



Are We There Yet? Almost!

Welcome to CWA's 17th Annual Conference. This year's theme, **Change Happens! Making WIC History Together**, taps into the excitement surrounding the historic rollout of the new WIC food packages on October 1, 2009.

Our trainings and updates will allow you to optimize your time, and absorb a wealth of substantive information and hands-on practice, so that you can return to your home agency and share our **Healthy Habits** messages with WIC families.

To celebrate this transformative WIC change, an incredibly dedicated planning committee and trainer team has helped put together three days of learning, physical activity and fun! So please: participate, learn and enjoy!

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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

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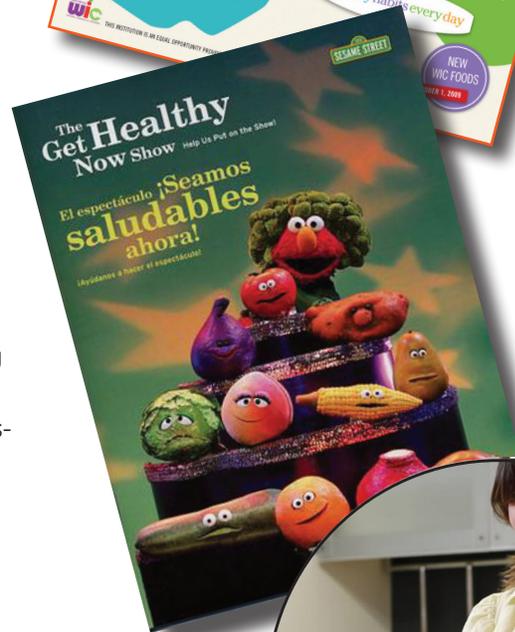
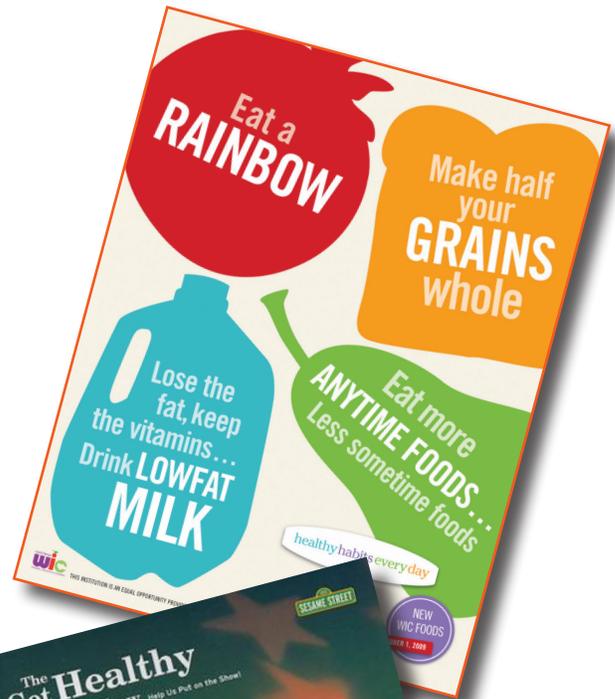
Healthy Habits

The Healthy Habits Everyday (HHED) campaign started this April, and has been introducing WIC families to the core messages of the HHED campaign and preparing them for the new WIC food package. Consistent education messages surrounding the WIC food changes are critical to the success of the campaign. Therefore, in California, for the first time ever, all 82 agencies will conduct the same participant education at the same time according to the following schedule:

- April/May 2009: **Get Healthy Now**
Healthy Habits Begin at Birth
- June/July 2009: **Lose the Fat, Keep the Vitamins...Drink Lowfat Milk**
Healthy Habits Begin at Birth
- Aug/Sept 2009 **Make Half Your Grains Whole**
Healthy Habits Begin at Birth
- Oct/Nov/Dec 2009: **Let's Go Shopping**
Healthy Habits Begin at Birth

At the **Get Healthy Now** session, WIC families have been hearing about anytime and **sometime** foods, and learning how to sort them, sharing their own current healthy habits, sharing ways to prepare fruits and vegetables, and discussing challenges for getting their families to eat more fruits and vegetables.

Each family attending this session has been receiving a Sesame Street Mini-Kit to take home.



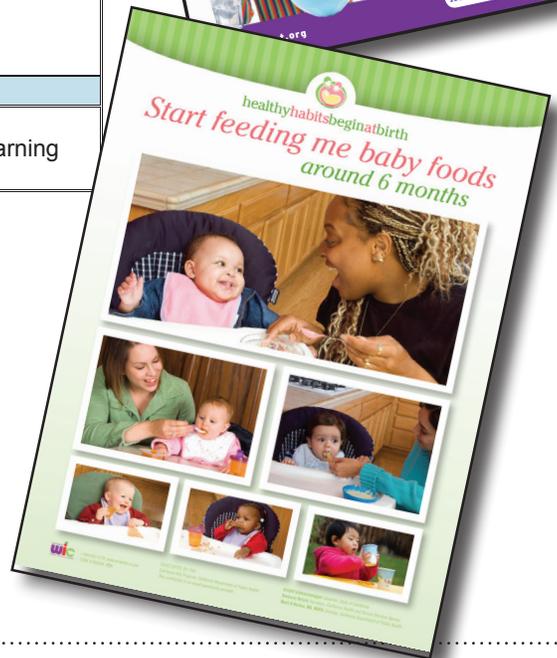
Every Day Campaign

Thanks for the Cheat Sheet, United Health Centers of the San Joaquin Valley WIC!

This easy tool is based on the Healthy Habits Campaign Administrative Guide. Even after receiving trainings, staff had questions about the transition to the Healthy Habits Campaign, especially those related to prior versus current education contacts. This table helped them visualize the transition, and understand the plans they had to implement, starting April 1. You could customize this tool to fit your local agency's specific codes.



Healthy Habits Campaign			
Track 1		Track 2	
Healthy Habits Begin at Birth (HHBB)		Healthy Habits Every Day (HHED)	
This track includes nutrition education for pregnant, breastfeeding, non-breastfeeding women, and infants		This track includes nutrition education for children > 12 mos.	
Title	Type	Title	Type
What's New for Mom & Baby	Campaign Message	Get Healthy Now!	GA 12— Group Learning Session
Infant Assessment	Single Mid-Cert-Individual	Lose the Fat, Keep the Vitamins...Drink Low Fat Milk	GA 13— Group Learning Session
Breastfeed Me	GA 10— Group Learning Session	Make Half Your Grains Whole	GA 14— Group Learning Session
Hold Me, Love Me, Feed Me	GA 11— Group Learning Session		
Effective October 1, 2009			
Let's Go Shopping	GA 15— Group Learning Session	Let's Go Shopping	GA 15— Group Learning Session



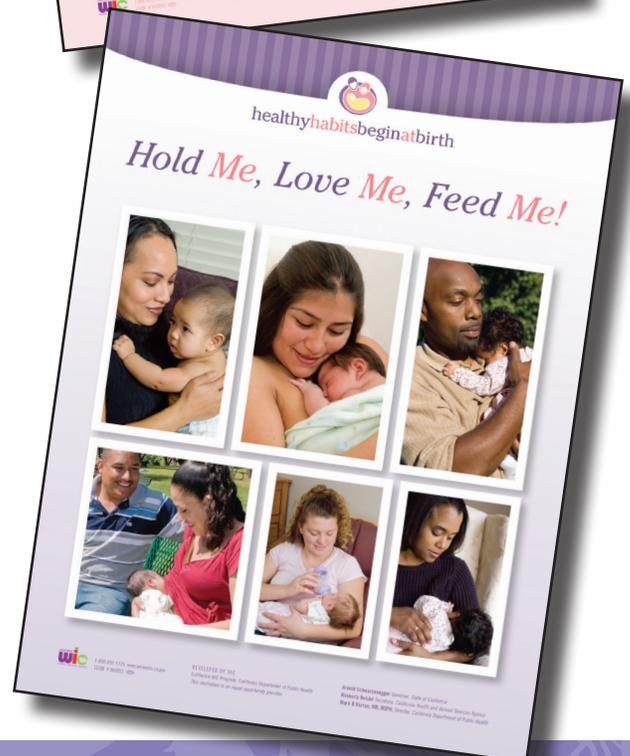
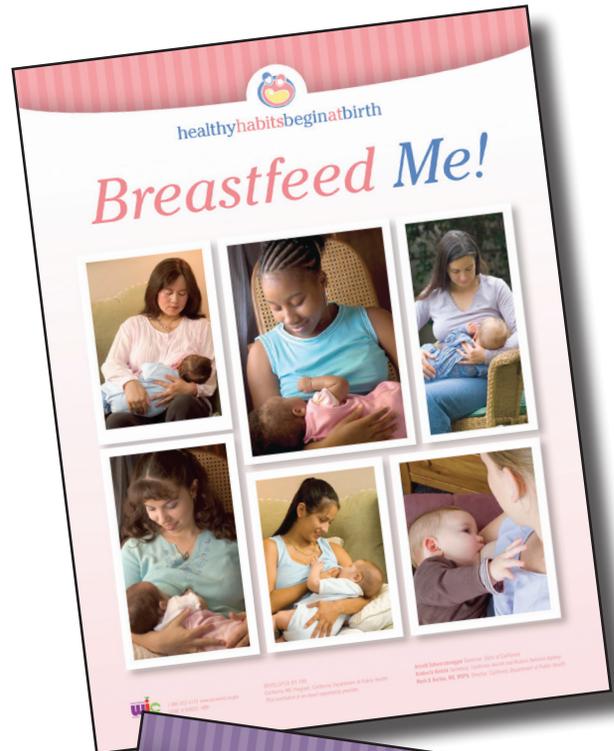
Healthy Habits

For the first time, science-based recommendations from the Institute of Medicine will shape the new food packages for breastfeeding mothers and their babies. Infant feeding practice guidelines of the American Academy of Pediatrics will help promote WIC as the premier public health nutrition program, with a strong focus on breastfeeding as the normal way to feed babies.

Breastfeeding is best for babies and moms, and WIC's new food packages will provide incentives to breastfeed. Many pregnant women on WIC will be affected by these food package changes. We need to inform and support these women. The more breastmilk a baby gets, the healthier the baby and mom will be. We can also use the breastfeeding food package as an incentive for moms to continue to exclusively breastfeed for as long as they can.

Highlights of the new package for mothers and infants

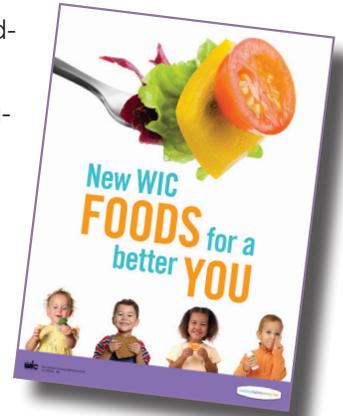
- **Formula amounts are tied to feeding practice and age of infant.**
- **Increases the market value of the packages for fully breastfeeding mother and infant pairs.**
- **Fully breastfeeding mothers receive most variety and largest quantity of food, including \$10 cash-value voucher for fruits and vegetables.**
- **Complementary foods provided to infants beginning at age 6 months, rather than at four months of age.**
- **Juice eliminated in favor of baby food fruits and vegetables to promote healthy eating patterns.**
- **Fully breastfeeding infants over 6 months receive larger quantities of baby food fruits and vegetables.**
- **Baby food meat to fully breastfed babies will provide iron and zinc in forms that are easily absorbed and utilized by the body.**
- **More diverse and balanced food packages**
- **Greater variety and choice**



Begin at Birth

NEW WIC Food Packages for Mom and Baby

1. Exclusively breastfeeding moms will receive more food, more variety, breastfeeding support and services and nutrition education for up to 1 year postpartum.
2. Partially breastfeeding moms will receive breastfeeding support, nutrition education and food for up to 1 year postpartum.
3. Moms who are minimally breastfeeding will receive a food package similar to the non-breastfeeding package and will receive foods until 6 months postpartum. They will receive breastfeeding support and nutrition education for the entire 12 months postpartum.
4. Moms who do not breastfeed will receive foods and nutrition education until 6 months postpartum.



Mom is:	Each month:	Birth-1 Month	1-3 Months	4-5 Months	6-12 Months
breastfeeding only	Mom gets	Exclusively Breastfeeding Package	Exclusively Breastfeeding Package		
	Baby gets	Mom's priceless breastmilk	Mom's priceless breastmilk	Mom's priceless breastmilk	Priceless breastmilk 3 boxes of infant cereal 64 (4 oz) jars or 36 (two 3.5 oz) twin-pack baby fruits and vegetables 31 (2.5 oz) jars of baby food meats
breastfeeding and requests less than half of the full formula package	Mom gets	*	Partially Breastfeeding Package		
	Baby gets		Priceless Breastmilk 1 to 4 cans of formula	Priceless Breastmilk 1 to 5 cans of formula	Priceless breastmilk Up to 4 cans of formula 3 boxes of infant cereal 32 (4 oz) jars or 18 (two 3.5 oz) twin-pack baby fruits and vegetables
breastfeeding and requests more than half of the full formula package	Mom gets	*	Minimal Breastfeeding Package		Breastfeeding support (no checks)
	Baby gets		Priceless breastmilk 9 cans of formula	Priceless breastmilk 10 cans of formula	Priceless breastmilk 7 cans of formula 3 boxes of infant cereal 32 (4 oz) jars or 18 (two 3.5 oz) twin-pack baby fruits and vegetables
formula feeding only	Mom gets	Non-Breastfeeding Package	Non-Breastfeeding Package		
	Baby gets	9 cans of formula	9 cans of formula	10 cans of formula	Disqualified 7 cans of formula 3 boxes of infant cereal 32 (4 oz) jars or 18 (two 3.5 oz) twin-pack baby fruits and vegetables

* **In first month:** No Partial Breastfeeding or Minimal Breastfeeding category. Variable amounts of formula can be provided when mom is breastfeeding and requests less than the full amount of formula. Infant must be categorized as formula feeding.



WIC Worksite

Work Well, Be Well, Live Well WIC Worksite Wellness - A Commitment to YOU

You, along with 3,500 other WIC workers dedicated to helping others live healthier lives, are the heart of the WIC Program. From receptionists to office managers, from nutrition counselors to lactation specialists, **you** are the reason WIC programs in over 650 sites successfully serve 1.4 million women, infants and children each month. **You** are the reason WIC changes lives!

The irony is that you are often so busy serving our participants that you may put your own wellness needs at a lower priority. You work hard at your WIC job, but you may also be a busy parent or student, or you may be caring for elderly or sick family members, so finding time for yourself is a challenge.

Health is much more than the absence of disease. Wellness is a complex balance of physical, emotional, social, spiritual, and intellectual health. Wellness, that sense of well-being, that elusive life-work-family balance, is the result of involved, daily decision making. When the daily work routine embraces stretch breaks,

walking meetings, and the work environment includes healthy snacks and a variety of wellness activities, those daily decisions turn into healthy actions—and wellness becomes the norm.

Can your WIC workplace become a center of wellness?

This year, California WIC Association is introducing **WIC Worksite Wellness**, a program designed to make every California WIC site a wellness center for both staff and participants. This new initiative has been in the making for almost a year. Led by a State WIC and Local Agency Advisory Committee, CWA and its 82 member agencies have created a multi-layered workplace wellness program to help all staff members achieve wellness goals. When wellness is the office culture, the benefits are lifelong.

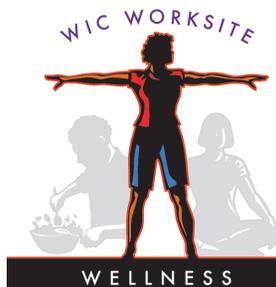
WIC Worksite Wellness is based on responses from over 1500 of you to a statewide survey about wellness concerns, awareness, and workplace involvement. We actively sought your ideas, advice, and recommendations to guide us, and then designed a program geared to fulfill the program's vision "to create and sustain a healthy and thriving WIC community."



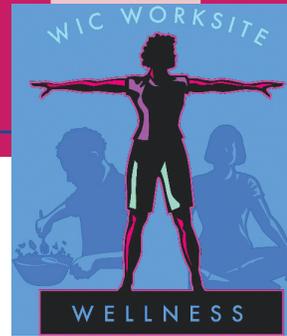
Monterey County WIC puts Staff wellness in the forefront of their prevention efforts. Staff discuss "Apple" and "Pear" body shapes during their Staff wellness trainings.



At their site, CRP WIC staff learn the fundamentals of self defense from an expert.



Wellness



Workplace Wellness is not new. How will WIC's be different?

Each WIC site will identify the specific needs and wellness interests of its particular staff members and ask them to help determine the make-up of their WIC Worksite Wellness program. While there will be similarities from site to site, not every program will be exactly the same.

Using the **Ten Steps to a Well WIC Worksite** as a guide, each agency will add its own policies and mechanisms

to make wellness an integral part of its worksite culture. This may mean time for lunchtime talks, meditation, walks, rewards for healthy recipes, whatever staff members deem important, and each staff can set individual wellness goals as well. Then, later in the year, CWA will provide a sponsorship toolkit to help agencies solicit local support from participating businesses that will help fund incentive awards and build community partnerships. Another toolkit in development focuses on media tools and tips designed to help the agencies publicize success and sustain the program over the long term.

Once your agency has achieved your goals, the agency will be visited by a Wellness Team, and certified as a **Well WIC Worksite**. This official designation will come with statewide recognition and official signage, so that your staff will be encouraged

and reminded that they are part of a statewide movement. CWA will assist you in sustaining your Well WIC Worksite program by seeking corporate and organizational sponsorships to support ongoing site and individual incentive items and staff engagement activities.

Are you ready to sign up?

Read the accompanying guidelines, procedures and suggestions for your agency's ten-step goals, and begin now to develop your workplace wellness program.

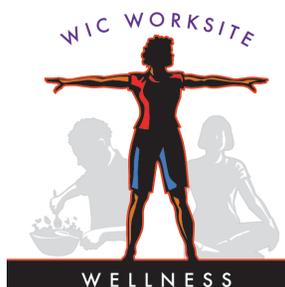


Together, Change happens! Riverside County WIC is creating a culture of mutual support by encouraging physical activity breaks during the work day.

Some agencies have already begun the qualifying process. Among the many enhancements and activities that have begun to flourish in WIC sites across California are fresh fruit Fridays, flu shots, walking meetings, meditation times, lactation rooms, exercise equipment, community healthy picnics, guest speakers and whole grain recipe contests. Programs in Monterey and Shasta counties, to name just two, demonstrate

that inclusive, collaborative wellness programs work. CWA's original program, WIC Walks the Talk showed us how WIC statewide initiatives can be effectively implemented site-by-site. With your participation WIC Worksite Wellness will be a success.

By making staff wellness a priority at every level, we will Work Well, Be Well, Live Well.



WIC Worksite

The Process to Become a “Well WIC Worksite”

Make the Commitment

- Sign the Commitment Form and fax or mail it to CWA
- Once CWA receives your signed Commitment Form, you will receive the WIC Worksite Wellness Starter Kit
- Your Agency has 18 months to plan and prepare for your on-site accreditation evaluation.

Do the Planning

Every Local Agency will designate a staff member as a “Wellness Coordinator” to oversee the Worksite Wellness program implementation. Your Wellness Coordinator will receive an invitation to sign up for a Webinar that will go over the process of becoming a Well WIC Worksite.

Conduct a Staff Wellness Survey (available from CWA) to assess current wellness habits and practices among WIC employees at your agency. This will create important baseline data for later comparison.

Use the Ten Steps and the Work Plan to choose and develop wellness objectives and to plan activities suited to your Local Agency.

Select at least two objectives listed under each of the

Ten Steps to become a “Well WIC Worksite.” These can be any two on the list, and of course you can meet more than two! Use your own experience and feedback from your staff and add objectives too in order to meet your goals for each of the Ten Steps.

Create a binder outlining your Ten Steps and chosen objectives, and begin working on implementing the activities to fulfill your objectives. As you go along, document your progress in the binder, with stories, photographs, testimonials, or other creative and fun progress notes.

When you are ready, notify CWA that you would like to host a site visit and obtain final approval for accreditation.



Staff enjoy fresh fruits during meetings and Healthy Habits trainings at the Clinica Sierra Vista WIC program.

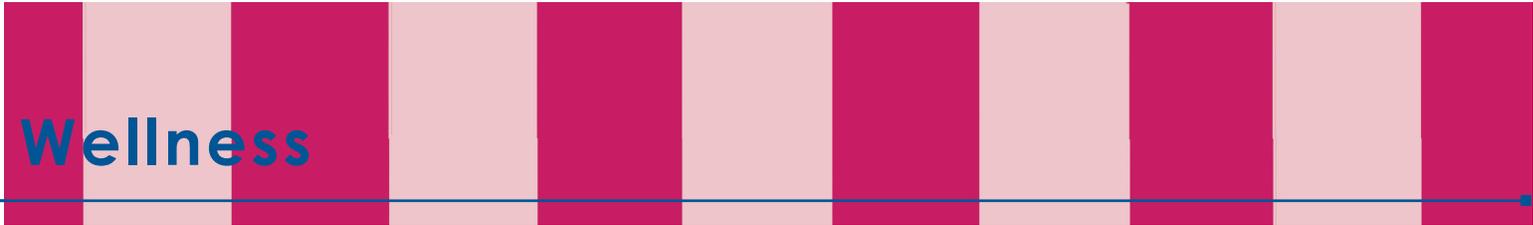


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Wellness

Host an Accreditation Team Visit

A Wellness Accreditation Team, including a Wellness Advisory Committee member, CWA staff, a California Nutrition Network Fit Business Regional Coordinator, and /or a County Health Promotion team member will schedule a site visit.

During the site visit, the Wellness Team will tour the agency, examine your Ten Steps and chosen goals and practices, and briefly interview selected WIC staff, including frontline employees, about their wellness activities and experience with the program.

The Wellness Team will notify your Agency of their decision at the end of the visit, if possible.

Celebrate Your Success!

Every accredited Well WIC Worksite will receive official signage for display in a public reception area, and support and incentives for staff.

Accredited Well WIC Worksites and Best Practices will be featured in CWA web and paper publications,



Alliance Medical Center is sponsoring on-site Zumba classes. Dancing during lunchtime helps staff burn energy, puts smiles on their faces, and helps reduce stress .

and highlighted at CWA and State WIC events

Using the Survey Tool (provided by CWA), conduct a Follow-up Staff Wellness Survey to assess current wellness habits and practices among WIC employees at your agency. This will allow for comparison with baseline data to track anticipated outcomes and improvements in staff health and wellness.



Sustained lactation support for staff who are breastfeeding helps them continue nursing even after they resume their work.

Every three years, accredited Well WIC Worksites will be asked to renew their commitment to WIC Worksite Wellness and re-qualify, using a simple process.

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LVLs Kick Into High Gear

The Local Vendor Liaisons have been busy visiting the 4,200 grocery stores in the WIC system, providing information and one-on-one assistance to store managers, and meeting with other community organizations interested in the upcoming WIC food changes. The LVL Initiative has implemented outreach to almost all of the 4,200 WIC-authorized vendors, including the small neighborhood stores in Phase One, then the "Above 50" (or WIC-Only) stores in the next Phase, completed earlier this year. On March 23, LVLs began the final and third Phase, visiting large chain stores who partner with WIC.

One of the most important roles of the LVL over this past year has been collecting data on vendors' readiness to implement the new WIC food packages. The LVLs have completed a total of 2,123 store surveys – wow! The surveys captured important data on store readiness for the new WIC foods and the good news is--**the majority of our stores are feeling ready for the new WIC foods!**

Last month, many LVLs came to Sacramento to meet with the Network for a Healthy California Re-



The California WIC program issues over \$770 million worth of food-specific WIC checks per year, so this represents sizeable consumer purchasing power that will drive demand for more nutritious foods in thousands of stores. WIC Local Vendor Liaisons have been visiting WIC-authorized grocers in their localities, promoting the new WIC foods, and offering support and education to store managers and staff on general WIC issues.

tail Specialists, along with other food access advocates, who are also interested in helping communi-

ties increase access to healthy foods. Join us for a **workshop** at the Conference on **Tuesday, April 28, 2-3:30** in the Gold Room, for a closer look at some innovative local partnerships. CWA is also covering some local food issues at a **Web Forum** on **Wednesday, May 27, 10:30 – Noon**, entitled **WIC Food Changes for Neighborhood Food Advocates: Grocery and Farmer's Market Partnerships**. Register at www.calwic.org.

We invite all of you to support and join the LVL community as they continue to network with other community organizations – building stronger collaborations in order to promote healthier foods in our WIC communities.

**Welch's is proud to be
a Gold Sponsor of the
California WIC Association's
2009 Annual Conference.**



“Are We There Yet?”

WIC Road Trip: Local Trainings on the New WIC Foods



The California WIC Program and the California WIC Association have partnered to provide Regional Food Package Training for you and your staff!

This day-and-a-half event will provide information on the new WIC foods; infant assessment; and the new ISIS screens!

Instead of a single Fall Conference, we will be supporting the State WIC Division in bringing Regional Trainings closer to YOU! The format will be hands on trainings designed for frontline staff, or you can send your Training Coordinators or other representatives and they can experience the training, get the materials, and then come back and train the rest of your staff.

DATES AND LOCATIONS OF SUMMER REGIONAL TRAININGS	
June 30-July 1San Diego
July 7-8 LA
July 14-15 Redding
July 21-22Fresno
July 28-29 Sacramento
August 4-5Bay Area
August 11-12Santa Rosa

DAY 1 DESCRIPTION:

NAME: Healthy Habits at WIC: The New 2009 WIC Food Packages

LENGTH: 1-full day 8:30 a.m.-5:00 p.m.

INSTRUCTORS: State WIC Trainers

DESCRIPTION: Every wonder how you will learn about the new WIC foods, as well as the new food package names, codes and descriptions? Day 1 of the Regional Food Package Training will answer your questions. During this training, you will take part in hands-on activities designed to help you understand what foods are allowed and not allowed; as well as practice various scenarios to help you understand which food package a WIC participant would receive.

AT THIS TRAINING, YOU WILL:

- **Review** the new foods and **identify** the allowable and non-allowable foods
- **Explore** specific changes for women, infants, and children
- **Hear** about the many food package options
- **Analyze** the new standard default food package for each category
- **Examine** how the food package prescriptions are coded
- **Review** some of the new ISIS screens
- Apply the new food package information by **practicing** with case scenarios

WHO SHOULD ATTEND: All staff who teach or train those who provide education; and those who provide direct service to participants

DAY 2 DESCRIPTION:

NAME: First 30 Days Training

LENGTH: 1/2 Day

INSTRUCTORS: State WIC Trainers

DESCRIPTION: Learn the skills and knowledge you will need to support WIC moms in the first 30 days of their infant's life.

AT THIS TRAINING YOU WILL:

- **Review** the policies and recommendations regarding food packages provided during the first 30 days, and scheduling of mom and baby appointments
- **Explore** frequently asked questions regarding the first 30 days
- **Review** the if/then flowchart for assessment, documentation, certification, and FI issuance for mom and baby at the first postpartum appointment, and scheduling for mom and baby's next appointment
- **Learn** the protocols and skills for infant assessment, participant education, breastfeeding counseling, and referral
- **Practice** scenarios for staff to practice the needed skills and knowledge to successfully support mom's choice of breastfeeding to the maximum extent possible

WHO SHOULD ATTEND: Staff who provide training to local agency staff

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California WIC Association

1107 9th Street, Suite 625
Sacramento, CA 95814