Arnold Talks the WIC Walk!

California WIC history was made earlier this year, when Governor Arnold Schwarzenegger walked in and sat down with a group of WIC kids, who were busy coloring their fruits and vegetables as part of a nutrition class at Northeast Valley Health Corporation’s beautiful North Hollywood site.

California WIC is excited to be a key partner with Arnold as he launches the Get Healthy California campaign to fight childhood obesity. We have a Governor who enjoys tremendous star power and knows how to use it. After his WIC visit, we think he would agree that the real stars of the show continue to be our wonderful WIC children.

And the Oscars go to...all of you! Enjoy this issue and the conference.

—CWA Board and Staff
Welcome to the fourteenth annual CWA Conference. This year’s theme supports our multi-year Blueprint to maximize resources, streamline policies, restructure the WIC experience, and continue our intensive efforts to re-tool and re-position WIC to be the nation’s premier obesity prevention program for young families. Working together the last several years we have accomplished a lot, but we have much more to do. These educational opportunities will add to our toolboxes to further the great work we are accomplishing a lot, but we have much more to do. These educational opportunities will add to our toolboxes to further the great work we are doing in our agencies.

On Sunday, April 9th, the preconference day-long workshop, Building Skills for Successful Coaching and Mentoring, will be led by Eve Seagal, Director of Training for Human Dynamics, Eve will be teaching us strategies for building strong, working teams by recognizing and working with natural communication patterns.

Monday’s keynote will address change and leadership in the WIC Program with Pat Daniels, Director of the Supplemental Food Programs USDA-FNS, and California Branch Chief Linnea Sallack. Embracing Change in the WIC Program, will be a fun-filled interactive session with a talk-show format, featuring skits, songs, and participant discussion on learner-centered education, realities of public health, career building, and customer service.

A sampling of this year’s workshop presenters include renowned breastfeeding advocate Marsha Walker; Jack Dillenberg, DDS, Arizona School of Dentistry and Peggy Yamagata, RDH, MEd, Dental Health Initiative, San Diego, presenting on oral health collaboratives and improved care; Carol Lopez-Melcher, Perinatal Services Network, Loma Linda; Jane Morton, MD, Stanford University and Lucile Packard Children’s Hospital; Kathleen Matt, PhD, Arizona State University researcher on neuroendocrine response to stress, aging, and diet; John Fontanessi, PhD, presenting on the cost effectiveness of WIC; and Michael Blacher, Associate from the law firm of Liebert, Cassidy, Whitmore addressing management issues.

Don’t miss the popular Trade Show and Local Agency Sharing which runs Monday evening through Tuesday afternoon.

Plan to attend the California Nutrition Corps Scholarship event scheduled for Tuesday evening featuring this year’s scholarship recipients and alumni, a mariachi band, music, and refreshments.

Come and learn all about the proposed new WIC food package on Wednesday. Plenary speakers include Doug Greenaway, Director of the National WIC Association; A. G. Kawamura, Secretary, CA Dept. of Food and Agriculture, Lorelei DiSogra, VP United Fresh Fruits and Vegetables; and Tom McCaffrey, Deputy Director of the CA Dept. of Health Services. Mark Sullivan, chef extraordinaire, Art Institute CA, San Diego will demonstrate creative and tasty ways to use the food package. Sharon Blakely, RD, Savemart Grocery and our own Shirlee Runnings, HRC WIC, will present on the grocery experience with the food package. The always popular WIC State Branch Local Agency Awards will be presented on Wednesday!

We invite you to share your stories of improving your health at this year’s Wall of Wellness. Help us celebrate your efforts, small and big, to bring health, peace and happiness to your lives. Bring a tribute to yourself or create one right at the conference. We will have a board, writing materials, and camera handy!

We hope that the plenaries and workshops provide you with strategies, information, materials, hope and excitement, as you head back to your programs and recommit yourself to making the California WIC program the best it can be.
STARTING EARLIER: CWA Launches New Policy Initiative

California’s obesity prevention efforts, including both state- and foundation-funded interventions, are largely focused on school-age children and adults, with an emphasis on changing school environments and social marketing. The California WIC Association believes that more attention needs to be paid to what immediate and longer-term practical steps can be taken at an earlier age to make healthy eating and activity the easy and affordable choice for young families. A strong alliance of parents, early childhood advocates, and providers, working together to clean up their food and activity environments, can make a difference.

On Tuesday, February 7, 2006, the work of forming such an alliance began. Over seventy key leaders, early childhood experts, advocates and frontline representatives gathered at a day-long forum at the Sierra Health Foundation in Sacramento to begin to address the issues which put our youngest children at risk for childhood obesity – and how we can strengthen prevention through collaborative policy efforts over the next five years. The turnout was strong, and the energy and “buzz” in the room was high!

After a welcome and pep talk from Laurie True, the morning speakers gave an overview of the issues and shared the results of their look into what the data and research show. Small groups then worked to come up with specific strategies that will support early childhood institutions and families to make healthy choices easier. A Steering Committee will be formed to frame a Policy Blueprint. Strong commitments from key representatives present at the meeting were obtained, allowing us to feel empowered and ready to continue work on this initiative.

CWA members are encouraged to use the Policymaker’s Overview report, an attractive and easy-to-read document that frames the issues from an environmental and policy viewpoint, to educate local decision makers and coalitions who are interested in an early childhood obesity prevention focus. Limited copies are available from CWA, order yours now.

You can also download all the documents and powerpoint presentations from the Forum from the CWA website. Call us if you want speakers, advice or to get involved in this new effort!

Contact Karen Farley at CWA.

Overweight rates are too high in our youngest children, according to new CWA report. A useful new report on preventing overweight in early childhood can be ordered from CWA.
CWA has created three colorful new sheets illustrating what our new Food Packages would look like if USDA implements the Institute of Medicine's recommendations.

As we wait for USDA to issue proposed rules that – we hope – follow the IOM's scientific advice, please use these sheets to educate yourselves and others.

AVAILABLE FREE!
Go to www.calwic.org and download them. Print on high resolution color printer and make color copies.
The Time for Change is Now

California WIC Produce Pilots Intrigue Washington

Last December, in an exciting partnership with the United Fresh Fruit and Vegetable Association (UFFVA), as well as the National WIC Association (NWA), a small group of CWA members traveled to Washington to educate key decisionmakers about the importance and feasibility of adding fresh produce to the WIC packages. Over the past several years, both Human Resource Center’s Mother Lode WIC Program and Public Health Foundation Enterprises WIC have implemented and evaluated Fruit and Vegetable pilot programs that were unique in the nation.

Supported by Washington insiders Lorelei DiSogra of UFFVA and NWA’s Douglas Greenaway, the mission of these California WIC advocates was to inform and inspire federal officials, representatives from the grocer community, and staffers on Capitol Hill. In a series of meetings and a packed Congressional briefing, all they had to do was tell their stories and bring these wonderful pilots to life.

Shirlee Runnings, Director of HRC Mother Lode WIC, and her project partner Billie Westernoff, Director of the HRC Food Bank, both from rural Calaveras County, a small very rural county in the Sierra foothills, described how they developed their plan for providing WIC participants with $5 vouchers for fresh fruits and vegetables, which the local First 5 Commission has funded since 2001.

They were delighted to find that not only the chain stores, but the smaller grocery markets were enthusiastic about making the necessary infrastructure modifications to stock and store fresh produce—such as adding space and storage for perishable items—and dealing with voucher reimbursement issues. The project is now in its fifth year, and enjoys a whopping 88% redemption rate and excellent results in terms of choices of high nutrient value and customer appreciation.

Dr. Dena Herman, a UCLA nutrition researcher based at PHFE WIC, was on hand to describe a very different pilot, the WIC Fruit & Vegetable Evaluation Study, conducted in South Central Los Angeles in 2001-03 with state and federal health research grants. This pilot provided $10 vouchers to post-partum WIC moms, redeemable at three Food4Less supermarkets in Gardena, and was also very successful. Dena’s results will appear in the May issue of the ADA Journal.

Sharon Blakely from Save Mart supermarkets and a key partner in Calaveras County, chimed in from the grocer perspective, describing the WIC fruit and vegetable proposal as “a win-win situation for WIC recipients and retailers alike,” and shared a letter from the California Grocers Association (CGA) endorsing this important change nationwide.

After two days of pounding the pavements and sharing their stories, it was clear that this small group of determined WIC “Fruit & Veg” Ambassadors had accomplished their mission. Questions were answered, doubts were laid to rest, and enthusiasm was high among decisionmakers who really matter. Way to go team!
Legislative Update

WIC at RISK! National Campaign Launched

The President’s FY 2007 Budget proposal, if passed by Congress, will irreparably harm WIC and the mothers and children WIC serves. The Budget proposals capping nutrition services (NSA) funding, requiring an NSA state match in FY 2008, capping Medicaid adjunctive eligibility, and the lack of earmarked MIS funding equal nothing less than un-served mothers and children.

CWA has joined forces with NWA in a campaign entitled WIC at RISK (WAR), launched at this year’s Washington DC Policy Conference. Forty strong, California WIC Ambassadors hit Capitol Hill in early March to educate our members of Congress. We heard first-hand from USDA officials, Senators, and legislative staff about Bush Administration proposals to underfund WIC and harm other social programs, while at the same time cutting taxes for wealthy individuals and corporations.

The Ambassadors delivered a clear message to every single office of California’s large and influential Congressional delegation: WIC is at risk! We joined our colleagues from other states in urging Congress to fund WIC at $5.388 billion and oppose the Budget proposals capping nutrition services (NSA) funding at 25%, requiring a 20% NSA state match in FY 2008, and capping WIC-Medicaid adjunctive eligibility in some states.

continued on page 17
Any Authorized Vendor (AAV) - Time to Get Ready!

Any Authorized Vendor (AAV) is coming! Once implemented, WIC food instruments (checks) will no longer have a specific store name and WIC participants will be able to shop and purchase WIC foods at any California WIC-authorized store of their choice. This change, motivated by new federal requirements, will give participants the added flexibility to use their checks at any store in California authorized to redeem them. Participants who relocate or visit family in another city won’t have to return to the WIC site for new checks. No more “Void—Re-Issues” due to store closures or lack of desired food items on the shelves!

AAV had been scheduled for implementation July 1, 2006, but will now be postponed until late summer or early fall to enable the State WIC Office first to address new federal requirements for cost containment. The State WIC AAV team is dedicated to ensuring that you will have all the tools and information needed for a smooth and seamless transition to AAV.

What do you need to know to be prepared for Any Authorized Vendor?

The State WIC AAV team has been working since May of 2005 to ensure that everyone involved with WIC checks—participants, local agency staff, grocers, and the State Treasurer’s Office—is ready for the change. While AAV should only have a minor impact on local WIC agency operations, the state’s 3,600 grocers who redeem 6.8 million WIC checks each month will need to have new procedures under AAV. Each grocer must submit the serial numbers of the WIC checks they redeem at their store to the State in order to be reimbursed for the checks.

How can we help participants know where to shop?

Most participants already know where they shop or plan to shop, but they may ask you if their store accepts WIC checks. Under AAV, you will still have the list of WIC-authorized stores available in ISIS to determine which stores are authorized to redeem WIC checks. While you will want to assist participants with information about which stores are “WIC-authorized” in the area, it is important to remember that it is against WIC policy to influence where participants shop—either by recommending specific stores or by encouraging participants not to shop at specific stores or types of stores.

You will also be able to tell participants who don’t know where they want to shop to look for the WIC logo in store windows. Under AAV, grocers will be encouraged to have signs in their store windows. It is likely that most grocers will welcome the opportunity to promote themselves as WIC-authorized grocers to potential new customers.

The State WIC Office is unveiling a new logo this summer in time for the launch of AAV. Educational materials, store signs, and other products produced by the State WIC Office will eventually carry the new logo, including the checks themselves. The logo on the checks will reinforce the WIC “brand” and enhance participants’ ability to recognize the logo on store signs.

What materials have to be modified because of AAV?

The State WIC Office has identified over 50 policies and other written materials that need to be updated with new AAV language. You should plan to update your own materials to reflect new procedures under AAV.

What materials will you receive to help staff and participants know where to shop?

The State WIC Office is developing an insert for the WIC Identification Folder (WIF) for participants and a flyer for you to post at your sites. You will also receive a supply of these materials and be able to download and print additional copies from www.WICworks.ca.gov. The new “Welcome to WIC” orientation DVD and supporting materials already include “Any Authorized Grocer/Vendor” language.

Can you issue checks with specific vendor selection in the one to three months prior to the AAV implementation date?

Checks printed before the AAV implementation date will have a specific store name printed on them. Participants must redeem these checks at the store they selected, including checks double- or tripled-issued before the AAV implementation date. Once AAV is in place, all checks will be printed with “WIC Authorized Vendor” in the “pay to the order” area of the check.

How have vendors been prepared for the change?

AAV presents a challenge for grocers. The new system for handling WIC checks must ensure that only authorized vendors are reimbursed for foods and that every redeemed food check is linked to the authorized vendor who redeemed it. Last fall, the State WIC Office conducted seven forums throughout the state to provide vendors an overview of AAV and the proposed new procedures for handling WIC checks. The forums were well-attended and the vendors have been receptive to the proposed changes. Vendor training and system testing will occur during a period of three months preceding AAV implementation, in order to provide all vendors the opportunity to “test drive” the new system.
Healthy Eating Active Living
Branch Plans Thematic Campaigns to Promote Health

Have you heard? The state WIC Branch is developing education campaigns to support WIC’s obesity prevention strategies. These campaigns will help strengthen staff’s knowledge and skills in two strategic areas:

- Promoting healthy eating among WIC families
- Making regular physical activity the norm for WIC families

What Will the First Campaign Look Like?

The theme of the first campaign is “Easy, low cost, healthy meals,” and we have named it Market to Meals. We are developing messages and materials around how to buy healthy foods and prepare healthy meals on a budget.

What is happening now?

Using the information gathered in our discussion groups, we are developing the Market to Meals campaign in two parts:

- Part 1 will cover meal planning and smart shopping
- Part 2 will focus on meal preparation

The campaign will include skill-building items for participants, such as a meal planner, shopping list, cookbook, and cooking demonstrations via video and/or DVD. There will also be lesson plans and training for WIC educators.

Market to Meals, Part 1 education materials and lesson plans should be ready for field testing by Spring 2006. Following field testing, materials will be finalized and could be available for local agency use as early as next Fall.

NEW! Updates from Branch Tech Support

Now that the WIC ID Project has been completed and all of the agencies have successfully converted to the new TCP/IP system, the WIC Technical Support Unit (TSU) wants to make sure that we provide local agencies reliable advice and support in the operations of your new networks. In future editions, we’ll feature a variety of valuable information, helpful hints, training and assistance that best meets your needs.

TSU will now collaborate with the local agencies in the following areas:

Troubleshooting

Provide advisory first, second, and third level technical support to users and IT staff alike. Assist IT staff with pinpointing the source of the problem. Act as a liaison between the WIC agencies and the Department of Technology Services (formerly HHSDC). Hold periodic regional discussion meetings with local agencies’ IT staff.

New Equipment Purchases

Provide information on the impact of new technologies to connecting to ISIS and the Extranet. Review equipment purchase requests to help meet agencies’ needs.

Circuit/Telecommunications

Provide advisory services to agencies seeking a new clinic circuit connection or to re-evaluate existing clinic connections.

Emerging Technologies

Keep local agencies informed about future network upgrades to the state’s existing systems.

Miscellaneous ITS Staff Support

Provide advisory services to local agencies’ IT staff for unique situations. Some examples: providing WIC ID documentation to new hires, assisting with the selection of a new outsourced IT consulting firm, and assistance with testing emerging technologies.

Web Page Assistance

The ISIS Help Desk has a web page currently designed to provide both troubleshooting assistance and pictorials to assist you in identifying the names and location of hardware. The web page is being revised to accommodate the transition from SNA to TCP/IP at http://www.wicworks.ca.gov/localAgency/isis/isisIndex.htm.

If you have any questions, please contact the WIC TSU/ISIS Help Desk at 1-800-224-7472, email: tsulead@dhs.ca.gov.
Employee Highlights

Elaine Emery Brings Hope to Homeless in Gulfport, Mississippi

In the aftermath of Hurricane Katrina, Elaine Emery, Director of the Stanislaus County WIC Program, watched the horror unfold on television like the rest of us. When her church received a plea for help from parishioners in Mississippi, Elaine decided that she wanted to do more to assist the victims of this terrible tragedy than simply send a check.

Taking vacation leave, Elaine traveled with a team of volunteers from her church to Gulfport, Mississippi in November 2005. The volunteers made a local school gym their quarters for the next week, spreading their sleeping bags on the floor and eating from the FEMA-sponsored kitchen that was operating out of a truck. Teaming up with another group of church volunteers from Arizona, they put in ten-hour days fixing roofs, replacing windows, walls and other structures that had been destroyed or badly damaged by the storm.

Traveling an hour and 1/2 each way from their home in the gymnasium to the work site, Elaine and her team fixed the roofs of three homes belonging to low-income families. She also visited Waveland, a devastated community on the western Mississippi coast, and said that the sight of the upturned homes, debris, and destruction she saw almost three months after the hurricane will be seared in her mind forever.

When congratulated for her selfless work for the hurricane victims, Elaine brushes aside all accolades, saying in her usual modest way that the trip taught her how to shingle roofs, a skill she did not have before!

Phoebe Leung, the Director of Health and Employee Wellness at Stanislaus County, emphasizes what a blessing it is to have Elaine on her staff. She remarks that Elaine is a great leader and mentor, very caring of her staff and conscientious at her work. “Ask Elaine to do anything, and you can be sure that it will be done perfectly and on time,” says Phoebe.

Thank you, Elaine, not only for being a great leader and advocate for the WIC community, but for responding when underserved and vulnerable communities faced such great need. We are so proud of you!

Antelope Valley Hospital WIC Program Reaches Out to Quake Victims in Pakistan

The earthquake that hit Kashmir on October 8, 2005 claimed more than 100,000 lives. Survivors were stranded in the rubble amidst some of the most difficult terrain in the world. Sub zero temperatures added to the agony the quake victims felt.

Nuzi Karim, dietitian at the Antelope Valley WIC Program, and a native of Pakistan, started a clothing drive for coats, sweaters and money to assist the quake victims. In December 2005, Nuzi set out for Pakistan with a supply of donated goods and money. In Pakistan, she purchased blankets, mattresses, shoes, vitamins and mineral tablets. Nuzi visited two camp sites. She distributed mattresses, blankets and prenatal vitamins to pregnant women, and sweaters, jackets and shoes to children and families. The people of Kashmir were very grateful for the generous donations. Nuzi was overwhelmed by the sight of suffering that met her eyes, and wishes she could do more.

She feels this endeavor would not have been possible without the generosity of her co-workers. For your initiative and actions, you are an inspiration! Thank you Nuzi, for reaching out and providing assistance to families in such dire need.

Kashmiri families welcome the arrival of warm clothes in the freezing Himalayan temperatures.
Career Corner
Nancy Nesa, MA, RD, Statewide Career Development Coordinator

Check out the booth at the Annual Conference. Stop by the California WIC Branch Career Development booth to learn how to “Grow Your Career With WIC.” Career Development Coordinator Nancy Nesa and WIC Dietetic Internship Directors will be available on both days to provide individual career counseling, information about WIC and non-WIC dietetic internships, and resources to help eligible employees pass the RD exam.

Q. What kind of career development services are offered to employees?
A. The statewide coordinator is a resource to all California WIC agencies concerning requirements and educational options available to help employees advance their career to registered dietitian. Assistance includes individualized career counseling, information on current dietetic programs, WIC and non-WIC dietetic internships, application procedures, and scholarship resources. Another important aspect of the career development office is to support “RD-eligible” WIC employees in preparing to pass the national registration exam for dietitians.

Q. Can I apply for a WIC dietetic internship without going through the national computer matching process?
A. Yes, if you are a WIC employee for any agency in California, you can apply for one of the two dietetic internship locations in the state: the Central Valley WIC Dietetic Internship or the San Diego WIC Dietetic Internship. California WIC employees are given priority for these placements, and you apply directly to the WIC internship—you do not apply using ADA’s computer match system. The WIC internships are part-time and located on-site in the San Diego and Central Valley areas. Important selection criteria include your WIC work experience and a strong desire to work for a WIC agency in California as a registered dietitian once you’ve completed the internship. For more information on the WIC dietetic internships, go to the Web site: www.wicworks.ca.gov.

If you have questions or suggestions for career development topics, please contact Nancy Nesa:
nnesa@projects.sdsu.edu (858) 505-3063, Fax (858) 569-7906.

Congratulations to Our New Lactation Consultants!
Passing the IBCLC exam needs hard work and dedication. Way to Go!

Vicky Adeva, City of Long Beach WIC
Angelina Davin, Santa Clara WIC
Rosario Sandoval-Galvan, Santa Clara Cty WIC
Aleene Gimlin, Kaweah Delta Hospital, Visalia
Angelica Sanchez-Gracia, City of Berkeley WIC
Anna Groves, San Joaquin County PHS WIC and BEST, Delta Healthcare Stockton
Blanca Nunez-Heredia, Sacramento Cty WIC

Nancy Hill, Contra Costa County WIC
Marilynn Larsh, Madera County DPH WIC
Marisela Montoya, City of Long Beach WIC
Susan McLaughlin, Santa Clara County WIC
Berenice A. Nieto, Alameda County HCS WIC
 Chrissy Partridge, PHFE WIC
Erika Trainer, State WIC Branch
Dana Wagner, Community Bridges WIC

Yes, We Can: Celebrating a New Lactation Consultant

Last October 14th, I answered my phone to an excited cry: “I passed!” We both broke out in screams of joy. It was our nutrition assistant, Blanca Heredia-Nunez, with the news that she had become an International Board Certified Lactation Consultant (IBCLC).

Blanca worked hard to achieve this goal. For two years, she worked as a breastfeeding peer counselor at the Sacramento County WIC Program, where she gained a lot of experience working side-by-side with board certified lactation consultants. During those years, she not only completed the lactation consultant program through UC San Diego extension on her own time, she also bore her second child.

How did she do it all? Blanca credits the loving support of her husband, her nine-year old son, Daniel, and the IBCLCs at the Sacramento County WIC Program. Her own passion for the work played a big part as well. She says, “My desire to help mothers and babies kept me going.”

Congratulations, Blanca! Si se puede!

Amelia Schendel,
Breastfeeding Coordinator

Blanca explains the benefits and how-to’s of breastfeeding to an expectant mother.
CNC 2005 Scholarship Recipients Named

Congratulations to the fourth class on California Nutrition Corps Scholarship Recipients! Award letters were sent out in December to twenty recipients for a total of $38,000. We are proud to be able to support and encourage these individuals who are working hard to advance their professional skills and careers in public health and nutrition.

Thanks to our corporate and individual sponsors, whose generous support has made this program possible for the past four years! We also wish to recognize and give appreciation to the statewide Advisory Board who review the applications and participate in the scholarship selection.

## California Nutrition Corps 2005 Scholarship Award Recipients

### Stefan Harvey Scholarship
- Ana Gabriela Pimentel ............ Central Valley WIC Dietetic Internship

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 at Center on Budget and Public Priorities, who led national advocacy for the WIC program during its first thirty years. Ms. Harvey is now Assistant Director of the California Center for Public Health Advocacy.

### Dietetic Internship
- Janice Chowdhurg ..................... Northeast Valley Health Corporation
- Davina Azizzadeh ..................... Northeast Valley Health Corporation
- Naira Gavurmendzyan .............. PHFE WIC Dietetic Internship
- Hawani Mulugeta ..................... PHFE WIC Dietetic Internship
- Edith Esquivel ......................... PHFE WIC Dietetic Internship
- Maira Almeda ........................... San Diego WIC Dietetic Internship
- Alla Rolbin .............................. Northeast Valley Health Corporation
- Christine Lunde ....................... Northeast Valley Health Corporation
- Stacy Calderon ......................... PHFE WIC Dietetic Internship
- Jennifer Sanchez ...................... Northeast Valley Health Corporation
- Jennifer Roggia ......................... San Jose State Univ. Dietetic Internship
- Morgan Williams ...................... PHFE WIC Dietetic Internship
- Paula Occiano ......................... San Diego WIC Dietetic Internship
- Alisa Williams .......................... PHFE WIC Dietetic Internship

### Graduate Students
- Kailian Li .................................. University of California, Davis
- Stephanie Villadelgado .............. University of California, Davis
- Sonia Shenoy ............................. University of California, Davis
- Lucia Perez .............................. California State University, Chico
- Shelley Mueller ......................... Rosalind Franklin Medical College

## THANK YOU to our Statewide Advisory Board

- Arnell J. Hinkle
  California Adolescent Nutrition and Fitness Program
- Maurice Robertson
  California DHS WIC Branch
- Robin B. Evans
  PHFE-WIC Dietetic Internship
- Christine Siador, MPH
  Social Light Consulting Group
- Ayde Perez-Gonzales
  Latino Coalition for a Healthy California
- M. Jane Heinig
  UC Davis Dept. of Nutrition

## With Deep Gratitude to Our 2005 Sponsor

GENERAL MILLS
A Lesson Plan with a Difference!

Talk about more bang for the buck! The Long Beach WIC program has come up with a dynamite program that not only gets WIC participants and their children walking, but helps them improve their neighborhoods as well!

Long Beach WIC’s Obesity Prevention and Physical Activity Committee (OPPAC) creates tools and resources for nutritionists to help WIC participants incorporate more physical activity in their daily life. One of the lesson plans developed by this talented group incorporates daily physical activity by encouraging participants to explore their neighborhood on foot.

The lesson, called “What’s in Your Neighborhood?” urges participants to notice what helps and hinders walkability in their neighborhoods and teaches them how to find resources to address the obstacles they uncover. Ultimately, improving their neighborhood’s walkability—and the pride taken in their role in doing so—encourages even more neighborhood walking.

To develop the lesson plan, members of the OPPAC team walked the neighborhood of the WIC clinic, noticing the safety of their surroundings and what infrastructure existed for pedestrians, such as crosswalks, traffic lights, and walking paths through parks. Back at the clinic, they used the phone book to find relevant services and recreation facilities in the community that they may have missed on their walk.

They put all the information they had discovered on posters that identified all the important sites to use as an example of what participants could do in their own neighborhoods. During WIC classes, mothers (or fathers) were asked to select an area in their neighborhood that they would explore on foot with a child. During the class, a walkability checklist was given out to help participants evaluate how walkable their community was. To help them resolve problem issues in their neighborhood that detracted from its walkability, WIC staff handed out a resource guide that participants could use to find immediate and long-term solutions in improving their community’s walkability. They also used a short survey to assess participants’ concerns about their neighborhood and their willingness to become advocates for their neighborhoods.

Besides the benefits of improved fitness and the steps taken toward cleaner air, reduced risks of certain health problems, and a greater sense of community, another goal of this terrific lesson plan was to help participants with limited English-speaking skills learn how to use the phone book to learn about and contact resources that could help make neighborhood improvements and thus improve the quality of their lives.

Congratulations, Long Beach WIC for creating an exciting learning experience for your participants.

For more information and materials, contact Teymi DeShay, Nutrition Education Coordinator, City of Long Beach Nutrition Services Division WIC Program at Teymi_DeShay@longbeach.gov.
Nutrition in Action

Collaborating with Head Start Takes FITWIC One Step Further

In Bishop, California, Toiyabe Indian Health Project’s WIC program has taken FITWIC one step further, teaming up with Bishop Indian Head Start to bring FITWIC into the everyday Head Start curriculum. FITWIC, a USDA-funded project, has many goals for WIC participants: reinforcing school readiness skills, enhancing problem-solving skills, and maintaining physical fitness to prevent obesity.

During the past two school years, through this pragmatic collaborative effort between WIC and Head Start, Toiyabe WIC employees and the Toiyabe Indian Health Project Nutritionist meet throughout the school year with Bishop Indian Head Start teachers, staff, parents, and students to provide nutrition information and offer physical activities in ways that are creative, fun, and meaningful. At a parent/teacher meeting at the beginning of each school year the goals and activities of FIT WIC are discussed. Both WIC and Head Start Staff facilitate activities from the FIT WIC, Smart & Tasty, and Spark curriculum. The response has been terrific: kids love the opportunity to have fun and games in their daily routine. Utilizing these curriculums has made physical activity fun and meaningful!

Both agencies received training from Physical Activity Consultant Patricia A Kimbrell. This program has been such a success that the Head Start Director sought out funding to hire a physical fitness instructor who will transition the FITWIC program completely over to the Head Start program.

Take a Step to Health

Human Resources Council (HRC) Mother Lode WIC Program has joined forces with Connecting HANDs of Amador and Calaveras counties, a coalition of over 20 public service organizations, to initiate the “Take a Step to Health Campaign.” This bi-county campaign focuses on activities that will help individuals achieve or maintain proper weights through healthy diets, increased physical activity, reduced tobacco use and exposure to secondhand smoke.

“Take A Step to Health” is an wonderful opportunity for these rural residents to seek resources and support for healthier lifestyle changes. Although this campaign is open to the general public, HRC Mother Lode WIC has chosen to offer pledges to enthusiastic participants who wish to commit to taking one step toward improving one area of their lives. Once a participant has selected a goal and signed a contract, she will receive a Healthy Lifestyle Toolkit that is customized to her specific goal. These toolkits include daily logs of progress, current information for achieving the goal, background information, and incentive items geared toward the goal.

HRC Mother Lode WIC, along with Connecting HANDs, has joined with school districts, hospitals, county offices, local businesses and local media to make the campaign a success. This opportunity is being offered at no charge to community residents. We hope this mission is the start of a healthier life for families and for a more productive foothill community.

Contact Information: Cynthia Weiland, Nutritionist
HRC Mother Lode WIC, Amador/Calaveras Counties
hrcne@sbcglobal.net

Contact Information: Irene Mason, Director and Heidi Brown, Nutritionist, Toiyabe Indian Health Project WIC Program
Heidi.brown@toiyabe.us

Adequate play space and active play everyday helps Toiyabe WIC and Bishop Indian Head Start preschoolers have fun, while learning about the importance of physical activity for good health.
WIC Walks the Talk

WIC Walks the Talk Makes Lunar Landing!

WIC Walks the Talk has just completed its 10th virtual trip around the Earth—the equivalent of a trip to the moon! We embarked in April 2003 at the annual spring WIC conference in San Diego with a power walk in the wind and rain as news helicopters hovered overhead! It is fitting that we completed our lunar journey just ahead of our return to San Diego for the 2006 WIC conference.

Before WIC Walks the Talk got going, staff in many agencies had been involving their coworkers in getting moving. FitWIC continues to be an important source of information and energy for helping staff and participants incorporate physical activity into daily life.

With the kickoff of WIC Walks the Talk, staff jumped in with both feet, taking virtual trips to exotic countries and cities, climbing mountain tops, and rowing across oceans. They have celebrated with healthy international potlucks and theme events. Walk the Talk coaches, who are dedicated staff in the agencies, have gone to bat to coach and cheer on their coworkers to keep moving!

Now that we have reached our first goal as a statewide team—hip hip hurrah for us—let’s keep the momentum rolling as we set our sights on maintenance and increased participation. Using a variety of methods we will provide feedback to agencies on our progress and set goals for improvement, aiming for maximum participation and fun. Together we help each other!

Questions?
Contact Karen at kfarley@calwic.org

Lucy Le—Committed to Health at Work and at Home

By modern American standards, Lucy Le has every reason not to eat healthy foods or to exercise. As a wife and mother of three young children, ages three and a half, five and a half and eight, as well as working full-time at Sacramento’s CRP WIC, the many demands on her time could leave her little time to exercise or cook. But Lucy has made a couple of very important decisions that are showing results on her health and that of her family.

First, Lucy made a commitment to exercise and wisely decided that it is best to have several options for fitting in time to get up and move. At work she is known as a leader in encouraging coworkers to join her on walks during the 15-minute morning and afternoon breaks and as part of lunch. At home she often wakes up a bit early to get in some exercise time for herself. She involves her kids in exercise, too. One of their favorite video tapes for family exercise time involves Taebo, the high-impact workout that combines Tae Kwon Do with high-energy dance music. As Lucy says, kicking and moving are what kids do best!

When it comes to feeding her family, Lucy’s upbringing in Viet Nam instilled in her some habits that help her keep herself and her family healthy. Despite the temptation of unhealthy American foods and her busy schedule, Lucy cooks for her family every day. During her youth in Viet Nam, Lucy was accustomed to eating fish and vegetables with many meals, so today she makes sure her family has fruits and vegetables at each meal. She feels she is giving her children a solid nutrition background that will help them avoid the perils of fast foods and other unhealthy American eating as they grow up.

Lucy has been a WIC employee for more than ten years, starting in San Jose and working the last eight years at CRP WIC. She is a great role model for WIC families and understands the challenges facing young mothers who want the best for their own family.

We salute Lucy not only for encouraging and helping her family and her coworkers to be healthy, but also for making the effort to keep herself healthy. Lucy walks her talk!
WIC Walks the Talk

10 Reasons Why Women Should Lift Weights

1. Builds strength. Moderate weight training can increase a person’s strength by 30 to 50 percent. When you are stronger, daily tasks and routine exercises are easier to accomplish and are far less likely to cause injury.

2. Helps replace fat with lean muscle. As your lean muscle increases, so does your resting metabolism, helping you burn more calories all day long.

3. Increases bone mass and lowers the risk of developing osteoporosis and bone fractures. Studies have shown that weight training can increase spinal bone mineral density by 13 percent in six months.

4. Helps alleviate symptoms of arthritis by strengthening the muscles, tendons and ligaments surrounding joints. Strengthening lower back muscles has shown an 80 percent success rate in eliminating or alleviating low back pain.

5. Reduces the risk of heart disease by improving heart and lung strength, lowering LDL “bad” cholesterol, increasing HDL “good” cholesterol, and lowering blood pressure.

6. Reduces risk for diabetes. Weight training may improve the way the body processes sugar.

7. Improves sleep and increases resistance to stress and illness.

8. Helps fight depression by improving mood and increases a sense of well being. Ten weeks of strength training has been found to reduce symptoms of clinical depression more successfully than standard counseling.


10. Motivates healthy eating.

GUIDELINES

- Perform stretching exercises at the beginning of your exercise routine to enhance flexibility and improve range of motion of joints.
- Get guidance from a trainer to learn how to use the weights and to establish a routine that is right for you.
- Adjust the amount of the weight you are lifting to make it possible to achieve 10 to 15 repetitions per session before the muscle becomes fatigued.
- To condition all of the major muscle groups – arms, legs, shoulders and trunk—you would ideally have two to three workout sessions per week.
- Take precautions. If you feel joint or nerve pain, rest those muscles for a few days and ease back on the routines.
Creating Teams: Building Skills for Successful Coaching and Mentoring

“Do you want to turn staff challenges into openings for growth? Do you need to turn communication challenges into gateways for success?” These two questions frame the work of the Human Dynamics Experience. A daylong workshop by that title leads off the CWA Annual Meeting in a preconference option on Sunday, April 9th. Eve Seagal, Human Dynamics Director of Training, will present the system of Human Dynamics developed by Sandra Seagal and David Horne, which is described as “a new framework for understanding people and realizing the potential in our organizations.”

The workshop promises to teach us how to communicate with all kinds of staff to unlock their potential, be a more effective coach and mentor, build healthy teams, and maintain health and reduce stress. We will learn how to recognize our own personality dynamic and those of others. With this understanding, we can increase our self-awareness, gaining three practical tools for working effectively with others, including coaching and mentoring techniques that people will listen to.

The Human Dynamics Experience is based on the understanding that, in order for people to come together across divisions of culture, religion, race, age, gender, and other boundaries, we need to appreciate diversity while recognizing our essential commonalities and we need to have practical tools to communicate effectively with others. This is especially true in the context of organizational team building, coaching, and mentoring. For an organization to work effectively, people must understand the human systems that create and comprise them. According to Seagal, Human Dynamics provides the necessary framework of human understanding, together with developmental tools based on it, for enabling the organization’s members to recognize, appreciate, and optimally utilize their diverse capacities and work together harmoniously and productively.

What Is Human Dynamics?

Human Dynamics is a body of work that identifies and illuminates innate distinctions in the way people communicate, learn, teach, coach, mentor, and much more, based on behavior. The result is poor communication, less than optimum teamwork, and in group and training settings, teaching approaches that do not “match” our colleagues’ or client’s specific learning processes. When we do understand the differences, we can use our own and others’ distinctive gifts and strengths in order to achieve optimal individual and group performance.

Seagal suggests that you may want to ask yourself, “How do I express myself most easily and naturally? Do I process things emotionally and spontaneously? Do I plan things out systematically and link all the parts together to make one great whole? Do I have great ideas without all the details? Do I plan strategically in a step-by-step fashion?”

As the Human Dynamics experience demonstrates, individuals are hard-wired in unique ways, and they are generally more comfortable and familiar with their own natural process than those of others. However, once people experience how they naturally learn and communicate, a light bulb goes off! They begin to see themselves and others in an entirely different light. Previous judgments, frustrations, and lack of understanding give way to appreciation and recognition of the vast richness of diversity each human being contains within.

It has been said that 90 percent of the difficulties that organizations face can be attributed to dysfunctional relationships among people. Therefore, it is vital to develop self-awareness in the workplace. When people develop their awareness and understand how the different personality dynamics operate, common misunderstandings and conflict are avoided. A shared base of understanding enables colleagues to work together more effectively and to consciously leverage one another’s talents and natural inclinations.
**Legislative continued from page 6**

**Tell Your NSA Story.** This year’s budget battle will be a tough one. A ballooning deficit, the high costs of wars and Katrina, and pressure from the far right to limit government spending will make it much harder to protect vulnerable programs like WIC, even in an election year. CWA will be asking local WIC programs for help. Folks in Washington hear “administrative cost” and think “cut the fat.” They don’t understand that WIC nutrition services funding is not just “admin” – NSA pays for WIC frontline services to mothers and children, everything from telephones for appointments, to computers, to building rents, to breastfeeding training, to counseling staff. We’ll be asking you to tell your stories about how your program is already running on empty at the San Diego Annual Meeting – please take the time to visit our Advocacy Nook.

**Invite Your Congressperson.** It is absolutely critical to get our members of Congress out to visit local WIC sites this year – have you invited yours yet?? PLEASE do it today!

You’ll be helped by **WIC Ambassador** tools, tips and fact sheets, all online. Wait until you see our colorful and FUN new fact sheets on changes to the WIC Food Package, as recommended by the Institute of Medicine. Download these to share with visitors AND your staff – guaranteed to cheer everyone up! See all these materials under Federal Legislation on our website.

**Remember the Big Picture.** WIC is not the only federal program in trouble. The Administration is asking Congress to make permanent tax cuts for wealthy individuals and corporations, as well as cut huge swaths out of the Safety Net: housing, energy help, child care, youth services – if we get the tax cuts, we might as well forget WIC’s future: there will be no money for it. Please consider telling your Representative to oppose inhumane budget plans and ill-conceived tax cuts, as Congress begins work on the first step in the budget process: the Budget Resolution. Go to the Coalition on Human Needs to sign on to support letters, at www.chn.org.

**Budget: Governor says “Build It” – but Cuts It.** A chastened Gov. Schwarzenegger released his administration’s $98 billion 2006-07 budget proposal on January 10, calling for huge investments in California’s infrastructure: roads, ports, schools and prisons, as well as a one dollar increase in the Minimum Wage to $7.45 by July ’07, restorations for college fees, and no new taxes. The Legislative Analyst blasted the budget going in the wrong direction by failing to address the structural deficit. A 5% cut in MediCal provider reimbursements (FQHC, Indian and Rural Health, and CMS are excluded) has been met with loud protests, but health access advocates are happy with the proposed $72 million increase in funds for healthcare enrollment and retention, which was announced by the Governor himself at the Northeast Valley Health Corporation WIC Program. You can read budget summaries and details at www.ebudget.ca.gov, and the LAO’s reponse at www.lao.ca.gov.

The Governor’s new budget doesn’t contain much good news for families on public assistance: $40 million in cuts to CalWORKS county funds for administration and job services, $115 million reduction in CalWORKS child care, no inflation increases for grants, and delayed COLAs for SSI/SSP grants to seniors and disabled. Obesity was continued on page 18

▲ Tom Harkin, Ranking Democrat on the Senate Subcommittee on Agriculture, Nutrition and Forestry emphasizes the critical role of the WIC Program in promoting quality nutrition services.

▲ Jan Kallio, President of NWA; Senator Tim Johnson,(D-SD), Member, Senate Committee of Agriculture, and the Rev. Douglas Greenaway, Executive Director of NWA.

▲ Pat Daniels, Director of the Supplemental Food Programs, USDA-FNS urges WIC leaders to face looming challenges with courage.
addressed with an $85 million proposed increase in school PE support, and a promise to address access to healthy food in low-income communities in the May Revise. Read a concise analysis and track developments via the California Budget Project at www.cbp.org.

State Bills of Interest
The State Legislature is in full swing, and there are lots of great bills this year which promote better health, poverty prevention, food access and physical activity. You can follow the progress of any bill by “subscribing” to it on the Legislative website, www.legislature.ca.gov.

SB 1785 (Figueroa)
Tissue bank licensing exemption for human milk donations. In Senate Health, no date set. CWA Support if Amended.

AB 3029 (Laird)
Food stamp simplification and access improvements. Assembly Human Services, no date. CWA Support.

AB 2205 (Evans)
Categorical eligibility for Food Stamps if client is on MediCal. Assembly Human Services Committee, no date. CWA Support.

SB 1674 (Murray)
Increases state reimbursement rates for school meals. CWA Support.

AB 1948 (Montanez)
Improvements to electronic pre-enrollments for Medical and Healthy Families. Assembly Health, March 21. CWA Support.

AB 425 (Negrete-McLeod)
Organized Retail Crime, would limit selling of infant formula and other frequently purloined goods at swap meets, flea markets and on Internet. Senate Business & Profession, no date. CWA Support.

SB 362 (Torlakson)
School PE Reforms. CWA Support.

AB 1329 (Alquist)
Grants and incentives for placement and enhancement of grocery stores in underserved areas. Senate Local Government, April 5. CWA Support.

AB 2384 (Leno)
“Healthy Food Purchase” pilot in DHS. Assembly Health, no date set. CWA Watch.

AB 2317 (Koretz)
Requires DHS to establish a Postpartum Depression campaign and educate pregnant women on postpartum mood and anxiety disorders. CWA Watch.

AB 2205 (Evans)
Categorical eligibility for Food Stamps if client is on MediCal. Assembly Human Services Committee, no date. CWA Watch.

AB 2226 (Garcia)
Diabetes Type 2 Screening in Junior High. Assembly Education, no date set. CWA Watch.

AB 2676 (Committee)
Certified Farmer’s Markets, extends authorization. Assembly Agriculture, April 5. CWA Watch.

AB 2205 (Evans)
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Book

Recommendations

What to Eat: An Aisle-by-Aisle Guide to Savvy Food Choices and Good Eating
Marion Nestle
Farrar, Straus and Giroux, 2006

Speak the Truth and Point to Hope: The Leader’s Journey to Maturity
Lisa J. Marshall
Kendall/Hunt, 2006

From Telling To Teaching: A Dialogue Approach to Adult Learning
Joye A. Norris
Learning By Dialogue, North Myrtle Beach, 2003

The End of Stress As We Know It
Bruce McEwen

The Core Performance : The Revolutionary Workout Program to Transform Your Body & The Mayo Clinic Plan:
10 Essential Steps to a Healthier Life for Every Body!
Mayo Clinic
Time Inc Home Entertainment. 2006

Guide to Gestational Diabetes Mellitus
Alyce M. Thomas and Yolanda M. Gutierrez
American Dietetic Association, 2006

Pediatric Diabetes: Health Care Reference and Client Education Handouts
Alison B. Evert, Amy Hess-Fischl
American Dietetic Association, 2006

If Your Child Is Overweight: A Guide for Parents
Susan M. Kosherrek
American Dietetic Association, 2006

Recipe

Black Bean and Corn Salad II

Prep Time: 25 Minutes
Ready In: 25 Minutes
Yields: 6 servings

INGREDIENTS:

- 1/3 cup fresh lime juice
- 1/2 cup olive oil
- 1 clove garlic, minced
- 1 teaspoon salt
- 1/8 teaspoon ground cayenne pepper
- 2 (15 ounce) cans black beans, rinsed and drained
- 1 1/2 cups frozen corn kernels
- 1 avocado - peeled, pitted and diced
- 1 red bell pepper, chopped
- 2 tomatoes, chopped
- 6 green onions, thinly sliced
- 1/2 cup chopped fresh cilantro (optional)

DIRECTIONS:

1. Place lime juice, olive oil, garlic, salt, and cayenne pepper in a small jar. Cover with lid, and shake until ingredients are well mixed.

2. In a salad bowl, combine beans, corn, avocado, bell pepper, tomatoes, green onions, and cilantro. Shake lime dressing, and pour it over the salad. Stir salad to coat vegetables and beans with dressing, and serve.

This recipe and photo appear in “Allrecipes.com Cookbook” (www.allrecipes.com)
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**CWA Directors 2005 - 2006**

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**SAVE THE DATES**

**FALL MANAGEMENT CONFERENCE**
Sept. 25-27, 2006  
Sacramento, CA

**CWA ANNUAL CONFERENCE**
May 6-9, 2007  
San Jose, CA

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Please contact Kinkini Banerjee, Communications Coordinator at CWA:  
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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:

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A visit from the Governor!

Arnold gathers nutrition tips and a fan following on his trip to NEVHC WIC.