



# WIC watch

## WIC: Building Bridges

**W**hile there might be disagreement over health policies, there is agreement health care needs a more holistic and integrated approach. Indicators such as high cholesterol or blood pressure remain important, but so are social determinants such as food, housing, employment, and safety. When individuals have these social needs met, population health data will shift to prevention of disease, positive outcomes and reduced health care costs.

What does this mean for WIC? WIC should be an increasingly important program, bridging health and social systems to meet families' critical needs. Providing food security is WIC's core mission. Connecting families to services and support happens daily in thousands of WIC offices. Working with primary health care providers has long been part of WIC services.

What are some bridges that must be improved to support today's WIC families?

- Streamlined electronic linkages between Medi-Cal, CalFresh, CalWORKs and other programs
- Greater use of technology for WIC operations and services, including online applications, EBT cards, texting, apps, versatile MIS and videoconferencing
- Easy access to WIC services where people work and play, such as Head Start, shopping malls, retail outlets, worksites, farmers' markets, libraries, and parks
- WIC staff working in integrated teams with health care and social service providers and community leaders addressing social determinants of health
- Support and peer groups that provide education and support for not only nutrition and breastfeeding, but also parenting and timely issues for young low-income families

It is a short time that one can participate in WIC, yet with its proven outcomes the WIC bridge spans great distances in women and children's lives. Enjoy this Conference Edition of the *WIC Watch*, and if you are at the conference, or checking out the presentations on our conference webpage, you will find lots of information for bridging families to health.

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**BRIDGE TO HEALTH: ADVANCING WIC TO SUPPORT TODAY'S FAMILIES**



**Welcome to the 26th Annual CWA Conference and Trade Show!**

WIC is one place where families and staff alike get help to cope and connect when the world around us gets overwhelming or discouraging. WIC can be a bridge to health – physical and mental – and our 2018 Conference & Trade Show will help you build these bridges for families in need. Through healthy foods, nutrition and breastfeeding support, and referrals to critical services, WIC partners with grocers, food manufacturers, health providers and community organizations to improve health outcomes, support local economies, and ensure kids are school-ready. Join us as we learn together, network and celebrate our collective strength!

**TWO PRE-CONFERENCE SEMINARS** provide continuing education on Sunday to inspire and update your professional practice:

- **Helping Infants Become Self-Regulated in An Impulsive World: The Role of Responsive Feeding** with Dr. Allison Ventura, PhD, CLEC, of Cal Poly San Luis Obispo and Dr. Jane Heinig, PhD, IBCLC, of the UC Davis Human Lactation Center.
- **What You Need to Know Now to Lead - or Aspire to Lead - in WIC and Public Health** with international speaker David Rabiner, back by popular demand after an earlier CWA Fall Management Meeting.

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

- **Stephanie Covington**, Center for Gender & Justice, helps us learn gender-specific approaches to recovery and healing from trauma and addiction.
- **Rev. Douglas Greenaway**, National WIC Association, updates us on the federal WIC budget process and other national policy.



- **James Painter**, University of Texas-Houston, shares new insights into nutrition hot topics related to wheat gluten, sugar, and heart healthy foods.



- **Mayra Alvarez**, The Children's Partnership, explores the fear and stress among immigrant children and their families and how WIC can help.



- **Nanci Luna Jiménez**, The Luna Jiménez Institute for Social Transformation, leads us in looking at and accessing tools for cross-cultural communication, understanding and resilience.



**Welch's**  
FAMILY FARMER OWNED

*Welch's is proud to be a Gold Sponsor of the California WIC Association's 2018 Annual Conference!*

**FIVE CONCURRENT WORKSHOP TRACKS**, planned by a dedicated committee of your peers, are designed to bring you professional renewal and continuing education in nutrition, lactation, leadership, wellness, diversity, strategic collaboration, program innovation, and preparing for eWIC implementation:

1. Begin Early to Nurture Child Health
2. Lead & Manage to Promote Wellness
3. Embrace Diversity to Strengthen Families
4. Innovate & Collaborate to Advance WIC
5. Welcome Change for eWIC Success

Conference attendees can engage with top speakers on a variety of subjects. Here are just a few:

- Cecilia Jevitt, on **lactation complicated by overweight** and Shannon Whaley, on the **National Feeding My Baby Study to Age 2**
- Rita Sever, on **giving & receiving feedback** plus Dianne Polly, on **professional ethics**
- John Parker, on **tackling stress** and Delores James, on supporting **cultural food traditions**
- Katie Ferraro, on **preventing picky eating** and a panel of collaborators on **increasing access to fresh produce**

Gain more insights from our pre-conference and plenary presenters and panels, on **innovative breastfeeding support strategies, preparing & responding to local disasters, housing & food security, and client retention technologies**. View the full agenda here: <http://calwic.org/events/2018-annual-conference-a-trade-show>.

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

*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 **2019 Annual Conference & Trade Show, April 28-May 1, 2019**.*

*Once again we'll be at the Town & Country Resort in San Diego to learn, network, and recharge — together!*

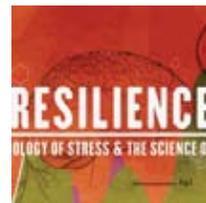


**TRADE SHOW & EXHIBITS**, featuring over 60 booths and more dedicated viewing time, give you a chance to see, feel, taste, and try out new foods, clinical products, and publications from industry reps. You can also visit our farmers' market or learn about key government programs and resources and nonprofit services, 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, innovative service models, and other ways to improve your program.

**SPECIAL EVENTS**

Our third annual **Movie Night** on Tuesday evening will be a great chance to sit back, enjoy snacks, and discuss the science behind adverse childhood experiences and hopeful healing strategies, as portrayed in *Resilience*. Come ready to listen, ponder, ask questions, and earn 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 each day to choices including Yoga, Tao Kung, and Strength Training, use the Workout Room any day, and Move to the Groove during Wednesday's plenary break.

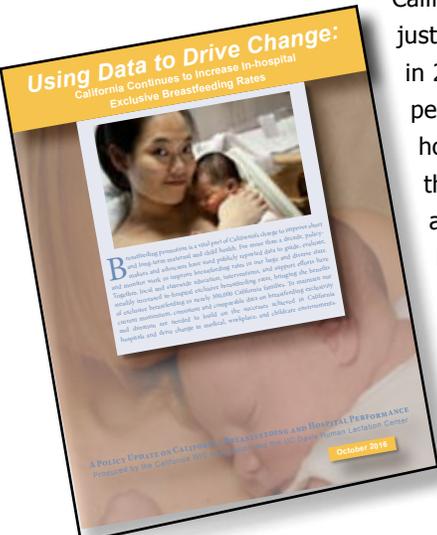
This year's **eWIC Go! Photo Scavenger Hunt** will keep local agency teams moving throughout the conference to capture and share fun photos! Finally, we look forward to honoring several local agencies recertified this year as **Well WIC Worksites**.



# Coming Next Fall: 2018 Hospital Breastfeeding Report & Fact Sheets

In partnership with UC Davis Human Lactation Center and California Breastfeeding Coalition, CWA will release our biannual Report and the annual Fact Sheets on California's in-hospital breastfeeding rates next fall. Many local WIC staff track these data and use them to advocate for better breastfeeding support locally.

Since producing our first report and county fact sheets a decade ago, the number of Baby-Friendly Hospitals in California has grown from just 12 to over 100 so far in 2018. That's fully 20 percent of all 500 such hospitals in the U.S., thanks to local advocates and the Baby-Friendly Hospital Initiative!



Read more about it here: <https://www.babyfriendlyusa.org/newsviews-pages/celebrating-500>.

These reports and fact sheets are part of a multi-year, multi-strategy approach involving many partners to impact policies and practices, ultimately improving health outcomes. The 2018 report and fact sheets, slated for Fall 2018 release, will feature 2017 statewide and county hospital breastfeeding data provided by CDPH.

Keep your ears and eyes out for opportunities to use these data to promote improved breastfeeding support practices in your community. Check out previous years' fact sheets and reports at <http://calwic.org/focus-areas/breastfeeding>. Help us get the word out about great strides hospitals have made to increase breastfeeding rates by making this an ever-improving story in your community! Contact Sarah at [sdiaz@calwic.org](mailto:sdiaz@calwic.org).

# TeleWIC: Keeping Up with the Times

Incorporating technology into WIC services is gaining ground as local and state programs work to address the needs of young mothers and their families, including their expectations of how they receive WIC services. Texting, EBT cards, and updated MIS systems are examples of new ways to manage WIC operations and services using technology.

Cell phones and tablets are the "new front doors" for WIC agencies to reach their clients in the ways they conduct business, stay connected and do so much else in all aspects of their lives.

In addition to the very important in-person services WIC provides, videoconferencing with participants can be another useful option.

As part of our *Engaging WIC Families* initiative, CWA is pleased to release **TeleWIC: Keeping Up with the Times**, an issue brief that introduces the basic concepts of videoconferencing in WIC, describes different models of use, and provides lessons, challenges and opportunities. View or download the report on our website: <http://calwic.org/focus-areas/engaging-wic-families/322-reaching-millennials>.

If you're at Conference, be sure to check out the workshop on Tuesday, May 1. *TeleWIC: Using Technology to Connect Families with WIC Services* will explore the use of videoconferencing for certifications in the Georgia WIC Program and for nutrition education and more at Community Health Centers WIC in Stockton. Workshop materials will be available on our website after the Conference, too.



**TELEWIC: KEEPING UP WITH THE TIMES**

This paper introduces videoconferencing as a way to bring WIC services into alignment with the expectations of participants. The young adults who are WIC's clients are native technology users, using video as a common part of their daily experience. They use Facetime or Skype, for example, to stay in touch with family and friends, stream videos for entertainment or to keep up with current events, and increasingly rely on their smart phones for doing business and finding information.

WIC participants will always be young, and their "user experience" for WIC services must remain valuable and relevant to their general expectations for conducting business and accessing services.

WIC has an opportunity to take advantage of its clients' "always online" culture by modernizing how it makes benefits available and accessible. **Cell phones and tablets are the new "front doors" for WIC agencies** to reach their clients in the ways they do so much else in all aspects of their lives.

Applying tools like videoconferencing to reach more WIC participants is something we call TeleWIC. It is part of a growing trend of delivering health care using technology—called telehealth. The time has come for WIC to take a bold, proactive step forward and integrate these modern technologies. Now is the time to learn about, test and implement forms of telehealth, including videoconferencing, in WIC agencies.

Produced by the California WIC Association 2018

**SAVE THE DATE!** CWA Fall Education Events November 5-7 • Sacramento

# Farm2WIC Resources for a New Market Season

It's been a busy winter for farmers eager to engage with WIC shoppers. Many farmers and certified farmers' market managers have become authorized by CDHP/WIC to accept the monthly Fruit & Vegetable Check (FVC), as well as the seasonal Farmers' Market Nutrition Program (FMNP) checks, at four webinars and nine workshops statewide.



With more FVC-authorized markets, more WIC families can enjoy a fresh, local, fun shopping option, while supporting local growers and building community. Is your market authorized? Find out by visiting [www.wicworks.ca.gov](http://www.wicworks.ca.gov) and viewing the Authorized Farmers' Markets List in the Farmers' Markets section.

CWA has also been busy, expanding its **Farm2WIC Toolkit** to help WIC staff educate participants about Farm2WIC and promote best practices for farmers and market managers to serve WIC customers. You'll find graphics, education materials for staff and participants, and vendor marketing materials on our website at <http://calwic.org/focus-areas/engaging-wic-families/farm2wic>. Check for more updates in June!

**While supplies last, CWA can ship the educational materials described below to your agency, but only through June 15.** Contact Margaret at [maumann@calwic.org](mailto:maumann@calwic.org) to request. After that, you can still download the materials and related artwork online at the web page linked above.

**Cookbooks** are being shipped to local agencies that requested them. To order more, visit our webpage. Your NSA funds can be used for these educational materials. If you're at the Conference, visit our Trade Show booth for a peek at toolkit items, tasty samples and other free resources!

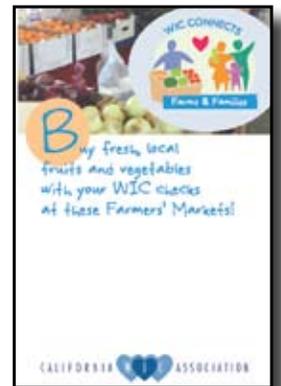
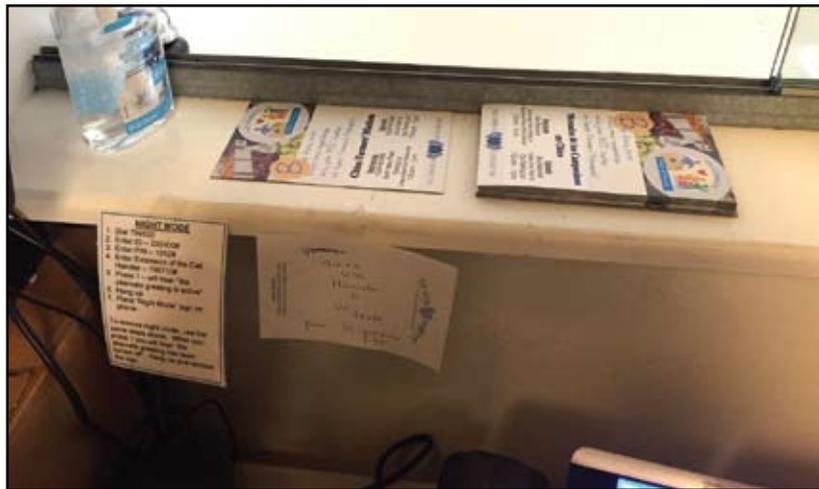
**Staff Info Sheets:** Distribute and post this where staff can readily refer to it to help remind interested families that they can shop at farmers' markets using their WIC checks.



**Participant Flyers:** These colorful half-sheets tell families how they can use WIC benefits at authorized farmers' markets. Use them in your nutrition education efforts.

**Magnets:** Use these as educational tools to help participants locate the market nearest to your WIC clinic.

You can customize them by printing 2"x4" labels (Avery 5263 fits perfectly) or have them printed directly using CWA's artwork. See how one local agency used them, in the photo at left and quote below.



**"We stack magnets inside our reception window to remind ourselves to tell participants about the farmers' markets. They are so colorful and eye-catching that usually the participant reaches for them and asks about it before we even have a chance to bring it up. We've placed many things there in the past and nothing has caught the attention of participants like this!"**

— Kelly Wilson, Glenn County WIC

## WIC Education in DC... and At Home

One of the most important things we can do to promote continued support and protection of WIC at the federal level is to ensure that our policymakers understand WIC and the benefits it brings to their constituents and communities.

The tense political climate did not daunt **37 California WIC Ambassadors – including two WIC moms** – as they visited all Congressional representatives in Washington DC last March to provide WIC program education. After attendees participated in the annual National WIC Association Washington Leadership Conference — hearing federal updates on the budget, immigration, and more — they stormed Capitol Hill to tell the WIC story. With plenty of convincing data, facts and

55  
in  
25

family stories, these WIC Ambassadors easily described how WIC works and put a human face to families in need.

Since challenging California WIC agencies at our 2017 Spring Conference to host all 55 representatives at a local WIC site visit, we've had an unprecedented number of visits from National

(and some State) legislators. In the Fall *WIC Watch*, we commended nine local WIC agencies for hosting over 15 legislators. Since then, **Community Bridges WIC** also stepped up to the challenge.

At press time, local WIC agencies had hosted visits with members and/or staffers from these national offices: Congressmembers Peters (American Red Cross); Panetta (Community Bridges WIC); McNerney (Contra Costa County WIC); La Malfa (Glenn County WIC); Barragan (LA BioMed); Chu, Correa, Gomez, Lieu, Lowenthal, Roybal-Allard, Royce, Sanchez, and Torres (PHFE); Schiff (PHFE and NEVHC co-hosted); and Senator Harris (staffers visited CRP WIC and a PHFE site). State representatives also visited local WIC sites: Assemblymembers Quirk-Silva, Rubio, Chen, and Muratsuchi, plus Senators Bradford and Hertzberg.

All visits went well, and some brought up especially touching stories when legislators or their staff heard about the personal journeys of former WIC participants – both those now working in WIC and those now working in the Legislature.

**Now that it's 2018, does your member of**



WIC Director Roz Mogbul (left), hosts Congressman McNerney (right) at a **Contra Costa County WIC** site.

**Congress know where your WIC site is? Let's make sure they do before the year ends!** The first step is to contact and invite your representative; find tips on our website <http://www.calwic.org/policy-center/toolkits> and ask Sarah at CWA for assistance: [sdiaz@calwic.org](mailto:sdiaz@calwic.org).



Senator Bradford tweeted appreciation for the **PHFE WIC** staff who hosted his site visit!

DOES YOUR MEMBER OF CONGRESS KNOW

2018

WHERE YOUR WIC OFFICE IS?

Invite them for a visit!

Decisionmakers have many reasons to value WIC - the healthy foods, support for military families, breastfeeding and nutrition counseling, the list goes on. Show them. Let's make sure EVERY California member of Congress visits a WIC office this year!

CONTACT SARAH: [SDIAZ@CALWIC.ORG](mailto:SDIAZ@CALWIC.ORG)

## State Policy Issues



CWA advocates for improvements in all sectors of government and society that impact the WIC program. This work involves varied partners and multiple strategies, from rules and resolutions to bills and budgets.

### WIC Linkages

CWA will continue to advocate for WIC to electronically link to health and social services. These linkages, although badly needed, are quite challenging from the data and technology perspectives. As participants of the Horizontal Integration workgroup and the Children’s Health Coverage Coalition, state WIC staff, CWA, and other stakeholder groups help ensure WIC is included in ongoing discussions.



### Breastfeeding Month Resolution

Working with the California Breastfeeding Coalition and Assemblymember Rubio’s office, CWA will co-sponsor a Resolution to annually recognize August as Breastfeeding Month in California.



### State Bills

CWA will be supporting a number of bills addressing relevant issues, including:

- Lactation accommodation in the workplace
- Access to fresh, local produce for CalFresh participants
- School meals for low-income students
- Maternal mental health.

Visit our state policy webpage for an update on our 2018 bill list: <http://www.calwic.org/policy-center/state>.

### Budget Requests

California has a large budget surplus this year, making it an ideal time for budget proposals. CWA is supporting or sponsoring a few such proposals, including:

- Increasing the **Medi-Cal reimbursement rate for breast pumps**, co-sponsored by CWA and California Breastfeeding Coalition and carried by Assemblymember Rubio’s office
- A proposal from the Children’s Health Coverage Coalition (also participants of the Horizontal Integration workgroup) to fund the state statute to implement **“express lane enrollment” of children who participate in WIC into Medi-Cal**
- Assemblymember Rubio’s request to **fund the Little by Little early literacy program**
- California Food Policy Advocates’ “Food with Care” proposal, which would bring back **funding for meals in childcare settings**



## Federal Budget Update

Hours before a third government shutdown, a \$1.3 trillion omnibus funding bill was signed March 23, funding WIC at \$6.175 billion. This includes \$150 million for the contingency fund, \$60 million for breastfeeding peer counselors, and \$14 million for infrastructure. Due to reduced WIC participation, the bill includes an \$800 million rescission, which is a second rescission for this fiscal year, for a net funding level of \$5.35 billion - \$150 million less than Fiscal Year 2017.



While this should be adequate to meet caseload and food costs through September 2018, Nutrition Services and Administration funds for education and counseling will continue to be stretched. In addition to the WIC funding, Farmers’ Market Nutrition Program funds were set at the same level as Fiscal Year 2017, \$18.5 million.

## eWIC in California: Support is on the Way!

### New Management Information System (MIS) Selected!

The California Department of Public Health/WIC Division (CDPH/WIC) is excited to share that a new MIS for California WIC has been selected! The contract has been awarded to Three Sigma Software, Inc., who has implemented WIC systems in Connecticut, Delaware, Florida, Indiana, Maryland, Michigan, South Dakota, the Nations (10 Native American Tribes), and the Virgin Islands. Three Sigma is currently implementing a system in New York, and the new CDPH/WIC system will be based off this New York version and configured for California-specific needs.

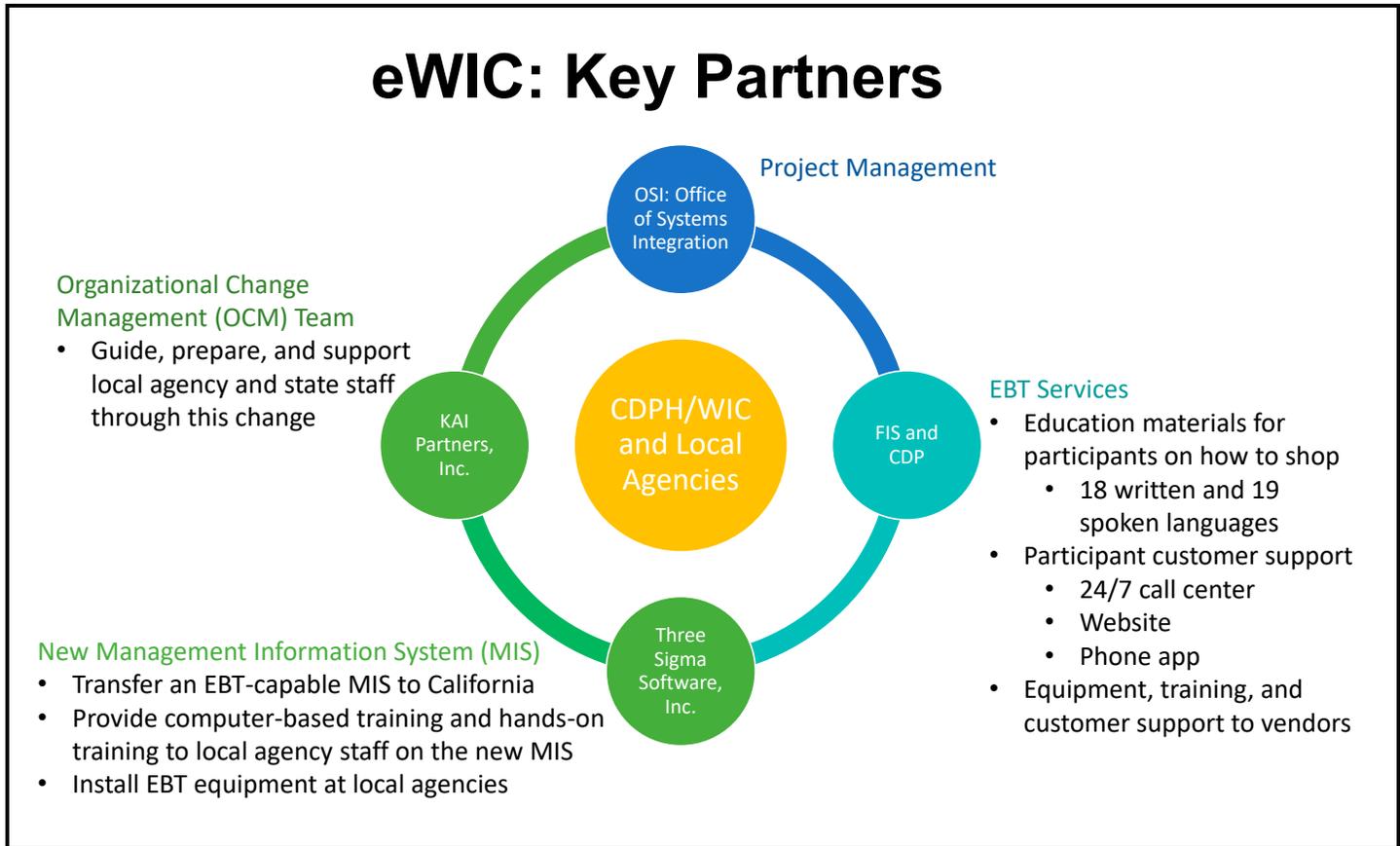
The new MIS will be a modern, user-friendly, web-based system with features that will help WIC staff be more efficient in daily tasks. For example, the new system will be able to:

- Load benefits into a participant’s electronic benefit account without the card being present in the WIC site
- Capture electronic signatures and upload documents, decreasing the need for paper files

- Print various screens as needed (e.g., graphical growth chart, family education plan, nutrition education history, programs participant was referred to, current benefit account balance for a family, appointment reminders)
- Provide reminders for staff to perform immunization and lead screenings as well as offer voter registration upon address change
- Track inventory items such as Electronic Benefit Transfer (EBT) cardstock, prescribed therapeutic formula, and breast pumps
- Provide a web portal for participants
- And many more impressive features!

Three Sigma will convert existing MIS records, data, and reports to the new MIS, and provide an MIS sandbox, similar to a training environment, that allows users to familiarize themselves with the base system. They will provide computer-based training as well as hands-on training just prior to each local agency’s rollout. They will also install EBT equipment at local agencies and provide Help Desk support.

### eWIC: Key Partners



## Organizational Change Management Team

Additionally, CDPH/WIC is pleased to announce that the Organizational Change Management (OCM) team, KAI Partners Inc., officially started work on the eWIC Project in March 2018. OCM team members Ivan Parra, Grietje (Gigi) Reuter, Michelle Kirwan, and Elizabeth Long have extensive experience providing OCM consulting services for various technology projects in California, such as the EBT Project for CalWORKs and CalFresh.

The OCM team will collaborate and work with CDPH/WIC, WIC local agencies and other key stakeholders to assist staff as California transitions to a new MIS and implements an EBT system for distributing WIC benefits.

With the new MIS and EBT, WIC local staff will experience changes in the software application they use every day, business processes, how they serve participants, and more. The OCM team will support staff through this transition and will help staff understand, prepare for, and adopt new processes, technology, and operations.



Some of the OCM team tasks that will be of interest to local agencies are:

- Visiting each of the 83 WIC local agencies
- Assessing facility layout and information technology equipment needs, as applicable
- Documenting current business processes
- Documenting future business processes for the new MIS and EBT
- Identifying necessary changes (gaps) between the current and future business processes and identifying strategies to close those gaps, including the potential for streamlining local agency policies and procedures
- Supporting communication efforts
- Supporting training

Please send any questions to [WICEBT@cdph.ca.gov](mailto:WICEBT@cdph.ca.gov).

CDPH/WIC looks forward to collaborating with local agencies and key partners during this exciting transition to new technology that will benefit WIC participants, the WIC vendor community, and WIC local agency staff.

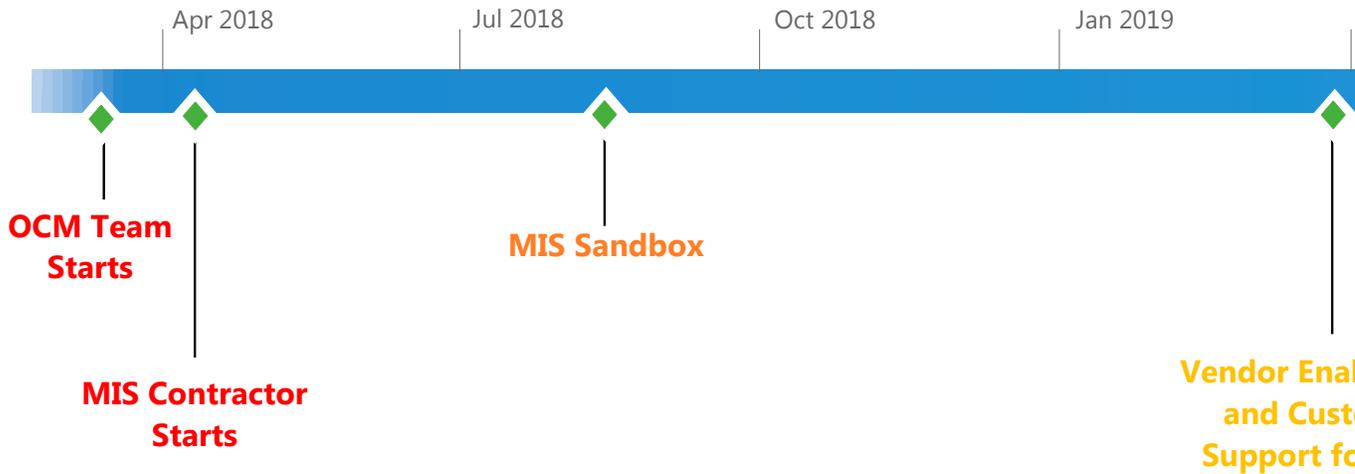
***Change can be complicated and stressful, but many partners are in place to help California WIC successfully implement eWIC by 2020!***



*New eWIC technology will benefit WIC participants, the WIC vendor community, and WIC local agency staff.*

# eWIC Project

The eWIC Project Timeline provides an overview of the project, highlighting important milestones.



## Spring 2018

### OCM Team and MIS Contractor Start

*In March 2018, the OCM team, KAI Partners, Inc., begins to prepare State and local agency staff for the new MIS.*

*In April 2018, the MIS contractor, Three Sigma Software, Inc., transfers a copy of a USDA-approved MIS currently in use by another state. The contractor then begins system configuration, data conversion, testing, and training material development.*

## Summer 2018

### MIS Sandbox

*An MIS sandbox, similar to an MIS training environment, becomes available for users to familiarize themselves with the base system.*

## Spring 2019

### Vendor Enablement and Customer Support

*Enable, train, and begin certifying California WIC-authorized vendors to be EBT-ready.*

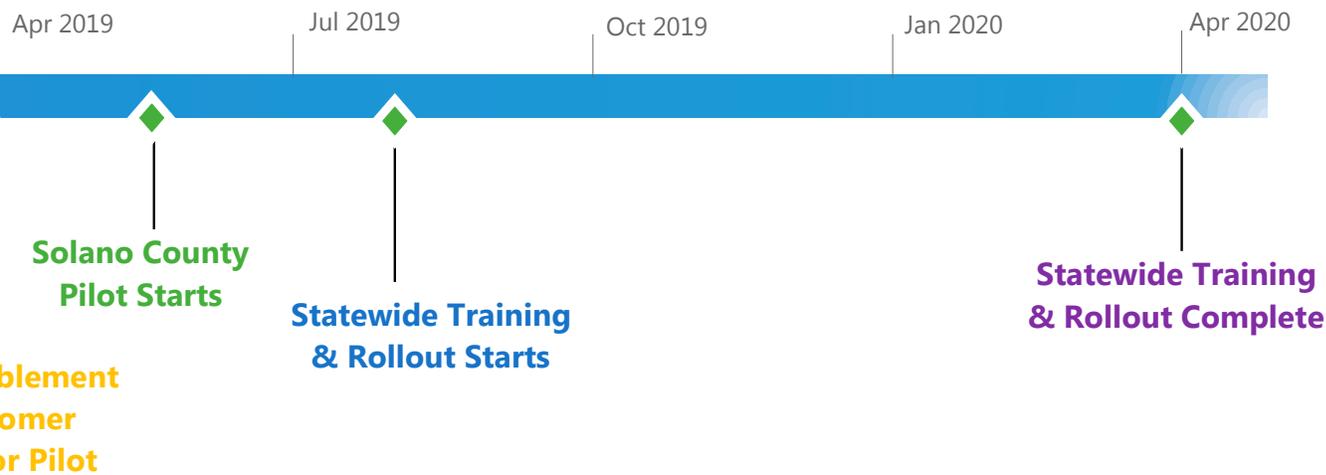
*Provide training and establish help desk and customer support resources for the Pilot. Help desk and customer support will be scaled up for statewide rollout.*

\*Timeline Subject to Change

[WICEBT@cd](mailto:WICEBT@cd)

# Project Timeline\*

overview of California's eWIC activities, milestones for local agency staff.



## Summer 2019

### Solano County Pilot Starts

In May-July 2019, Solano County becomes the first local agency to use the new MIS with integrated EBT.

## Summer 2019

### Statewide Training and Rollout Starts

After completion and USDA approval of the Pilot, remaining local agencies will be trained and transferred to the new MIS with integrated EBT during a tiered statewide rollout, called Phase 1. The training and tiered rollout schedule will be finalized and shared after the MIS contractor begins.

## Spring 2020

### Statewide Training and Rollout Complete

The system will be implemented in two phases. Phase 1 will be complete by April 2020, and include the base system that meets Federal and California mandated requirements.

Phase 2 will then begin and include California-specific enhancements to the system. The rollout schedule for Phase 2 will be finalized and shared after the MIS contractor begins.

## Santa Barbara County WIC Earns Loving Support Award of Excellence

Imagine the pride and honor felt by **Santa Barbara County WIC** Program staff last October when they were awarded U.S. Department of Agriculture (USDA)'s Gold Premiere Loving Support Award of Excellence! Their Breastfeeding Peer Counseling Program was one of only six recognized nationwide, and the only WIC agency in California to win this award level.

And yet, it's not too surprising. Santa Barbara County WIC (caseload 18,604) has some of the highest breastfeeding rates in California and the United States. In 2015 (the data used for awards), their average fully-breastfeeding rate for ages 1-12 months was 37.6 percent. And they've partnered with the local breastfeeding coalition for years to implement innovations in support.

As their Breastfeeding Coordinator for 19 years, Meg Beard cites many other reasons their program earned this recognition. First, they have numerous lactation educators on staff; over 80% of the staff are either lactation educators or International Board Certified Lactation Consultants (IBCLC), with five IBCLCS and two more in training. Their two Breastfeeding Peer Counselors serve caseloads over 120 and make 220 contacts monthly. All these staff made this award possible!

Secondly, they strive to meet the needs of Gen Y families through "Bfed" — an internationally-recognized, two-way texting program — plus breastfeeding apps, 552 high-quality electric breast pumps, and a YouTube Channel (you can access it by scanning the QR code at right).

Of course, they realize they could never accomplish all this without supportive WIC Directors: currently Susan Liles, plus Caro Stinson and Anne Patterson in past years. Their Public Health Department administrators have also stood firmly behind their efforts, as does the California State WIC program and staff who promote and support breastfeeding. Meg cites State WIC's Peer Counselor and general breastfeeding policies and procedures as an instrumental component in receiving this award.

Lastly, their strong and valuable community partners helped them earn this award. Many community partners send frequent referrals and some issue breast pumps, including the county's Maternal and Child Adolescent Health Program and Health Care Centers, Welcome Every Baby (WEB) Home Visitation Program, Santa Barbara Cottage Hospital, Lompoc Valley Medical Center, Marian Regional Medical Center, Marian Home Health, Family Service Agency, and medical providers. The Breastfeeding Coalition is a big part of this "village" too, with seven local Lactation Educator Courses training 339 health professionals plus numerous grants and conferences.

The USDA Loving Support Award of Excellence was developed to recognize and celebrate local WIC agencies that provide exemplary breastfeeding programs and support services. The intent of the award is to provide models and motivate local agencies and clinics to strengthen their breastfeeding promotion and support activities and ultimately increase breastfeeding initiation and duration rates among WIC participants.

Want to learn more about Santa Barbara's approach? Contact Meg Beard at 805-681-5276 or [meg.beard@sbcpcd.org](mailto:meg.beard@sbcpcd.org).



Breastfeeding Peer Counselors Sandra Aguilar Cano (left) and Arely Pulido (right) celebrate Santa Barbara County WIC's award with Meg Beard, Breastfeeding Coordinator.

## Co-Breastfeeding: It Takes a Village

When Ryan Wright had her first daughter in 2006, WIC Nutritionists and Lactation Consultants helped her understand breastfeeding would be the best option for her baby. She learned it would take a lot of work but be most beneficial in the long run. She breastfed four of her own kids, then was able to help Latasha Deshone, her niece. Here is their story.

"Tasha didn't have enough breastfeeding support with her first three babies. So when we came to expect Tasha's last baby, Elijah, I demanded that she breastfeed him, and she trusted me. When Elijah was born, we knew to latch him immediately and that it would take a little getting used to for both of them. She struggled a bit and it was stressful, but she refused to give up because she truly believed she could do this and give her baby the very best.

"One night, she called me, 'The paramedics are here, my blood pressure is in the 180's. I need you to come get Eli.' I was at her doorstep six minutes later as they took her out to the ambulance. 'Wait, what do you want me to do? He has no milk!' I was in a panic. She looked over her shoulder and said, 'I need you to feed my baby. I'm not giving him any formula.'

"As a mom, that takes so much trust and maturity to have someone else nurse your baby. From her hospital bed she told me that she trusted me, I eat halfway decent, I'm already nursing a baby, and we are family, not some random stranger. 'You forced me to breastfeed, now you have to deal with it! Feed my baby!' As his aunt and Godmother, I couldn't say no.

"When I brought Eli home, my husband looked at me crazy and asked me what am I going to do with another baby? How can I feed him if his mom is breastfeeding? He looked squeamish when I told him that I would nurse Eli alongside my daughter Riley. Eli's father was unhappy with the decision as well. He said it was gross to let someone else nurse your baby. But Tasha didn't care! She knew she could be hospitalized for days and didn't want to compromise his nursing by switching him to formula so early.

"Today Elijah is four months old. Whenever he sees aunty, he demands to nurse on me then go back to mom. We get awkward stares and so many questions, but we believe that it takes a village and we live by that!"

Tasha and Ryan are proud Super CinnaMoms who share their story to promote fully breastfeeding as the norm for Black/African American babies. For more information and inspiring CinnaMoms narratives, visit [www.cinnamoms.org](http://www.cinnamoms.org).



The "village" (left to right): Riley, Ryan, Tasha, and Eli.



Eli thrives on mom's (and aunty's) milk.

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Cheerios™ are puffed so they're easy for your little one to grab and they dissolve easily in the mouth.

Check with your child's doctor before starting finger foods.

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## Breastfeeding Support in Medi-Cal Plans: Cost & Savings Analysis

California WIC Association and California Breastfeeding Coalition are pleased to release ***Breastfeeding Support in the Medi-Cal Program: A Large Return on a Small Investment***, an actuarial analysis and projected cost savings of breastfeeding support for health plan members. View or download this new report on our website: <http://calwic.org/focus-areas/wic-public-health-a-health-care-reform>.

Since the passage of the Affordable Care Act, women have been frustrated that the required provision of breastfeeding support has not been reliably available in both commercial and public health plans. California WIC moms, a majority of whom have Medi-Cal health plans, must rely on WIC when their health plan does not provide counseling and support and/or effective breast pumps and supplies.



**Research supports the positive health outcomes of breastfeeding, which translates to saved**

**health care costs.** What has been needed is an actuarial analysis, which examines the cost to health plans providing this support.

For the Medi-Cal population, the total cost for this required benefit — encompassing breastfeeding support, supplies, and counseling — represents a small portion of Medi-Cal coverage: approximately 0.0226% of total per-enrollee expenditures. As a point of reference, if total per-enrollee expenditures for a Medi-Cal enrollee were \$430 per month, or \$5,160 per year, approximately \$1.16 per member per year may be attributed to this benefit. Based on existing utilization rates, the Medi-Cal program could realize **savings between \$405,000 to \$940,000 per 100,000 women by providing breastfeeding services and support.**

CWA and CBC will continue to advocate for enforcement of this ACA benefit for all women. We encourage you use this report’s findings and recommendations as you speak up on behalf of the families you serve.

## Lifelong Learner and Leader

Laurie Somerhausen has held leadership positions for many years, leading the California rollout of the 2009 WIC food package changes, serving as a SNAP-ED regional representative, leading her county CNAP plan, and more. Even so, she wanted to continue to develop her abilities to make a difference. This year she was accepted into Leadership Sacramento, offered by Sacramento Metro Chamber, as one of 40 participants representing a cross-section of experience and occupation in the community.



Laurie’s application to participate highlighted her perspective as a member of Junior League as well as her public health role as Nutrition Director for Yolo County Health and Human Services Agency WIC. Support for her monthly training for Leadership Sacramento comes from continuing education for her job, and from The Junior League of Sacramento, where Laurie is currently President. This non-profit women’s membership organization helps develop the potential of women and impact communities through the effective action of trained volunteers.

So far, Laurie has learned a lot about the area where she lives and works and experienced new team-building skills. A class project will work with Habitat for Humanity to plan a “Rock the Block” event. They will help with home repairs and beautification projects for homeowners in Oak Park, bringing the families and community together to keep these families from losing their homes. They are also fundraising for Habitat’s Re-Store which is the retail side where one can find great deals on household goods. CWA thanks Laurie for her ongoing leadership efforts!

**Connect with CWA**



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(Search for California WIC Association or calwic.)







## WIC Leadership is Back!

In this era of change and evolution, we are thrilled to bring back the WIC Leadership Academy! Our 2018 class is comprised of 36 diverse and enthusiastic participants from 26 WIC agencies who have committed to this year-long program. They will be working with **Rita Sever**, management consultant, professional coach and author, and **Delfina Biondi**, recently retired from her WIC career, on this journey of learning, personal growth, and skills development. We applaud our 2018 class as they strengthen and lead our community into the future!

Alicia Bedore, Butte County  
 Joan Brady, American Red Cross  
 Catherine Burmeister Loera, Santa Clara County  
 Teresa Chan, City & County of San Francisco  
 Madonna Christensen, Planned Parenthood  
 Marbella Colimote, Yolo County  
 Kanan Desai, PHFE  
 Ashley Fasking, Tehama County  
 Lauren Gardner, Community Resource Project  
 Rebecca Gills, San Ysidro  
 Sylvia Guzman, Community Bridges  
 Jenna Haug Said, Napa County  
 Sasha Hernandez, The Resource Connection  
 Marilen Howard, Northeast Valley Health  
 April Jurisich, Shasta County

Dana Kent, Siskiyou County  
 Denise Lee, United Health Centers  
 Ian Lloyd, PHFE  
 Ana Martinez, Madera County  
 Rocio Montes, West Oakland Health  
 Marisela Montoya, LA Biomed  
 Zoila Ochoa, City of Long Beach  
 Candice Poon, Alameda County  
 Isabel Rodriguez, PHFE  
 Aileen Rodriguez, Sonoma County  
 Rogelio Sandoval, Northeast Valley Health  
 Mindy Sapilewski, SDSURF  
 Esperanza Suarez, Planned Parenthood  
 Ilanna Trayber, PHFE  
 Claudia Ulloa, Northeast Valley Health  
 Maria Valenzuela, PHFE  
 Kelly Van Hill, PHFE  
 Andrea Weiss, Community Medical Centers  
 Karla Zaizar, Scripps Health



### 2017-18 California Nutrition Corps Scholarship Winners



The California Nutrition Corps is a scholarship fund established to support employees of California local WIC programs who are advancing their professional careers within the WIC program. CWA congratulates this year's awardees for moving their careers forward by advancing their education. All recipients are Dietetic Interns, except where noted.

**Merced County Community Action Agency WIC:**

Kaili Acosta  
 Eden Balmet

**Northeast Valley Health Corporation WIC:**

Guadalupe Maria Alfaro Cabrera  
 Itzel Dzul Hernandez,  
*Anne Peterson Memorial Scholarship*  
 Alejandra Perez Arellano

**Public Health Foundation Enterprises WIC**

Beth Elise Cordova  
 Jennifer Torres,  
*Anne Garrett Memorial Scholarship*  
 Blanca Vargas  
 (Graduate Student)

**SDSU Research Foundation WIC**

Edgar Gomez,  
*Stefan Harvey Scholarship*

## Serving WIC Families on California's Frontier

**S**now, rain, wind, fire, smoke, freezing temperatures... not much slows down the dedicated staff of the **Siskiyou County WIC Program**. Just five women serving 1250 participants travel over 800 miles a month through some of California's most formidable terrain. That is like driving the entire length of the state of California each month!

Siskiyou County is the northernmost and fifth largest county in California, bordering Oregon and boasting a total population under 44,000. It is also one of the poorest counties, since the once-booming gold and forestry/logging industries have suffered from recent environmental changes. Government agencies, including WIC in the Siskiyou County Health and Human Services Public Health Division, are now the largest employers in the region, primarily based in Yreka.

"Our staff travels about 45 percent of their work month to our outpost clinics; only two of the eight clinics are WIC-dedicated spaces. We pack up a few hundred pounds of equipment—laptops, educational materials, paperwork, breastfeeding supplies and pumps, and check stock—into our all-wheel-drive vehicles, then drive up to two and a half hours to set up our clinics in remote locations," explains Dana Kent, WIC Director. "The remote clinics include 100-year-old Grange Hall in Happy Camp and a tiny Resource Center in Dunsmuir, where one of our WNAs sits at a folding table in the middle of the playroom to provide WIC services."



*Nutrition Assistant Celeste McFall prepares the walkway to Siskiyou County WIC's Yreka Clinic*



*Going to work at a remote WIC site? First step: dig out the vehicle.*

A large migratory Hispanic community in the far Eastern part of the county is one of the fastest growing WIC participant groups. "Tulelake is one of my favorite clinics," says Anna Baez, WNA and the only fully Spanish-speaking employee. In less than five hours, we serve current participants and enroll new participants on the spot. It's very fast-paced and exciting to know that we can provide much-needed services in their language."

Challenges to providing WIC services in frontier areas include severe summer and winter temperatures, impassable roads due to snow or mudslides, truck traffic on two-lane mountain roads, even wildlife such as deer, elk, coyotes and bear. "The route to Happy Camp along cliffs above the Klamath River is one of the most beautiful, and yet most dangerous, we drive," says Celeste McFall, CLE. "We've done some fun off-roading to make sure our participants get the help they need."

Several areas of California are considered "frontier" and WIC serves them all. ***CWA commends all of you who go the extra and/or remote mile to serve WIC families!***

## Seeking Participant Feedback: A Best Practice!

**D**elivering quality nutrition services is one of WIC’s goals. Yet how can a local agency be sure they are delivering “quality” services? According to the USDA/FNS/WIC Nutrition Service Standards (<https://wicnss.fns.usda.gov/>), best practices include seeking WIC participant feedback on the strengths and weaknesses of services delivered. That is exactly what the **San Diego State University Research Foundation (SDSURF) WIC** agency did.

In late summer 2017, SDSURF sought feedback from participants on WIC staff performance, office environments, breastfeeding support, and group, individual and online educa-

tion. They used a telephone and online survey conducted in English, Spanish and Arabic, to capture feedback from the top three language preference groups found at SDSURF WIC. Over 1,000 participants completed the survey!

Survey results were overwhelmingly positive. On a scale ranging from “poor” to “excellent,” 99% of SDSURF WIC participants rated the overall services provided as either excellent (81%) or good (18%).

The SDSURF WIC staff were the stars of the survey, receiving outstanding ratings in many areas, including one-on-

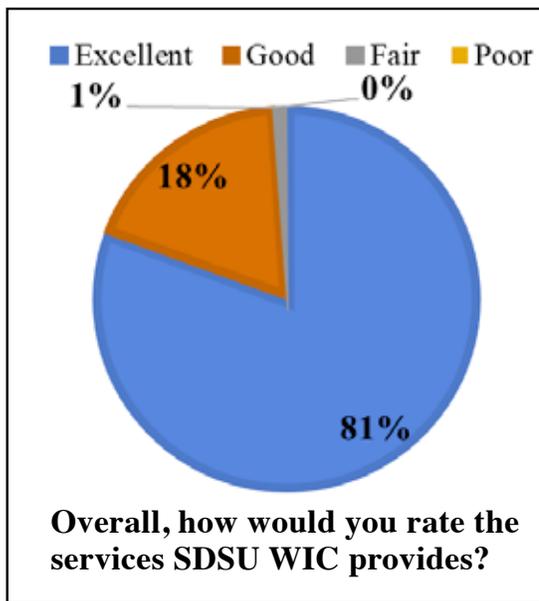
one counseling, breastfeeding support, and their ability to create a welcoming environment, listen, address participant concerns, and explain things clearly.

Was this survey effort worthwhile? Absolutely! SDSURF WIC confirmed that their staff are performing well, and importantly, they heard participants’ suggestions for improvement. Suggestions included improving wait time and keeping

children busy while attending appointments, having access to a wider variety of foods, improving the office appearance, and offering a wider variety of classes.

The USDA/FNS/WIC Nutrition Services Standards recommend the best practice of reflecting on feedback re-

ceived and creating action steps for quality improvement. They also recommend re-evaluation to determine the efficacy of action steps taken. So what is up next for SDSURF WIC? The agency is currently prioritizing areas for action and determining how to make agency improvements responsive to participant feedback. They are planning to conduct a second annual customer service survey in summer 2018. Just as importantly, they are congratulating staff on a job well done!



### Here is what some of the SDSURF WIC participants had to say:

*"[WIC staff] provide good education for new mothers whether in nutrition or newborn babies. You guys are the support that a lot of mothers need and the help for low income families so that they don't have to struggle as much."*

*"The information I received about breastfeeding was very useful especially because I am a first time mother. At the beginning I was supplementing with formula and they explain[ed] the importance of breastfeeding. They helped me a lot on feeling comfortable about it."*

*"I had a terrible experience when applying to other social service offices. I didn't want to apply to WIC because of those experiences. When my husband finally convinced me to apply it was a totally different experience and atmosphere. The staff was respectful. WIC is a good program."*

# Summer Lunch + WIC = Community Win!

## Solano WIC Helps Feed Kids in Summer

As members of Solano County Nutrition Action Plan (CNAP), the Fairfield Suisun Unified School District (FSUSD) and **Solano County WIC Program** have worked together on a variety of projects over time. So it was no surprise when FSUSD's Child Nutrition Director contacted WIC Director Denise Kirnig in Spring 2017 to ask if WIC wanted to be a community Summer Lunch site. After Denise consulted with her staff, they agreed to partner with the school district.

In their first summer of collaborating to provide lunches (Monday through Friday, 11am - 2pm) through the USDA Summer Meal Program, they served 1,134 cold lunches to children and youth up to age 18 years. Since the Fairfield WIC office is in a catchment area of a school where at least 50% of the students receive free and reduced-price lunches, no income verification was needed for children who wanted to participate.

Tables were set up in the main waiting room of the Public Health building and a child's table was placed outside the WIC office for the summer. FSUSD delivered the lunches each day in a refrigerat-

ed cart and the WIC staff distributed the lunches as families entered the building. Custodial staff put in extra time to wipe down the tables and vacuum every day. If the families were coming for WIC, they

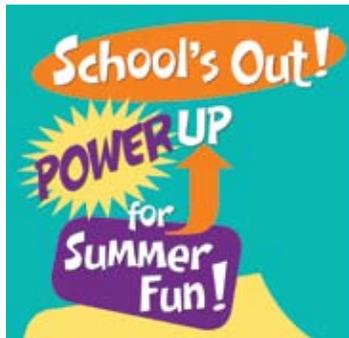
brought their lunch to the table outside of WIC so the children could eat as they were waiting. Families were also given a Food Resource Guide to ensure they knew about other resources in the community for food.

Solano County WIC also hosted a kick-off event at the start of

summer, involving local organizations to let the community know Solano Public Health would be a Summer Lunch site. The Food Bank of Contra Costa and Solano gave out a bag of produce. The

Nutrition Education and Obesity Prevention Program had information about ReThink Your Drink, and gave out physical activity items donated by a radio station. And the public library had a table to give out books and promote their summer read-

ing program. The Solano WIC staff are excited to participate again in summer 2018 and are already planning another kick-off event!



## Summer Lunch Going Strong in Other Agencies

"This will be the 7th year that **Merced County Community Action Agency** has had a summer lunch site at our main WIC location," says Karen Simmons Gillian, WIC Director. **San Ysidro Health Center** began offering Summer Lunch in 2016, thanks to partnerships spearheaded by Rebecca Gills, WIC Director.

You can read about their programs in past issues of the *WIC Watch* here: <http://calwic.org/news-a-publications/wic-watch> — see the Fall 2017 and Summer 2012 issues. CWA commends these agencies' long-term commitment to collaboration and Summer Lunch! If your agency is offering Summer Lunch, let CWA know so we can highlight your activities in a future *WIC Watch*.

## Consider Hosting Your Own Summer Lunch!

USDA's Summer Meal Program can bring critical nutrition to children and valuable federal funds to your local economy, but more local sites are needed to serve eligible communities. WIC can become an ideal lunch site when partnering with a local school district or nonprofit. Find out more on the CWA website: <http://calwic.org/focus-areas/wic-can-help/31-may-summer-food>.

**"This will be the 7th year that Merced County Community Action Agency has had a summer lunch site at our main WIC location."**

—Karen Simmons Gillian, WIC Director

## Combined Passion for Wellness Creates Stronger Team

The 43 employees spread throughout seven **Santa Clara County Public Health WIC** clinics are an active bunch, enjoying everything from cycling to scuba diving. But mostly they were active on their own. The process of becoming certified as a Well WIC Worksite created new avenues not only to share their commitment to and enjoyment of health, but to create a stronger work team.

Wellness Coordinators Cat Burmeister Loera and Sandra Hernandez worked side by side for nearly two years to overcome the challenge of widespread staff feeling like a disjointed team. They capitalized on monthly staff meetings, when staff were already gathered together, to promote wellness. They helped create an active, healthy environment and unite and motivate staff by offering group fitness classes, providing local resources, and coordinating wellness presentations.

Activity breaks at monthly meetings

help foster a sense of camaraderie and strengthen an already great team. Groups enjoy walking together during meeting breaks; it's a chance to get to know each other better. A Thriller-themed Zumba class at one meeting provided 30 minutes of sweat, shaking and laughter and helped shape a fun team environment.

A bimonthly WIC Warriors newsletter engages and encourages staff in their wellness efforts. It features a fun recipe or nutrition fact plus announcements of outdoor excursions such as trail hikes and



Santa Clara WIC staff ham it up for some "Thriller" fun and fitness at their October meeting.

runs for charity. Besides the newsletter and related email messages, each site receives packets of information to post on the clinic's bulletin board. Communication can be challenging, so they recently designated site champions to make sure information gets shared.

Wellness presentations by industry professionals have included workplace ergonomics, pressure points and mindfulness, ways to nurture personal and professional relationships, Rethink Your Drink, and more. Healthy potlucks were a tremendous hit, including EatFresh broccoli salad and grab-n-go yogurt parfaits.

WIC staff have become passionate role models for healthy living. Not only are they being recognized by CWA as a certified Well WIC Worksite, they also received a Gold Seal for Physical Activity at the Santa Clara County Healthy Worksite Awards in March 2017.



"We spend so much time providing knowledge and care to our participants. It has been empowering to see our staff validated for their work and encouraged to see value in themselves and take further steps toward improving their well-being." — Cat & Sandra, WWW Coordinators

## Small Changes, Big Impact

Staff at **Ampla Health WIC** has maintained an active Wellness Program since first certifying in 2010. To recertify last fall, they continued with physical activity breaks at every staff meeting, healthy snacks available at cost in the break room, filtered water at each WIC office, and more.

Wellness was integrated into quarterly staff meetings with food demonstrations and health presentations. Staff shared recipe ideas for Smoothies with Veggies, How to Make Three \$10 Pre-Made Meals, Cooking with Nuts and Whole Grains, and Healthier Salads. Wellness topics varied, from how to vacation on a budget and holiday stress management, to fire safety training and wellness around the world. WIC employees could win small prizes for establishing and tracking their own personal wellness goals, too.

While none of these activities is a huge undertaking, the overall impact can be life-changing. Chia Lee-Moua, a WNA for 20 years, is excited to share the impact worksite wellness has made in her life. In May 2016, Chia was diagnosed with prediabetes, high cholesterol, and high blood pressure and was struggling to manage her weight.

Her doctor recommended taking multiple medications to bring her lab values within normal range.

Deciding to take control of her own health, Chia asked for six months to try other ways to improve her health.

Chia's plan included walking 30 minutes daily at lunch, drinking 10-12 cups of water per day, and decreasing portion sizes at meals. Six months later, her lab values had improved but not to the extent she wanted or needed to manage her conditions. Yet she had lost five pounds and this small success motivated her to continue. For another six months, she used a Fitbit to track and meet her goal of at least 10,000 steps per day.

At her 12-month re-check, Chia's labs had all improved enough to reduce her blood pressure medication by half and reverse her pre-diabetes diagnosis. After attending the Spring CWA conference, she became a strong advocate of meditation and has since led meditation sessions at staff meetings. Chia graciously shared her success with coworkers and serves as an inspiration for others to continue on their wellness journeys.



Because Every Child Deserves the Best Nutrition

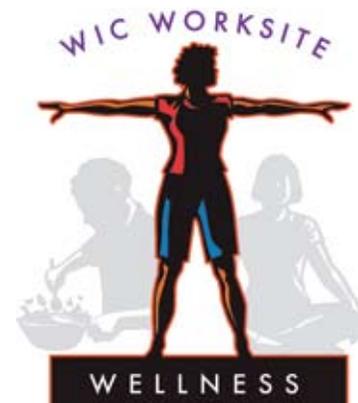
WIC and Medela share a mutual commitment to breastfeeding because breast milk provides important protection and the best nutrition for every child. Working together, we can provide the healthiest choice in nutrition.

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through it all



## Interagency Mentoring: Peer Support for Wellness

Most of us appreciate a boost to our professional skills and personal health. Sometimes, there's no better source than our WIC peers! To achieve recertification as a Well WIC Worksite, John Haubenstricker of **American Red Cross WIC** offered to mentor another agency's WWW Coordinator. Wendy Cervantes of **Butte County Public Health WIC** jumped at the chance to learn from a more-experienced peer. Here's what Wendy had to say about the process and results.

"John, thank you so much for your support as I got our wellness program back up. When I was assigned as wellness coordinator at Butte County WIC, I had little knowledge about what that meant. I just knew I enjoyed promoting health and being active. Thank you for helping me with the staff survey, where I got great data to help me understand what our staff need and enjoy. Our site

staff has been more active in the past month and we are currently doing a squat challenge. What a great way to start the year!

"I appreciate our monthly phone calls, as they helped me understand what the wellness program consists of. I got great ideas to start at our site, including a healthy snack bar, yoga and morning exercises. I have received good feedback and our staff is enjoying the motivation for more healthy habits.

"My goal for this year is to continue doing monthly challenges, incorporate well-being at our site and get recertified.



Wendy Cervantes (second from left) and Butte County WIC staff enjoy Yoga Day as a new way to stay well at work.

Now that we have discussed the steps to the recertification process, I feel more comfortable getting that done. I have a great number of activities that I want to do at our site and I am very excited for them. You were great at helping me elaborate on those ideas. Thank you for your time and knowledge and your willingness to mentor me through this process." – Wendy

Other recertifying agencies are ready to mentor you! Contact Margaret at CWA [maumann@calwic.org](mailto:maumann@calwic.org) if your agency would like to be mentored.

**"I got great ideas to start at our site, including a healthy snack bar, yoga and morning exercises. I have received good feedback and our staff is enjoying the motivation for more healthy habits."**



John (left) and fellow American Red Cross WIC staff know how to have healthy fun on the job.

# Challenge Your Coworkers and Yourself

Unique activities have helped **Planned Parenthood of Orange and San Bernardino Counties WIC (PPOSBC)** earn their WIC Worksite Wellness recertification. They formed small teams for a Charity Miles competition. The simple goal — “just walk!” — engaged over 46 competitors. Using the free Charity Miles app to log their miles, each person chose one of four approved charities to receive a donation for every



mile walked. Staff walked during work, at break times, off hours at the gym,

weekend hikes with family, even running marathons! During the six-week competition they raised over \$1,000 for charities and burned a lot of calories in the process.

“If you work for WIC there is a part of you that just loves food!” says Carlos Fernandez, WWW Coordinator. So it’s no surprise the quarterly Crock Pot Challenge and monthly Eating Smart activities were also a hit with staff. Small coworker



Zenaida Yglesias and Marlene Ramos bring their WIC Wellness spirit with them on a hike.

teams shared delicious recipes and menus, created elaborate table settings, and featured the end results on on Facebook @PlannedParenthood-WIC.

Carlos has embraced wellness in his own life since starting to work at WIC about two years ago. He tells of joining other staff brave enough to weigh themselves, so the staff Registered Dietitian could help them track weight management goals. “I couldn’t believe how much I weighed... the heaviest I have ever been. I was taking nutrition classes and doing nutrition projects in school, yet I managed to not apply those important nutrition concepts to my own life.”

Going through a personal “rough patch,” often feeling tired, slow, and lacking confidence, Carlos was glad when friends introduced him to a class at a nearby gym. Not usually the type to try a fitness class, and despite the physically intense challenge, he “fell in love” with this path to fitness and soon was on his way to becoming fit and strong.

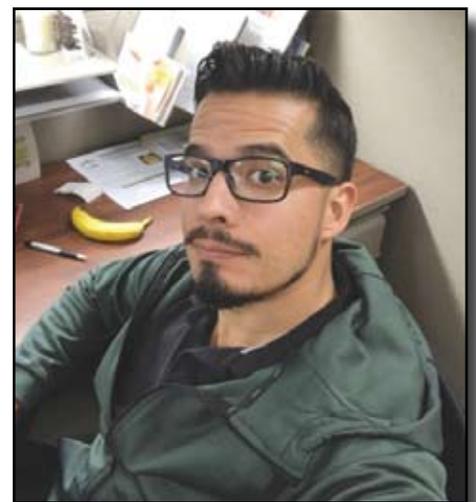
Carlos made new friends in class who had similar goals and motivated him to keep it up 4-5 days a week. The results: “muscles where I didn’t know they existed ...stronger ...a lot more energy! I had to buy new clothes which helped boost my confidence.” Over two years later, he has gained about 8 pounds of muscle and lost 25 pounds overall. Most of all, “I don’t think this would have been possible if I hadn’t worked for WIC and been exposed to nutrition every day.



Irene Salazar ran a 15K as part of the Charity Miles Challenge. What an accomplishment!

I am only getting started. I know I can get stronger.”

**CWA commends Chia, Carlos, their coworkers, and all of you working in WIC and finding success on your personal wellness journeys!**



Carlos Fernandez is more fit than ever after a few months of fitness classes, inspired by friends and WIC Worksite Wellness!

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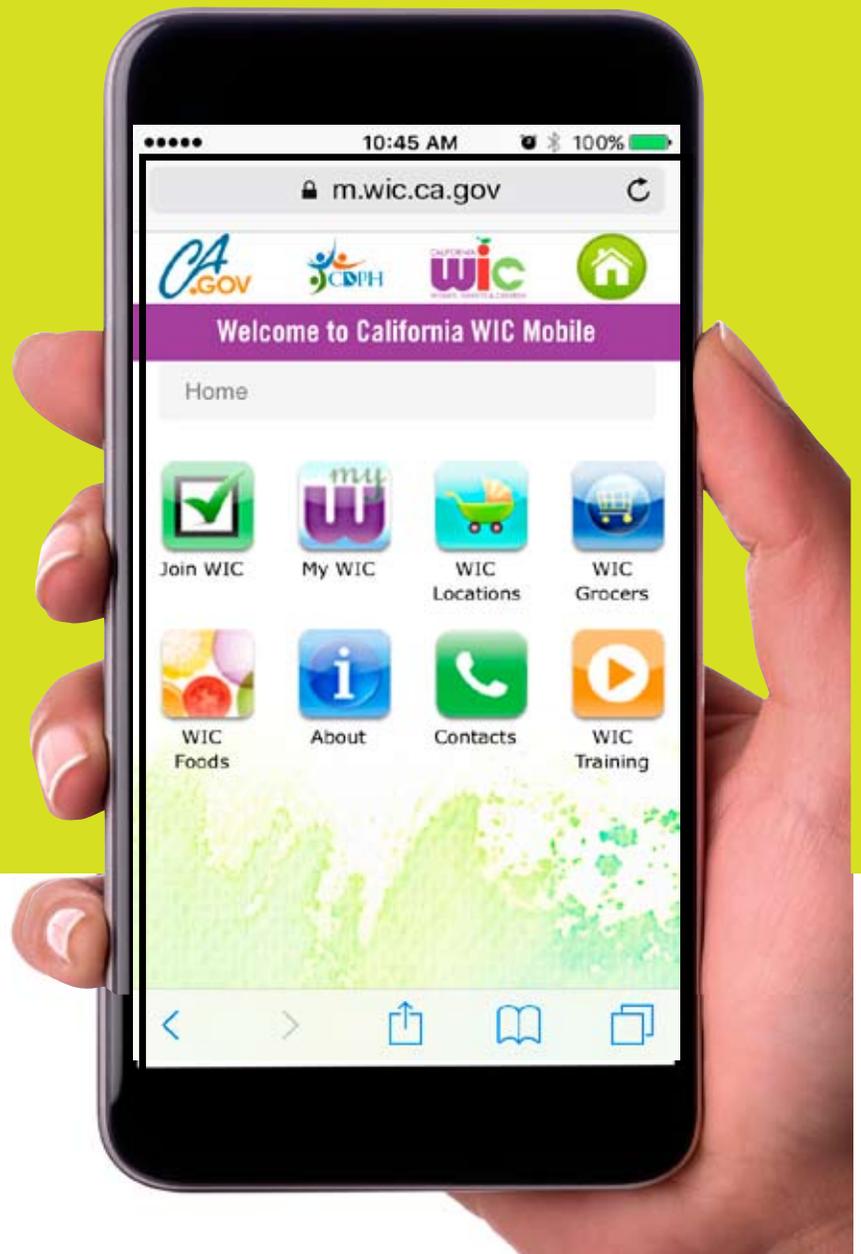
- Nearby WIC locations
- Nearby WIC grocers
- The WIC Food List/Shopping Guide
- Your next WIC appointment
- Your food checks received
- WIC income guidelines
- Plus much more!

**Get it today!**

Bookmark [m.wic.ca.gov](http://m.wic.ca.gov) to your phone now, or scan below



**Coming Soon!** Farmers' Market and Breastfeeding Icons



California Department of Public Health,  
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### Save the Dates

**World Breastfeeding Week**  
August 1-7

**NWA Nutrition &  
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Sept 24-27 • New Orleans

**CWA Fall Education Events**  
November 5-7 • Sacramento

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

Share the link with colleagues, family & friends!



## August 1-7, 2018



CWA encourages your local agency to work  
with partners during #WBW2018 next

**BREASTFEEDING  
Foundation of Life**

WABA | WORLD BREASTFEEDING WEEK

**August 1-7** to  
educate your  
community about  
providing the

support young families need to breastfeed successfully.

WBW resources will soon be available at <http://worldbreastfeedingweek.org/>. As you are planning, get inspiration and ideas from other Local Agency Breastfeeding Events at <http://www.calwic.org/focus-areas/breastfeeding/314>.