



WIC watch

Thanks for All That You Do!

The California communities we serve are still struggling through hard times. Those of you on WIC frontlines are seeing more families coping with unemployment, food insecurity and stress – and it does not look like economic conditions will improve quickly.

WIC benefits are pretty modest: about \$40 worth of nutritious groceries, a monthly conversation about health and nutrition issues, and referrals to other helpful services that a family might need. What makes WIC so uniquely effective is the quality of what we offer: WIC foods now model healthy choices with freshness and variety. WIC education is fun, interactive, and learner-centered. WIC referrals are updated and tailored to real needs.

So we offer a great product that is helping families survive and thrive. Our next challenge is to improve how we deliver it! The WIC Goes Platinum campaign gives us a chance to get to that next level: sparkling and welcoming sites, user-friendly access, and friendly and supportive employees.

No matter where you are on the Platinum WIC journey, take some time to rest and renew yourself during this Holiday Season.

AND...THANKS FOR ALL THAT YOU DO! –The CWA Board and Staff



WIC Goes Platinum is a process that is being led by frontline WIC site staff – that person with the special passion for improving anything and everything that could make the difference between “just WIC” and “WOW!” for participants who walk in the door every day.

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 **WIC Division News**

A New Vision for California WIC

“What We Do, We Promise We Will Do It Well”

WIC Division Chief, Michele van Eyken has laid out a bold path for WIC, reaffirming its role in realizing the nation's public health goals with platinum quality participant-centered services, and an unwavering commitment to utilize our circles of influence and control to make good on the promises of strong Child Nutrition Reauthorization and FFY 2011 budget.

Vision

WIC Families will be self-sufficient in keeping their young children

- ✓ healthy;
- ✓ well-fed;
- ✓ active; and
- ✓ ready to start school.

Goals

- Maximize and deliver funds and other resources to contractors, authorized vendors and partners to provide accessible and participant-centered services to WIC families;
- Design, implement, maintain and share evidence-based strategies for nutrition education, breastfeeding, physical activity and other services for WIC families,
- Recruit, retain and support the best of professional staff; improve both internal and external partner communication and infrastructure.
- Meet and exceed federal and state requirements for program integrity and accountability for taxpayer dollars.

2011 Objectives

Utilize our federal funds to move us ever closer to Platinum Services:

1. Improve access to program services.
2. Expand breastfeeding peer counseling programs.
3. Systematize participant-centered Platinum services.
4. Plan to replace ISIS and to implement electronic benefit transfer (EBT).
5. Implement statewide video-conferencing infrastructure.



Education Campaigns



Healthy Foods and How to Buy and Prepare Them



Breastfeeding Support



Families grow healthy with WIC



New Place, New Faces!

CWA Staff Changes and Office Move!

CWA is in the midst of several major changes including existing staff leaving the organization and new staff coming on board. We have said, 'Best Wishes!' to **Robbie Gonzalez-Dow**, **Nancy O'Connor** and **Halley Carlquist**, and hello to **Jasmine Pettis**, **Teresa Morris** and **Donna Hoffman**.

Nancy is enjoying time to travel and spending time with the family. Her WIC friends across the state miss her positive energy and creative ideas. CWA staff is deeply appreciative of her many contributions to our events and mission to serve our WIC agencies and ultimately WIC families. **Robbie** is now working at Community Bridges WIC as Regional Breastfeeding Liaison and is also continuing her position as Executive Director of the California Breastfeeding Coalition. Robbie is missed very much, and we wish her the very best in this new, exciting phase of her life. We miss **Halley**, who is completing her Master's Degree at UC Davis in Maternal and Child Nutrition and hopes to stay in the WIC community.

Welcome to **Donna**, who has been appointed the Program Coordinator. Before joining CWA, she worked at the American Cancer Society's Government Relations Office on cancer related legislation and policy initiatives. She has a degree in International Relations, with experience in advocacy and public health. **Teresa**, our new Project Coordinator, comes to us also from American Cancer Society, and has worked at Hands on Sacramento and United Way. She is a Board member for Pros for Youth, a non profit organization where professional athletes serve as mentors to at-risk youth. We are thrilled to announce that our star intern, **Jasmine**, is now our Admin Coordinator.



The CWA Office Has Moved!

EFFECTIVE NOW:

1490 Drew Drive
Suite 175
Davis, CA 95618
Ph: 530-750-2280
Fax: 530-758-7780

2011 CWA Annual Conference

WIC Works: Getting Real About Going Platinum

March 27-30 • Fairmont Hotel, San Jose



2011 Hospital Breastfeeding Report Release

Plan for the next hospital breastfeeding report release, January 27, at a press event at the Capitol. Using 2009 hospital breastfeeding data, to be released by CDPH, MCAH Program in late December or early January, CWA and UC Davis Human Lactation Center, will report on hospital breastfeeding rates and hospitals overcoming barriers to improve breastfeeding quality of care.

The report and county fact sheets will be posted at www.calwic.org.

Breastfeeding Policy Forums

Want to take a first step to partnership in your community for breastfeeding as a health policy matter? Use the 'shovel ready' tool kit from CWA to hold a Breastfeeding Forum in your local hospital. This summer, CWA, local breastfeeding coalitions and community partners held a series of Breastfeeding Forums in hospitals across the state. The forums allowed local providers an initial opportunity to discuss breastfeeding policy and plan steps to improvement. **A toolkit is now available for your use.** <http://calwic.org/focus-areas/breastfeeding/123>



Calwic.org Has a New Look!

CWA has a strong track record of advocacy at the state and national level on health equity issues. With this new communication platform, we aim to increase our ability to effect systems change for improved health outcomes, working with our WIC members and community partners.

Visit our website, read our Flash e-newsletter, and WIC Watch magazine. Check out our new blog!

Look for these improvements:

- Our updated Flash e-newsletter has received positive feedback from readers as a reliable source for timely legislative news, reports, resources and training opportunities.
- Look for easy access to specialized information, policy papers and talking points on WIC related nutrition, breastfeeding and policy issues.
- Information on how to become WIC Ambassadors, and downloadable materials for advocates.
- Easy online registration for annual conferences and events, including posting of presentations for later access and local inservices.
- Opportunity to donate to CWA!
- Showcasing CWA Focus Areas such as WIC Worksite Wellness, WIC Can Help, and Breastfeeding with quick access to downloadable materials.





Breastfeeding Policy Partnerships

First Statewide Breastfeeding Summit January 27-28, Sacramento

Supporting Breastfeeding in the Hospital and Community: Practical Solutions That Work.

Plan to attend this important event, with a slate of headline speakers: Celeste Milton, The Joint Commission; Debra Bingham from AWHON; Trish MacEnroe, Baby Friendly USA; Dr. Jane Heinig, UC Davis, along with multiple track trainings and even more leaders in breastfeeding and healthcare. The summit is an opportunity to join professionals throughout California who are working to improve breastfeeding support to young families. The focus is on practical solutions and evidence-based policies and practices that support breastfeeding, and creation of productive partnerships between hospitals and community agencies. This summit is sponsored by the California WIC Program, and managed by the California Breastfeeding Coalition, with support from CWA and others. To register: www.california-breastfeeding.org.

California Breastfeeding Coalition (CBC)

Back to back was the next in-person CBC meeting held on Dec. 2 in the same location. At this CBC meeting, updated **plans for the release of the new Hospital Data Report** were presented as also **plans for breastfeeding legislation for 2011**. Attendees had the opportunity to contribute to **2011 statewide breastfeeding promotion activity plans** and share the **accomplishments of their hard working breastfeeding coalitions**. <http://www.californiabreastfeeding.org/>

LA Breastfeeding Summit!

Breastfeeding advocates and hospitals came together for a substantive and forward-looking Summit on October 20, sponsored by the Breastfeeding Task Force of Greater Los Angeles and CWA, among others. CDC's Kat Shealy and Trish MacEnroe from Baby Friendly USA were available to problem-solve. The Task Force released a new report, **Increasing Breastfeeding-Friendly Hospitals in Los Angeles County: Overcoming Barriers and Celebrating Successes** at the event. Read the report here: <http://www.breastfeedingtaskforce.org/>.



California Breastfeeding Roundtable (CBR)

Members of the California Breastfeeding Roundtable met on December 1-2 in Sacramento to work on select breastfeeding policy focus areas.

- Promoting early mother/baby follow-up visits to health plans and healthcare providers to identify and respond to potential problems with breastfeeding.
- Provide technical assistance to California hospitals to develop and implement the ten California model hospital/Baby Friendly policy.
- Develop activities for technical assistance to businesses to support breastfeeding mothers returning to work.

The meetings are open to the public. To read more, go to: <http://www.cabreastfeedingroundtable.org/>



Introducing

The **WIC Goes Platinum** (WGP) initiative is a CWA and State WIC collaboration. The two components of WGP are Academy of Participant-Centered Leadership (APL) and Participant-Centered Services (PCS). APL is leadership training to coach frontline staff to become “Change Agents”, and support them to facilitate cultural and organizational change.

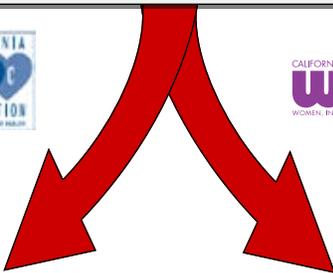


Imagine a WIC World Where Participants...

- ...look forward to coming to our sites
- ...get excited about nutrition classes
- ...have wonderful infant feeding experiences
- ...tell their friends how beneficial WIC is

WIC Goes Platinum

Puts participants at the center of everything we do at WIC
Is a permanent journey of transformation to quality WIC services
Looks different for every agency



Academy For Participant Centered Leadership

APL is a mentoring, leadership training, and special technical assistance program designed to create practical, cultural, and organizational changes that will improve the WIC setting and experience for both participants and staff.

In partnership with CWA, select frontline staff become Platinum Change Agents who will lead the way in transforming their sites to provide Platinum WIC Services.

Participant Centered Services (PCS)

Local agencies implement and institutionalize best practices to become “Certified Platinum Programs.” Essential components of platinum services include:

- Participant-Friendly Processes
- Positive Staff Development Practices
- Exceptional Customer Service
- Outstanding Breastfeeding Support
- Inviting Site Environment
- Quality Education
- Continuous input from participants and frontline staff on how to improve



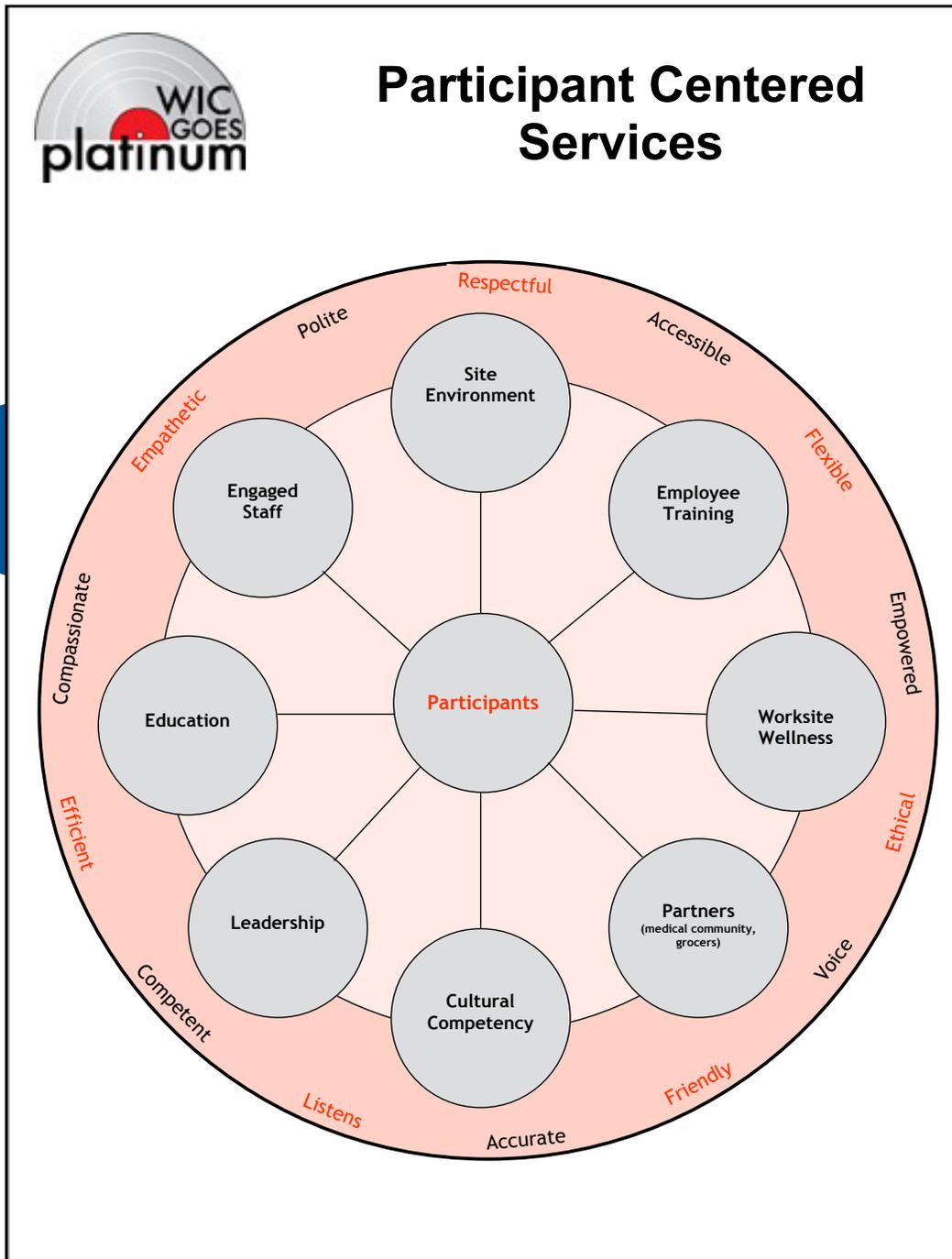
Phase 1: Pilot program, May 2010 - May 2011

For additional information, contact Delfina Shelomenseff at delfina.shelomenseff@cdph.ca.gov or 916-928-8541.



Platinum Principles

Here is an overview of Platinum services. Local Agencies will implement and institutionalize best practices (also called Platinum Principles) to create participant-centered services. WIC Goes Platinum is an ongoing journey of transformation, that affects all operations in an Agency, and is unique for each agency.



 **State Update**

MAP: Making

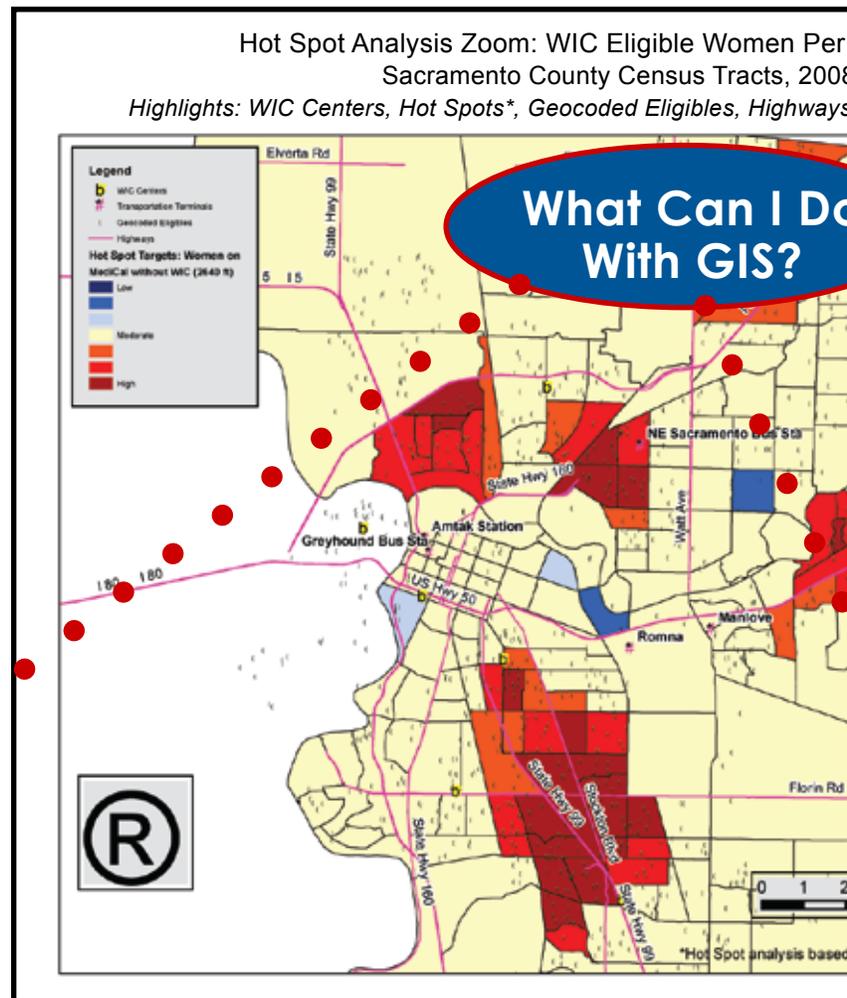
At the 2010 CWA Fall Management Conference, we were introduced to the world of GIS mapping and **Tom Stopka**, from **CDPH Maternal Child and Adolescent Health (MCAH)** Program discuss spatial analysis to identify areas of California with WIC-eligible populations who are not receiving these data to assess regions that could benefit from enhance WIC services.

What Is GIS?

A geographic information system (GIS) uses software and data to view, interpret and visualize geographical information and depict relationships, patterns, and trends through maps. A GIS can help you look at your data in a way that is quickly understood and easily shared. Being able to obtain local level information empowers organizations and community partners to tell their story and target action for maximum impact.

Map Location

Mapping where things are spatially can provide information on unexpected patterns, important clusters of need, and determine where to take action. For example, one can visualize key locations and clusters of high and low pregnancy rates, birth rates, or exclusive breastfeeding rates among different ethnic groups. It is also possible to locate WIC sites by specific areas - such as counties, Medical Service Study Areas (MSSAs) and census tracts.



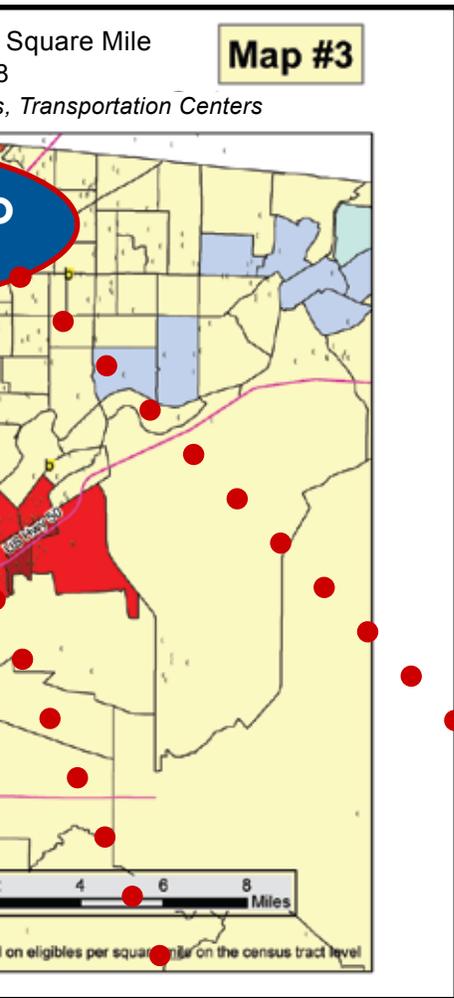
Two interactive workshops on GIS mapping and spatial analysis are scheduled for the 2011 CWA Annual Conference which will take place next March. Interested registrants will have to signup for this workshop in advance, so the trainers can bring your area-specific maps and teach you how to leverage your local data to address unmet need and improve targeting and quality of WIC services. **STAY TUNED FOR MORE INFORMATION ON THESE TRAININGS!**

a Path to WIC

Mapping. **Dr. Christopher Krawczyk** discussed the use of mapping and GIS for WIC services, and how to use

In an exciting partnership, researchers from WIC and MCAH have been exploring ways of utilizing GIS information to help WIC Agencies assess program needs and enhance services. **Dr. Pat Gradziel**, who is leading this initiative for WIC says, "This is a real opportunity to leap forward in providing local agencies with information that they are asking for to help them locate and understand more about those that are eligible for WIC but not yet being served, introduce them to GIS and offer them the opportunity to interact with it. This partnership with MCAH has been mutually beneficial. WIC is able to help MCAH better understand key issues and indicators tied to adequate nutrition for women, infants and children in California, while MCAH is able to provide WIC with GIS mapping and spatial analysis expertise to guide improved targeting of WIC services, to identify geographic locations where barriers to services exist, and to obtain many other layers of data pertinent to WIC, including information on obesity and breastfeeding."

By January 2011, WIC Regional Advisors will have sent every Local WIC Agency two maps – a county map and a zoomed-in map that portray the density of WIC eligible women per square mile to provide an initial view of local WIC needs. These maps (based on the 2008 state birth file data) will also include WIC sites, WIC vendors, and key contextual data (e.g., main roads, topography, transportation centers). Dr. Gradziel says these maps will help complement the on-the-ground, up-close information that Local Agency staffers have of the communities they serve. The goal is to take advantage of GIS to provide local-level data to inform WIC program decisions.



Map Densities
 Mapping density is especially useful when mapping areas, such as census tracts or counties, which vary greatly in size. On maps showing the number of people per census tract, the larger tracts might have more people than smaller ones. But some smaller tracts might have more people per square mile—a higher density.

Map Quantities, Proportions or Rates
 A GIS can also facilitate display of counts, proportions and rates of a particular topic of interest providing an additional layer of information that can be added to maps. For example, you could portray the number of physicians per 1,000 people by census tracts to see which areas are adequately served, and which are not.

For more info, please contact
Pat Gradziel at
Pat.Gradziel@cdph.ca.gov
Resources:
 Healthy City: <http://www.healthycity.org>
 ESRI: <http://www.esri.com/>



New! Baby Magazines for WIC Families

A cross-country collaboration between the **National WIC Association**, **California State WIC**, **New York State WIC**, and publishing house, **Meredith Corporation**, has brought us a magazine that is informative, geared especially towards WIC families, and reinforces current WIC nutrition education and breastfeeding guidelines.

Poppy Strode, from the Nutrition Education Materials and Orientation (NEMO) section at California State WIC Division, a veteran at creating participant-centered WIC educational materials, says the collaboration has been fruitful and rewarding. The WIC team - **Cecilia Richardson** from **NWA**, **Poppy**, **Maria Galvan**, and **Cherryl Bell** from **State WIC**, **Donna Funk** from **New York State WIC**, and several members of the NWA breastfeeding and nutrition committees (**Laurie Haessly** from **Riverside County**, **Beth Sloan** from **Louisiana**, and **Susan Greathouse** from **Oregon**) have been working on this exciting project, developing the themes, planning a cohesive series of publications, developing content based on current evidence-based recommendations, and conducting extensive field testing in Spanish and English. The staff from Meredith publishing, with their expertise in creating parent magazines, have used their editorial skills to make the final product polished, engaging, colorful and easy-to-read.

The team plans to create 5 issues over the next 2-3 years. The series will be available in Spanish and English versions. Each issue will cover a key stage from pregnancy through toddlerhood. The magazines will contain no ads and will include typical magazine features, such as quotes and tips from WIC parents, statements from professionals, quizzes, and simple recipes.

- The first of the series, **Bringing Home Baby**, covers developmental and feeding issues from birth to 6 weeks, with useful information and tips on breastfeeding issues - things to try, how to help baby latch-on, baby behaviors. It has just been released and is ready to order!
- The second issue, covering ages 6 to 12 months, is titled, "Let's Eat!". It will be available in Spring 2011.
- The third issue will cover babies' growth and development from 6 weeks to 6 months and will be available in Fall 2011.
- The remaining 2 magazines will cover pregnancy and the toddler period.

IDEAS FOR USE

- Participant education: augment individual and group education contacts for pregnant women and parents of appropriate aged infants and toddlers
- Use one-on-one for enrollment and certification
- Use in WIC waiting rooms
- Use for outreach purposes - at events, physicians' offices, etc.

State WIC staff Maria Galvan, Cherryl Bell and Poppy Strode reviewed and field tested the materials with WIC families in English and Spanish to ensure that the information, including graphics, resonated with the target audience. Local WIC agencies which have kindly facilitated the field testing of the magazines so far include: **Contra Costa County**, **Marin County**, **Monterey County**, **Delta Health Care**, **Solano County**, **Sacramento County**, and **Placer County**.



In California, the Office of State Publishing will print and distribute the magazines to WIC local agencies. WIC agencies in other states will be able to order print-ready disks as they are completed, so state WIC agencies can take advantage of bulk printing for their local agencies. You can download the Spanish and English versions at <http://www.cdph.ca.gov/programs/wicworks/Pages/WICMagazines.aspx>



WIC Healthcare Partnerships: Blazing New Trails



Well organized collaborations between WIC and the medical community are critical to improve health outcomes for women and children on our program and reduce health care costs.

Led by State WIC staff, Local Agency leaders, lactation experts and representatives from the health provider community, including physicians, nurses, lactation experts, health-related associations, and health plans have been meeting to identify and prioritize areas of partnership that will be most beneficial to WIC families and other stakeholders.

Methods:

- Promote and support exclusive breastfeeding for the first six months of life, and continued breastfeeding for at least the first year;
- Address pediatric overweight and obesity using evidence-based recommendations and interventions and motivational interviewing to assess, educate, and empower families;
- Communicate consistent messages that are family-centered, age-appropriate, and culturally sensitive, as well as engaging and fun (non judgmental and blame-free);
- Enhance self efficacy and decision-making skills in both children and adults as it relates to health and wellness promotion; and
- Explain relevant services, policies, and procedures for optimal and cost effective health care.

Look for a workshop at the spring conference on improving your WIC-MD relationship.



The committee is working to identify concrete steps, trainings and toolkits that will assist local WIC agencies in developing and improving WIC-MD relationships.

Top three objectives include:

- 1. Improve communication and build partnerships between local WIC agencies and the health care community through staff training.**
 - a. Develop Health Care Partnership (HCP) experts at local WIC agencies
 - b. Provide training on how to communicate effectively with providers and health plans
 - c. Develop a presentation packet for providers.
 - d. Establish guidelines for training HCP experts and for sharing WIC nutrition education and outreach materials to the medical community
 - e. Learn about how to access various health care systems
- 2. Expand health care provider knowledge of WIC and the services we provide.**
 - a. Identify ways to introduce the HCP experts to the community
 - b. Meet with key providers on a regular basis to review areas of interest, reinforce WIC branding and disseminate information through office visits, "lunch and learns," in-service training, quarterly town hall meetings, etc.
- 3. Identify and eliminate barriers between WIC and the health care community.**
 - a. Participate in meetings and/or present information to health providers, health plans and health-related associations such as the American Academy of Pediatrics, American Congress of Obstetrics and Gynecology, California Academy of Family Physicians, American Dietetic Association, etc.
 - b. Request that providers notify WIC when infants are born or pregnant women report for appointments

For more information about the CA MD – WIC Network, and to download the 2010 California MD – WIC Network Directory, visit the CA WIC website www.wicworks.ca.gov (go to Professional Resources; click Health Professionals) or contact Barbara Longo, Deputy Division Chief, Nutrition and Program Services at Barbara.longo@cdph.ca.gov.



Legislative Update

Elections Change WIC Landscape

On November 2, voter discontent and record campaign spending enabled Republicans to make historic mid-term



gains, securing the House and many state governorships, while Democrats narrowly held on to the Senate. Health care reform implementation and the rest of the Obama agenda face huge challenges in the next Congress, as does discretionary spending for programs like WIC.

WIC advocates will need to work smarter and harder than ever to protect and preserve the critical and effective nutrition services we provide to millions of families. Fasten your seatbelts, folks: we are in for a bumpy ride! CWA is recruiting new WIC Ambassadors to help us educate policymakers. We will train and support you for this important volunteer work. Please contact Donna Hoffman if you are interested: dhoffman@calwic.org.

Final Push on Child Nutrition & WIC Reauthorization Bill

We have one final chance to seek House passage of Healthy, Hunger-Free Kids Act (S.3307) in the Lame Duck session.

The bill contains historic funding and reforms of importance to WIC. Most notably, it:

- Improves access to WIC by allowing 1 year certifications for WIC kids. This streamlines paperwork and affords more

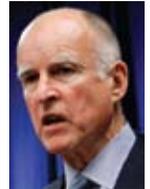
nutrition counseling time for at-risk children, and frees up valuable WIC time for quality nutrition education to combat overweight and obesity;

- Integrates breastfeeding and nutrition education, strengthens breastfeeding support from peer counselors, and introduces incentives and performance measures that reward local agencies that improve breastfeeding rates;
- Streamlines and improves financial data, saves food dollars, improves retail efficiency and WIC customers' retail experiences by moving WIC to Electronic Benefit Transfer (EBT) redemptions by 2020;
- Provides for regular, timely scientific review of the WIC food packages to assure consistency with current dietary science;
- Adds \$4.5 billion in fully paid-for additional funding over 10 years – the largest new investment in child nutrition programs in decades.

As we go to press, the bill is set for a vote during the week of November 29 – December 3. If the bill fails to come to a vote, Congress will have to pass another Continuing Resolution (CR) to keep WIC operating before it expires on December 3 – let's hope it doesn't come to that. Thank you all for your hard work in support of WIC reauthorization over the past several years. We are

hopeful that it will pay off with a bill that will truly foster healthy, hunger free kids – and a better WIC!

New Governor, Old Budget Mess



California bucked national trends by electing Democrats for almost every statewide office, and re-electing a former Governor. On January 3, current Attorney General Jerry Brown will return to an office he left 28 years ago. Governor-elect Brown has indicated that he will run a no-frills administration with a flatter administrative structure, and may ask many appointees—including public health executives -- from the previous administration to stay on for some time.

In mid-November, the Legislative Analyst's Office (LAO) released another grim fiscal forecast, showing that California still faces an extremely severe budget crisis. The new Governor and Legislature must address a deficit of \$25.4 billion between now and the time the Legislature enacts a 2011–12 state budget plan. Governor-elect Brown has already begun meetings designed to find new ways to tackle the state's seemingly permanent budget crisis – a job that just got slightly easier with passage of Prop. 25, allowing the Legislature to approve spending plans without a two-thirds vote – but a super-majority will still be needed to raise taxes or impose fees.



Local Agency Profile

APL Comes to Tiburcio Vasquez WIC

Led by veteran Leadership coach, **Helene Dublisky**, and WIC pros **Anne Patterson**, **Carol Kronberg** and **Lynda Young**, thirty-eight Local Agency and State WIC staff have formed the first cohort of APL, leading WIC on an exciting journey from gold to platinum, by integrating our Gold-standard foods, nutrition education, breastfeeding support, and wellness culture into the entire WIC clinic experience, with participants at the center of this process. The APL training is conducted through webinars, Leadership retreats, learning guides, site visits and platinum service projects.

The trainers, or **Golden Eagles** as they are called, find it refreshing to collaborate with a group so eager to learn and immerse themselves in the difficult process of identifying areas of service that may be amiss in their organizations, and garnering consensus and commitment for change.

Two members of the cohort, **Norine Tan** and **Claudia Cubillo**, from **Tiburcio Vasquez WIC**, shared their experiences from the ground.

"Being chosen by my Director to be one of the change agents, and help Tiburcio Vasquez WIC create a platinum environment is a huge honor," says Claudia. Norine feels empowered to be part of the APL group, saying **"The rigor of going through the self-assessments, and learning better self awareness and self-management was crucial. It has increased my competence as**

You can take small steps to change your Agency into a platinum site even if you are not part of the APL cohort. Download APL resources from the CWA website and get started today!



a leader and team member, helped me embrace the principles of APL, and share it with my team and bring positive change."

Both feel they could not have done this without the guidance of **Director, Genny Maling**, who has supported them to take complete ownership in the APL process.

The steps Claudia and Norine have been taking to optimize their APL learning:

1. Reinforce the fact that this is a collective endeavor for the betterment of staff and participants.
2. Schedule time at every staff meeting to update their coworkers.
3. Regularly seek input from coworkers, assuring confidentiality, encouraging feedback about the delights, frustrations and challenges staff experience everyday.
4. Conduct staff surveys to evaluate teamwork and identify the most important Platinum principles.
5. Conduct participant surveys to assess participant service needs and satisfaction
6. Learn from the other cohort members.
7. Carve out time to do their APL assignments on a regular basis.

The principles chosen by the Tiburcio Vasquez WIC team for their project are Respect and Improved Communication.

Trainer and mentor, Carol Kronberg has completed visits to their local agency sites to help them put their teachings into practice, prioritize the findings from their surveys and set the direction for their project.

Claudia says, "As a WIC employee, I feel very honored that the State was open enough to create an environment for APL to be put in place. The more opportunities WIC provides to involve all levels of employees, the better it is for the program. Please continue this wonderful program, so other Local Agencies will have the same opportunity that Norine and I got."



Building a stronger partnership with providers. During World Breastfeeding Week, staff visited local providers, shared WIC's policy of no routine issuance of formula for the first 30 days, and gave them resource books, WIC referral forms, posters, and other WIC outreach materials.



Work Well, Be Well, Live Well!

This summer, three Local Agencies showcased their unique wellness programs, and joined the ranks of certified Well WIC Worksites. Each of these Agencies makes maintaining a healthy and productive work force a core organizational strategy, and actively promotes lifelong healthy habits for employees and their families.

What Makes These Programs Special!

Del Norte Community Inc., WIC

Wellness Coordinator: Alyssa Ruiz

- Staff wellness for almost 5 years
- Inspiring their parent organization to adopt a wellness program
- Walking club – WIC Walks the Talk
- PA breaks during work day
- Wellness topics at staff meetings
- Food demos at staff meetings
- Bulletin boards in staff break room on health topics
- Lactation accommodation/bf support, general health, mental/emotional health are core components of staff wellness
- Encouraging staff to take “Me” time
- Providing staff resources and support for stress reduction
- Budgeting, financial literacy, credit card smarts
- Regular staff recognition



American Red Cross WIC, San Diego

Wellness Coordinator: Stephanie Brookshier

Peer support **Monthly Themes:**

- January: Resolutionary - how to stick to resolutions
- February: Adult Fitness Program
- March: Cultural Competency
- April: Stress less
- May: Think Green
- June: Financial Fix
- July: You are getting sleepy
- August: Adult Fitness/ Lean Screen
- September: Live Long
- October: The sound of music
- November: Travel time
- December: Mental health over the holidays



Conducting President's Challenge Adult Fitness Test since 2008

Shasta County WIC

Wellness Coordinator: Chris Peaslee

- Has had staff wellness for over 10 years
- “W.I.C” – Women in Condition program
- FISH philosophy - Be There, Play, Make Their Day and Choose Your Attitude
- Walks the Talk
- HH4L
- Healthy Shasta – HHS collaborative
- Shasta County Employee Wellness Resolution
- Walking club
- Healthy snack baskets
- Fruits and veggies at meetings/ events
- Regular physical activity breaks
- Staff recognition
- Promote local farmers market
- Healthy for Life challenge



California WIC is walking its talk in this new era of public health issues, and is branding itself as a program of health and wellness.



Worksite Wellness

Taking Action for a Healthier California

How do I sell this to leadership?

- ✓ Leverage WIC's leadership role in health promotion and chronic disease/obesity prevention
- ✓ Align WIC with other strategies of national and state-wide interest – Surgeon General's Plan for a Healthy and Fit Nation, CDC Plan, California Obesity Prevention Plan, etc.
- ✓ Position workplace wellness and its focus on prevention as part of the health reform
- ✓ Outline that allocating staff of resource for Worksite wellness is cost shifting instead of additional cost
- ✓ The importance of WIC agencies to participate in local coalitions
- ✓ Capitalize on "low hanging fruit" – small steps that can generate good participation and results – 5 minute stretch breaks, healthy foods at meetings, having staff walk to the waiting area to greet WIC clients as a way to improve quality of services and increase physical activity, etc.
- ✓ WWW is an integral part of a Platinum WIC world. An active change agent can facilitate platinum service improvements in WIC sites
- ✓ Ensure Health equity for employees
- ✓ Use examples from other large organizations with similar work environments and staff demographics that have managed to do this successfully (i.e. Orange County HCA, HEAL cities)
- ✓ Market the creditability of partners – WWW is linked to CDC study through UCLA and Berkley
- ✓ Incorporate into State projects – eg. Rethink your Drink, Healthy Habits campaign topics – and organize staff education components in conjunction with Nutrition Ed topics
- ✓ Mandate opportunity for physical activity and make participation voluntary

The Worksite Wellness Advisory Committee has developed a toolkit, *Making the Case for Worksite Wellness.*

You can download it at <http://www.calwic.org/worksitewellness/index.html>



Acknowledging staff progress on their health goals is a powerful incentive to sustain participation in workplace wellness programs.

WIC = Health and Wellness
Help WIC Go Platinum! Be a Change Agent.
Please join our movement for a healthy and fit California.

ARC, DNCI and Shasta WIC Wellness Coordinators and members of the WWW Advisory Committee will be glad to support your Agency's wellness efforts. Get contact info here: <http://www.calwic.org/focus-areas/wic-worksite-wellness>.



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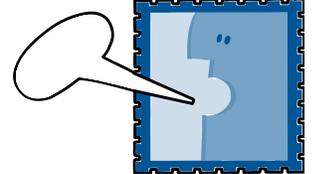
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You have a story to tell!
You have a program to showcase!
Contribute to the WIC Watch!



Upcoming magazines are already being planned around the following themes:

ISSUE	THEME	DEADLINE
Winter 2011.....	Getting Real About Going Platinum.....	February 1, 2011

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Providing platinum services to families. WIC Can Help identifies lesser-known referral resources, and makes sure the local WIC network can easily share the information with participants using downloadable multi-language flyers or information. Each month, we share a new resource and referral "survival kit".