



WIC watch

Back to the Future – Going Platinum

Over the past few years, we have worked incredibly well together to maximize the positive health impacts of California WIC's transition to the new food packages. And what a transformation it has been: a growing wellness culture among WIC staff; more fresh and nutritious food choices in the community; and healthier habits for millions of WIC families. Mission accomplished!

So...now what? With a wildly successful nutrition revolution under our belts, it is time to get back to basics and work on some core WIC service issues. This spring, we will be launching a new effort called **WIC Goes Platinum**, a process designed to bring California WIC up to a whole new level of excellence. Our goal is to integrate our Gold standard foods, our emphasis on staff health, and our participant-centered nutrition education and breastfeeding support – into the entire WIC clinic experience.

Turn the page and begin the journey with us, from Gold – to Platinum!



Our Goal: Put WIC Participants at the center of everything we do!

INSIDE THIS ISSUE

- WIC Goes Platinum! 2
- CWA Updates
 - CWA at USBC 4
 - Have Your Say 4
 - E-Advocacy 4
 - CBR Convened 5
- WIC Can Help! 6
- Introducing APL 8
- Legislative Update 10
- Healthier Future for Families ... 11
- Career Corner 12
- From the Grapevine 12
- Monterey County WIC 13
- Worksite Wellness
 - Fuel Up, Lift Off 14
- CNC Awards 18
- Resources/Recipe 19

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WIC Goes Platinum • CWA Annual

The **California WIC Association** invites you to attend our **18th Annual Conference**. Last year, the California WIC community made public health history with the rollout of our new food packages. The healthy new WIC foods, which we coordinated with clear Healthy Habits messages, are already having a positive impact on millions of California families!

This year's theme sets the stage for our next big step: **WIC Goes Platinum!** In the next few years, we will bring California WIC up to a whole new level of excellence, integrating our healthy foods and Gold Standard participant-centered nutrition education and breastfeeding support into the entire WIC clinic experience- stellar customer service, integrated staff wellness, widespread community collaboration, and innovative WIC leadership. We're going from Gold -- to Platinum! Check out the Conference Program,

hotel information, Trade Show and Local Agency Sharing application at http://www.calwic.org/spring_conference.aspx.

The workshops and trade show will showcase the improved WIC foods, healthy habits at birth and beyond, many possibilities for collaborating with partners, and opportunities for staff leadership in the clinic and community. Workshops sessions have been planned on four concurrent tracks.

Our Platinum Plenary will feature **My Dream in a Platinum WIC World** by California journalist, **Elizabeth Salaam**, who will share her thoughts on being "newly poor" and a WIC participant! **Loren Bell** from Altarum and former WIC director, will outline his vision going platinum: ways to integrate customer service, nutrition education and community partnerships to create a cutting-edge WIC program. **Susan Carnahan** will speak of **Self Empowered Excellence**. Effective communication is a combination of knowing what to say and when to say it. Individuals who have successfully combined these two skills succeed!! WIC clinics are busy and complex and communication and customer service is vitally important. Susan will assist WIC staff in her plenary and workshop with skills for being a Platinum employee.




Susan Carnahan



Conference • May 3-5, San Diego

The preconference sessions will provide indepth skill-building:

■ **Using Loving Support to Grow and Glow in WIC**, a Train the Trainer workshop by **Cathy Carothers**, BLA, IBCLC, RLC, will provide an overview of the curriculum and new modules created for USDA/FNS to train WIC staff on breastfeeding and support for moms during the first month. Agency staff can use these modules to provide the required 20 hours of breastfeeding training.

■ **Fuel Up, Lift Off, by REACH US**. **Dr. Toni Yancey** and her team from the **UCLA Kaiser Permanente Center**



Dr. Yancey, FULO training

for Health Equity will provide training, materials and technical assistance on their successful **Lift Off** program to enable WIC agencies to incorporate physical activity and healthy food choices

in organizational culture and daily work routine through use of the "push" or default strategy.

Local Agency Sharing is an important component of the Conference! Peer sharing is a great way to harness the power of WIC and promote ideas that work! We invite you to participate in the Local Agency Sharing. Highlight innovative strategies that worked to make your Local Agency roll out of the new food packages successful, build community partnerships and achieve greater reach into low-income communities. Share your successes with the Healthy Habits campaign, Local Vendor Liaison, Breastfeeding Support, Food Package Management, Caseload Management, Strengthening WIC-Community Linkages, and WIC Worksite Wellness.



We have an opportunity to support the positive changes in a meaningful way, and take a quantum leap in achieving healthier outcomes among the millions we serve. Help us become the nation's premier obesity prevention program for low-income families.

Trade Show and Exhibitor packets are on the website. Booths are filling up and plans are underway for another excellent opportunity to showcase the improved WIC foods, breastfeeding support products, possibilities for collaborating with partners, and worksite wellness programs.

2010 California WIC "Iron Chef" Wellness Cook-Off!

California WIC Association is hosting the 2nd Annual WIC Foods Recipe & Cooking Competition. **Don your Creative and Healthy Chef's Hat on and Join the Fun!** Send us your most creative recipes using WIC foods. This year's secret ingredient is.....**BROWN**

RICE. Well-known food writer and Cookbook

author **Marie Simmons** will be the judge. The top three winners will receive from \$200 worth of gift prizes, and instant fame as they star in the Iron Chef-style Wellness Cook-Off at the CWA Annual conference on

May 3rd at 12.45 pm! Their photos and recipes will be featured in future editions of the **WIC WATCH**.



Marie Simmons



CWA Updates

CWA at USBC

California WIC Association staff and representatives from the California Breastfeeding Coalition (CBC) traveled to Washington DC in January to participate in the the United States Breastfeeding Committee's (USBC) National Coalitions meeting "**Empowering Coalitions: Power Tools for Changes**". California had a big presence with ten participants at the conference, and contributed to the program by providing two posters and four different workshops.

On the last day of the conference, the CBC delegation joined forces with breastfeeding coalition members from around the nation to visit the hill, meet with legislators and urge them to co-sponsor the Breastfeeding Promotion Act of 2009 (Merkley S.1244/ Maloney H.R. 2819).

The CBC delegation visited California Congressional Representatives, including both Senators, and shared Breastfeeding Promotion Act materials with Representatives. Currently five California Representatives are co-sponsors: Lois Capps, Sam Farr, Barbara Lee, Lucille Roybal-Allard and Lynn Woolsey. If one of the five is your representative, send them a thank you note for signing on as a co-sponsor.

The National Breastfeeding Coalition Conference is held every two years and the breastfeeding advocacy day was the first ever convened by the United States Breastfeeding Coalition and National Conference of State/Territory/Tribal Breastfeeding Coalitions.

To view the conference workshop materials go to <http://www.usbreastfeeding.org/Coalitions/NationalConference/2010Conference/tabid/95/Default.aspx>.

Have Your Say! Write USDA

CWA mobilized forces to submit comments on the WIC Food Package to USDA. On October 1, 2009, the California WIC Program implemented the USDA "interim final" food package rule. USDA will incorporate changes into a final set of binding regulations to be published sometime thereafter. Input from WIC families, community groups, anti-hunger organizations, faith groups, nutrition experts -- every concerned sector or individual - is critically important. The number and quality of comments make a difference to USDA readers. CWA created a toolkit for advocates to use to prepare comments on the interim rule, with participant letter templates in English, Spanish, Hmong and Vietnamese. The comment period ended on Feb 1, 2010. All comments submitted to FNS will be available for viewing at <http://www.regulations.gov>.



E-Advocacy Capacity Building

CWA has been accepted in a ten month E-advocacy Capacity Building program conducted by San Francisco based non-profit, **Aspiration**. The program provides support in assessing, planning, and implementing strategies for developing a comprehensive communication platform. Aspiration will help us reinforce and evolve our online engagement models in ways most aligned with CWA's goals using innovative technology resources. CWA constituencies have substantially increased their use of the Internet and are at the forefront of participation in online activities like social networking and text messaging, and we need to harness our efforts to communicate with them using communication channels suited to our population.





CWA Updates

California Breastfeeding Roundtable Convened!



The **California Breastfeeding Roundtable** (CBR) is up and running...working, that is!

The CBR members convened in Sacramento on December 1-2 to work on strategies to increase breastfeeding for California's families. A provisional CBR committee was quickly established earlier this year, and met in April, to assist the **California Department of Public Health** (CDPH) in developing strategies and activities to improve breastfeeding for the updated California Obesity Prevention Plan as part of a CDC funded grant. The CBR members are building on the work of the earlier provisional committee and public focus groups held during the year by the CDPH.

Together with many members of the public, CBR members discussed effective strategies and specific action steps that could be taken in this bleak economic climate, to improve breastfeeding initiation, duration and exclusivity. The group drew on existing materials including, the strategies developed in April, and *Breastfeeding: Investing in California's Future*, the blueprint developed by the former statewide advisory group, Breastfeeding Promotion and Advisory Committee (BPAC).

The six top strategies the CBR prioritized to focus their efforts include:

1. **Promote early mother/baby follow-up visits to health plans and healthcare providers in order to identify and respond to potential problems with breastfeeding.**
2. **Provide technical assistance to California hospitals to develop and implement the ten California model hospital/Baby Friendly policy recommendations to support breastfeeding.**
3. **Incorporate infant feeding, including breastfeeding as the norm into the health and science curricula at preschool, primary, secondary, university, continuation, technical, adult, job training and professional education.**
4. **Require continuing education credits for health practitioners in breastfeeding education.**
5. **Create a media campaign that normalizes and celebrates breastfeeding in California.**
6. **Provide technical assistance to businesses to support breastfeeding mothers returning to work and impose a civil penalty to businesses violating the California Labor code for Lactation accommodation.**

CBR members will be following up with on-line communications, in order to identify reasonable pieces of this work they can, as a statewide advisory committee, undertake to help improve breastfeeding. The next in-person meeting, which is a public meeting will be in June in Southern California.

Thank you to the members of the CBR and the public for all your efforts!

Check out the new CBR website at <http://www.californiabreastfeeding.org/CBR.html>.

A member roster, meeting agenda, minutes and materials from the fist meeting are posted on the website. The next CBR meeting is June 23 and 24, 2010, in Long Beach.

Contact Robbie Gonzalez at rgonzalez@calwic.org for details.



WIC Can Help: Strengthening Local Links

Providing information and referrals to other health and social programs is one of the cornerstones of WIC services to the community. In these tough times, WIC staff are seeing families who have never before asked for help, and may be unfamiliar with basic programs like Medi-Cal, TANF, SNAP (food stamps) or local meal or pantry programs -- or they may be reluctant to give them a try. Moreover, WIC providers themselves may be less familiar with existing or newly launched services such as unemployment insurance (UI), foreclosure assistance, credit counseling, utility assistance, and other supports that could mean the difference between survival and destitution for a struggling family.



With funding from The California Endowment, CWA is kicking off **WIC CAN HELP**, a campaign to strengthen local WIC capacity to inform and connect WIC families with all possible new and existing community assistance programs, by identifying possible gaps and sharing new resources with the local WIC network. **WIC CAN HELP** will harness the power and reach of trusted and user-friendly local WIC programs to protect and strengthen the ability of over one million California families to survive and protect their children's health in tough times.

Since January, CWA has begun to disseminate a **monthly resource and referral** "survival kit" to all local WIC programs, which will highlight a particular community resource which is available to most WIC families. We'll let you know about some less familiar programs, explain basic eligibility criteria, and make sure you know how to **link families with local offices**. We will also provide, on our website, **templates of outreach flyers**, in different languages, that you can download, customize, and share with participants who can then seek help themselves.





WIC Can Help: Resource Calendar

MONTH	HIGHLIGHTED RESOURCE
January	Unemployment Assistance
February	Earned Income Tax Credit
March	Census 2010
April	Oral Health
May.....	Summer Food
June	Addiction/Substance Abuse
July	Child Care and Early Intervention
August	Back to School - School Meals - Breakfast and Lunch and More
September	Housing
October.....	Depression, Mental Health and Domestic Violence
November.....	Debt Counseling and Financial Literacy
December.....	Energy, Telephone, Utilities



WHAT LOCAL AGENCIES CAN DO:

1. Assign an I&R Coordinator to review and update local agency's resource and referral information.
2. Download the resources of the month and share with WIC families.
3. Customize the county-specific flyers with more local information, if you wish.
4. Check the CWA website for regular information on Food Stamps/TANF/MediCal.
5. Call the local HHS Department and do an inservice on Food Stamps/TANF/MediCal for your staff.
6. Please share new information and referral with CWA, so we can update and improve the information we post every month.





WIC Goes Platinum! Introducing the Academy

Going From Gold – to Platinum!

Going Platinum means creating and implementing a truly 21st Century WIC: stellar customer service, integrated staff wellness, widespread community collaboration, and innovative WIC leadership.

To help all local WIC agencies achieve Platinum-quality staffing and service, CWA, in close partnership with the California WIC Division, is launching a new initiative: **The Academy for Participant-Centered Leadership, or APL** ("apple"). The APL process will recruit enthusiastic and talented employees directly from the frontlines of WIC, and support them in creating practical cultural and organizational changes, within the site and among their colleagues, that will palpably improve the WIC setting and experience for participants and staff alike.

APL will build upon successful models and tools for WIC site transformation that have already been created and tested in other WIC programs across the country by a group of seasoned WIC experts from the **Altarum Consulting Group**. Our efforts will be led by two trusted California WIC veterans: **Anne Patterson**, a former local WIC Director with decades of frontline experience, and **Helene Dublisky**, a leadership coach and



trainer who is well known in WIC circles. With input from a state and local agency **Advisory Committee**, the APL process will be developed and piloted by a small and representative group of local agencies in 2010, and then expanded to a wider group in 2011-12.



APL Builds on Our History of Positive Change

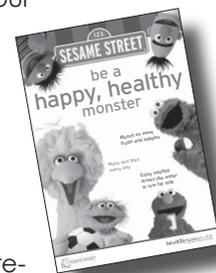
California WIC is a truly dynamic organization. We have proven repeatedly that we have the capacity to achieve rapid, comprehensive and measurable systems change, because we have built a remarkable level of trust and cooperation between and among all levels of state, local, and individual WIC work.

- The transition to **ISIS** in the mid-90's
- **FitWIC** and **Family-Centered Education**
- **Learner-Centered Education (LCE)**, catalyzed by the incredible *Learning to Listen, Learning to Teach* trainings that have revolutionized our nutrition education by putting the participant in the driver's seat.

WICconnect

- **Finding the Teacher Within** training for frontline staff, followed by **Motivational Interviewing** and **Pearls of Change**.
- **Go For the Gold** campaign, which engaged all staff in an all-out effort to reach and enroll close to 65,000 new participants in less than a year.
- **WICconnect**, an ambitious quest to harness the incredible power of the WIC food package changes with a carefully planned and well-resourced campaign to engage all staff and participants in healthy choices:

- **Healthy Habits Every Day**. For the first time in our history, we shared the same well-crafted messages at the same time with millions of WIC families. And it really worked!
- **WIC Worksite Wellness**
- Complex vendor changes with **AAV**
- **Local Vendor Liaisons**
- **Let's Go Shopping** with the new WIC checks!



“The APL process will support frontline staff in creating practical cultural and organizational changes.”



for Participant-Centered Leadership (APL)

More Than a Campaign, More than Leadership Training

With all this under our belts, it is time to get back to basics, and confront some core WIC service issues. We know that LCE skills have enabled us to create a warm and supportive environment for participants in our WIC classrooms, lactation lounges, and counseling cubicles. Now it is time to carry that same positive energy out into WIC reception, waiting rooms, break rooms – and beyond! **WIC Goes Platinum** is all about putting the participant at the center of everything we do at WIC.

“WIC Goes Platinum is about changing what we do with what we have.”

WIC Goes Platinum is a permanent journey of transformation that will be different for every agency and which will require honest reflection, clear assessment, and innovative implementation. **WIC Goes Platinum** is about changing what we do with what we have. **WIC Goes Platinum** will be led by front-line 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.

“WIC Goes Platinum is all about putting the participant at the center of everything we do at WIC.”

The **Academy for Participant-Centered Leadership** will differ from the leadership training that CWA has offered to WIC directors and managers in past years by reaching further down the management chain, especially in large agencies—site managers, WNAs, phone staff, clerks and educators—any staff with that special spark, that extra energy to create and sustain changes in organizational culture that will result in permanent improvements to the level of care we show for ourselves and the families we serve.

Led by **Helene Dublisky**, the APL process will create a learning and empowerment community for these WIC change agents for a one-year period. During APL, we will provide mentoring and leadership training, coaching and support for this cohort, as they work in their sites and with their



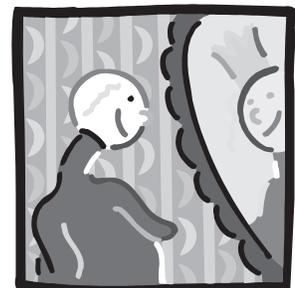
Helene
Dublisky

WIC colleagues to create the many small, but important, improvements to their own WIC environments and work processes. APL will start with these change agents, who will engage with all staff to begin the transform the WIC experience for participants and staff alike – from **Gold to Platinum!**

At the same time, **Anne Patterson** and a faculty of retired WIC managers with many decades of frontline experience will offer technical assistance and site assessment services to the local agencies participating in **WIC Goes Platinum**. Anne and her team will visit sites, assess service and operational challenges, and provide feedback and ongoing telephone mentoring and troubleshooting during the year. She will also link Platinum sites with each other so that local agency staff can network and support each other in seeking change.



From Gold to Platinum - We invite you to begin the journey with us!





Legislative Update

FEDERAL UPDATES

Good WIC News in Federal Budget:



Obama released his FFY 2011 budget proposal this week, trying to balance deficit reduction with job creation and safety net. Big picture analyses at www.cbpp.org. WIC fared very well: the Administration proposes funding WIC at \$7.603 billion with \$125 million in a contingency fund -- an increase of \$351 M over the current year, projected to support 10 million participants. Funding to increase the CVV for fruits and vegetables for children from \$6 to \$8 was included, as recommended by the IOM. Other WIC highlights include: \$83M for breastfeeding peer counselors and other related activities (an increase by \$3M from last year!); \$15M for evaluation, \$14M for infrastructure, \$60M for MIS, \$5M for coordination with other programs and IT, and \$10M for "federal administration oversight to improve the application process."

WIC Reauthorization Heats Up: With healthcare reform stalled, we are hearing strong rumors that Child Nutrition and WIC Reauthorization will likely move to the front of the legislative queue and be considered in the next few months! That means that those going to the **NWA Leadership Conference** in DC will be there at a critical time. CWA is prepared with talking points and issue papers, and is planning a special California WIC Briefing for our large Congressional delegation.

Michelle Obama Obesity

Campaign: The First Lady launched a sweeping campaign called *Let's Move* to address the epidemic of childhood obesity. In partnership with USDA, CDC, the Department of Education and outside organizations, the initiative will get the government working with local officials and leaders in the business and non-profit sectors to provide more nutritious food in schools, allow more opportunities for kids to be physically active, and give more communities access to affordable, healthful food. President Obama signed a memorandum on Feb 9 establishing a national interagency task force to review all federal policies and programs that impact child health, nutrition, and physical activity. Within 90 days, this task force—the first ever of its kind—is to provide the President with an interagency strategy and action plan for ending childhood obesity. The President has proposed spending an extra \$1 billion per year for the next decade for implementing actionable strategies to bolster healthy eating programs for families with children. For details, go to <http://www.cspinet.org/new/201002091.html>.



Congresswoman Laura Richardson, who represents much of Long Beach, takes great interest in maternal child health issues. She is pictured here with Kimlin McDaniel Keith, Robbie Gonzalez Dow, Suzanne Haydu, Karen Peters, Bonnie Henson, Laura Richardson, and Christine Gibson.

STATE UPDATES

Bad News in State



Budget: Needless to say, WIC is lucky to be 100% federally funded. As reported in the last Flash, the Governor released his budget on January 8, with cuts all around, no new taxes, and wishful thinking about federal bailouts; details at http://www.cbp.org/pdfs/2010/100108_Gov_Budget.pdf. The non-partisan Legislative Analyst has told lawmakers that major federal help is very unlikely, so tax increases and very tough decisions are needed by the end of March – no more fooling around. Significantly, the **LAO** supports the Governor's proposal to once again ask voters to "...prioritize the use of Proposition 10 [First Five] funds to support core children's programs and services." A Special Session has been called to deal with the \$6.6 billion hole in this year's budget year and the \$12.3 billion gap next year.

CA House Speaker Selected: First-term Democrat Assemblyman John A. Perez was selected Assembly speaker, and has replaced current Speaker Karen Bass, who will leave the Legislature next year due to term limits.



Nutrition Education

A Healthier Future for WIC Families?



Last October we made WIC history by offering the families we serve a much healthier variety of foods that reflected their rich cultural diversity and were aligned with the most current Dietary Guidelines for Americans and infant feeding practice guidelines of the American Academy of Pediatrics.

To prepare for this historical change, the California WIC Program launched the **Healthy Habits nutrition education campaign** last year in partnership with Sesame Workshop and the National WIC Association. Interactive modules were used to teach healthy food choices and smart shopping skills to support families in purchasing and preparing the new WIC food items. Participants began receiving the Healthy Habits nutrition education six months before the new food packages were launched.

The key messages of this family-focused campaign were:

1. **Get Healthy Now: (a few healthy habits make the difference, what are Sometime, Anytime foods, preparing vegetables and fruits)**
2. **Lose the Fat, Keep the Vitamins...Drink Lowfat Milk!**
3. **Make Half Your Grains Whole**
4. **Let's Go Shopping**

California WIC is conducting research to evaluate the impact of the nutrition education campaign and the new WIC food package on participants' knowledge, attitudes and behaviors. The study is designed to establish **baseline data (T1), to evaluate changes after participants experience the nutrition education campaign (T2), and again after they receive the new food checks (T3).** We will also examine whether there is an additive effect of nutrition education plus the food package.

Survey information is being collected by telephone calls to over 3000 randomly-selected English and Spanish-speaking WIC families at each of the three points in time.

Data will be statistically analyzed by **UC Berkeley Center for Weight and Health** to assess changes due to the educational campaign and to the food package implementation.

The early results of this exciting study are promising. Compared to the baseline, participants reported a higher recognition of key campaign messages, positive movement in stage of change for target foods, increased family consumption of fruits and whole grains, and replacement of whole with lower fat milk after the completion of the Healthy Habits campaign but before they started receiving the new WIC foods. Impacts were similar for Spanish and English speakers.

The next issue of the WIC Watch will feature details of Phase T1 and T2 of the NEFPI study. For more information, please contact Shannon E. Whaley, PHFE WIC at Shannon@phfewic.org, Nancy Crocker, State WIC at Nancy.Crocker@cdph.ca.gov, or Judy Gomez, PHFE WIC, at Judy@phfewic.org.



Career Corner: Ask Nancy

Nancy Nesa, MA, RD, Statewide Career Development Coordinator

Coming to the 2010 CWA Annual Meeting, the California WIC Program's 'Grow Your Career with WIC' booth. The Career Development Coordinator and the Dietetic Internship Directors will be available to answer your questions about WIC dietetic internships, resources to help you pass the registration exam for dietitians and undergraduate and graduate programs in nutrition.

Q. How do I know if I qualify for a WIC dietetic internship?

A. A good place to start is the WIC Career Corner web site (www.wiccareercorner.com), then check out the web sites for the WIC dietetic internships. Each of the WIC internships will outline their specific application requirements and deadline dates for applying. At one, you may be required to work for the WIC agency sponsoring the program; others may also participate in the ADA's national computer matching process for selecting interns. The Central Valley and San Diego WIC dietetic internships offer selection priority for qualified WIC employees working for any California WIC agency. This means, you apply directly to the WIC internship and do not use ADA's computer match system. It's important to know that all internships require that you have a "Verification Statement" from a United States accredited Didactic Program in Dietetics (DPD). Your work experience at WIC and desire to work for a WIC agency in California as a registered dietitian upon completion of the internship, is also a plus.

California WIC is working to provide you with the latest information on education programs and resources to help you achieve your career goals in community nutrition. If you would like more information on career development programs, go to www.careercorner.com or e-mail Nancy at nnesa@projects.sdsu.edu.

Q. If I graduated 3 years ago can I still apply for a WIC dietetic internship?

A. That depends on the policy of the particular dietetic internship you're considering. You may be required to take some classes to update your knowledge if you completed your DPD program more than 3 years ago. You should look on your DPD "Verification Statement" for the date you completed program requirements. If the length of time from that date to the time you plan to submit an application is not within the internships policy, then you should immediately contact the internship director/coordinator. Current knowledge of Food Service Systems, MNT and the nutrition care process, are especially important to your success in the internship. Generally, one or two classes will be required and these can easily be found through an online university. But start early, most of these classes are only offered once or twice a year and it could take a year to complete the classes before the application deadline. Make sure you have confirmation from the internship director/coordinator about the specific classes they will accept before you register for the classes. If you're not sure about the policy or have questions, you can also contact me for some guidance.

From the WIC Grapevine...

- Good-bye to **Bill Ruth**, Director of **Merced County Community Action Agency WIC Program**. Bill continues to be involved in the Merced County Hunger Task Force and at Our Redeemer Lutheran Church in Livingston. You will be missed! Welcome to new Director **Stacie Bradford**.
- There is a brand new Local Agency in CA - **Mono County WIC** program. Welcome to Director, **Lynda Salcido**, and her staff.

- Goodbye, **Sandy Fagin**, from the Training unit, **State WIC Division**. Sandy has moved to **Network for a Healthy California, Cancer Prevent Services**. We will miss you!
- Goodbye on April 30 to **Sarah Larson**, **Director SDSU WIC Program!** Your dedicated advocacy on behalf of WIC families is much appreciated.

★ Local Agency Profile

Holiday Cheer for Monterey County WIC Families

Monterey County WIC Director, Edie Wiltsee, believes that building community capacity is a core principle of WIC. Her agency hosts community events throughout the year, such as Breastfeeding Awareness walks, health fairs, and actively partners with local farmers, community organizations and business owners to improve services to WIC families.

For Christmas this past year, the owner of the WIC building, **Mike Haynes** of the **Haynes Family Foundation**, contacted Monterey County WIC with an offer. The foundation wanted to help WIC families during these difficult times by providing turkeys for Christmas. The Haynes Foundation was also partnering with the Monterey County Salvation Army, the Food Bank, and a local church with the goal of distributing 1600 turkeys in the community.

Mike's father, Stan Haynes had come to Salinas as an Okie during the depression and settled in East Salinas, where he started a carpeting and flooring business. He has never forgotten his roots and is very aware of the needs of poor people.

Monterey County WIC distributed 400 gift certificates to their participants earlier in the week for a Thursday pick-up. The Food Bank provided a refrigerated truck for delivery and distribution. The distribution was organized in the East Alisal WIC clinic parking lot.

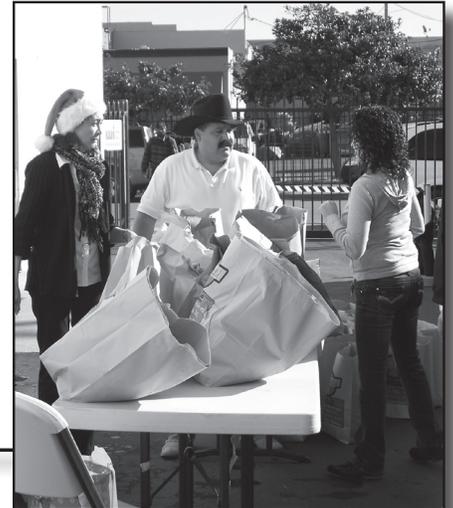


WIC families collect their gift certificates for the Turkey distribution.

The line began forming early – every person received instructions for thawing and roasting along with a stuffing recipe with their turkey. Volunteers from the local Rotary Club helped with the distribution. Grocery bags were donated by FoodsCo, a local grocery store.

While waiting in line, one participant commented on how generous it was to have the turkeys delivered directly to the WIC clinic for pick-up. Another participant was so thankful that now her family could have a "real Christmas".

Thanks to the collaboration of the community, 400 WIC families got some much needed holiday cheer to celebrate Christmas with their loved ones.



Strengthening the community. Many partners worked together to make the holidays special for WIC families.

Holidays are a good time to engage our communities and raise awareness of the tragic reality of sharply increasing hunger in our country.



Worksite Wellness

FUEL UP, LIFT OFF: CWA

The WIC Worksite Wellness program is a multi-layered program based on the CDPH Vision for a Healthy California, the CA Obesity Prevention Plan, and the responses of over 1500 WIC employees to a statewide survey about wellness concerns, awareness, and workplace involvement. **It promotes WIC's leadership and coordination to work synergistically with public health and community partners while investing resources for a shared effort towards health promotion and disease prevention.**

The partnership between UCLA, CWA and UC Berkeley is to engage and train key WIC staff to disseminate and advocate for widespread improvements in nutrition and physical activity behaviors in their local agencies and help spark advocacy to influence such policies and regulations at the local level.

In January, early adopters WIC Worksite Wellness program participated in the **Fuel Up, Lift Off (FULO)** training conducted by the UCLA team of **Dr. Toni Yancey, Dr. Joyce Guinyard and Jammie Hopkins. Dr. Pat Crawford and Wendi Gosliner** from the Center for Weight and Health at UC Berkeley conducted the nutrition component of the FULO training. The FULO training is part of the CDC-funded REACH US program conducted by UCLA's Kaiser Permanente Center of Health Equity.

Evaluation is a critical component of the worksite wellness program to help us systematically account for and improve our wellness efforts. Each Agency participating in the FULO training was asked to complete a Worksite Assessment survey. Staff surveys assessing staff physical activity, nutrition and emotional health parameters will be done at each participating site at the start of the FULO implementation and six months into the program. UC Berkeley will evaluate the impact of these promising strategies on the practices and policies of participating WIC programs and on the health status of the staff.

Participants at the training experienced the 10-minute physical activity modules, heard about successful strategies to implement it in the work place, and brainstormed ideas to get organizational buy-in for

this "push" healthy workplace strategy. They discussed the creative ways in which they implemented healthy food policies at their Agencies and the challenges they faced juggling staff wellness activities with clinic operations.

To help implement FULO successfully at the work place, model policies and practices involve the following core strategies:



CWA has teamed up with UCLA's REACH-US project because this project has such a solid track record of success. Participating in this project will help WIC implement an evidence-based physical activity program.



The Lift-Off activity breaks are designed to change socio-cultural norms to increase moderate regular physical activity participation. Integrating brief bouts of structured exercise into their daily routine has shown positive health outcomes.



Partnership with UCLA &UCB

TABLE 1. MODEL POLICIES AND PRACTICES	
Core ("push" strategies required for participation)	Elective ("menu of options")
Incorporate 10-minute exercise breaks during lengthy meetings and at a certain time of the day. ("Lift Offs!" or Instant Recess™ breaks)	Encourage more casual attire compatible with lifestyle integration of physical activity.
Support other individual and group exercise during the routine "conduct of business," e.g., walking meetings and scheduling sit-down meetings in rooms at a short distance from attendees' workspace.	Restrict nearby parking to the disabled and/or provide incentives for distant parking. Replace desk and conference chairs with therapy balls (including stands for novice users)
Include healthy food choices at meetings in which refreshments are served, e.g., www.5colorsaday.com , www.sph.umn.edu/news/nutritionalguidelines , www.uhs.berkeley.edu/facstaff/healthmatters/healthymeetings.shtml .	Provide a bowl of fresh fruit in the reception or central congregating area.
Establish healthy food procurement & fundraising policies for catering & conference/meeting facility menus.	Install water fountains or dispensers.
Post stair prompts and ask managers to take the lead in using stairs instead of elevators	Improve stairwell appeal and accessibility and/or discourage elevator use by slowing them/skipping floors.
Include at least 50% healthy and competitively priced food choices in workplace vending machines, cafeterias and on-site food vendor offerings.	Change organizational culture to promote and reward lifestyle activity, e.g., standing up at intervals, doing "airline exercises in one's chair, stretching during meetings.
Replace candy/cookie jars on organizational leaders' (and preferably all employees') desks with bowls of fruit or small packages (no more than 2 oz.) of nuts (preferably unsalted) or dried fruit/nut mix.	Include language in sub-contracts mandating or providing incentives for suppliers' adoption of healthy/fit practices & policies.
Adopt formal written policies institutionalizing these practices and informal policies.	Provide substantive incentives for mass transit use.
Include wellness policy implementation duties in job description of senior manager and line or administrative staff, i.e. organize and coordinate movement breaks and walking meetings, secure PA and nutrition promotion materials, handle water and fruit/nut snack purchasing & delivery, ensure food procurement policy adherence.	Move employee or student "drop-off" locations sufficiently far from workplace or school entrances to require at least a 10- minute walk to work or class. Encourage acquisition of dogs to prompt walking during non-work hours, e.g. by hosting adoption fairs by rescue organizations on-site.

Worksite Wellness

Fuel Up, Lift Off Continued

Next Steps:

The training was the first step of the process. Once the UCLA team receives the Worksite Assessment from a Local Agency, they will send the Lift Off Materials, and contact the Wellness Coordinator to discuss the best ways to start incorporating the PA breaks in the Agency.

Dr. Toni Yancey will present a webinar for WIC Directors and the Training participants/Wellness Coordinators. This would give WIC Directors an opportunity to hear the details of project, and implementation ideas. Many Directors are supportive of the concept, but may not realize that committing to this program is not as time-intensive as they are assuming. Or their hesitation may be due to HR concerns. These issues will be addressed by the UCLA team.

The goal of the WIC Worksite Wellness program is to build on your current efforts by fostering powerful environmental support strategies. This will help us establish a workplace culture that will inspire employees to make good use of the wellness opportunities in the work place and to seek wellness in their own lives.

The FULO training participants are the leaders and motivators—the spark plugs—who will share the principles and strategies of FULO with their Agencies and help create successful wellness programs that work for everyone.

Stay tuned for Webinars, fact sheets and materials to help you make the case! Read about the WIC Worksite Wellness program at <http://www.calwic.org/worksitewellness/index.html>. For more information, please contact Kinkini Banerjee at kbanerjee@calwic.org.



The UC Berkeley Center for Weight and Health has done extensive research on workplace wellness strategies that show best evidence and the most promise for healthy outcomes.



Partnering for a Healthier California . At the Network for a Healthy California Annual Conference this month, CWA, Clinica Sierra Vista WIC and PHFE WIC showcased the many faces of WIC Worksite Wellness in a poster session. From left, Kinkini Banerjee, CWA, Nora Garza, CSV WIC and Sharen Anthony, PHFE WIC.

“A CDC report says that 65% of U.S. adults can be reached through worksites, making them perfect settings for health promotion practices.”

Recess Break Online Resources and Web Links

- California Department of Public Health—original Instant Recess™ DVD (www.dhs.ca.gov/cpns/pa)
- Instant Recess™ and Lift Off! CD audio files (www.toniyancey.com/padres) and DVD files (www.toniyancey.com/ir and www.toniyancey.com/ir2)
- Instant Recess™ and Lift Off! CD and DVD order forms (www.toniyancey.com/liftoff)
- San Diego Padres FriarFit (<http://mlb.mlb.com/sd/community/friarfit.jsp>)
- UC Berkeley DVD (http://webcast.berkeley.edu/event_details.php?webcastid=19296)
- UCLA School of Public Health Center to Eliminate Health Disparities (www.ph.ucla.edu/cehd/activity_breaks.htm)
- National Public Radio (<http://www.npr.org/templates/story/story.php?storyId=101151713>)
- ESPN (<http://sports.espn.go.com/espn/otl/news/story?id=4015831>)



CRP WIC tried a 10-minute practice exercise break the day after the "Lift Off!" Training and had 100% staff participation! The staff was thrilled to be able to have some fun!



California Nutrition Corps 2009-10 Scholarship Award Recipients

Stefan Harvey Award

The distinguished Stefan Harvey Scholarship is awarded to one exceptional applicant. This scholarship recognizes the distinctive achievements of Stefan Harvey, former Director of the WIC Project Center on Budget and Public Priorities, who led national advocacy during its first thirty years. Ms. Harvey is now Assistant Director of the California Center for Public Health Advocacy.

Anne Peterson Award

This scholarship is in memory of our beloved friend and WIC colleague, Anne, who passed away suddenly on February 24, 2008. Anne really embodied the "heart and soul" of WIC. She had a unique blend of skills in nutrition, WIC operations, technology and data processing and those skills, combined with her passion for the WIC Program's mission made her an invaluable member of our state team. Outside of her life at WIC, Anne shared her talents and time on activities that appealed to her socially conscious soul. She travelled to Rwanda to help women and families and to support women who were starting their own businesses.

General Mills Award

CWA is extremely grateful to General Mills, a founding and ongoing generous supporter of the CNC scholarship program!

<p>STEFAN HARVEY Emnet Assefa, PHFE WIC</p>		<p>ANNE PETERSON Sara Housman Monterey County WIC</p>
<p>GENERAL MILLS</p>		
<p>Grishelda Lacanlale Northeast Valley Health Corp. WIC</p>	<p>Daniella Roya Lavi Northeast Valley Health Corp. WIC</p>	

WINNER	AGENCY
Angelica Rojas	San Benito Health Foundation
Sandra Davis Hathaway.....	Watts Healthcare Corporation
Dennise Juliana Cabrera	PHFE WIC
Diana Orellana.....	PHFE WIC
Allyson Blair Picou	PHFE WIC
Suzanne Marie Chasuk.....	San Luis Obispo Health Agency
Kathleen Lang.....	SDSU Foundation
Jessica Alexandria Handy.....	SDSU Foundation
Christine Lee.....	PHFE WIC
Monica Al Sheikh	SDSU Foundation
Lia Berjis.....	Northeast Valley Health Corporation
April Goldenberg	Northeast Valley Health Corporation WIC
Sarah Heller	PHFE WIC
Jayne Pennington.....	North County Health Services
Johanna Hanft	North County Health Services
Diana Quitasol	PHFE WIC
Tricia Santos.....	SDSU Foundation
Christine Michelle Hamilton	San Diego American Red Cross WIC
Kimberly Daggs	United Health Centers
Diana Elizabeth Martin	San Diego American Red Cross WIC
Chrissy Jordan	PHFE WIC
Lindsay Jones	SDSU Foundation
Renee Johnson	United Health Centers
Janelle Webb	Clinica Sierra Vista
Daniela Alvarado	San Diego American Red Cross WIC
Myranda Barbo Teixeira	Northeast Valley Health Corporation WIC
Beth Arrindell	United Health Ctrs of the San Joaquin Vly
Bernadette Joyce Mejia	Watts Healthcare Corporation
Jennifer Sachs	SDSU Foundation
Olivia Millan	Community Medical Centers
Janine Marello	Community Resource Project
Xuan Hoa Le.....	Santa Clara County WIC
Jennifer Nolan.....	San Diego American Red Cross WIC
Wendy DeLaCruz	PHFE WIC
Winifred Tadios	State WIC Program



Educational Resources

This issue, instead of recommending books on public health, we highlight books that embody the power of the human spirit.

■ **Half The Sky: Turning Oppression into Opportunity for Women Worldwide**

Nicholas D. Kristof and Sheryl WuDunn

Pulitzer Prize winning writers and partners, Nicholas Kristoff and Sheryl WuDunn have written a remarkable book offering profiles of courage and resilience amidst horrific injustices and shining a light on the global struggle for women's equality. They raise the hope that poverty and extremism can be overcome by educating and empowering women and girls. Titled after an old Chinese proverb that says "Women hold up half the sky", this book is a call to action to confront the enormous humanitarian issues facing so many of our sisters, galvanize support for reform and ensure that women everywhere are able to rise to their full potential.

■ **Mountains Beyond Mountains: The Quest of Dr. Paul Farmer, a Man Who Would Cure the World**

Tracy Kidder

Pulitzer prize-winning author Tracy Kidder writes a powerful book, telling the story of Dr. Paul Farmer, a physician, Harvard professor, renowned infectious-disease specialist, anthropologist, who champions the cause of the poor and works to reduce health inequities by bringing lifesaving tools of modern medicine to those who need them most – from Haiti, Peru, Cuba to Siberia. Kidder follows Dr. Farmer's quest for social justice and health care in Haiti and his creation of Partners in Health (Zanmi Lasante in Creole), showing how radical change can be fostered under extreme challenges by following the philosophy that "the only real nation is humanity."

■ **The Boy Who Harnessed the Wind**

William Kamkwamba and Bryan Mealer

The inspiring story of William Kamkwamba, a boy from Malawi, who taught himself physics, and in the face of famine and poverty, used his indomitable will to transform his family and his village by using old bicycle parts and PVC pipe to build a windmill and harness energy for his farm.



Recipe



Bulgur Pilaf

INGREDIENTS:

- 1 cup fine bulgur
- 2 tbsp of taco seasoning
- 4 cups of water
- ½ tablet of chicken bouillon (optional)
- 2 tbsp of olive oil

PREPARATION:

In boiling water cook the bulgur for 20 minutes in medium heat, or until the water is consumed, add the taco seasoning, chicken bouillon & olive oil, continue cooking for ten more minutes.

Garnish with parsley & olives.

Diana Wong from the Alameda County WIC program Hayward site, made this delicious dish for a healthy potluck lunch, one of many wellness activities organized by the dynamic Hayward team.



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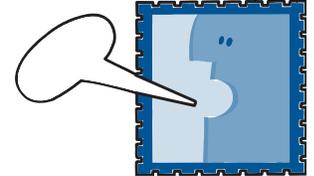
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**You have a story to tell!
 You have a program to showcase!
 Contribute to the WIC Watch!**



Upcoming Newsletters are already being planned
 around the following themes:

ISSUE	THEME	DEADLINE
Spring 2010.....	WIC Goes Platinum!.....	March 30, 2010

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Want to be added
 to the Flash e-mail?

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 newsletters?
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 address?



Save the Date

CWA FALL CONFERENCE

September 20, 2010

Town & Country Resort
 & Convention Center
 San Diego, CA



WIC families face a healthier future with quality breastfeeding support and enhanced food packages for breastfeeding babies and Moms. CA advocates attended the US Breastfeeding Coalition conference in Washington DC and spoke with lawmakers about the importance of collaborative relationships among state agencies and associations, hospitals, and community-based organizations to improve breastfeeding rates throughout California.