



# WIC watch



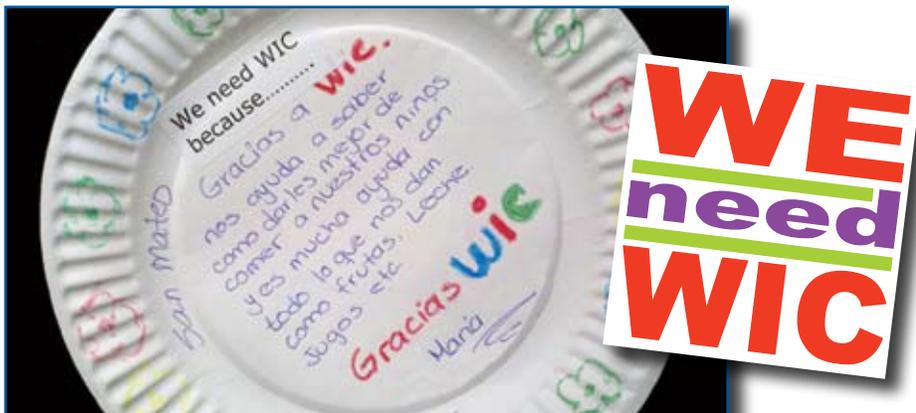
## CELEBRATE WIC!

As part of our **WE NEED WIC** call to action last fall, many of you participated in our grassroots campaign to collect paper plates and video stories from WIC families. The campaign was wildly successful! Your efforts contributed to a significant victory in Congress: the FY 2012 appropriations bill was signed, with no significant funding reductions to frontline WIC services.

However, WIC is not yet out of the woods. Unless Congress and the White House agree to fully protect WIC, the program could face automatic spending cuts in early 2013, as required by the Budget Control Act. To drive home the message that WIC cuts are simply unacceptable, we'll hand-deliver more plates to key offices in Washington, DC, in March.

While it's premature to throw a party over federal policy wins, this issue shows that there is much to celebrate on the frontlines of California WIC. WIC managers and frontline staff are working smarter than ever to deliver great services. A new cohort of **Academy for Participant-Centered Learning** (APL) is already hard at work. Newly-certified **Well WIC Worksites** are improving their health and productivity. Scores of **new lactation consultants** in California WIC are trained and ready to support breastfeeding as WIC's first line of defense against obesity.

We are grateful for the lasting contributions of several retiring staff, while we're reaching out with new webinars, our annual conference, and other resources that prepare students and younger staff to work smarter in WIC. **Celebrate with us!**



*"Thanks to WIC. It helps us to know how to feed our children better and it's a big help with everything ...like fruit, milk, juice, etc."*

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CALIFORNIA WIC ASSOCIATION  
1490 Drew Ave., Ste 175, Davis, CA 95618  
(530) 750-2280 • Fax (530) 758-7780  
E-mail: ltrue@calwic.org • www.calwic.org



## WIC WORKS: New Webinar Series Continues

Want fast, fun, fresh information? Join us in the next month on four half-hour webinars showing how WIC is working to improve public health. Each briefing will highlight new research that



documents the positive impacts of WIC on staff wellness, childhood obesity prevention, or maternal and child health. Several focus on

policy briefs recently published by CWA and our partners.

**February 2: WIC Worksite Wellness: A Powerful Tool for Cultural Change**

**February 16: Breastfeeding and Sugar-Sweetened Beverages: What's the Connection?**

**February 23: WIC Can Improve Interconception Health!**

**March 1: WIC Saves Lives by Reducing Alcohol Use**

All webinars are on Thursdays, 11:30 to Noon PST. You'll find detailed descriptions and registration links for each on the CWA website at <http://calwic.org/events/wic-works-webinars-2012>. We'll also post a recording of each within a few days, in case you missed it. We regret that we cannot offer CEU's for these Webinars. Questions? Call Meghan at CWA!

## 2012 Annual Conference and Trade Show



Come help us celebrate CWA's 20th Annual Conference and Trade Show, April 29-May 2. This year's theme—**Platinum Partnerships: Expanding Your WIC Network**—focuses on the benefits of providing stellar services by capitalizing on collaborations and providing leadership in the community. Times are tough, but this is when WIC really shines and the time we are most needed.

Conference sessions will showcase healthy habits at birth and beyond, improved WIC foods, many possibilities for collaborating with partners, and opportunities for staff leadership in the clinic and community. From Sunday's pre-conference workshops to the final sessions on Wednesday morning, you'll learn valuable professional skills from presenters with a wealth of practical expertise.

If you've been to our conference before, you know that's not all. You'll also have myriad opportunities to network, share with other local agencies, recognize students and peers, and participate in wellness activities. If you've never been to our conference, you're in for a treat!

Registration is now open at [www.regonline/cwaannualconference2012](http://www.regonline/cwaannualconference2012). For hotel information and updates on the conference agenda/program, look on the CWA website at <http://calwic.org/events/2012-annual-conference>. We look forward to seeing you in Palm Desert!

## SAVE THE DATE!

### Policy Day 2012

Help us offer up clear messages to our State Legislators about the valuable impact of WIC on **May 30, 2012, 1-5 PM** at the State Capitol. Lunch included! Check the CWA website's events section in the coming months for more details.



**STAY CONNECTED!**

Follow us on **facebook**

and **twitter**

and read our **blog** at [www.calwic.org](http://www.calwic.org)!



## Legislative Update

### FY 2013 WIC Funding

Because the Deficit Reduction "Super Committee" failed to achieve its goal, the first round of sequestration, or automatic cuts, is now supposed to be in place by January 2013. But nobody knows HOW those cuts will be implemented, especially in 2013. It will be up to Congress to decide how to allocate the cuts during the appropriations process. Failing that, OMB and the President must implement across-the-board cuts to bring federal spending levels to the caps set by the Budget Control Act through 2021. According to the Center on Budget & Policy Priorities, this would result in a 9.1% cut in most affected non-defense discretionary programs in 2013 to meet deficit targets.

While WIC is not exempt from sequestration, it should be. Almost every other major low-income program is exempt. To ensure that WIC is protected from harmful and damaging cuts, CWA sent thousands of paper plates to members of Congress over the holidays, urging them to HOLD WIC HARMLESS! We will continue to educate Congress during 2012 by broadening our WE NEED WIC Campaign to include WIC business and community partners. Watch for next steps in the coming months!

**2012 NWA  
Leadership Conference,  
March 4-6, 2012  
Washington, DC**  
<http://www.nwica.org/?q=events/a1-2012>

### State Budget Blues

On January 5, Governor Jerry Brown released his 2012-13 budget proposal to address a \$9.2 billion projected shortfall, with a major assumption that voters will approve a revenue measure in November raising close to \$7 billion. Failing that, an additional \$5.4 billion in cuts would be triggered. Deep cuts to health and human services programs, as well as student aid and child care, are central to the plan, with welfare cuts bringing CalWORKS grants to 1980's levels. CWA will join forces with human services advocates to mitigate the damage and urge a fair and balanced approach.



### CWA Bill

CWA plans to introduce legislation requiring California to expedite implementation of WIC benefits via electronic benefits transfer (EBT) by seeking all possible ways to streamline and speed up IT planning and approval processes needed. The goal is to go live with WIC EBT by January 2014! Stay tuned for details in March!



### Outstanding WIC Ambassador

CWA wants to recognize **John Haubenstricker**, Registered Dietitian at **American Red Cross WIC in San Diego**, as an outstanding WIC Ambassador and advocate for WIC. John's dedication to advocacy has been apparent through endless legislative efforts at the state and national level. In 2011, John attended NWA's Leadership Conference in Washington, DC, and worked diligently on the We Need WIC campaign whenever help was needed. Through his strong leadership, John secured visits to his local agency from Congressman Bob Filner and Darrell Issa's Director of Constituent Services, to help bring the essentiality of WIC to the forefront of their agenda. At the State level, John worked to secure the passage of SB 502 this past fall. Thank you, John, for being an excellent Ambassador for WIC. Keep up the great work!






## Congratulations to APL Class of 2012!

The second year of the Academy for Participant-Centered Leadership (APL) program is in full swing. Having completed a leadership workshop and two webinars, APL trainees are now exploring WIC services at their sites and developing Platinum Projects to improve services and to strengthen their leadership, communication, and collaboration skills.

WIC staff members participating in APL are encouraged to connect with others at their agency and to respect and value the expertise and perspective everyone brings. APL offers opportunities to network and partner with APL trainees from both this year and last year's class of 2011. We look forward to showcasing platinum project outcomes in the coming year.

### Introducing the APL Class of 2012...

**Clinicas de Salud** - Maira A. Campillo

**Community Bridges** - Kate Hinnenkamp,  
Maria Belia Murray

**Community Medical Centers** - Erin Garcia

**Community Resources Project** - Amanda (Yu) Wang,  
Juliya Yegorov, Melody Washington

**El Dorado County** - Kristine Beltran

**Fresno EOC** - Augie G. Blancas

**Glenn County** - Alison Vera

**Humboldt County** - Dana Vogeles

**LA BioMed** - Alma Garcia Quiroz, Irene Heath, Rosa Leon

**Long Beach** - Aida Hyacinth, Jasmine Croom

**Mendocino County** - Azalia Garduno

**Orange County** - George Varela, Irma Calata

**PHFE** - Beth Cordova, Sandy Henderson, Sonia Lopez,  
Synthia Webster, Zonia Flores,

**Planned Parenthood** - Cecilia Gwon, Zenaida Yglesias

**Riverside County** - Brenda Romero, Rick Alvarado

**San Francisco** - Angelica Ibarra, Rebekah Buzalich

**San Mateo County** - Ana Klanjac, Araceli Martinez

**San Ysidro Health Center** - Remedios G. Reyes

**Scripps** - Lynn Martin

**SDSU** - Caitlin Cameron, Rosie Garcia

**Solano County** - Dayana Valdiosera-Torres, Maria Castro,  
Rogelia Ponce

**Tulare County** - Jan Grimmus, Leonor Maestas-Banuelos

**United Health Centers** - Esmeralda Robles

**Yolo County** - Adriana F. Sanchez, Sandra Moreno

**State WIC Division** - Andrea Thomas, Annalisa Sherman,  
Cheryl Winiecke, Dave Wilson, Jeanne Cornsilk, Kerry  
Wyatt, Lindsay Shoemaker, Rita Whitmore, Shelley  
Mueller, Shiella Rivera, Tawny Cowell

## Extended One-Year Child Certification

*"I heard it through the grapevine..."* 

.....that USDA is allowing states to lengthen the certification from 6 months to one year for children ages 1 - 4. Isn't that simply fabulous?!

By removing the certification procedures at the child six-month appointment, you will have more time to provide nutrition services to your participants.

**Here is a review of what the child mid-certification will look like:**

You will no longer have to conduct these mid-certification tasks for children at their 6 month appointments, hooray!

- Requesting proof of address
- Requesting proof of income
- Reviewing Rights and Responsibilities
- Asking certification-related ISIS questions

WIC counselors will complete a nutrition assessment which includes:

- Anthropometric measurements: referral data of 60 days or less are acceptable. The child **need not be present** if a completed WIC referral

is brought in.

- Health and dietary assessment
- Immunization screening and referral
- Bloodwork (if needed)

Watch for more PWPC updates as California State WIC extends the child certification to one year!



**WIC State Update**

**Baby Behavior Prenatal Education: What Are People Saying?**



All California WIC agencies successfully rolled out the new "Understanding Your Newborn Baby's Behavior" in late Fall 2011. We're thrilled with what we're hearing...

**From participants:**

*"I like getting the information while I'm pregnant because I feel more prepared for my baby's arrival."*

*"I wish I would have known about baby behaviors sooner."*

*"I have other children and I still learned something new!"*

*"I feel more confident in knowing how to calm my baby... The information is so helpful."*

*"The booklet and DVD are great! I am really excited to share them with my mother because she has my baby a lot."*

**From staff:**

*"Everyone loves to teach this class. Staff is so excited about it that this is the one class they don't want to trade..."*

*"Many participants appreciate learning how to recognize their baby is hungry before they start to cry."*

Keep up the inspiring work! Remember, campaign information and materials are available at <http://www.cdph.ca.gov/programs/wicworks/Pages/WICCaliforniaBabyBehaviorCampaign.aspx>.



**Handouts for Parents of Young Children Refreshed!**

The California WIC Program recently revised handouts for parents of children aged one to four years: "I'm 1", "I'm 2", "I'm 3", and "I'm 4", in English and Spanish. These replace the existing "Feed Me" and "Help Me Be Healthy" series, and will be great for individual and group education, at the annual recerts,



and as part of age-appropriate classes. View them on the WIC

web site: <http://www.cdph.ca.gov/programs/wicworks/Pages/WICEducationMaterialsChildren.aspx>

Along with new graphics and layouts, you'll find: a food guide (with reference to MyPlate); a sample menu; and sections on trusting the child to eat the right amount, family meals, healthy snacks, food safety, age-appropriate play and normal development. Each handout invites the parent to create a sample menu, mark play activities to do, and write a healthy change their family will make. Personalizing the handout will encourage the parent to continue using it at home.



Many thanks to the WIC Education Committee which provided extensive input, and to the local agencies that participated in the field testing: American Red Cross, Community Bridges, Northeast Valley, PHFE, Riverside, San Bernardino, Santa Clara, Shasta, and Watts.

***"I like getting the information while I'm pregnant because I feel more prepared for my baby's arrival."***



## Breastfeeding Updates

# Walk the Breastfeeding Talk

**S**aying that WIC is a breastfeeding program is easy. We've got this down.

**Showing** that WIC “walks the talk” and breastfeeding is the norm in all our agencies is an opportunity for WIC. Together, with continued commitment and work, we can truly become a top-notch breastfeeding program.

Now is the time to roll up our sleeves and back up what we say with our actions—show the families we serve that everyone in WIC supports breastfeeding as the normal way to feed an infant and improve health outcomes. The rollout of the new WIC food package with improved breastfeeding policies and the increase in Peer Counselors have had a positive impact on our breastfeeding rates and obesity; read CWA's recent policy briefs at <http://calwic.org/news-a-publications/publications-library>.

In February 2011, National WIC Association (NWA) published the following Six Steps to Achieve Breastfeeding Goals for WIC Clinics:

- Step 1** Present exclusive breastfeeding as the norm for all mothers and babies.
- Step 2** Provide an appropriate breastfeeding-friendly environment.
- Step 3** Ensure access to competently trained breastfeeding staff at each WIC clinic site.
- Step 4** Develop procedures to accommodate breastfeeding mothers and babies.
- Step 5** Mentor and train ALL staff to become competent breastfeeding advocates and/or counselors.
- Step 6** Support exclusive breastfeeding through assessment, evaluation, and assistance.

As part of the next three-year Nutrition Service Plan, we are including breastfeeding goals to start you on your way. We know that adding breastfeeding advocacy or support to all duty statements and ensuring that all staff receives breastfeeding training may present a challenge, but there are ways we can work on this together.



We've discovered that while the Breastfeeding Community Assessment for Peer Counselor programs takes time to complete, it has proven to be a very useful tool for agencies--showing what they do well, what they need to improve, and how to connect within the community to build a breastfeeding infrastructure that supports breastfeeding as the norm.

The mothers and babies we serve depend on all of us to walk the talk. Let's get to work and build our knowledge, skills and attitudes so when people in our communities think breastfeeding, they think WIC.

—From  
Erika Trainer,  
Breastfeeding Division,  
California WIC Program





## Breastfeeding Updates

### New IBCLCs in WIC

Congratulations to all the new International Board Certified Lactation Consultants (IBCLC) in California WIC! And kudos to the WIC agencies for their efforts to support workforce development for staff advancing their education to become lactation experts. With the steady increase in breastfeeding



rates among WIC moms, coupled with preventive services soon to be required under health care reform, more IBCLCs are certainly needed!

Results of the 2011 certification exam indicate that there are 86 more IBCLCs in California WIC agencies. That's impressive! Some of these individuals worked doggedly over several years' time to take classes, work with moms, and attend conferences and workshops to qualify for the exam. Others tapped into the Grow Our Own lactation program, sponsored by **Riverside County WIC** (see page 3 of the Summer 2011 WIC Watch), and committed to 15 months of intensive classwork, supervised hours of lactation counseling, and attendance at conferences to prepare for the IBCLC exam.

This rapid growth in the IBCLC workforce calls for some thoughtful planning. We must look to the future so these professionals can fulfill the educational requirements for maintaining their status as lactation consultants. Agencies need to be strategic in using IBCLCs to improve breastfeeding rates and provide targeted staff support. And WIC needs to work with community partners such as medical providers and other lactation consultants to establish effective breastfeeding support.

We've recognized the new lactation consultants by agency and name (when possible) on the CWA web site. Look for these shining stars under the Breastfeeding Focus Area, and congratulate them in person when you can!



New IBCLCs in **San Joaquin County**—just some of many statewide!

### Regional Breastfeeding Liaison Update: Building Sustainable Networks

WIC folks in **Santa Cruz County** have made significant progress in a short time toward building sustainable breastfeeding support.

Focusing on worksite lactation, Robbie Gonzalez-Dow, RBL, has developed working relations with Reiter Brothers, one of the largest strawberry growers with multi-state operations. Their work together has resulted in the company's written policy to accommodate worksite lactation that will be fully implemented in April 2012 with the new harvest.



Robbie Gonzalez-Dow, Community Bridges WIC, works with Dr. Langhorn, pediatrician at Salud Para La Gente, to ensure high-quality medical care.

Robbie has also been working in the field with Reiter staff, developing a video that will assist mothers with information for pumping while returning to field work. Stay tuned for this great tool!

Another key partnership between **Community Bridges WIC** and a community clinic, Salud Para la Gente, provides breastfeeding training for medical staff and improves referrals for mothers. Staff from both agencies has visited each other's sites, which has greatly improved their understanding of services.

And in a recent development, physician members of the local Medical Society decided they will take steps to improve breastfeeding support, following a presentation by Robbie on the importance of breastfeeding as a health strategy.

Congratulations on the quick work in short time! Questions? Contact Robbie at [robbieg@sccwic.org](mailto:robbieg@sccwic.org).

**Worksite Wellness**



**Congratulations to Newly Certified Well WIC Worksites!**

**San Luis Obispo County Strides into Third Year**

**San Luis Obispo County** started WWW with a work plan (each staff member contributed) and a realistic two-year commitment. One-page wellness newsletters go out monthly, and each month's staff meeting features a dedicated wellness segment with a seasonal fruit or vegetable recipe demonstration and tasting, nutrition and health tips, and a group physical activity. These activities generate lots of enthusiasm and participation from the 15 staff from seven clinic sites!

Several employees have changed food purchasing habits to help their families eat better, and many now regularly exercise during work breaks as well as weekends. Others feel that WWW positively changed the WIC worksite culture, making wellness fun! Some say, "having a broader perspective on wellness and its importance has led me to share more information with WIC participants." And one professional is grateful especially for support and accommodation to continue breastfeeding her infant.

As SLO County enters a third year of WWW, partnerships that help them move forward as funding



SLO County WIC staff members are anything but slow as they get into Zumba!

shrinks include: fitness classes offered to all county employees (not just WIC) through the Risk Management Department as Employee Health Benefits; and future WWW activities planned by County Health Department Dietetic Interns that staff can conduct.

**Santa Barbara County Walks the Talk**

Promoting overall health while becoming WWW certified has been a successful and gratifying experience for **Santa Barbara County WIC's** 38 employees at eight clinics. They've seen positive changes in staff lifestyles, from drinking more water to a major weight loss (45 pounds!). Even more rewarding: witnessing staff becoming better nutrition educators, using their own personal experiences to help participants make healthier changes for their families.

Highlights of Santa Barbara County's WIC wellness journey include:

Physical activity events are now the norm. It's fun to see the competitive spirit come out in staff participating in a 5K run/walk at all-staff



Staff at the **Betteravia Clinic** in Santa Maria represent the spirit of wellness throughout Santa Barbara County WIC.

meetings, two Public Health Department Walking Challenges, or physical activity breaks during trainings and meetings (think Zumba!).

Staff enjoys healthy potlucks at meetings/trainings, using WIC cookbooks and sharing home-grown vegetables and fruits.

The Rethink Your Drink Campaign inspired a four-week wellness challenge to reduce soda intake, positively impacting not only staff but also their families. One reported, "I stopped buying soda for my kids and they started drinking more water!"

**Community Bridges Embraces Wellness**

Staff at **Community Bridges WIC** is proud of their status as a Well WIC Worksite, and readily acknowledges their commitment to employee wellness for several years. Some of the many great ideas they've used to develop a healthy workplace for 36 staff at two sites include:

- A wellness library with books, magazines, reference materials, and recipes
- A contest called The Biggest Winner, in which teams get points for a variety of wellness



CWA's Karen Farley congratulates the Community Bridges Wellness Team on becoming WWW certified.



## Worksite Wellness

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activities, like actively playing with children or pets, eating at least 5 fruits/vegetables a day, meditating, scheduling a dental appointment, shopping at a farmers market, getting a massage, starting a piggy bank, or motivating a friend to walk together.

- Reading together 'book club' style, *Nonviolent Communication: A Language of Life* by Marshall Rosenberg, resulting in improved staff communication and customer service
- Excellent materials for stress reduction with simple ideas for ensuring daily wellness

Staff report they feel respected and value a strong camaraderie with their co-workers. That's a huge part of being a Well WIC Worksite!

### WWW at Spring Conference

Plan to dress for physical activity! We'll have early morning activities and breaks throughout the conference.

**Would someone in your agency be willing to lead a physical activity for the Spring Conference?** Contact Teresa Morris at [tmorris@calwic.org](mailto:tmorris@calwic.org).

Keep your eyes open for more information about the WWW meeting we'll hold during the Conference.

**Would you like to let other agencies know about WIC Worksite Wellness in your agency?** Contact Teresa so we can include you in the Local Agency Sharing Tables.

## Tips for Keeping Your 2012 Wellness Resolution

### Focus On One Resolution

If you try to change everything all at once, you'll end up changing nothing. Think of the one thing that is the most important for you to work toward, and make that your one resolution.

### Plan Ahead

People often make a New Year's resolution on a whim, then drop it when it becomes impractical. If you really want to change something for the upcoming year, craft a realistic game plan.

### Commit To 21 Days

It takes 21 days to form a habit. Focus on just making it through those first three weeks. If you were able to form a habit, great! If you decide that you really dislike your resolution, at least you gave it a fair chance.

### Take Baby Steps

By taking baby steps, you can gain motivation from the progress you have made, rather than striving for an unattainable milestone.

### Create a Reward System

Reward yourself when you make progress. If you're trying to eat healthier, perhaps just one day a week you could eat whatever you want. Or do something fun not related to food. Remember: only take a reward day if you stick to your rules the other 6 days of the week.

### Penalty Motivation

For every time that you are unable to keep your resolution, put a dollar in a jar, then move on. Just make sure that the money from the jar goes to save for your future.

### Don't Get Burned Out

When you make a wellness resolution, you are trying to change something about your life, but that resolution does not need to become your whole life. Continue with your life as before, just with this one positive addition.

### Remember Why

You make a resolution because there is something that you need or want to change. Focus on that reason, and you're more likely to stick with your resolution. Do whatever it takes to remember to become a better version of yourself.

Adapted from <http://www.moneycrashers.com/top-new-years-resolution-tips-ideas/>

**WE need WIC** Platinum WIC

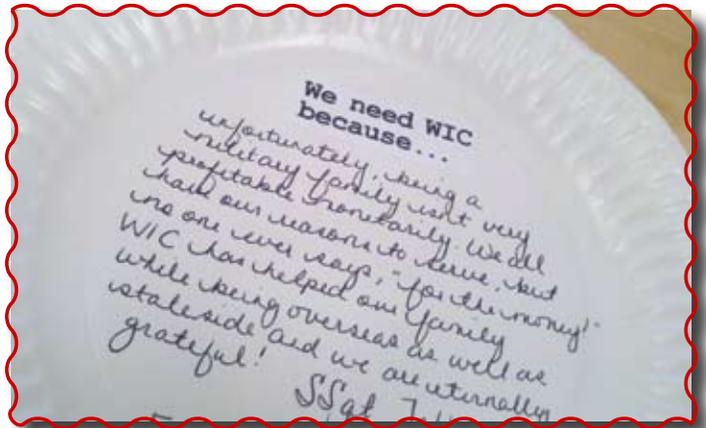
# Paper Plates Tell Success Stories

The **WE NEED WIC** paper plate and video campaign collected over 65,000 heartfelt messages from WIC participants. They are amazing, as you can read below! See more on our Facebook page <http://www.facebook.com/pages/California-WIC-Association/108272802776> and YouTube site. <http://www.youtube.com/weneedwic>.

**THANKS TO ALL WHO HELPED WITH THIS CAMPAIGN!"**

**"Being a family of three... living off part-time income, the WIC Program is a very important asset in our lives. We struggle every pay period to put food on the table, fill our gas tank and pay our bills. WIC helps us with milk and eggs, two of the primary items that my one-year-old currently intakes. Something that helps my child eat every day is not something that I take for granted."**

**"We need WIC for everybody, to provide for the needy and... for our health. We need to feed our family healthy food so that we don't have to be obese."**

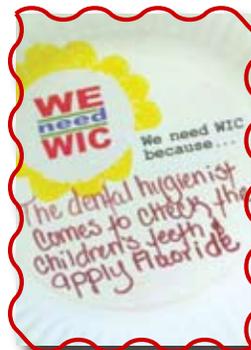


**"Twenty years ago as a young mom, my local WIC program was my ONLY source of how to take care of myself and my daughter – basic good nutrition and shopping basics. Over the years, as our family grew, I knew if we really needed help I could go to the nearest WIC office."**

**"WIC tiene muy buenas clases donde nos enseñan mucho para cosinarlos a neustros hijos. Gracias!"**



**"I need WIC ... especially for the milk. I have two children and one of them is allergic to cow's milk and soy milk is very expensive. With WIC it's a great help. I also love the bread, peanut butter, and the money for fruits and vegetables. I need WIC so my kids eat healthy... Thank you for everything."**



**"I don't know what I would have done without WIC then or now. And I worry—what would a first-time mom without family nearby do if she didn't have a resource like WIC? Especially today when the economy is so bad."**

**"WIC has been an important part of our family's resources for nutrition classes and help with the basics like milk, cheese, cereal, etc. DON'T STOP WIC! It is so important to so many! The benefits, I'm sure, far outweigh the costs. Many, many, many thanks from a grateful mom."**

 **Career Spotlight** 

**Anne Garrett** 

**A**nne Garrett, Breastfeeding Coordinator, was honored in December with a San Mateo Women in County Government Award for her lifelong pursuit of professional self-development.

In elementary school, Anne decided to become a nurse. Combining her nursing background and her second field of study, lactation, she has served not only mothers and babies but has taught and mentored many other women as they became lactation experts. In the WIC world we have all benefited from Anne's guidance on committees, policies, trainings and conferences, in addition to her stellar work at **San Mateo County WIC**.



In 2011 Anne was named as a Fellow of the International Lactation Consultant Association, the highest honor bestowed on a member in the field of lactation. With a broad and deep understanding of lactation, and an ability to see the potential in others, she brings out the best in mothers and staff. Thank you, Anne, for your service to not only WIC families, but helping WIC to be the high quality program it is.

**Nancy Meredith** 

**N**ancy Meredith retired in November 2011, after 27 years as a degreed nutritionist with **WIC in Siskiyou County**. Serving such a large, rural county often means driving to sites hours from the Yreka headquarters, rain or shine, snow or sleet! Nancy and her husband, a retired teacher, volunteer as a rescue site



for birds and animals, so Nancy will stay plenty busy in her retirement! In the photo, she's being honored for her dedicated service by Andrea Barandas, Jared Garbutt, and Andy Barbusca (all of State WIC) at the Sierra-Cascade Regional Meeting.

**Carole McCrary** 

**C**arole McCrary, MS, RD, retired in October after 33 years as Managing Director with **Scripps Mercy Hospital San Diego WIC** -- a medium-sized agency serving mixed ethnic cultures in several urban neighborhoods. Within days of retiring, she rewarded herself and family to a three-week Mediterranean cruise and tour of Italy and Greece. She volunteers some each week at Scripps WIC during the interim search for her replacement. The rest of her time is spent working-out, reading and planning the family's next vacation. Carole's personal and professional life was showcased in a photo montage at the 2010 CWA Fall Management Conference when she was honored with the Career Achievement Award. She feels privileged to have worked with the WIC program during its evolution and transformation into America's premier health and nutrition program.



**Concepcion Aranda** 

**C**oncepcion (Concha) Aranda began working at **La Clinica de La Raza's WIC Program** in early 1976 as a Bilingual Clerk, when a Cuban nutritionist took Concha under her wing. Soon she was assisting with



nutrition and breastfeeding classes and one-on-one nutrition interviews while still a Bilingual Clerk, making her one of California's first Nutrition Assistants, years before the WNA Program training was initiated. Over the past 35 years, Concha also worked temporarily in

the Alameda County WIC Program, and her daughter, Estela, works at WIC in Berkeley. Always maintaining a very active and adventurous lifestyle, when she's not subbing at La Clinica WIC, Concha loves swimming, going to casinos, and traveling to Mexico.



**California WIC Association**  
 1490 Drew Avenue, Suite 175  
 Davis, CA 95618

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**WE'RE  
GOING  
GREEN!**



Read the WIC Watch  
 online at <http://calwic.org/news-a-publications/wic-watch>.  
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Share your best practices  
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 around the following themes:

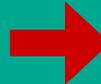
**SPRING CONFERENCE 2012**  
**PLATINUM PARTNERSHIPS:**  
*Expanding Your WIC Network*  
 Deadline: February 27, 2012

**SUMMER 2012**  
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Contact Margaret Aumann at:  
[maumann@calwic.org](mailto:maumann@calwic.org)

CWA, 1490 Drew Ave., Ste. 175  
 Davis, CA 95618

530.750.2280 phone • 530.758.7780 fax



## Save the Dates

2012 NWA  
 LEADERSHIP CONFERENCE

March 4-6, 2012 • Washington, DC

CWA ANNUAL CONFERENCE  
 April 29-May 2, 2012

Marriott Resort • Palm Desert

CWA POLICY DAY  
 May 30, 2012

State Capitol • Sacramento



## Click for WIC!

For updates to our **We Need WIC Campaign**, including campaign materials and advocacy tips, visit <http://calwic.org/policy-center/we-need-wic> and **CLICK** on the round button.