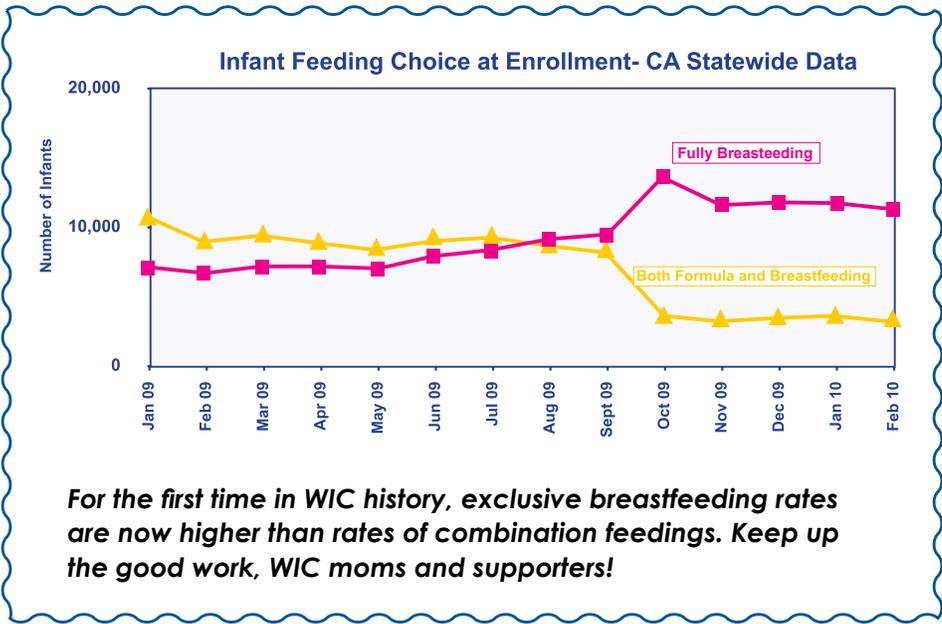




# The WIC Breastfeeding Revolution

In local WIC sites across the state, a quiet but amazing transformation is taking place. WIC mothers, who have consistently told us that they want to breastfeed their infants, are now truly getting the timely, consistent, culturally competent support and encouragement that they need. More and more California WIC moms have the confidence and skills to start and sustain exclusive breastfeeding – despite the challenges many of them face in hospitals, at work, and in the community.

What has changed? Start with the fabulous new WIC food packages for fully breastfeeding moms and the statewide Healthy Habits Begin at Birth trainings last year, then add a huge funding boost for Breastfeeding Peer Counselors and the new Baby Behavior trainings. A “perfect storm” of policy and environmental changes have converged with additional targeted resources. And it's working. The WIC Breastfeeding Revolution is here – **¡VIVA!**



## INSIDE THIS ISSUE

- World Breastfeeding Week ..... 2
- State Highlight
  - Goodbye Linnea, Welcome Michele... 4
- CWA News
  - CWA Updates ..... 5
  - CBR Forges Ahead..... 6
  - Advocacy Efforts of the CBC..... 7
- Legislative Update ..... 8
- State Update
  - Breastfeeding Peer Counselors ..... 9
- Local Agency Profiles
  - Marin County ..... 10
  - Riverside and San Bernardino ..... 11
  - Community Bridges..... 12
  - SDSU WIC ..... 13
- MIS Naming Contest ..... 13
- Lactation Accommodation ..... 15
- Iron Chef Cook-Off Recipes... 18

CALIFORNIA WIC ASSOCIATION  
 1107 Ninth Street, Suite 625  
 Sacramento, CA 95814  
 (916)448-2280 • Fax (916)448-7826  
 E-mail: ltrue@calwic.org • www.calwic.org



## World Breastfeeding Week

# Breastfeeding – Just 10 Steps!

**W**orld Breastfeeding Week (WBW) is celebrated from August 1 – 7 in 120 countries, and celebrates the signing of the **Innocenti Declaration**, that laid out global and governmental goals for the implementation of baby friendly practices in all maternity facilities.

**World Breastfeeding Week is organized by the World Alliance for Breastfeeding Action (WABA), a global network of individuals and organizations working to protect, promote and support of breastfeeding worldwide. The objective of the 2010 World Breastfeeding Week is to increase attention to the contribution of the Ten Steps to exclusive breastfeeding.**

## The Ten Steps to Successful Breastfeeding

Data from around the world clearly indicates the positive impact of implementation of the Ten Steps on breastfeeding initiation, duration, exclusivity, and related child health outcomes. The steps for the United States are:

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within one hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
6. Give newborn infants no food or drink other than breastmilk, unless *medically* indicated.
7. Practice "rooming in"-- allow mothers and infants to remain together 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no pacifiers or artificial nipples to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

**Objectives of World Breastfeeding Week 2010**

- 1. Draw attention to the role of the Ten Steps in improving breastfeeding rates
- 2. Renew action by health systems, health care providers and communities to make breastfeeding the easy choice for women.
- 3. Inform people everywhere of the risks of artificial feeding, and the role of breastfeeding for children's development and lifelong health and the health of mothers.
- 4. Enable mothers to enjoy full support for breastfeeding in health care systems and beyond.

**Share pictures, and stories of your WBW event on the CWA facebook page.**

**JOIN THE WORLD IN BREASTFEEDING ACTION THIS YEAR!**

**1-7 AUGUST 2010**

**WABA World Breastfeeding Week**  
Protects, Promotes and Supports Breastfeeding Worldwide

The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organizations concerned with the protection, promotion and support of breastfeeding worldwide based on the Innocenti Declaration, the Ten Steps for Nurturing the Future and the WHO/UNICEF Global Strategy for Infant and Young Child Feeding. Its core partners are International Baby Food Action Network (IBFAN), La Leche League International (LLL), International Lactation Consultant Association (ILCA), World Breastfeeding Federation (WBF), International Breastfeeding Network (IBNET), WABA is in consultative status with UNICEF and an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC).

Photos are winners of the World Breastfeeding Week 2010 Photo Contest. Photographer: Juliana Lee (Singapore), Nelson Duran, Ron Saravanan (USA)

WABA, PO Box 1200, 10850 Penang, Malaysia • Tel: 604-658-4816 • Fax: 604-657-2655  
E-mail: wbw@waba.org.my • Website: www.waba.org.my

[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)



## World Breastfeeding Week

# The Baby-Friendly Way

## Join the Statewide WBW Celebrations!

### 2010 Local Coalition and WIC Agency Breastfeeding Awareness Month Activities

Declare August as California Breastfeeding Promotion Month! Be a part of a statewide walk to highlight the need for more California hospitals to implement the Baby-Friendly Ten Steps. Use the **2010 Walk Planning Toolkit for Local Coalitions** items to help plan your own 2010 Breastfeeding Awareness Walk. Join thousands of participants statewide to:

- Draw attention to the role of the Ten Steps in improving breastfeeding rates.
- Renew action by health systems, health care providers and communities to make breastfeeding the easy choice for women.
- Inform people everywhere of the risks of artificial feeding, and the role of breastfeeding for children's development and lifelong health and the health of mothers.
- Enable mothers to enjoy full support for breastfeeding at their workplaces and in their communities.

The 2010 Walk Planning Toolkit for Local Coalitions includes Walk task lists, flyer templates, local sponsorship guide, and media advisory, instructions for successful local media outreach, tips on writing a press release. Find the toolkit at <http://www.californiabreastfeeding.org/2010Walk.html>.

**Tell us about your event!** The California Breastfeeding Coalition (CBC) will post your event on the CBC website and notify the World Alliance for Breastfeeding Action (WABA) of all World Breastfeeding Week events held in California. For every event, a "Baby Step" will be put on the world map on the WBW website.

On August 4, the California Breastfeeding Coalition will present the Baby-Friendly Way California Hospital at the State Capitol to California hospitals that have attained the Baby-Friendly Hospital Initiative designation, and are supportive of workplace breastfeeding support for their hospital employees.

## More WBW Resources

### WIC Works

Fostering community partnerships, create successful outreach strategies, develop innovative approaches that address the needs of breastfeeding mothers, and, increase WIC breastfeeding rates. Find resources and ideas at <http://wicworks.nal.usda.gov/bfweek.html>. Check out the WIC Works Bulletin Board Exchange and share your bulletin board ideas and images! <http://riley.nal.usda.gov/wicworks/bulletinboard/BBSearch.php>.

### ILCA WBW Toolkit

<http://www.ilca.org/i4a/pages/index.cfm?pageid=3306>

### National WIC Association:

<http://www.nwica.org>

 **State Highlight**

## Goodbye, Linnea, Welcome, Michele

### *Resolution*

**WHEREAS**

Linnea E. Sallack has served the California Special Supplemental Nutrition Program for Women, Infants, and Children for her entire career in public health, including seven years as the Chief of the WIC Division in the Department of Public Health;

**WHEREAS Linnea**

- worked on the front lines of the WIC program and gained a profound understanding of the nutrition and health challenges facing California's low-income communities;
- made significant contributions to the design and implementation of the award-winning automated system which revolutionized community WIC services;
- consistently and aggressively pursued federal funds to support maximum service to needy families, resulting in caseload growth of close to 300,000 participants during her tenure;
- played a pivotal role in the creation of sweeping new federal laws that controlled runaway WIC vendor costs and enabled California WIC participants to shop at any authorized vendor;
- left a lasting legacy of data-driven management and evidence-based decision-making that are now the hallmark of the WIC Division's high-quality operations;
- was a national leader in campaigning and planning for historic federal reforms of the WIC food packages;
- led California's creative and hugely successful Healthy Habits campaign to implement the healthy new WIC foods, changes which will improve the nutrition and health status of many generations of Californians.
- made a significant difference throughout California and in the lives of its people, and she has taken to heart her responsibility to serve the public and the profession, and as she embarks on her retirement, she is bid a fond farewell and a heartfelt thank you for a Job well-done; now, therefore, be it

**RESOLVED** BY SENATOR LOIS WOLK AND ASSEMBLY MEMBER MARIKO YAMADA, That they take this opportunity to draw the special attention of the public to Linnea E. Sallack in appreciation of the professional service she has provided to the people of California throughout her career and on her outstanding record of community leadership, and extend to her sincere best wishes for a future filled with happiness and success.

*Dated this 18th day of June, 2010.*

*Honorable Lois Wolk  
5th Senatorial District  
Honorable Mariko Yamada  
8th Assembly District*

**Michele Van Eyken** is the new State WIC Division Chief!



Michele has over 25 years of local and state experience in the WIC program, including the last 7 years as the Deputy Chief of the Nutrition and Program Services Branch in the CDPH WIC Division. .

With her 25 years of service in the WIC program, Michele brings not only a wealth of knowledge to this position, but also an extensive background in policy and operations, and a strong foundation in WIC's partnering efforts with the U.S. Department of Agriculture, the local agencies, and stakeholders.

Michele earned a Bachelor of Arts degree in Sociology from Occidental College and a Masters of Public Health from the University of California, Berkeley, in 1980. She is a Registered Dietitian and worked as a Peace Corps volunteer in Cameroon, Africa.

Michele has a passion for nutrition and public health and a commitment to serving the WIC community and the population we serve. As she steps into her new role, CWA looks forward to working with her on progressive and creative approaches to WIC policy and management.



*On WIC Policy day, Linnea received a framed Resolution proposed by Senator Wolk and Assemblymember Mariko Yamada to honor her leadership and dedicated service to California WIC.*



## CWA Updates

### Advocating for a Healthier California

Almost 80 WIC and Breastfeeding Ambassadors converged at the State Capitol for **WIC & Breastfeeding Policy Day** on June 16. These well-prepared delegates met with staffers and elected reps to support key bills and voice their concern over budget cuts that would hurt WIC households, sharing real-life stories to convey the devastating effects that cuts to health, human services, and education would have on WIC families. **Scott Graves**, Senior Policy Analyst, **California Budget Project**, **Lisa Chin**, Legislative Director, **Assemblymember Kevin de León**, **Jennifer Richard**, Policy Director, **CA Center for Public Health Advocacy** and **Gretchen Lee Salter**, Policy Manager from **The Breast Cancer Fund** briefed us on legislation and budget issues. Retiring WIC Division Chief, Linnea Sallack, was presented a framed Senate Resolution honoring her extraordinary career and dedicated service to California WIC.



WIC Ambassadors Wanda Kenlow, Watts Healthcare WIC, Khalilah Sharp and Linda Andrews, PHFE WIC, advocated to retain the safety net in the upcoming budget.

### CWA Breastfeeding Policy Forums

Is breastfeeding a policy matter? Is a mother's decision to breastfeed impacted by environmental factors that impede her ability to provide her baby with the best nutrition? This summer, a series of forums presented by CWA and sponsored by community stakeholders, are scheduled at several hospitals across the state to address **Breastfeeding as a Health Policy Issue**. Join us to learn how policy reforms can improve health equity across the state. Hear directly from medical professional, policy experts and breastfeeding women about the barriers they face. Find out more at <http://www.calwic.org/bfforums.aspx>.

### Save the Date!

**Roadmap: From Gold to Platinum.**  
**CWA 2010 Management Conference,**  
**September 20, 2010**

**Town & Country Resort, San Diego.**

Join your WIC management colleagues for a chock-full session that will lay important groundwork for our Platinum plans. The Fall conference will be held the day before the National WIC Association's Nutrition and Breastfeeding Conference begins at the same location.

Register online at:

[http://www.calwic.org/fall\\_conference.aspx](http://www.calwic.org/fall_conference.aspx)





# California Breastfeeding Roundtable Forges Ahead

**M**embers of the California Breastfeeding Roundtable (CBR) met on June 23-24, with breastfeeding advocates, focusing on their previously selected strategies and action steps to improve breastfeeding in California.

The group divided into the three areas of focus:

- **Promoting early mother/baby follow-up visits to health plans and healthcare providers in order to identify and respond to potential problems with breastfeeding.**

This group will work with the Department of Health Care Services staff to improve and streamline Medi-Cal for breastfeeding. The group is drafting a letter for use with health plans that details the need for breastfeeding support as a preventive benefit, and assisting with developing a series of webinars on utilizing Medi-Cal for breastfeeding support.

- **Provide technical assistance to California hospitals to develop and implement the ten California model hospital/Baby Friendly policy recommendations to support breastfeeding.**

Members will educate health care professionals, administrators, and insurance providers. They will create an action plan to provide recommendations to the State Department of Public Health on how to support implementation of the policies and how to consistently and effectively report breastfeeding data.

- **Develop activities for providing technical assistance to businesses to support breastfeeding mothers returning to work.**

The CBR advocated strongly for workplace lactation accommodation in federal health care reform. They will work with the California Department of Public Health to request County Health Officers to assess whether their county and cities have Workplace Breastfeeding Policies and build relationships with other groups that have influence over business.

## Meeting with Co-Sponsors

The CBR is sponsored by several divisions in the California Department of Public Health and representatives provided important updates.

**Carina Saraiva, MCAH Division**, announced that 2008 data will be released in late July, and 2009 data in early fall. Adjustments have been made in the methodology that will continue to provide the hospitals and advocates with important data for tracking hospital breastfeeding rates while hospital policies are improved.

**Grace Huppert**, of the **California Obesity Prevention Program**, reported that the updated *California Obesity Prevention Plan* is close to final approval, and contains many policy recommendations for breastfeeding support and improvement. **Daisy Silverio, WIC Division**, brought welcome news to members, especially those representing community partners in hospitals and clinics, about the possibilities for collaboration with Breastfeeding Peer Counselors and Regional Breastfeeding Liaisons. Finally, **Judy Sundquist**, from **Department of Health Care Services**, shared her work developing a Breastfeeding Health Assessment guide for the Child Health and Disability Prevention Program.

## Meeting in the Community

Thank you to Miller Children's Hospital, Long Beach Memorial, for hosting the meeting.

### Next Steps

The workgroups and whole membership will meet long distance to work on their action steps, and the group will reconvene in December in Sacramento. Meeting notes and notices are posted on the CBR website at: <http://www.cabreastfeedingroundtable.org/>.



## Advocacy Efforts of the CBC

Members of the statewide California Breastfeeding Coalition held their bi-annual meeting at Miller Children's Hospital, Long Beach Memorial, following the California Breastfeeding Roundtable meeting. The substantive meeting covered in-depth strategies and discussion for a number of breastfeeding issues.

### 2010 Hospital Breastfeeding Report

**Dr. Jane Heinig**, from **UC Davis Human Lactation Center**, and author of the Hospital Report scheduled for release in October, led a discussion on barriers hospitals face to becoming baby friendly and increasing breastfeeding rates. **Carina Saraiva**, from the **CDPH MCAH** provided background information on the data collection of the hospital breastfeeding rates. **Robbie Gonzalez-Dow, CBC**, and **Bobby Pena, BP Cubed**, a media strategy firm, led an initial training discussion on media advocacy for release of the report. Webinars will be scheduled in the fall for advocates to access tools for their local media outreach for the release of the hospital report.

### State and Federal Legislation

Intense grassroots efforts have paid off for **SB 797 (Pavley)**, the bill to ban bisphenol A from baby bottles, sippy cups and infant formula containers. This bill has passed a huge hurdle in the Assembly! Thank you breastfeeding advocates! On to the Senate and the Governor's desk!

**AB 2468, (deLeon)**, which would designate a business as a "Breast-Feeding Mother-Friendly Workplace" has the support of the CBC and advocates have sent in letters of support.

CBC members were asked to send in letters of support for language in the Child Nutrition Act which includes **WIC Reauthorization** that addresses the efficacy of additives in infant formula and WIC foods. <http://www.cbpp.org/cms/index.cfm?fa=view&id=3201>

Bobby Pena provided details on a series of briefings being scheduled in hospitals across the state, to discuss **Breastfeeding as a Health Policy Issue** to



*Breastfeeding Awareness month in CA is a good time to raise awareness about the benefits of breastfeeding, and the need for better support systems for women who wish to breastfeed.*

educate decision makers in hospitals and communities about the importance of breastfeeding policies for improved health outcomes. Register here to attend a session: <http://calwic.org/bforums.aspx>

### Coalition Updates and World Breastfeeding Week

State and local coalitions shared their plans for ongoing local initiatives, and activities for World Breastfeeding Week, with this year's international theme, Breastfeeding - Just 10 Steps! The Baby-Friendly Way. The fourth annual walk and awards ceremony is planned for August 4 at the state capitol. Baby friendly hospitals that also support work-site lactation will be recognized by the CBC and the CA Taskforce on Youth and Workplace Wellness with a state award, as well as local employer work-site awards. Many activities are planned in local communities to recognize, educate and celebrate the importance of breastfeeding.

**For information on the annual walk and local and state breastfeeding coalition activities:**  
<http://www.californiabreastfeeding.org/>



## Legislative Update

### FEDERAL UPDATES



#### WIC REAUTHORIZATION:

Congress is trying hard to finalize a Child Nutrition and WIC Reauthorization (CNR) bill before we all turn into pumpkins (i.e., the programs expire) on October 1st! The Senate Agriculture Committee has already passed their version of the bill, but time is running short on getting it to the floor. On July 15th, the House Education and Labor Committee, chaired by George Miller (D-Concord) finished marking up their bill. Highlights include allowing states to extend the certification period for children to one year (with assurances that health and nutrition services will continue); inclusion of "breastfeeding support and promotion" as a core nutrition education function; breastfeeding performance bonuses for state and local agencies with exemplary breastfeeding rates; increased funding for Peer Counselors; funding for WIC computer system improvements; funding and a deadline of 10/1/2020 for all states to implement EBT; and various reforms to vendor requirements and cost-sharing in EBT.

It's not yet clear how Congress will pay the House bill's \$8 billion price tag (the Senate version identified offsets, the House was vague on this important detail), and this will determine how and when the two houses vote on their bills. Next, the two bills must be reconciled by a conference committee. Stay tuned for plenty of action!

#### SCIENTIFIC REVIEW OF ADDITIVES:

The infant formula and additives industry is fighting hard to scuttle proposals in both bills that would require USDA to review the evidence around the public health benefits of "functional ingredients" that are being added with increasing rapidity to WIC formula and foods. WIC providers are very concerned about the higher cost, and the misleading marketing that accompanies these "new, improved" products. CWA strongly supports efforts to protect the integrity of WIC foods – as well as breastfeeding – by including the House version of proposal in the final Bill. Read an excellent article about this issue by Zoe Neuberger at [www.cbpp.org](http://www.cbpp.org).

#### FEDERAL FUNDING:

The House Agriculture Appropriations Subcommittee marked up its FY 2011 appropriations bill last week, funding programs under its jurisdiction. With lower food costs and participation leveling off, WIC was funded at \$7.1 billion, a 2% decrease compared to last fiscal year, and \$476 million less than the President's budget request. The Committee also included \$40 million for the Healthy Foods Financing Initiative – an important boost.



WIC Breastfeeding Ambassadors Peggy Redfern, her mother Bunny Evans, Carol, Irene Salazar and Michelle Turner, with Senator Dean Flores (D-Shafter).

#### RECESS IS THE TIME FOR ADVOCACY:

Members of Congress are home in August, and the State Legislature is on recess in July, unless called back for special session. Use this recess to invite members to visit your WIC sites, so they understand the need for reforms and resources! Need help? Use our WIC Ambassador Toolkit. <http://www.calwic.org/ambassador.aspx>.

#### State Budget Still at an Impasse:

**On July 1, California's fiscal year began without a budget. There is no agreement yet on how to close the \$19.1 billion deficit. Each day without a budget is costing taxpayers an additional \$52 million. Meanwhile, the Governor has ordered state worker pay to be reduced to the federal minimum allowed by law -- \$7.25 an hour. Keep updated by logging onto the California Budget Project's website at [www.cbpp.org](http://www.cbpp.org).**

continued on page 14



# Peer Counselors Becoming the Norm in CA WIC

## Workgroup Expedites the Process

California WIC has a new **Vision:** *Breastfeeding beyond one year is the norm for WIC mothers and their infants.*

And a **Breastfeeding Mission:** *WIC is known in the community as a source for breastfeeding assistance and information.*

An enthusiastic team of local WIC agency staffers from agencies with and without Peer Counseling Programs adopted these at the first meeting of the Breastfeeding Peer Counselor Workgroup in December 2009. Joined by CWA, UC Davis Human Lactation Center and state staff, they continued to meet monthly until June 2010 to lay the foundation for expanding USDA funded Peer Counseling Programs in order to achieve the vision and mission.

USDA also has a Vision: Institutionalize peer counseling as a core service in WIC. An infusion of funds from USDA is driving this effort. The \$2.3 million a year California received in 2004-2009 has increased to \$12.4 million for 2010 and hopefully beyond.

Currently 15 local WIC agencies have USDA funded Peer Counseling Programs: Alameda, Berkeley, Community Bridges, Contra Costa, Delta Health Care, Marin, Monterey,



*The Breastfeeding Peer Counselor workgroup has worked to create a new WIC position called Regional Breastfeeding Liaison to work with community and public health partners.*

Orange, PHFE, Riverside, San Mateo, Santa Clara, Sonoma, Tuolumne and Watts. This could expand to 56 Programs for FFY 2010.

The Workgroup focused on three priorities to help plan this expansion:

**COMMUNITY ASSESSMENT** – The Workgroup teamed with UC Davis Human Lactation Center to develop and test a survey to assist local WIC agencies to identify breastfeeding service gaps internally and in their communities. Findings will aid agencies to plan targeted breastfeeding services.

**REQUEST FOR FUNDING (RFF)** – The Workgroup refined and field tested an RFF that was sent out to all agencies and was due back on July 9.

**REGIONAL BREASTFEEDING LIAISON** – The Workgroup developed duties for Liaisons that will be funded by state WIC. They will facilitate breastfeeding support in a region and will be hosted by local WIC agencies.

Additionally the Workgroup gave input on training for peer counselors and program administrators, the Peer Counselor Database, technical assistance visits and report forms. Sub-committees will continue working on Regional Breastfeeding Liaisons, developing a mentoring process within WIC Peer Counseling Programs, a social marketing campaign to promote breastfeeding and a Breastfeeding Summit to develop and strengthen key community partnerships.

**With thanks to all involved, CA WIC is poised to extend “No formula for the first month” to “Choose to Breastfeed Beyond a Year”.**

For more information, please contact Leslie Kaye at [Leslie.Kaye@cdph.ca.gov](mailto:Leslie.Kaye@cdph.ca.gov).

**“Breastfeeding beyond one year will be the norm for WIC mothers and their infants.”**



## Local Agency Profile

# Marin County WIC's Exceptional Breastfeeding Services

The **Marin County WIC** program was honored with the State WIC Best Practices award for Breastfeeding support and promotion at the 2010 CWA Annual conference.

Breastfeeding awareness, education, promotion and support is a core function for **Marin County WIC**, which serves almost 3700 moms and babies. **Director Gueidi Beltran** and her team has been determined to change the drastic drop in breastfeeding rates common within the first few days and weeks after birth, and make sure that prenatal WIC women enter the local birthing hospital with the confidence that they will be able to successfully breastfeed their new-born babies, and the knowledge that they will be supported if they encounter difficulties with breastfeeding.

**Marin County WIC program knows how to do things right! Their already impressive exclusive breastfeeding rate went from 37.5% to 47.8% in the last 12 months.**

All RDs, WIC Nutrition Assistants (WNAs) and most of the Peer Counselors are CLE-trained and have undergone the Baby Behavior training from **Jane Heinig**. Each day one of the peer counselors visits the local delivery hospital to assist and support moms immediately after delivery. Peer counselors use laptops during hospital visits to schedule follow-up appointments, schedule home visit with the IBCLC, organize pick up of hospital grade electric breast pumps from WIC, document the counseling and anticipatory guidance session, and enroll eligible moms who have not been receiving WIC services. All day and after-hours a breastfeeding warmline helps moms needing assistance. Using one-time funds, Marin WIC is now contracting with an IBCLC to conduct home visits for families who are unable to visit the WIC clinic soon after the birth of their baby.

**Susan Martinelli** brings a wealth of experience as a long-time WIC staff and active member of the Marin County Breastfeeding coalition. She and **Yuan Ying**, the **Breastfeeding and Nutrition Education Coordinator**, have been instrumental in augmenting their existing Peer counselor program, and improving coordination of lactation services across providers in the county. **Together, the Marin county WIC team makes the lives of moms and babies healthier everyday.**



### The Practices that Give Marin County WIC the Edge

1. Making breastfeeding support services a top Program priority.
2. Working closely with the local birthing hospital, OBGYN and Pediatrician's office, CHDP Providers, CPSP case managers, Home Visiting Nurse Association, and dentists, to educate them about the breastfeeding services offered at WIC, and how, when and where to refer for breastfeeding help.
3. Ensuring adequate IBCLC coverage everyday of the week, including holidays and weekends.
4. Creating a breastfeeding friendly site for WIC participants and staff that clearly endorses breastfeeding as the norm for infant feeding. Educating pregnant staff on policies, facilities, information, and resources to support breastfeeding. Offering breastfeeding support to WIC employees in the early postpartum period. Providing private, clean and comfortable area in close proximity to the employee's work area for expressing milk.
5. Working collaboratively with healthcare and community partners to ensure breastfeeding messages are consistent and up-to-date and advocating actively for breastfeeding support outside of the WIC environment.

**For more information, please contact Yuan-Ying Lin at [ylin@co.marin.ca.us](mailto:ylin@co.marin.ca.us).**



## Local Agency Profile

# WIC Grows Its Own

Improving breastfeeding interventions by determining the most efficient and effective strategies for increasing the rates and duration of exclusive breastfeeding in our diverse population is a priority of the WIC program.

**Riverside and San Bernardino County** public health departments promote the Baby Friendly Program – a 10-step health initiative meant to improve breast-feeding rates and lower infant mortality rates, and are working closely with local birthing hospitals.

Riverside county WIC program is conducting a nine-month intensive Lactation training for WIC and other public health employees, covering each discipline on the IBCLC Exam Blueprint, called “**Grow Our Own**”, using one-time funds from State WIC. **Breastfeeding Coordinator Laurie Haessly** envisioned a program that was tailored for the WIC world. She was determined to have a WIC IBCLC conduct this training because “a WIC person has an intimate knowledge of the WIC world, and is really good at training other WIC staff.” Riverside IBCLC, **Christy Hendricks** developed the curriculum from scratch, and teaches all the classes.

**Cathy Beres and Devona Robertson** from San Bernardino are participating in this training opportunity to augment their skills in breastfeeding practice. Cathy is using her personal time to attend the trainings held 2 Fridays a month. Having WIC staff, hospital and county public health nurses, doctors office personnel come together to learn how best to

work with WIC moms to enable them to breastfeed successfully has had benefits beyond everyone’s expectations. The training participants listen to each other, clarify their roles, and discover new ways to provide a smooth continuum of care for prenatal and post-partum women. IBCLC’s visit the sites, so WIC staff undergoing this training are able to get their needed clinical training hours at WIC. Cathy shares what they have learned with the San Bernardino team, incorporating new topics in the education sessions and adopting new practices. For example, they have now started discussing jaundice at prenatal classes, so moms are aware that this is a common occurrence among babies, and learn that sustaining breastfeeding helps a jaundiced baby. Knowing about jaundice beforehand also prepares them to know their options if their baby was to get jaundice and the doctor were to suggest a switch to formula immediately. Cathy removed rocking chairs from their sites after she learned at class that rockers are not too comfortable when new moms are learning to position their babies and help them latch on. An ample chair is works much better for the mom. Devona attended one of the breastfeeding café (support groups created by Loving Support of Riverside County for breastfeeding moms), and is now on a mission to begin them in her county. As Cathy and Devona prepare for graduation next week, they appreciate how



*WIC is becoming known as a source of breastfeeding assistance and information, as Local Agencies work to increase initiation and duration of exclusive breastfeeding among moms.*

much this training has helped advance their skills. Some of the training participants will take their IBCLC exam this month, and others will be mentored as they work on completing their clinical hours to be eligible for the IBCLC exam next year.

Christy says, “I absolutely love the experience. I have made so many friendships with so many incredible women. I was as much a student as a teacher.”

This training is now being offered in the Central Valley. Riverside will be offering its second training program starting this September. When lactation training occurs and collaborations are formed, moms, babies, hospitals, professionals and communities benefit.

The support by State WIC and the leadership of Riverside county WIC has made this terrific training program available in Southern CA and in the Central Valley.

**For more information on the “Grow Our Own” training program, please contact Christy Hendricks at [daveandchristyjo@msn.com](mailto:daveandchristyjo@msn.com).**


**Local Agency Profile**

## Men at WIC - Community Bridges

A few years ago, when **Community Bridges WIC Director, Cathy Cavanaugh**, was unable to find the ideal candidate for a position she had listed, she contacted her HR Director. Recalling the positive experience the WIC team had enjoyed when working with a male dietetic intern, Cathy said that she would be interested in hiring a man for the WIC position if one applied. Perhaps a man at WIC would bring in a new look to the staff, encourage father involvement, and perhaps a fresh perspective for WIC activities

Soon, the HR department passed along a new application to Cathy. Although **Jesus Lopez** was over-qualified for the position advertised, Cathy felt he would be a great addition to the WIC team.

Jesus brought knowledge, passion and a deep sensitivity for the population served by Community Bridges. Jesus was able to easily relate to WIC families. With Jesus conducting classes, Dads, who had often waited in the WIC parking lot while their partners attended counseling and picked up the checks, jammed the group education sessions, participating in discussions, and sharing their concerns. The WIC team appreciated his energy and great teaching talent, as well as his easy-going, gentle and respectful presence in the clinic. Jesus opened the door for more men at Community Bridges WIC.

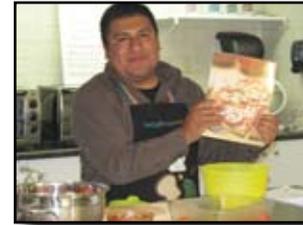
**Daniel Vasquez** was next to join the WIC team. Daniel's educational background in biochemistry and Latino studies were the perfect preparation for a WIC teacher and coun-

selor. As a soccer player and youth soccer coach, Daniel also brought a love for physical activity that has greatly contributed to employee wellness activities. Daniel's dedication to the community helped make him a very compassionate and dynamic teacher. At the end of one of his HH4L classes, the participants actually gave him a standing ovation!

Cathy says the presence of Jesus and Daniel paved the way for hiring staff with a variety of degrees, such as education, bilingual studies, agriculture sciences, child development, behavioral sciences, art, computers, food science, and other degrees. This adds a greater dimension to the WIC program, and brings in perspectives beyond nutrition.

**Jeremy Lampel** is an RD, with a master's degree in nutrition. As an RD, Jeremy was used to being around lots of women! He came to WIC with experience working with local organic farmers as well as clinical experience; but his experience teaching nutrition to Spanish speaking families for a local pediatrician and his commitment to making fresh fruits and vegetable more accessible in the community, made him a perfect fit for public health and WIC! Jeremy is a jack of all trades, and is as comfortable creating a new recipe for food demonstration as he is teaching, troubleshooting computer and facility problems, and promoting breastfeeding. In the words of a coworker, "...nothing has been the same at WIC since Jeremy came!"

**Limber Quiroz**, the latest addition to the team, is one of the



*Jesus Lopez teaches a **Healthy Habits** cooking demo class.*

WIC receptionists, and is frequently a "first point of contact" for WIC families. His patience and compassion instantly make WIC clients feel comfortable. His humor and willingness to work so cooperatively with his mostly female coworkers makes him a favorite among staff. With four male WIC staff, the idea came up to strategize ways that WIC could partner with **PAPÁS**, a support group for Dads, to increase father involvement at WIC. The team quickly decided to offer GA classes for "fathers only", as an option for WIC families.

"The name WIC excludes the presence of men at our program, and many men do not think that they have a place at WIC. Consciously recruiting men in WIC has changed the working atmosphere for staff and our clients, and clearly states that WIC is also a place where men are welcome, respected and valued," says Cathy.

Thanks to Cathy's vision and her staff's support and enthusiasm for new ideas, her program's objectives have been modified to create opportunities for men to serve as mentors and role models, and actively strengthen the community. **Aligning practice with policy, Community Bridges WIC is demonstrating the powerful impact men play in improving the health and wellbeing of WIC families.**



## Local Agency Profile

# SDSU WIC “Empowering Women to Breastfeed”

## Lapboard Activity for Individual Session

**W**IC places breastfeeding education and support among its top priorities. So when we realized that a lot of women miss the group session on how to breastfeed, we knew that we had to find another mode of accomplishing this. The alternate way had to ensure that all pregnant women would have access to breastfeeding information. We created and piloted a one-on-one activity for the women who cannot come to the scheduled breastfeeding group sessions but who can come during single appointment availabilities offered everyday throughout the day.

The lap board activity is designed as an alternative for the group education session called “Breastfeed Me” (GP23). Participants are given a lap board with a small stack of cards with breastfeeding messages. Some examples of these messages are:

“Babies have times when they grow faster. During these times, babies may want to nurse more often. A feeding schedule is not necessary.”

“If you breastfeed often and don't offer a pacifier or formula during the first 4-6 weeks.”

### Here's how it works:

Participants are asked to sort the cards in three pouches on the board: 1) I'm not interested in talking about this topic; 2) I'm interested in talking about this topic; and 3) I'm very interested in talking about this topic.

The participant then meets with a counselor to discuss the cards starting with the most important and working toward the least, using motivational interviewing skills.

Staff report that many participants said that they prefer this learning tool because they can discuss their personal concerns. The group session is our first priority; however, if it is not possible, the lapboard is second best in meeting participants' education needs. For information on how to obtain lapboard materials use: [www.wic-sdsu.org](http://www.wic-sdsu.org).



## MIS Naming Contest!

### A new name for the new system



Time to put on your creative thinking caps! As you know, State WIC is beginning the planning process for a new Management Information System (MIS) to replace ISIS. Remember how much fun it was when ISIS was chosen, with a Cleopatra costume and Egyptian dance! Local Agencies are invited to participate in this contest - one entry per agency please. The winner and winning name will be announced at the Fall Management Conference. Deadline for entries is August 31. Submit entries to Peter Maloney at [peter.maloney@cdph.ca.gov](mailto:peter.maloney@cdph.ca.gov).



## Legislative Update

continued from page 7

### STATE UPDATES

#### AB 2468/deLeon. Lactation Accommodation – Workplace Designation



**Status:** Senate Approps. Committee August

This bill would recognize “Mother Friendly Worksites”. It is essential to recognize employers that provide a safe, sanitary place for mothers to express breast milk and to feed their babies when returning to work. This bill would formally adopt a state statute that would allow businesses to use the designation “Mother Friendly Worksite” in their promotional materials if they meet all the criteria of the bill and submit the formal request for approval of the State Labor Commissioner.

**CWA Position: SUPPORT**

#### SB 797/Pavley. Eliminating BPA In Bottles and Sippy Cups – “Toxic-Free Babies & Toddlers Act”

**Status:** Passed Assembly Floor! (2 Year Bill)

To Senate Floor in August for Concurrence of Assembly Amendments!

This bill would limit the amount of Bisphenol A (BPA) allowed to leach from baby bottles, sippy cups, infant formula and baby food jars. Specifically, the bill would prohibit the manufacture, sale or distribution of the above products designed for children 3 and younger that contains more than 0.1 parts per billion of BPA.

**CWA Position: SUPPORT**

#### SB 8x 29/Steinberg. Would Exempt Non General Fund Departments from Furloughs.

**Status:** Vetoed by Governor  
This bill was introduced in

Special Session in 2010 to exempt key state departments from the Governor's three Fridays per month “furloughs”. Specifically exempted would be Board of Equalization and the State Franchise Tax Board. Also included would be any state department that receives more 95% of its funds from non General Fund sources (such as WIC Branch).

**CWA Position: SUPPORT**

#### AB 537/Arambula. EBT in Farmer's Markets

**Status:** Passed Senate Human Svcs. To Senate Approps Committee in August

Would require flea market farmer's market and Certified Farmers' Market (CFM) selling fresh produce, as of January 1, 2012, to have in place a system for acceptance of electronic benefit transfer (EBT) for sellers of produce. If they don't have a system in place by that time, the market would have to permit an approved Food and Nutrition Services (FNS) organization to operate an EBT system in their market on behalf of the

produce sellers. Note that the Federation of Farmer's Markets is opposed and several individual farmer's markets support.

**CWA Position: WATCH**

#### SB 1210/Florez. Sweetened Beverage Tax for Childhood Obesity Fund

**Status:** Died in Senate Rev & Tax

This bill would impose a tax upon every sweetened beverage manufacturer, concentrate manufacturer, or other person who makes the first sale in this state of a sweetened beverage or concentrate of a rate of \$0.01 per teaspoon of sugar placed into the sweetened beverage or equivalent amount of concentrate. The revenues collected from this tax would be deposited in the Childhood Obesity Fund,

which the bill would create, for appropriation by the Legislature. It is a 2/3rds Vote Bill.

**CWA Position: SUPPORT**

#### AB 2084/Brownley. Healthy Beverages in Childcare Centers

**Status:** Passed S. Health Committee. To S. Approps Committee in August

This bill would require all licensed child care facilities in California to serve only 1 percent milk or nonfat milk to children two years of age or older; to limit juice to not more than one serving per day of 100 percent juice; to serve no beverages with added sweeteners; and to make clean and safe drinking water readily available and accessible for consumption throughout the day, particularly with meals and snacks.

**CWA Position: SUPPORT**

#### SCR 77/Correa. Childhood Obesity Prevention and Fitness Week

**Status:** In Senate Rules Committee

This measure would proclaim the last full week in September in each year as Childhood Obesity Prevention and Fitness Week and would express the Legislature's support of various programs that work to reduce obesity and increase exercise among children.

**CWA Position: SUPPORT**

#### AB 2720/Speaker Perez. Food Justice Bill

**Status:** Passed S. Health Committee. To S. Approps Committee in August

Would require the CA Dept of Food and Ag, by July 1, 2011, to make recommendations to the Legislature, after consultation with Dept of Public Health and the State Dept of Social Services, on actions needed to promote food justice in CA.

**CWA Position: SUPPORT**



## Lactation Accommodation

# Lactation Accommodation: Good for Health, Good for Business

While the decision to breastfeed is the mother's, her ability to breastfeed is impacted by many outside circumstances that could aid or impede her plan to provide her baby with the best source of nutrition to begin that child's life. For too many low-income women, the barriers they currently face impede their goal of breastfeeding their child.

CWA is working with multiple partners to increase initiation and duration of breastfeeding, particularly exclusive breastfeeding, as well as promote greater acceptance of breastfeeding as the accepted norm.

Supporting employees who are breastfeeding when they return to work provides a positive return on an employer's investment. Studies document significant savings from lower health care costs, reduced absenteeism, lower employee turnover, higher productivity and loyalty, and positive public relations. In addition, these simple and low-cost policies improve breastfeeding duration and exclusivity. Returning to work should not spell the end of breastfeeding for low-income mothers.

However, not enough California employers are fully implementing this law, jeopardizing many mothers' valiant efforts to sustain breastfeeding. Many are either unaware of the law or out of compliance and do not even inform mothers about their right to lactation accommodation. WIC mothers may be unaware of the law requiring worksite lactation accommodation and tend to be reticent about inquiring about worksite policies or insisting that they be allowed to pump at work.



*51% of working women in CA have low-wage jobs. These kinds of jobs usually lack healthcare benefits or paid sick leave, and offer inflexible work schedules and very little job security. In many cases, there is no guaranteed job upon their return to work after the birth of their babies.*



*To promote good health "from the start", Sutter County Public Health staff who have each breastfed their children, reaffirmed their resolve to promote breastfeeding within the health department, and in the community.*

This March, President Obama signed the Patient Protection and Affordable Care Act, H.R. 3590, and the Reconciliation Act of 2010, H.R. 4872. Among many provisions, Section 4207 of the law amends the Fair Labor Standards Act of 1938 (29 U.S.Code 207) to require an employer to provide reasonable break time for an employee to express breast milk for her nursing child for one year after the child's birth each time such employee has need to express milk. The employer must also provide a place, other than a bathroom, for the employee to express breast milk. **Furthermore, these requirements shall not preempt a state law that provides greater protections to employees.**

## California Breastfeeding Laws

### Right to Breastfeed in Public (1997). Section 43.3 of the Civil Code

"Notwithstanding any other provision of law, a mother may breastfeed her child in any location, public or private, except the private home or residence of another, where the mother and the child are otherwise authorized to be present."

*continued on page 16*



## Lactation Accommodation

### Lactation Accommodation: Good for Health, Good for Business

continued from page 15

#### **Breastfeeding at Work (1998). Assembly Concurrent Resolution No. 155**

"Resolved by the Assembly of the State of California, the Senate thereof concurring, That the Legislature encourages the State of California and all California employers to strongly support and encourage the practice of breastfeeding by striving to accommodate the needs of employees, and by ensuring that employees are provided with adequate facilities for breastfeeding, or the expressing of milk for their children; and be it further

Resolved, That the Legislature respectfully memorializes the Governor to declare by executive order that all State of California employees shall be provided with adequate facilities for breastfeeding, or the expressing of milk"

**The Family and Medical Leave Act (FMLA) and the California Family Rights Act (CFRA) allows eligible employees to take up to a total of twelve (12) weeks, per calendar year, of paid or unpaid job-protected leave. While an employee is on approved FMLA/CFRA leave, the employee's health, dental and vision benefits are maintained. To be eligible for FMLA/CFRA leave, an employee must have been employed for a total of twelve (12) months and physically worked 1,250 hours in the year preceding the date on which the FMLA/CFRA leave is to commence.**

**The purpose of FMLA /CFRA is to allow eligible employees to take a job-protected leave for these reasons:**

- When the employee is unable to work because of a serious health condition.
- To care for an immediate family member (spouse, child or parent) with a serious health condition.
- The birth or adoption of a child or foster care placement of a child.

<http://www.orim.dgs.ca.gov/FMLA/default.htm>

#### **Jury Duty- Breastfeeding Mothers (2000). Code of Civil Procedure- Section 210.5**

"The Judicial Council shall adopt a standardized jury summons for use, with appropriate modifications, around the state, that is understandable and has consumer appeal. The standardized jury summons shall include a specific reference to the rules for breastfeeding mothers."

#### **Lactation Accommodation (2002). Labor Code Code Chapter 3.8 Sections 1030-1033**

"1030. Every employer, including the state and any political subdivision, shall provide a reasonable amount of break time to accommodate an employee desiring to express breast milk for the employee's infant child. The break time shall, if possible, run concurrently with any break time already provided to the employee. Break time for an employee that does not run concurrently with the rest time authorized for the employee by the applicable wage order of the Industrial Welfare Commission shall be unpaid.

1031. The employer shall make reasonable efforts to provide the employee with the use of a room or other location, other than a toilet stall, in close proximity to the employee's work area, for the employee to express milk in private. The room or location may include the place where the employee normally works if it otherwise meets the requirements of this section.

1032. An employer is not required to provide break time under this chapter if to do so would seriously disrupt the operations of the employer.

1033. (a) An employer who violates any provision of this chapter shall be subject to a civil penalty in the amount of one hundred dollars (\$100) for each violation.

(b) If, upon inspection or investigation, the Labor Commissioner determines that a violation of this chapter has occurred, the Labor Commissioner may issue a citation. The procedures for issuing, contesting, and enforcing judgments for citations or civil penalties issued by the Labor Commissioner for violations of this chapter shall be the same as those set forth in Section 1197.1.



# Lactation Accommodation

## WHAT YOU CAN DO

### MAKE SURE YOU HAVE BREASTFEEDING POLICIES AND PRACTICES TO SUPPORT YOUR STAFF

What resources do you have to prepare your prenatal and support your postpartum employees? For example, in Contra Costa county WIC Program, employees are allowed 6 months of maternity leave. When they return to work, they can avail of part-time work hours for as long as they want. The choice of working at a WIC site closest to home is offered to them, and they are actively supported to continue nursing when they return to work, by being offered guidance and support, breast pumps, breaks to pump or nurse their babies. Director Beverly Clark says creating a positive expectation that everyone – staff and participants – will nurse their babies, creates a nurturing and supportive environment. When an employee has a baby, co-workers visit the new mom, and help her to successfully breastfeed her baby.

### ADVOCATE LOCALLY TO MAKE BREASTFEEDING THE NORM IN CALIFORNIA

Let WIC moms know that there are CA laws to ensure that employees can successfully combine work and breastfeeding. Create awareness of the importance of initiation and duration of exclusive breastfeeding - educate local business owners on “mother-friendly” workplace policies, help improve attitudes towards breastfeeding

by educating workers and management about the benefits of breastfeeding.

If you hear of a violation of the lactation law, help Mom file a complaint at <http://www.dir.ca.gov/dlse/HowToFileBOFEClaim.htm>.

Support and acknowledge local businesses who support breastfeeding by nominating them for the statewide Mother-Baby Friendly award.

### FIND ONE OR TWO CHAMPIONS IN THE COMMUNITY TO PARTNER WITH

For example, Marin county WIC's strong partnership with their local birthing hospital staff and local health providers, and their active role in the county breastfeeding coalition has helped them achieve and sustain such high exclusive breastfeeding rates.



The Riverside WIC WBW event at the Banning clinic brought the community together, honored breastfeeding moms, and engaged other key partners.

(c) Notwithstanding any other provision of this code, violations of this chapter shall not be misdemeanors under this code.”

### Breastfeeding Education and Support (2005). Health and Safety Codes Sections 123360-123365

123360. (a) The State Department of Public Health shall include in its public service campaign the promotion of mothers breast-feeding their infants.

(b) The department shall develop a model eight-hour training course of hospital policies and recommendations that promote exclusive breast-feeding, in-

corporat- ing available materials already developed by the department, and shall specify hospital staff for whom this model training is appropriate. The department shall also provide the model training materials to hospitals, upon request.

123365. (a) All general acute care hospitals, as defined in subdivision (a) of Section 1250, and all special hospitals providing maternity care, as defined in subdivision (f) of Section 1250, shall

make available a breast feeding consultant or alternatively, provide information to the mother on where to receive breast feeding information.....



## Recipes

### CWA "Iron Chef" Wellness Cook-Off

The Wellness Cook-Off was co-sponsored by USA Rice Federation to support the WIC Worksite Wellness program, and featured brown rice as the "secret ingredient". We received many delicious recipes, and three were selected to participate in the Cook-Off.

#### VEGETABLE BROWN RICE PILAF & CURRIED CHICKPEAS

Submitted by: Rohini Kubendran, Antelope Valley Hospital WIC program, Palmdale, CA

##### VEGETABLE BROWN RICE PILAF

2 Tbsp. canola or vegetable oil	¼ tsp. ground cloves
½ c. sliced onions	1 c. sliced or shredded carrots
2-3 cloves garlic, minced	1 c. diced cauliflower
1 tsp. minced fresh ginger	1 c. diced green beans
1 serrano or jalapeno pepper (seeded and chopped)	1 tsp. fennel seeds
4 c. cooked brown rice	½ tsp. ground cinnamon
¼ c. cilantro leaves, chopped	½ tsp. salt
1-2 tsp. chopped fresh mint (optional)	

1. In large skillet heat oil over medium heat; sauté onions, garlic, ginger and serrano pepper until tender. Add fennel seeds, cinnamon, and cloves; cook until spices are aromatic.
2. Add carrots, cauliflower and green beans; cook until tender-crisp.
3. Add rice, cilantro, mint and salt and mix well. Garnish with additional cilantro, if desired.

Makes 6 (1-cup) servings

##### CURRIED CHICKPEAS

1 tablespoon canola or vegetable oil	1/4 cup sliced onions
1 tsp. cumin seeds (or ½ tsp. ground cumin)	1 (8 oz.) can tomato sauce
1-2 tsp. curry powder or garam masala	1 (15.5 oz.) can chickpeas
1/4 tsp. salt (optional)	(garbanzobean), drained

1. In large skillet, heat oil. Add cumin seeds and curry powder and cook until aromatic. Add onions; cook, stirring, until tender.
2. Add tomato sauce and heat to simmering. Add chickpeas and salt, if desired. Continue cooking over medium-low heat 5-10 minutes or until chickpeas are tender and flavors are blended.
3. Serve Vegetable Brown Rice Pilaf with Curried Chickpeas. Garnish plate with nonfat yogurt, sliced lemon and tomato slices, if desired.

*Note: Curried Chickpeas may also be served separately with steamed brown rice.*

Makes 6 (1/2 cup) servings

*Nutrition information (serving size 1 ½ cups): Each serving provides 300 calories, 8 grams protein, 9 grams fat, 48 grams carbohydrate, 8 grams dietary fiber, 0 milligrams cholesterol, and 470 milligrams sodium.*



Rohini Kubendran, from Antelope Valley WIC, won the Cook-Off with her Indian-inspired dish.



"Iron Chef" Kubendran with judges Marie Simmons and Rich Sweeney.

**WONDERFUL, INCREDIBLE, CREATIVE  
FRIED RICE**

*Submitted by: Kris Mehan, Del Norte Clinics Inc, WIC, Marysville, CA*

- 2 tablespoons vegetable oil
- 3 eggs, beaten
- ½ cup chopped onions
- ½ cup julienne carrots
- ½ cup frozen edamame (soy beans), thawed
- 4 cups cooked brown rice, cooled (leftover rice works well)
- 1-2 tablespoons soy sauce
- ¼ cup chopped green onions
- 3-4 dashes hot sauce or hot chili oil (optional)
- ½ cup toasted walnuts, chopped

1. In wok or large skillet heat 1 teaspoon oil over medium heat. Pour in eggs, cooking and folding with spatula until tender; remove from pan.
2. Add 2 teaspoons oil and the onions and carrots. Cook 3 to 5 minutes or until tender-crisp. Add edamame. Cook 2 minutes longer. Remove vegetables to another plate.
3. Heat remaining 1 tablespoon oil over medium-high heat; add the rice, stirring and breaking up rice as it cooks for 5 minutes. Add the cooked eggs, breaking up into small pieces, vegetables, soy sauce and green onions; toss well. If desired, add hot sauce or chili oil. Transfer to serving dish; top with toasted walnuts.

Makes 6 (1-cup) servings.

*Nutrition information (serving size 1 cup): Each serving provides 320 calories, 10 grams protein, 12 grams fat, 36 grams carbohydrate, 4 grams dietary fiber, 105 milligrams cholesterol, and 280 milligrams sodium.*



*Kris Mehan from Del Norte WIC created a colorful, delicious and healthy "WIC" Rice dish.*

**CONFETTI BROWN RICE SALAD**

*Submitted by: Suzi Macaluso, Tulare County HHS WIC Program, Farmersville, CA*

*Prepared by Patricia Avila*

Dressing: Salad Ingredients:

- ½ cup apple cider or white wine vinegar
- 4 cups cooked brown rice
- ¼ cup olive oil
- 1 (15.5 ounce) can kidney beans, drained and rinsed
- 2-3 cloves garlic, minced
- 1 (15.5 ounce) can black beans, drained and rinsed
- 1 ½ tablespoons Italian seasoning
- 1 (15.5 ounce) can whole kernel corn, drained
- 1 tablespoon curry powder
- 1 medium red bell pepper, chopped
- ½ teaspoon ground black pepper
- 1 medium green bell pepper, chopped
- ¾ cup diced celery

1. In a large bowl, combine all dressing ingredients. Stir well.
2. Add all salad ingredients. Mix well to coat with dressing. Best if refrigerated 1-2 hours before serving. If desired, serve on a bed of mixed greens.

*Note: Seasonings may be adjusted to personal taste preference. You may also substitute ¾ cups bottled Italian dressing instead of oil and vinegar.*

Makes 6 (1-½ cup) main dish servings or 9 (1-cup) side dish servings.

*Nutrition information (serving size 1 ½ cups): Each serving provides 380 calories, 11 grams protein, 12 grams fat, 56 grams carbohydrate, 12 grams dietary fiber, 0 milligrams cholesterol, and 300 milligrams sodium.*



*Cook-Off Runner-up Patricia Avila, from Tulare County WIC, was a pro, preparing the recipe submitted by her colleague, Suzi Macaluso.*



**California WIC Association**  
1107 9<sup>th</sup> Street, Suite 625  
Sacramento, CA 95814

## CWA Directors 2010 - 2011

### EXECUTIVE BOARD

**Gayle Hoxter**, President  
Riverside County Dept. of Public Health

**Peggy Redfern**, President-Elect  
Tulare County WIC Program

**Shirlee Runnings**, Past President  
The Human Resource Connection

**Pamela Stanley**, Treasurer  
Antelope Valley WIC

**Marcia Barnes**, Secretary  
Sutter County Health Department

### REGIONAL REPRESENTATIVES

Edith Wiltsee, Bay Region  
Tracie Barrow, Coastal Region  
Leslie McDonnell, Sierra Cascade Region  
Betsy Cline, Southern Region  
Mary Sammer, Southern Region  
Rose McIsaac, Delta Region

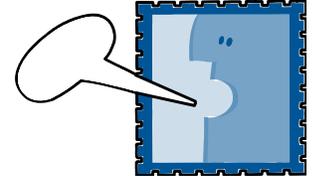
### SMALL AGENCY CAUCUS

Charlene Shon, Yolo County WIC  
Ilse Arrimbide, Central Valley  
Indian Health

### MEMBERS-AT-LARGE

Gayle Schachne, Eloise Jenks, Heidi Kent,  
Maureen Clark, Ulfat Shaikh, MD, MPH  
(Pediatrician), Emily Bowen

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



Upcoming Newsletters are already being planned  
around the following themes:

ISSUE	THEME	DEADLINE
Fall 2010.....	RoadMap: From Gold to Platinum .....	September 1, 2010

Please contact Kinkini Banerjee,  
Communications Coordinator at CWA:

[kbanerjee@calwic.org](mailto:kbanerjee@calwic.org)

CWA, 1107 9<sup>th</sup> St., Ste. 625  
Sacramento, CA 95814

916.448.2280 phone • 916.448.7826 fax

Want to be added  
to the Flash e-mail?

New e-mail  
address?

Need more  
newsletters?



## Save the Date

### CWA FALL CONFERENCE

September 20, 2010

Town & Country Resort  
& Convention Center  
San Diego, CA



Men make fabulous breastfeeding educators! Stanislaus county Health Educator, Joseph Wadley, wore a baby wrap all week, reinforcing the role of men in children's lives and health. He is training to be a Certified Lactation Educator, and creating quite a buzz in WIC.