addresses their individual needs. Multiple uses of technology should be employed at all points of care. Innovative methods of receiving benefits should be developed so we meet families where they live, work and play.

What if we were to implement these and other WIC Improvement Concepts? Imagine: WIC as a key health care partner; thriving mothers and families; satisfied WIC participants who see the value and relevance of WIC; data that continues to provide evidence that WIC promotes health and reduces preventable health care costs; and more.

YOU play a role in making WIC even better! You are a WIC expert and have valuable insight into how to best serve families. Learn more at our Conference and in future communication about how to share your ideas through the *What If... Initiative* and be part of this critical and exciting effort!

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Welcome to the 24th Annual CWA Conference and Trade Show!

This year we're highlighting **WIC & Public Health: Aiming for Healthier Families**. Our nation's historic health care reform is being built on the Triple Aim, the same premises that WIC has held since its beginning: lower costs, healthier people and good participant experience. We hope this conference inspires and challenges you to think about WIC services through the lens of integration, collaboration, and innovation – all Aiming for Healthier Families and communities!

TWO PRE-CONFERENCE WORKSHOPS provide continuing education on Sunday to invigorate your professional practice:

- Dr. James McKenna, University of Notre Dame, will guide attendees in **Reconciling the Differences among Breastfeeding and Safe Infant Sleep Recommendations**.
- Dena Herman & Nelida Duran, California State University Northridge, will explore **Nutrition & the Life Course Perspective: Using Emerging Science to Re-engage and Retain WIC Participants**.
- Martelle Esposito, National WIC Association, will engage attendees in developing a **Client-Centered Design Approach** aimed at **Improving WIC Client Experience for Better Health Behavior Outcomes**



PLENARY SPEAKERS share their energy and expertise on Monday and Wednesday mornings:

- **Dr. Karen Smith**, Medical Director, and **Christine Nelson**, WIC Director, CA Department of Public Health, provide statewide perspective on WIC and Public Health.
- **Cheryl Sharp**, National Behavioral Health Council, guides us in understanding trauma-informed practices that help build families' resilience.
- **Rev. Douglas Greenaway**, National WIC Association, updates us on WIC reauthorization and federal policy.
- Wednesday's **Surprise Guest Speaker** entertains and encourages us to recognize and exercise our freedom to make a difference in WIC, work, and life.
- **Dr. Betsy Thompson**, US Department of Health & Human Services, inspires us to work together across sectors in nutrition and physical activity to achieve public health.
- **Loel Solomon**, Kaiser Permanente, exposes us to some out-of-the-box and futuristic health care practices that can engage and serve families better.
- **Joseph Carpenter, Valerie Dabney, Toncé Jackson, and Keshara Shaw** reflect as a panel of WIC staff and participants and share Task Force findings, both moderated by **Diane Johnson**, on the Experience of African-Americans within California WIC.

FOUR CONCURRENT WORKSHOP TRACKS, planned by a committee of your peers, are designed to bring you insights and continuing education in nutrition, lactation, leadership, wellness, diversity, and program innovations:

- Begin Early to Nurture Child Health
- Lead & Manage to Promote Wellness
- Embrace Diversity to Strengthen Families
- Innovate & Collaborate to Advance WIC

Conference attendees can engage with top speakers on a variety of subjects, such as:

- Jennifer Smilowitz, on **newborn microbiota** and Anny Xiang, on **gestational diabetes**
- Harumi Reis-Reilly, on **cultural humility** and Emmanuel Alcalá, on **racial & ethnic birth disparities**
- Martha Arguello, on **perinatal toxic exposure** and Betty Feng, on **food safety in pregnancy**
- Dana Sturtevant, on **motivating behavior change** and Sean Kenney, on **motivation to move**
- Larry Liberty, on **maturity in leadership** and Greg Carlsson, on **setting boundaries**

Plus more insights from our pre-conference and plenary presenters and panels, on **breastfeeding & infant sleep**, **trauma-informed care**, and **supporting African American moms and dads**.

Whichever track you choose, be sure and take back to your colleagues new knowledge, tools, and best practices for continuing your work together to collaborate, innovate, celebrate diversity and promote wellness among coworkers and the families you serve.

TRADE SHOW & EXHIBITS, featuring nearly 60 booths, give you a chance to see, feel, taste, and try out new foods, clinical products, and publications from industry reps. You can also learn about key government programs and nonprofit services,



and all while networking with your colleagues and partners. And the **Exhibitor Scavenger Hunt** will keep you moving and talking!

Don't forget to connect with your WIC peers at **Local Agency Sharing Exhibits**, concurrent with the Trade Show, and learn about wellness, customer service, and other ways to improve your program.



SPECIAL EVENTS

We'll recognize our future leaders, the recipients of this year's **California Nutrition Corps Scholarships**, supported by General Mills, in our Monday morning plenary.

This year's **Movie Night** on Tuesday evening will be a great chance to sit back, enjoy snacks, and contemplate the realities of today's families, as portrayed in *The Raising of America*. Come ready for some great discussion while earning continuing education credit, too!



Many of you practice **WIC Worksite Wellness** at your own worksites, and keeping fit and alert at the conference should be no different. Rise and shine with Yoga, Tao Kung, or Circuit Training in the morning, and Move to the Groove during Wednesday's plenary break.



This year's **Smile, Click & Win! Photo Scavenger Hunt** will keep local agency teams moving throughout the conference to capture and share fun photos! Finally, we look forward to honoring three local agencies certified this year as **Well WIC Worksites**.



NEXT STEPS: If you couldn't join us this year, visit the CWA conference web page to download select presentation materials, available only through June. Then, plan to join us at the **2016 Annual Conference & Trade Show, April 9-12, 2017**. We'll be back at the Town & Country Resort in San Diego for more great education, networking, and recharging!

Engaging WIC Families

In the past, we revved up outreach efforts to ensure we were serving WIC eligible moms and their children. Now, that's not effective enough. We have to re-think HOW we reach and support young families. With the support of funders such as The David and Lucile Packard Foundation, Kaiser Permanente Community Benefits, and the California Department of Food and Agriculture, CWA is working on multiple ways to help you engage WIC families more effectively.

What If... Initiative: WIC Improvement Concepts



There is consensus that WIC needs to adopt new ways of providing services in order to remain relevant and valuable to young families. Already significant reforms are occurring in health care to include new ways for patients to receive care, focusing on prevention and the social determinants of health.

YOU — working in local and state WIC — have a keen understanding of what works well and what is challenging in operations, regulations, customer service, family expectations, technology and modernization. We need to work collectively to share those ideas and engage in robust conversation about new ways for WIC to work. For example:

- What if... parents could make WIC appointments online?
- What if... we could use the small patient rooms in local pharmacies for WIC counseling?
- What if... we used video conferencing or apps such as Skype to meet with WIC participants?

Let's hear from you! What if _____? Fill in the blank and share your ideas for how to improve WIC. Visit the CWA Engaging WIC Families webpage and submit your ideas through the simple online fillable form. <http://calwic.org/focus-areas/engaging-wic-families>

Including African American Families

When WIC agencies open their doors, families need to feel welcomed and included. Ask the Community First, a statewide task force of WIC employees, participants and community partners, has produced a report recommending improved strategies and best practices for including and engaging

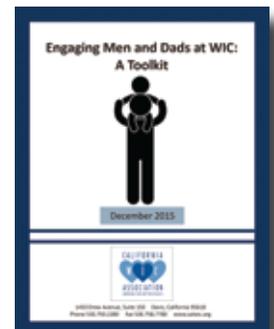


African American families. We appreciate the Task Force members' leadership in providing our community with concrete ways to maximize our support for mothers and families.

This valuable information is now available not only for California WIC, but will be shared widely for all state programs. You'll hear more in the CWA Conference closing plenary. Visit the CWA Engaging WIC Families webpage for more information. <http://calwic.org/focus-areas/engaging-wic-families>

Men and Dads at WIC

One way to support mothers and their children is to ensure that local WIC agencies have best practices for including men and dads. CWA is pleased to provide WIC and social service agencies a toolkit with ideas and resources for engaging and supporting men and dads in caring for their families. Local agencies are invited



Welch's is proud to be a Gold Sponsor of the California WIC Association's 2016 Annual Conference!

Continued

to join a learning collaborative, supported by CWA, to implement these practices and assess their efforts. Attend the CWA Conference workshop on this topic, and visit the CWA Engaging WIC Families webpage for information and resources. <http://calwic.org/focus-areas/engaging-wic-families>

Meeting the Needs of Millennials

WIC will always be serving women of childbearing age and



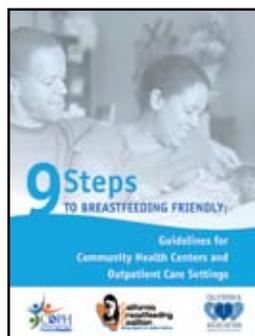
need to be cognizant of their changing needs. Increasingly women expect smart use of technology, individualized care and more ways to interact with other mothers. CWA recently published a paper on these concepts and later this year we'll

dig deeper to explore the constraints and opportunities related to WIC. Learn more at <http://bit.ly/MillennialWIC>.

9 Steps: Breastfeeding Friendly Clinics

Hospital breastfeeding support is gaining momentum in California, where nearly one-third of our hospitals are designated Baby Friendly or adopting comprehensive infant feeding policies. To help ensure communities have strong breastfeeding support for not only initiation, but also duration and exclusivity, California Department of Public Health has released a **guide to assist community health centers and outpatient settings**.

CWA is pleased to support this initiative by working with California Breastfeeding Coalition to release a **companion online toolkit** with resources and tips for implementing the guide. Look for training opportunities on these long-awaited materials or call CWA for technical support. Download the guide at <http://www.cdph.ca.gov/programs/NEOPB/Documents/9StepGuide.pdf> and visit <http://calwic.org/focus-areas/wic-public-health-a-health-care-reform> for the toolkit.



10 Ways CWA Supports You!

Besides providing member agencies all the special resources described on these pages, CWA gives you many other tools for your everyday use. We mention 10 here – check out our website for these and more!

1. **WIC Director Photo Directory** – get to know your peers!
2. **Monthly updates** – sent to all Directors to share agency-wide
3. **Member Center webpages** – Local Agency Resources, Regional meeting notes, Board documents, and more! Ask your Director or CWA for the login.
4. **CWA Flash e-newsletter** – subscribe for free to keep up on WIC-related news, resources
5. **WIC Watch magazine** – featuring local agency news, every Spring and Fall
6. **Mentoring support** – for new and seasoned WIC Directors
7. **Networking meetings** – at Spring and Fall conferences
8. **WIC Can Help** – resources and referral information on a different topic every month
9. **Policy pages** – with tools for hosting site visits, tracking legislation, and more
10. **Training Opportunities** – online list of varied workshops & webinars, continuously updated



Save the Dates!

Regional Training this Summer

As a result of your responses from the training survey last year, CWA will bring training opportunities to the **Bay Area, Sacramento, Los Angeles/San Diego, and the Central Valley, and possibly far Northern CA.** Each full day of training will integrate three areas of best practices applicable for not only WIC, but also for MCAH, health care and social services for young families:

- Best Practices for Including Men and Dads
- The Experience of African Americans within California WIC
- Developing Meaningful Stories for Outreach and Participation

Attendance will provide 7 CERPs for lactation, 7 Contact Hours for RNs, and 7 CPEUs for RDs, and will fulfill your 7 required breastfeeding training hours. Training will be scheduled from late June to early September. Stay tuned for more information about this at Conference and in the Flash!

2016 Hospital Reports Coming

Coming later this year, not only the annual state and county hospital breastfeeding fact sheets, but the bi-annual hospital breastfeeding report. Watch for more details in the next few months.

2016 Fall Education Day

Mark your calendar for our joint **CWA-MCAH Action Education Day** on Tuesday, October 18 at the Red Lion Hotel Woodlake Sacramento. It'll be a full day of continuing education and networking! Stay for **CWA Capitol Visits** on Wednesday morning, October 19, to help educate State decision makers about WIC's impact on your community. **State-sponsored meetings** will take you through Thursday, October 20. We hope to see you in Sacramento this Fall!



WIC Works for US

We have proof: WIC Works! For 40-plus years the WIC program has supported families not only with good nutrition, but by helping them thrive and be healthy. We need to be not only PROUD, but LOUD about that! One way to do that is through **storytelling.**

In today's world, that means folks want to **hear** people's voices and **watch** them tell their story. This is quite easy now with a video camera — a.k.a. cell phone — in nearly everyone's pocket or purse.



In 2016 CWA will continue to collect stories about how WIC Works for US and we need your help. Attend the CWA Summer Regional Trainings to learn techniques for collecting and telling stories. Don't miss out! Visit our WIC Works for US webpage for instructions and updates:

<http://calwic.org/policy-center/wic-works-for-us-campaign>

Connect with CWA



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(Search for California WIC
Association or calwic.)



What Are You Reading?

What good books have you read lately? No, not that juicy novel you just couldn't put down...

CWA wants to learn from you about resources — books, websites, apps, videos, etc. — that you've found especially helpful in becoming a competent and confident WIC and public health professional.

For example, tell us about:

- Your go-to book for help with being a better manager or supervisor.
- The best mobile app you've found for time management or wellness.
- Your favorite reference when you need professional or personal inspiration.
- A key video that helped you improve your approach to client education.

You get the idea. Introduce us to any resources (besides the CWA Annual Conference) you've found that have really benefitted your professional development.

CWA plans to collect these ideas over the next few months and share them in several ways, so you can learn from your peers' recommendations, too. CWA will:

- Post on our Member Center webpages
- Feature them in the CWA Flash e-news
- List them in the next WIC Watch magazine
- Highlight those with an emphasis on management at the 2016 Fall Education Day

Here's how to share your favorites: If you attended Conference, complete the online evaluation and be sure to answer the question related to resources. Otherwise, email Margaret (maumann@calwic.org) with a brief description of your resource and how you've found it helpful.

CWA — and your WIC colleagues — thank you!



World Breastfeeding Week

In September 2015, the world's leaders committed to 17 goals aimed at ending poverty, protecting the planet and ensuring prosperity. Together they form the Sustainable Development Goals, and every world citizen can play a part in achieving these goals by 2030.

The World Breastfeeding Week 2016 theme is about how breastfeeding is a key element in getting us to think about how to value our wellbeing from the start of life, how to respect each other and care for the world we share. This year's WBW materials will highlight the main linkages between breastfeeding and the SDGs along 5 broad themes:

1. nutrition/food security
2. health, well-being and survival
3. environment and climate change
4. work productivity, empowerment, social protection
5. sustainable partnerships and rule of law



Visit <http://www.worldbreastfeedingweek.org/> in the coming months, and **celebrate in your communities August 1-7, 2016!**



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Serving WIC 40 Years

California and many local agencies recently celebrated the 40th anniversary of the WIC program's inception. This year, we



celebrate the 40th anniversary of two California WIC employees in the same family! Concepción Aranda and her daughter, Estela Aranda,

started their WIC careers in June 1976 as Bilingual Clerks at **La Clinica de la Raza** in Oakland and at the **City of Berkeley**, respectively.

At first, both green-eyed ladies were unaware they were working for the same nutrition program! When Estela, still living at home with her parents, and her mom chatted after work about their new jobs, they both mentioned manually issuing coupons for nutritious food to young families. It took about one week to realize they were both working for the WIC Program. Estela relates, "I guess we never did say 'WIC!'"

The California WIC Program greatly needed bilingual (especially Spanish) personnel then, as it does now. At La Clinica de la Raza, a nutritionist mentored Concepción; soon, she was conducting the breastfeeding and nutrition classes on her own. Meanwhile, Estela was translating for two nutritionists and other staff in Berkeley. Mother and daughter were pioneering nutrition assistants, long before the California WIC Program created the WNA (WIC Nutrition Assistant) positions.

With these excellent training and education opportunities, both women realized what a wonderful and exciting place the WIC Program was. Forty years later, their passion continues. "It's a pleasure to witness how much these women are esteemed by WIC participants... [who] continue to return and also refer friends and family to these WIC offices, knowing they will always be greeted by a warm and caring person." – Angelica Sanchez Garcia, Alameda County WIC

Although Concepción is semi-retired she continues to help out whenever needed. Estela has plenty of momentum and says "she'll keep pushing forward." Both feel they couldn't have asked for a better place and profession, and hope to continue enjoying the many different chapters of WIC.

Reaching Millennials with Two-Way Texting System

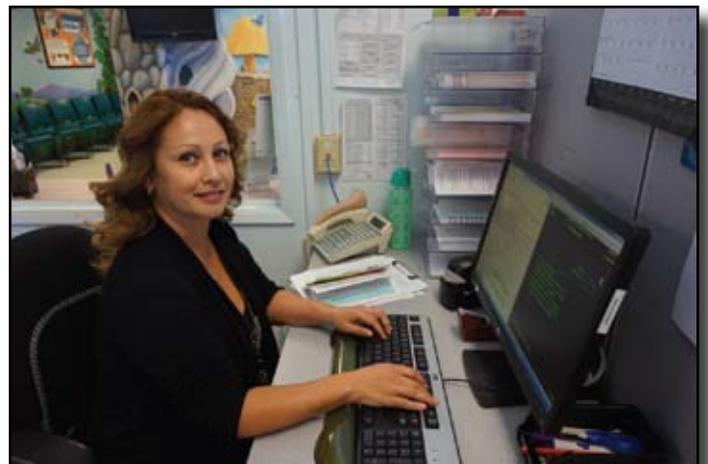
With the ever increasing millennials enrolling in WIC it is vital to continue changing in order to meet participants' needs. The **Santa Barbara County WIC Program** has adapted to these needs and improved customer service with their new two-way texting appointment reminder system.

With 57% of WIC participants requesting text messages to remind them of their appointment, Santa Barbara WIC staff saw a need to develop a system where participants were able to not only receive but also respond to text messages sent from the WIC office. With Prevention Pays Educational Message Services they developed an online system that allows staff to deliver messages as well as receive text messages back from participants.



Currently the texting program helps staff communicate with about 70 WIC families — about 21% of those served at WIC sites daily. They report, "The texting program has allowed participants to send and receive messages quickly, making rescheduling appointments a breeze. It also has reduced the number of calls and reduced wait time at our phone center."

Even more important, the texting option has enabled staff to reach out to families who haven't attended their appointments for a couple months, bringing about 18% back into the sites. What's more, "being able to communicate with the participants in the way they choose has helped us retain our participants. We know the WIC participants love the new two-way texting program from all the positive feedback we have received."



Honoring WIC Retirees



When **Carol Stinson** began working in the **Santa Barbara County WIC Program** as an extra help employee in May 1984, no one could have predicted that she would perform in almost every role and work in all facets of the program. Most recently serving as Director, Caro has maintained her passion for WIC throughout 30-plus years of employment and remains one of its strongest advocates today. Her colleagues write, "Caro is uniquely effective and revered as a leader and mentor through her personal connections, decisions based on what is right and best for our community participants, and her love for what she does. Caro listens attentively and values her employees. She epitomizes the capacity of public servants to positively impact individuals at risk in our community by carrying a commitment and passion for the work and improving the quality of health and life of our residents. She has literally changed the lives of thousands of women and children through her work." In retirement, Caro plans to grow vegetables, travel and volunteer in the local community.



Julie Grunsky left her WIC Director position at **Delta Health Care** last fall to attend to her late mother's affairs. Julie writes, "31 years of WIC is not an easy 'habit' to break. It has been a pleasure to work with you, know you, and share our passion for creating healthier families... The support among members of the WIC community is so impressive. It has been fun and exciting to be able to tap into fellow 'WIC-ites' with questions large or small, serious or incidental. There has always been someone to offer their advice, suggestions, or perhaps a referral. To those of you I know through organizations or agencies that collaborate with WIC, special thanks for your expertise, generous help, and refreshing insights. It has been wonderful to become acquainted with your amazing resources and the even-more-amazing people who provide them. I have attended spectacular conferences and meetings, met incredible people, and enjoyed a fabulously wide range of experiences as a result of my work at WIC – I will miss all of these, and all of you." What a wonderful testament to the power of the WIC and our wider public health community!



As Breastfeeding Coordinator for **Riverside County WIC Program**, **Laurie Haessly** worked for over 31 years with a vision of helping moms turn their breastfeeding goals into reality. Her colleagues write, "Laurie's spirit and passion helped increase our agency's exclusive breastfeeding rates and the number of IBCLCs supporting mothers. She spearheaded the nationally-recognized Riverside County WIC Peer Counseling, Loving Support, and Grow Our Own IBCLCs Breastfeeding Programs. She has been a valued member of NWA's Breastfeeding Committee and Inland Empire Breastfeeding Coalition and was instrumental in developing WIC Breastfeeding Core Competencies for staff. Laurie gained trust and respect of staff at all levels because of her leadership style of listening, motivating, encouraging and believing that people want to do their best." In retirement, Laurie is traveling and experiencing different countries, cultures, cuisines and people. She just returned from Panama and is off to Vietnam, Thailand and India next. She's also enjoying her family's latest addition: her niece's baby.

Congratulations on a Job Well Done!

In Memoriam

JANE LEWIS, past director of the **Pasadena WIC Program**, passed away peacefully in January after a seven-year and second battle with breast cancer. Born in Rhode Island in 1944, Jane grew up near Boston, graduated from Salve Regina College, and became a Registered Dietitian. In California since 1971, she worked in nursing homes and helped establish that Dietetic Practice Group in the Academy of Nutrition and Dietetics before joining WIC in 1989 as a program nutritionist. As WIC Director (1991-2012), Jane enjoyed seeing the WIC participants (some of whom later came in with their grandchildren) and working with her WIC team, health department staff, other community programs, and current WIC directors. She was also active in CCLHDN. Jane loved world travel, reading, gardening, and making baby quilts for friends and WIC employees' children.



Donations may be made in Jane's memory to the Breast Cancer Research Foundation (brfcure.org), and condolences may be sent to her daughters, Samara and Lindsay, at sekuehne@mac.com.

New WIC Directors

CWA is excited to be working with these Directors who are new to their positions or have recently moved to a new agency. Be sure to make them feel welcome if you see them at Conference or regional meetings!

- Alameda County - Kathleen Willkom
- City of Berkeley - Josie Emunah
- Butte County - Vimlan Vandien
- Camino Health Centers - Megan Esparza
- Central Valley Indian Health - Jo Ann Morrison
- Clinica Sierra Vista – Tina Canales
- Delta Health Care - Barinderjeet Bambhra
- Humboldt County - Mary Wheeler
- Inland Behavioral & Health Center WIC - Maricelle Rañola
- Madera County – Ilse Arambide
- Mono County - Amber Hise
- Napa County - Jenna Haug
- Nevada County – Debra Wilson
- Northeast Valley Health – Joy Ahrens
- Northeaster Rural Health – Jacob Dowling
- San Bernardino County – Heather Blum-Wellons
- City and County of San Francisco - Priti Rane
- San Joaquin Co. Public Health Service - Kari Malone
- Santa Barbara County - Susan Liles
- Scripps Health/Mercy Hospital - Beth Clark
- Siskiyou County – Jenna Marshall
- Stanislaus County – Heather Duvall
- Tehama County – Heather Hastings

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Federal News

State Policy

U.S. Capitol Hill Hears About WIC

WIC Ambassadors did their usual stellar job describing to our federal representatives in Washington D.C. how young families are supported with healthy foods and outstanding nutrition and breastfeeding support. We were fortunate to have two mothers who participate in WIC accompany us on visits and also attend the **NWA Leadership Conference** last month. WIC has a wide reach in our country and many legislative staff often have personal experience with the support WIC provides or know how important the services are for their constituents.



Renee Alton, West Oakland Health Center WIC Breastfeeding Peer Counselor and Local Vendor Liaison, Kevin Concannon, USDA Undersecretary, Samar McGregor, CWA Board President, and Karen Farley, CWA Executive Director, connected at the NWA Leadership Conference.

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Capitol Education Day

Last October, WIC Ambassadors did another stellar job educating state lawmakers and their staff about WIC. See this issue's back cover for a photo, and news about the next Capitol Education Day on October 19, 2016!

Bill Updates

CWA is pleased to be co-sponsoring, with California Primary Care Association, **AB 2589 authored by Assemblyman Gomez**. The bill requires the application process for enrollment in Medi-Cal or Covered California to include more information for eligibility and application for WIC-eligible individuals. It also requires California Departments of Public Health



and Health Care Services to develop measures for breastfeeding rates, and minimum equipment standards for breast pumps provided by all health plans.

CWA is also tracking a number of bills that have the potential to impact WIC families:

SB 1316 (Wolk) Human Milk Banks: addresses standards for for-profit milk banks in California.

AB 1644 (Bonta) School Based Mental Health Services for Early Childhood Trauma: establishes support for children in public schools.

AB 2782 (Bloom) Sugar Sweetened Beverages Fee: imposes a fee on distributors of sugar sweetened beverages. The fee would support programs addressing obesity, diabetes and oral health.

AB 2054 (Thurmond) Summer EBT for Children: requires a framework be established to provide summer EBT (SNAP/CalFresh) and for the state to pursue all sources of federal funding.

AB 2099 (Stone) Safe Drinking Water Assistance: requires the Dept. of Social Services to provide assistance for low-income families in areas with unsafe drinking water to purchase safe drinking water.

AB 2151 (Chu) CalWORKS Special Dietary Needs: increases access to healthy foods for those with special dietary needs, by increasing the monthly allowance from \$10 to \$20.

For more information on these and other California legislation, visit our State Policy webpage: <http://calwic.org/policy-center/state>.

WWW Certification is a

CWA is proud of the 45 local agencies that have earned Certification as Well WIC Worksites! Here, we highlight the latest two: Fresno Economic Opportunities Commission, United Health Centers of the San Joaquin Valley and Butte County Public Health (see page 14). While certification is an admirable accomplishment, their stories here — and all WWW-certified agencies — will tell you that it's only the beginning!

Fresno EOC WIC

Wellness Coordinator Cynthia Tovar and her partners worked hard this past year to host events, inspire colleagues, and offer incentives for WIC Worksite Wellness. They had many successes, but knew that they had to begin by raising awareness — such as the “7 Elements of Wellness” — and celebrating successes, even if not everyone participated right away.

Most staff members completed pre-wellness program surveys and nearly half did the post-survey, providing promising feedback. A third of staff participated in an initial Walking Club, and daily walks continue even with the safety/location concerns of some clinic staff. Several staff enjoyed physical activity and health promotion events in the community, such as EOC’s Easter event, the March of Dimes Walk, and a Breastfeeding Awareness Walk.

With a very limited budget for incentives, Cynthia asked their agency’s outreach specialist for help. They gathered incentives from trainings/conferences attended throughout the year and secured

a donation of pedometers. Fresno EOC WIC won a FitBit at the 2015 CWA conference and donated it to use as a wellness program incentive. They converted an existing “Happy Funds” committee to a “Happy Healthy” Committee. Each site sends a representative to monthly meetings, and all help raise funds for WWW by selling healthy treats, auctioning donated items and raffling gift baskets for Valentine’s and Mother’s day.

How do they use these funds? Last September, they held a luncheon and “outing in the park” in-service, which they hope to make an annual event. Their October in-service included a mandala coloring activity to enhance spiritual and social wellness. All in-service and site meetings include 10-15 minutes of physical activity or team building or both. All sites dedicate a wellness board to displaying current WWW activities and Happy Healthy Committee news.

“My goal this year ...is to seek funding, track progress, and motivate staff to have 50% participation in all Wellness activities, and to have agency-wide involvement within the next 3 years.” With realistic goals like that, Fresno EOC WIC is off to a fabulous start!



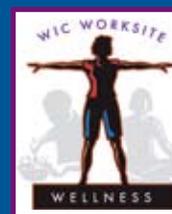
Team-building activities can be fun and contribute to overall staff wellness.



Fresno EOC staff got into the team — and community wellness — spirit at the March of Dimes Walk.

Get WWW Recertified!

Is your agency WWW Certified? Has your agency



been a certified Well WIC Worksite for at least three years? If you answered

YES to both of these questions, it's time for your agency to get recertified! Once you complete and document four easy steps, your agency will receive a ReCertification Award valid for another three years.

For more information visit <http://calwic.org/focus-areas/wic-worksite-wellness/certification>

Milestone and a Beginning

United Health Centers WIC

Wellness Coordinator Kim Wiser-Daggs sums up their WIC Worksite Wellness certification experience so far: “[It] has been a long process for us but so beneficial! Our WIC agency has had fun learning more about health and wellness and participating in team activities and sports. We have incorporated activity into our staff meeting time and brought in a variety of speakers to discuss physical activity and health. All our offices have clean drinking water, and our office chairs and keyboards have been ergonomically adjusted to each person to reduce work strain.”



WIC staff formed “Team Wikked” and placed third in United Health Centers’ Corporate Softball Tournament!

Each of the following “testimonials” speaks clearly about how staff – and their families – benefit from United Health Centers’ WWW endeavors.

Worksite wellness newsletters:

“Kim’s creative and healthful recipes, communicated through the Worksite Wellness Newsletter, are seasonal and delicious! Our family has tried them at home, and loved them. One of my children has multiple food allergies (dairy, eggs, peanuts), and many of Kim’s recipes don’t include these major allergens, so we can try new, healthy, easy recipes at home, as a family. This saves me time looking for new ideas for what to make for my family, too. The newsletters have really made a difference in my work and family life.” — Beth Arrindell, MPH, RD, CLE

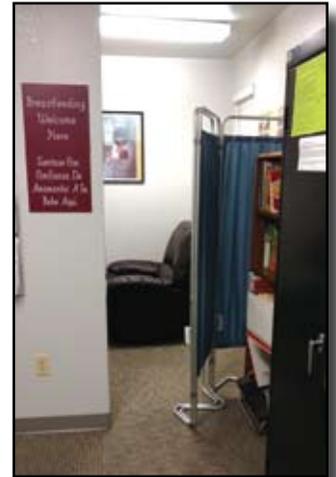


Colorful, informative newsletters with healthful recipes encourage WIC staff to try new foods.

Lactation accommodation:

“Part of what made breastfeeding successful for me was the fact that I was able to pump during work hours. I was provided with a private place to pump as well as a place to store my milk. It made me feel as if I really had the support at work to continue breastfeeding my baby for as long as I could.”

—Silvia Acosta, WNA I

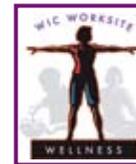


Even the simplest solutions to accommodate breastfeeding, like this area set aside in the Parlier WIC clinic, can make a huge difference for employees who are nursing moms.

Staff meeting presentations:

“I had been working on a big, long-term health goal with little success. In her presentation about making changes toward our health improvement goals, Kim talked about taking smaller steps in order to reach our larger goals. I’d heard that message before, but her talk clicked with me. I needed to hear it again, right when I was struggling with trying to make big steps. Sure enough, taking smaller steps works: since changing my focus to small steps I am on my way to reaching success with my bigger goal!” — Kathy Harriss, RDN, IBCLC

United Health Centers’ WWW experience shows that, no matter how small, simple, or gradual WWW activities and progress may seem, promoting wellness is worth every effort!



“It made me feel as if I really had the support at work to continue breastfeeding my baby for as long as I could.”

Butte County Public Health WIC

Employees at the Chico and Oroville WIC offices were already doing a lot of healthy things before beginning their journey to become WIC Worksite Wellness Certified. Many employees bring healthy foods to share at meetings, events and for snacks, and naturally share recipes and health tips. They try to stay active in public health physical activity events, too. Certification offered a way to solidify these good habits and encourage more.

Healthy Potluck Menus: At monthly meetings they usually share a potluck meal. Some of their most successful themes included green foods, veggies only, and local/farmers market



Imagine this mouth-watering pizza with local tomatoes at your next staff potluck!

foods. Everyone participates and really goes the extra mile to contribute good homemade foods, often exchanging recipes.

Step Challenge 2015: All Butte County employees are annually challenged with a four-week step challenge. That didn't mean everyone participated ... until 2015, when

WIC's wellness committee kept everyone informed and all WIC

employees participated. They tracked progress using a running dash board online and posted it on seasonally-updated health & nutrition bulletin boards.

Besides the step challenge, these WIC employees make time for movement in spontaneous ways, such as taking the hula hoops up to the front desk, walking during breaks, or dancing around the office when the right song comes on! Employees are assigned to specific months and find creative new ways to keep their peers moving at meetings.



Butte County WIC staff lead Tai Chi during an all-staff meeting as a nice way to move, breathe, and improve office posture.

"We all feel better when we treat ourselves better. When we are well we do our job and serve our community the best we can. We have enjoyed our journey to becoming WIC Worksite Wellness Certified and we look forward to ...keeping up with what we have started!"

– Sydney Naylor, Butte County WIC Wellness Coordinator



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2015-16 California Nutrition Corps Scholarship Winners

CWA congratulates all awardees for moving their careers forward by advancing their education, with sincere thanks to General Mills for their ongoing support. All recipients are Dietetic Interns, except where noted.



American Red Cross WIC San Diego

Reem Salameh, *Anne Peterson Memorial Scholarship*

Contra Costa County WIC

Mayam Maheri

Public Health Foundation Enterprises WIC

Hanna Huiberts

Jon Llamas, *General Mills Scholarship*

Victoria Perreira-Pico

Alyssa Perry (*Graduate Student*)

Tiffany Quintero, *Anne Garrett Memorial Scholarship*

Carolina Zayas, *Stefan Harvey Scholarship*

Northeast Valley Health Corporation WIC

Isabel Beas, *General Mills Scholarship*

Sharvette Edmonds (*Graduate Student*)

Christine Kim

United Health Centers of San Joaquin Valley WIC

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Read this and past issues of the **WIC Watch** online at <http://calwic.org/news-a-publications/wic-watch>.

Share the link with colleagues, family & friends!



Save the Dates

World Breastfeeding Week
August 1-7, 2016
Your Agency & Worldwide!

CWA/MCAH Action Education Day
October 18 • Sacramento
calwic.org/events

Capitol Education Day
October 19 A.M. • Sacramento

Education Day at the State Capitol

We were so fortunate to be joined by WIC staff from around the state in October for our annual Capitol Education Day!

We visited the offices of nearly all of our state senators and assembly members, and spoke to their staff. **Many were surprised to learn just how many WIC participants their members represented.** The

work put in by WIC staff paid off, as several members have visited WIC clinics in their districts since then.

Join us next October 19 at Capitol Education Day 2016!



PHFE WIC folks met with staff from Senator DeLeon's office at Capitol Education Day 2015.