Supportive families play a critical role in helping a woman have the confidence to breastfeed successfully.

**Increasing Breastfeeding – BY DESIGN**

*It’s a common sight:* A WIC mom sitting in a comfortable chair in a quiet part of a busy WIC office, breastfeeding her newborn. She might be getting some help from WIC staff or a peer counselor. She may check out a WIC-loaned breastpump to use when she goes back to work. She’s looking forward to cashing her WIC checks with the extra foods provided to breastfeeding moms. On the way out, she notices her baby’s picture on the “Wall of Fame” board. WIC makes her feel really special and supports her efforts!

*This carefully designed Breastfeeding-Friendly environment evolved slowly...it’s the result of years of advocacy and policy changes, from Congress to staff meeting. And it’s working!*

*What happens when mom leaves WIC?* People may stare or even harass her; family and friends may be unsupportive. Pumping and storing milk back at work will be a challenge. Formula marketing ads and flyers tout new products that are “just like breastmilk.” In fact, she has a case of formula sitting in her kitchen, shipped to her free! She begins to doubt her ability to breastfeed. Maybe she should give the baby a bottle, just to get him used to it ...

*These influences make it harder for WIC moms to continue breastfeeding. So WIC breastfeeding advocates are partnering with others to change policies, practices and norms in healthcare systems, the workplace and the community. And it will work, too! Go for it!*
A great time was had by all in San Diego.
The Conference opened with a very successful Banner parade.
1) Siskiyou County WIC led by the wonderful team of Sue Doron and Nancy Meredith,
2) the talented bunch from the Branch gave us great songs and an “Oprah” plenary to remember,
3) breastfeeding moms from the Riverside Sistah Peer Counselor Program shared success stories at the Local Agency Sharing;
4) Betsy Cline, honored for her contributions to the CWA Board, with Maureen and Laurie,
5) pilates and yoga moves during physical activity breaks gave the attendees work-outs between sessions,
6) past and present CNC scholarship award winners showed us that CA WIC has a bright future,
7) fresh fruits and veggies from local farmers’ markets made a healthy and colorful appearance at the Trade Show.
Congratulations to our New CWA Board Members

BOARD OF DIRECTORS
Executive Officers
Carol Kronberg, President
Sonoma County Department of Health Services
Gayle Schachne, President-Elect
Northeast Valley Health Corporation
Maureen Clark, Past President
Community Resource Project, Inc.
Gayle Hoxter, Treasurer
Riverside County Department of Public Health
Anne Patterson, Secretary
Santa Barbara Co. Public Health Department
Shelly Lewis, Legislative Chair
Public Health Foundation Enterprises, Inc.

REGIONAL REPRESENTATIVES
Marcia Barnes, Sacramento-Delta Region
Sutter County Health Department
Edith Wittsee, Bay Region
Monterey County
Nikki Efingen, Coastal Region
Alliance Medical Center
Gloria Pecina, Central Valley Region
United Health Centers of San Joaquin
Julie Wetmore, Sierra Cascade Region
Butte County Department of Public Health
Sarah Larson, Southern Region
S.D.S.U. Foundation
Pamela Stanley, Southern Region
Antelope Valley

MEMBERS AT LARGE
Elise Jenks
Public Health Foundation Enterprises, Inc.
Heidi Kent
LA Biomedical Research Institute
Ulfat Shaikh, MD, MPH
Assistant Professor of Pediatrics
UC Davis School of Medicine
Glenda Randolph
Paraprofessional
San Bernardino County
Yang Her
Paraprofessional
Community Resource Project, Inc.

---

California Nutrition Corps
Ana Pimental
Stefan Harvey Scholarship Recipient

ANA PIMENTAL came to the U.S. from Mexico when she was seven. She attended school in Reedley, a small town in the Central Valley, and found herself growing interested in nutrition.

Ana attended college and worked when her sons, Roberto (6 years), and Daniel (3 years), were infants, and managed to exclusively breastfeed them. She remembers lugging a breastpump around with her wherever she went. She worked first at Central Valley Indian Health WIC, and then at United Health Centers WIC. She decided that she wanted to become an RD and assist the Spanish-speaking rural community in the Valley overcome barriers to better health. She is now concentrating full-time on her Dietetic Internship and plans to take the RD exam next March.

Ana plans to focus on family-centered education, developing culturally sensitive materials and strategies to fight the obesity epidemic among the Latino population. She wants to be a resource for young mothers with children, helping them learn cooking and parenting skills. She would like WIC to work on better collaboration with other community health and medical services, so unnecessary paperwork can be reduced and participants can be served more efficiently.

Gloria Pecina, United Health Centers WIC Director, mentions Ana's keen motivation and initiative on the job, and says, “Ana shows respect and empathy for our WIC participants and takes time to really listen.” Beth Arindell, Director of the Central Valley Dietetic Internship Program where Ana is enrolled, says, “I have really enjoyed having Ana in the internship. When I work with her, I definitely get the feeling that she is committed to not only the WIC Program and the field of dietetics, but to working with the community at large and addressing their nutritional needs.”

Ana says her dreams would not be possible without the constant support of her husband Jesus, and her parents’ help in caring for her two sons. Her next goal, after getting her RD, is to become a lactation consultant. You go, Ana!

---

DID YOU KNOW?
The Central Valley Dietetic Internship Program fosters the development of multicultural RD’s who promote healthy lifestyles and improve the nutritional status of Central Valley residents. The Program has been working hard to increase retention rates of RD’s in Valley WIC programs, by graduating individuals who choose to work in this area for at least 2 years after successfully writing the Registration Exam for RD’s. For more information, contact Beth Arindell at (559) 646-6611.
WIC Branch Best Practice Recognition Awards
CWA Annual Conference, April 12, 2006

Excellence in Nutrition Services
AMERICAN RED CROSS

Exceptional Breastfeeding Promotion and Support
SOLANO COUNTY

Notable Customer Service Innovations
CITY OF LONG BEACH

Innovative Staff and Career Development
CITY AND COUNTY OF SAN FRANCISCO

Excellence in Health Linkages, Program Promotion and Outreach
RIVERSIDE COUNTY COMMUNITY HEALTH AGENCY NUTRITION SERVICES BRANCH

Excellence in Data-Driven Management
PUBLIC HEALTH FOUNDATION ENTERPRISES (PHFE)

Excellence in Program Evaluation
COUNTY OF TULARE

Local Agency Rookie of the Year
JENNIFER SANCHEZ, NORTHEAST VALLEY HEALTH CORPORATION (NEVHC)

Outstanding Local Agency Employee
LYDIA DISTEFANO
NATIVE AMERICAN HEALTH CENTER

Lydia Distefano, Nutritionist par Excellence

LYDIA DISTEFANO came to the U.S. from Argentina with her husband, when he accepted a faculty position at UC Berkeley. After his sudden passing, she decided to go back to school for an advanced degree. She started studying to be a nutritionist when she was 43, graduating with degrees in Nutrition and a Masters in Public Health from UC Berkeley. In 2000, she began working as a high-risk RD at the Native American Health Center in Oakland.

Lydia loves to work amidst the diverse community in Oakland, and says she feels lucky to have wonderful co-workers. She has a great sense of fun: she’s been spotted boogieing down at several CNC dance events, keeping up with the latest moves! She is very modest about having won this recognition, saying that she is just doing her job. Peter Schlichting, the WIC Director at Native American, says “Lydia was an obvious choice for this award because she is a very intense dietitian, who always goes the extra mile.” She follows-up with her high-risk patients constantly to make sure they are following her advice and doing well. “Lydia is a voracious reader and always has some new and pertinent information (on nutrition and other subjects) to share with the staff”, says Peter. “She is a great mentor for new WIC employees and is an extremely kind and patient person.” Lydia, thanks for showing us how to be active and caring WIC professionals. Your example inspires us to keep up our commitment to service – with that extra smile!

Top to bottom:
• Laura Sanders and Peggy Redfern, Tulare County
• Magdalene Louie and Maria LeClair, City and County of San Francisco
• Teri Broadhurst and Denise Kirnig, Solano County
• Jennifer Sanchez, NEVHC
**FEDERAL SCENE**

**WIC Funding: OK to Exhale.** It appears that WIC will probably survive yet another round of very worrisome budget proposals from the Bush Administration. These include inadequate base funding, capping Nutrition Services and Administration funding at 25%, and eliminating adjunctive WIC eligibility in states with Medicaid income cutoffs higher than 250% of poverty. But next year and beyond, these proposals, including one that would require 20% state matching funds for WIC nutrition services, will definitely be back.

**Legislative Update**

Leaders continue to insist on lavish tax cuts, the latest in the form of a near-repeal of the wealthy household estate tax, already passed by the House. The Senate is debating its bill this summer, along with a scary new Budget control bill, introduced by Senator Judd Gregg (R-NH), which contains deficit reduction triggers that would slash spending on entitlements, as well as place hard caps on domestic discretionary programs — including WIC. WIC would face a $460 M hit in 2009 if the Gregg bill becomes law. We are not out of the woods yet.

**Medi-Cal Requires Birth Certificates from ALL.** You’ve probably run into WIC situations like this: a child in emergency foster care with no Medi-Cal card — or any other ID paperwork. A mother who has moved into the state to escape family violence and has no birth certificates with her. Folks like these will still be able to qualify for WIC, but it will be really tough for them to qualify for Medi-Cal. New federal requirements for proof of citizenship for ALL Medicaid recipients were implemented in the new state budget. A new Center on Budget survey estimates that up to 2.7 million children in the US will be negatively impacted by this draconian provision. [http://www.cbpp.org/6-16-06health.htm](http://www.cbpp.org/6-16-06health.htm)

**STATE UPDATES**

**State Budget Signed On Time.** The Governor and the Legislature agreed on a Budget, which was signed on time for the first time since 2002. Details are still emerging, but the big picture ain’t bad. SSI recipients will be able to get their federal COLAs. Child care funds were increased by at least $100 million. There’s more school funding for PE training and equipment, but the Governor “set aside” $27.8 M for higher meal reimbursement rates, saying the increased funds didn’t guarantee healthier meals. CalWORKS funding was considerably increased to provide extra services that families will need when they face stricter federal work hour requirements this fall.

Unfortunately, the County Health Initiatives, which would provide health care to children otherwise ineligible for state and federal programs, was successfully opposed by a small group of legislators. Despite the best efforts of advocates and, significantly, the Governor, this item was dropped in the final deal, leaving 24,000 kids without health care — victims of election-year politics. This makes the November ballot initiative, which increases cigarette taxes to expand health care access, more critical than ever. Details at [http://www.ebudget.ca.gov/](http://www.ebudget.ca.gov/), with shorter analyses at [www.lao.ca.gov](http://www.lao.ca.gov) or [www.cbpp.org](http://www.cbpp.org).

A.G. Kawamura, Secretary, California Department of Food and Agriculture, discusses the critical role of preventive health in building healthy communities.
Breastfeeding Promotion....

Environmental Changes Promote Healthier Choices

A Key Preventive Strategy

Everyone in WIC knows about the many ways breastfeeding protects and improves the health of moms and babies. But new studies have highlighted the pivotal role it plays in preventing childhood overweight, and thus helping to turn the obesity and diabetes epidemics around. Experts at CDC estimate that 15 to 20% of obesity could be prevented through breastfeeding! Increasing breastfeeding in California could mean between 36,000 and 48,000 fewer overweight children and adolescents.

Researchers have identified several possible reasons for the protective effect of breastfeeding against obesity.

Focus on Improved Exclusivity and Duration

Although overall breastfeeding rates have improved in California in the past 10 years, rates of exclusive breastfeeding have remained flat. More than 80% of new mothers in the state begin breastfeeding their babies in the hospital, but only 43% of them leave the hospital breastfeeding exclusively. Many more quit breastfeeding only after a few weeks. Not having anyone to turn to when they experience difficulties, and having to go back to work are some other barriers to successful breastfeeding.

Studies have shown that formula marketing strategies, which target both pregnant women and new mothers, chip away at breastfeeding duration. But formula marketers continue to break or stretch the WHO Code. Labels and magazine advertising boast products that are “easier to digest” and “endorsed by nutrition experts.” Cases of free formula are still routinely shipped to pregnant women without their consent, and promotional materials engulf new mothers at the hospital and in the mailbox.

To Breastfeed Longer and More Exclusively, Mothers Need:

- Balanced information with which to make infant feeding decisions.
- Help in the hospital and after they get home.
- Supportive work and childcare environments.
- Private places to feed their babies or pump away from home.

California Breastfeeding Rates by Ethnicity (2004)

Although many women begin breastfeeding in the hospital, lowest exclusive breastfeeding rates are seen among poor women of color.
Breast milk is already acknowledged as the best food for infants. The increased initiation and duration of breastfeeding may also provide a low-cost, readily available strategy to help prevent childhood and adolescent obesity.”

— Dr. William Dietz, Director, CDC Division of Nutrition and Physical Activity

GREAT NEW BREASTFEEDING EDUCATION RESOURCE!

CWA and UC Davis Human Lactation Center have created two new Policy Briefs, designed to help advocates educate decisionmakers about the critical link between breastfeeding and overweight prevention,

Sometimes it’s hard to explain why breastfeeding is so important to prevention of obesity. These easy-to-understand but fully referenced brochures will help you get your points across, whether you are working on Baby Friendly hospitals or workplace accommodation projects. Feel free to use them for staff training, grant writing, or program planning!

• Brief #1 explains how even the youngest Californians are at increasing risk for obesity-related problems like diabetes, and how breastfeeding works to better regulate intake and growth, increase new food acceptance, and protect both moms and babies.

• Brief #2 describes the special barriers low-income women of color face when they want to breastfeed, and suggests policies and programs that work to overcome them.

Available on our website at www.calwic.org or call us at (916) 448-2280 for copies. FREE COPIES available while supplies last.

 Longer and more exclusive breastfeeding lowers risk of childhood overweight and obesity.
Breastfeeding Promotion....

Three Agency Models

Follow-up Calls Make the Difference

North County Health Services WIC does not have an official Peer Counselor Program, but has terrific exclusive breastfeeding rates of 34.5%. Mary Sammer, Director, attributes much of this success to her staff who start breastfeeding training from their first day of work, and continue to stay up-to-date with regular inservices. So all team members are equipped to talk about breastfeeding, no matter where and when they interact with WIC families.

In the mid-1990s, NCHS WIC decided to honor WIC moms’ decisions to exclusively breastfeed, by adopting a policy of not providing formula in the first month for breastfeeding moms (with some exceptions, of course). Prenatal participants are educated that exclusive breastfeeding is the best way to establish milk supply and foster a successful breastfeeding experience.

Knowing that mothers are most prone to quitting within two weeks post-partum, they decided that providing intensive support during this critical time would improve rates of exclusive breastfeeding. Funding from the “Revitalizing of Nutrition Services” initiative allowed them to pay bilingual staff to use telephone assessment and support methods called for by the study. They conducted an Early Postpartum Phone Intervention Study to determine the effects of the calls on breastfeeding initiation and duration rates.

Using ILCA’s “Evidence-Based Guidelines for BF management during the first 14 days,” JoAnn Shaw, RD, IBCLC and Lori Hill, CLE, Administrative Coordinator, developed a detailed contact form with open- and close-ended questions to assess early feeding issues, and provide targeted education and anticipatory guidance on topics such as growth spurts and feeding cues. WIC Staff was able to reach 73% of the mothers in the Intervention Group within 14 days post-partum. Moms were asked how breastfeeding was going, and if they had any concerns. They were provided support and counseling to solve breastfeeding problems. A follow-up call was made about a week later to ensure that the mother’s queries were satisfactorily answered, and that breastfeeding was continuing well.

Although this WIC Program already enjoyed high rates of breastfeeding moms in the first month because of their pioneering formula policy, the Intervention group had higher numbers of exclusively breastfeeding women (84%) than the Control group (74%) in the first month, and the trend continued throughout the first year. Duration was also significantly longer for the women who received the Early Support phone calls – a major positive outcome!

Early phone intervention helped mothers who wanted to breastfeed at their time of need, not WIC’s. Participants with specific problems or just general questions had the complete attention of staff, who could build rapport with them in a non-distracted environment – a private phone call. The Staff were able to empower the women to feel confident of their breastfeeding abilities and avoid unnecessary supplementation. Mary feels that early phone intervention fits within the scope of WIC services and can be easily replicated in other settings.

For more information, contact Lori Hill at Lhill@nchswic.org.

San Joaquin: Countywide Approach Works BEST

The Breastfeeding Coalition of San Joaquin County was launched in the mid-1990’s by Lactation Consultants and La Leche League Leaders who were concerned with low rates of breastfeeding in San Joaquin County. The founder members of the Coalition had been urging county commissions and community organizations to improve breastfeeding services. With the formation of the Breastfeeding Coalition, representatives from each of seven hospitals, three WIC Programs, and organizations providing services to women and children in the county began meeting monthly to set concrete goals to make increased rates of breastfeeding in the county a reality.

The Breastfeeding Coalition of San Joaquin County advocated their plans to improve breastfeeding services to the First 5 and...
...by Design

County commissions at every opportunity. WIC Directors Daisy Silverio, Barbara Reisberg, and Lauren Heinenger, and BF Coordinators Mary Woelfel, Gail Dacayanan and Lindsay Haynes, active members of the SJ BF Coalition, worked tirelessly to push for funding for priority projects.

Finally, in 2004, a Breastfeeding grant written by Daisy and Mary was approved by the First 5 Commission. Delta Health Care agreed to serve as the fiscal agent and contractor for the project, which is based at their Stockton WIC site. Entitled BEST (Breastfeeding Education, Support and Training), the Project includes a 24-hour Breastfeeding Helpline, Breastfeeding Help Center, Lactation Training courses and an electric breast pump loan program.

The BEST program, directed by Gwen Bounds, provides services to all mothers in the county who need breastfeeding help, irrespective of whether they are WIC participants or not. The BEST call center is staffed by nurses, who contact breastfeeding mothers every week for the first six weeks after the baby’s birth, and once a month thereafter, throughout the baby’s first year. Full-time IBCLC’s provide education, support and follow-up on complicated calls.

Breastfeeding support groups for working mothers and mom-to-mom groups are held regularly, and hospital grade electric breast pumps are loaned to mothers who need them. Single user pumps are given to working or student mothers.

BEST has become a highly effective centralized support and training center for all breastfeeding moms, regardless of income. The program has earned the respect of the community with its wide range of services, and is receiving wonderful publicity. Calls for help are even coming in from outside the county. Daisy Silverio, Director, is thrilled that her Peer Counselor Program and BEST are working so effectively to meet the need.

Email Gwen Bounds at gbounds@deltahealthcare.org for more information.

WIC Partners with Grassroots Programs for Peer Counselors

The Santa Clara County WIC Program partnered with two grassroots community agencies to provide breastfeeding peer counseling to Latina and Vietnamese WIC participants. WIC subcontracted with agencies that serve large immigrant populations, allowing them to select counselors to attend the ongoing WIC Peer Counselor Trainings they were organizing.

SIREN (Services, Immigrant Rights and Education Network) selected a group of trained “promotoras,” or health workers, already experienced and well-known in their communities, for specialized breastfeeding training. Catholic Charities, serving the Asian immigrant community, tapped Vietnamese-speaking women from their Successful Parents Project. Five graduates were eventually recruited by WIC.

These two groups of Peer Counselors received training in their native languages before being assigned to WIC sites. They meet regularly with their parent agencies for supervision, and monthly with the WIC Breastfeeding Coordinator to get lists of names, report progress and discuss cases.

Bonnie Broderick, WIC Director, feels that subcontracting allows for better supervision and support for peer counselors, easier billing and hiring procedures, and increased acceptance of these women in their communities. Pay scales are set by the subcontracting agency. Counselors with limited English-speaking skills created some challenges. The training modules had to be adapted for both groups and some of the exercises had to be omitted or adapted.

The Asian Peer Counselors hold monthly support groups at a couple of sites, which are always well attended and very successful. They often cook and bring food to share at these meetings. The SIREN “Promotoras” plan festive events to mark milestones and celebrate the achievement of mothers who have breastfed for 6 months.

The Santa Clara model has been effective in increasing exclusively breastfeeding rates from 12% in January 2005 to 15.6% in April 2006! Formula-fed infants decreased by 4%. Future plans are to recruit and train more eligible women, and possibly provide stipends for training, and build the program. Cultural competency works!

Contact Kathy Sweeney at Kathy.Sweeney@hhs.co.santa-clara.ca.us for more details.
Are You Ready for World Breastfeeding Week? August 1-7

Celebrated in over 120 countries, World Breastfeeding Week (WBW) celebrates the signing of the Innocenti Declaration on the Protection, Promotion and Support of Breastfeeding, in 1990 by WHO and UNICEF.

This year’s WBW theme is **Code Watch: 25 Years of Protecting Breastfeeding.** The WHO International Code of Marketing of Breastmilk Substitutes provides explicit public health guidance to governments and healthcare providers, designed to make the environmental and system changes needed – including bans on aggressive formula marketing - so that mothers can make well-informed feeding decisions. Twenty-five years later, the United States has still not endorsed the WHO Code, and our breastfeeding rates reflect it!

Last March, WHO and UNICEF issued the long-awaited Global Strategy for Infant and Young Child Feeding (see box), a roadmap for continued progress on breastfeeding that builds on the Code and sets new goals for early feeding – important for obesity prevention.

To get everything you need for your own WBW celebrations and outreach efforts, visit the ILCA website. Then share your breastfeeding and WBW success stories with the World Alliance for Breastfeeding Action (WABA) – be part of the world movement.

**World Breastfeeding Week Resources**

- **ILCA World Breastfeeding Week Planning and PR Kits**
  - The International Lactation Consultant Association (ILCA)
- **NEW! WHO Global Strategy for Infant and Young Child Feeding**
- **Share Success with WABA**

**Baby-Friendly Hospitals Make a Difference!**

The Baby-Friendly Hospital Initiative was launched by WHO and UNICEF in 1991 as a worldwide strategy to improve breastfeeding rates. The BFHI promotes, protects, and supports breastfeeding through The Ten Steps to Successful Breastfeeding for Hospitals. A hospital or birth center can receive Baby-Friendly status if they meet the BHFI Ten Steps criteria.

**The 13 Baby-Friendly Hospitals in California:**

- Community Hospital of the Monterey Peninsula, Monterey
- Corona Regional Medical Center, Corona
- Glendale Memorial Hospital and Health Center, Glendale
- Goleta Valley Cottage Hospital, Santa Barbara
- Inland Midwife Services-The Birth Center, Redlands
- Kaiser Permanente Medical Center, Hayward
- Kaiser Permanente Medical Center, Riverside
- Robert E. Bush Naval Hospital, Twentynine Palms
- Scripps Memorial Hospital, Encinitas
- UCSD Medical Center, San Diego
- Ventura County Medical Center, Ventura
- Weed Army Community Hospital, Fort Irwin
- Women’s Health and Birth Center, Santa Rosa

There are approximately 18,000 Baby-Friendly sites worldwide – but only 53 located in the USA, 13 of which are in California. Many California WIC breastfeeding advocates have been engaged in dialogue with their local hospitals, working slowly to change protocols and practices and overcome staff resistance to the idea. Next year, let’s add five new names to the list.

To learn more, go to: [www.babyfriendlyusa.org/eng/06.html](http://www.babyfriendlyusa.org/eng/06.html)
New Early Feeding Guidelines Are Here

What’s New, and What Does It Mean for WIC?

New research on feeding babies is showing that it is time to make some changes in what we recommend to WIC parents about introducing solid foods.

Here are the main changes in WIC’s recommendations:

When to feed?
- Start introducing solid foods around 6 months of age, instead of 4 to 6 months.
- Baby needs to be showing you all the signs that they are ready to start solid foods.

What to feed?
- Start with baby cereal, around 6 months – after that, you no longer need to start certain foods at specific ages.
- Offer a variety of healthy foods appropriate for baby.
- Pay attention to the textures of baby’s food, going from smooth to mashed to chopped to tiny pieces.
- Water and juice are not recommended before 6 months, and juice is not needed in the first year.

How to feed?
- Pay attention to how baby lets you know that they are hungry or full.
- Feeding time is a great time for bonding with baby.
- Keep trying new foods – babies may need to try a new food 10 times or more before they like it!
- Be patient with mess – baby needs to practice to learn to eat.

What’s the Research Behind the New Guidelines?

The California WIC Nutrition Education Committee and WIC Branch staff reviewed recent research in developing the new guidelines. The research included the following:

- The FITS (Feeding Infants and Toddlers Study) (2004, 2006)

These sources provide new evidence about when babies are ready for complementary foods, what foods provide the nutrients they need, and how to feed in order to have a healthy feeding relationship between parent and baby.

WHEN: WIC is now recommending starting solid foods around 6 months, because breastmilk and/or iron-fortified infant formula provide all the needed nutrients for about the first 6 months after birth. Also, most babies have developed the oral and gross and fine motor skills needed for starting solid foods by 6 months of age.

WHAT: WIC is recommending starting with iron-fortified infant cereal as the first food, because iron is the nutrient with the highest prevalence of deficiency in children under 2 years of age. Meats and fortified cereals contribute significant amounts of iron and help to prevent deficiency. California WIC is recommending infant cereal rather than meat as the first food because WIC provides it, and because staff are familiar with teaching about it.

After introducing infant cereals, parents can introduce a variety of other healthy foods, without following a specific order of introduction. Parents need to pay attention to texture and make sure it is appropriate for the baby’s chewing ability. Babies need to progress through smooth, mashed, chopped, and tiny pieces. WIC’s recommendations have not changed for introducing new foods gradually and watching for foods most likely to cause allergies.

HOW: WIC is recommending that parents pay close attention to their baby’s cues of hunger and fullness. Parents need to offer healthy foods when baby is hungry, and not try to get baby to eat more when they are full. It’s important to introduce a variety of foods in the first 2 years of life, and keep trying, because it may take many exposures before a baby accepts a food.

WIC has revised the infant feeding pamphlets to go along with the new feeding guidelines. The new pamphlets are called Feed Me! Birth to 6 Months and Feed Me! 6 to 12 Months. The pamphlets have photos instead of illustrations, and they have new colors. Another change is that the baby is talking to the parent, like in the Help Me Be Healthy pamphlets. Also, the first pamphlet covers birth to 6 months instead of birth to 8 months. The first part of Feed Me! 6 to 12 Months repeats part of Feed Me! Birth to 6 Months, so there is some overlap.

One more change – there’s a new recommendation on brushing teeth: start using a small baby toothbrush with a tiny dot of fluoride toothpaste, when the teeth start to come in.

You can contact Poppy Strode at 916-928-8627 or mstrode@dhs.ca.gov with any questions. Also, more information will be posted soon on the CA WIC web site, www.wicworks.ca.gov.
**Branch Updates**

**New WIC Logo & Tagline Unveiled!**

Drumroll please....Ladies and gentlemen we are proud to present the new WIC logo and tagline!

Developed as part of a marketing plan for California WIC, the logo and tagline were designed under the guidance of a professional marketing firm with input from staff, participants and grocers.

The logo and tagline are bold and bright and will help increase awareness and visibility of the WIC program. The message in the logo and tagline speak to the families we serve and our mission to promote and support healthy eating and active living.

As existing print materials are used up our new materials will adopt the ‘new look’.

With the launch of Any Authorized Vendor (AAV) the new logo comes at just the right time to help create a recognizable look for the new food instruments (FIs). Window decals with the new logo will help participants identify stores that accept WIC FIs.

Look for the new logo in grocery stores starting October 1, 2006.

Kudos to the State WIC Branch Nutrition Education, Marketing and Outreach Unit for allowing all of us to have input and producing a great product!

**Motor Voter Made Easier!**

In an effort to reduce unnecessary workload, the Branch has revised the Rights and Responsibilities (R&R) form to include the voter registration question. No more reading the “Would You Like to Register to Vote” form to the participant, and the participant has only one document to sign!

Coming Soon: the revised policy, along with the new R&R form and colorful voter registration poster to display in your waiting rooms!

**California WIC**

**Women, Infants & Children**

*Families Grow Healthy With WIC*
Branch Updates

Big Changes to WIC Checks

**EFFECTIVE JUNE 1ST**

On this date, State WIC office began implementation of new federal regulations to control WIC food costs that must be in place by October 1, 2006.

During this first phase, you will notice changes to Food Instruments (FIs), or checks issued to above-50-percent vendors, or grocers who receive more than 50 percent of their annual food sales revenue from WIC (almost all “WIC-Only” stores). Instead of a dollar value printed in the “MUST NOT EXCEED” area, these checks will display pound symbols (#####).

State WIC office staff has produced staff flyers and participant WIF inserts to answer questions about this change. Remind participants that these changes do not affect the types and amount of food they can buy with the FI. However, as always, purchasing the lower cost WIC food item helps reduce food costs and helps the WIC program serve more people in California.

**EFFECTIVE OCTOBER 1ST**

In the second phase of cost containment, starting October 1, 2006, FIs issued to all vendors will show “#####” instead of a dollar amount in the “MUST NOT EXCEED” area on the FI. Also on October 1st, FIs will no longer be store-specific and will print as “Pay to the Order of WIC Authorized Vendor.” This change allows participants to shop and purchase WIC foods at any WIC-authorized store of their choice.

To assist participants who are unsure of where to shop, you can tell them to look for the WIC sign in the window of a grocery store that lets you know that this store accepts WIC checks. WIC staff will not be able to print lists of vendors for participants in ISIS, since new stores are authorized often and any list will soon be out of date. WIC staff should also not suggest or direct participants to a particular vendor, but rather encourage participants to look for the sign at the store.

Another WIF insert and staff information flyer will be produced from the State WIC office explaining these changes under the second phase of cost containment and AAV. We recommend that a staff training session be held in August or September and a “WIC Reorientation” class be held in October through December to ensure that all WIC participants are updated on these major changes.

**IMPORTANT!**

Participants who are double- and triple-issued in advance of the June 1 and October 1 changes do not need to return to the WIC site to have their FIs re-issued. The FIs will be accepted until their “last day to use” date printed at the top of the check. FIs issued before October 1 will be printed with the name of a specific vendor and must be used at that vendor until the “last day to use” date.
Branch Updates

When Should an Agency Call the ISIS Help Desk?

We offer the following guidelines to assist you in answering this question.

- Advisory Services: Ongoing support and referrals
- Password Resets: ISIS and ExtraNet
- Restart Print Jobs: Clear ISIS & ExtraNet print queues
- ISIS Application Troubleshooting
- Extranet Application Troubleshooting
- Ad Hoc Reporting
- Autodialer, for older non-modified system
- Site upgrade and modification affecting ISIS hardware;
- Security Setup (requesting new staff add/delete/modify authority)
- If you cannot reach your IT staff
- If you’re not sure whom to call

It’s more fun to attach a face to a mystery voice, so we decided to introduce you to the members of WIC ISIS Help Desk staff. This smiling crew stands ready and willing to help you solve your problems. Just give us a call at 1-800-224-7472.

We’re Here To Help!

(Back row Left): Van (The Man) Randon, Steve (Even Stephen) Hull, Oscar (Tall Dark and Handsome) Caro, James (Don Juan) Villapudua, Debbie (Justice) George, Delia (Deal-Ya) Donlon, Anthony (Mellow Fellow) Juarez. (Front row Left): Chris (The Whiz) Canty, Michael (Moe) Baxter, Gloria (Gloey Glo) Gonzalez, Lisa (Lettuce) Ferreira, Shelly (Belly) Ali, and Dan (The Doctor) Hurtado!

Re-Introducing Erika Trainer

Many of you know Erika Trainer from one of her past lives in WIC: first in Sacramento County as a local WIC Nutritionist, then as a State WIC Regional Nutritionist in the North Coast Region. She also served a stint as Acting Chief of Nutrition Education and Training before making her mark focusing on Nutrition Education and Marketing. Erika played a key role in producing the new WIC Identification Folder (WIF) and the newer education pamphlets, “Help Me Be Healthy”.

Erika’s latest WIC incarnation is as Chief of the Program Evaluation and Policy Section, including the exciting oversight of the upcoming WIC food package changes. Promoted last January, she worked quickly to form a solid team and has already achieved some notable goals: disseminating the final version of the state Nutrition Questionnaire, arranging for the implementation of the new Dietary Risk codes into ISIS and further streamlining the voter registration process for local WIC staff.

In the coming months, you’ll see Erika at Regional meetings, accompanying staff on Program Evaluations to ask for local staff input into that process, and seeking local input on ways California can further streamline and simplify. Look forward to a further-simplified program evaluation, updated nutrition education policies and support in advocating for — and hopefully implementing! — healthy new foods for WIC families.
Career Corner: Ask Aunt Nancy

NANCY NESA, RD, is your very own WIC Career Consultant. She is available to answer any questions you have about advancing your career in WIC, especially through achieving a nutrition degree and an RD after your name. If you would like more information on career development programs or help preparing for the RD exam, email her, Nancy Nesa, at: nnesa@projects.sdsu.edu.

Here are some typical questions and Aunt Nancy’s answers:

Q. Is Nutrition a good profession to get into? I don’t hear much about it.

A. Nutrition careers are hot, hot hot! Thanks to the growing obesity and diabetes epidemic and growing awareness of the need for skilled preventive services, nutritionists are in high demand. Federal and State health goals and initiatives increasingly emphasize the important role of public health nutrition professionals, so this is one of the fastest growing healthcare jobs in the US. In California WIC and around the nation, we have huge needs for well-trained nutrition professionals who share language and cultural histories of the participants we serve.

Q. I’m ready to complete the requirements and obtain my Registered Dietitian certification, but where do I start?

A. If you have been out of college even for a little while, it may be frustrating trying to find out what is required and what programs are available to you. There are more options today than ever before for completing the requirements, especially for working students. The best place to start is by contacting me by e-mail. I will let you know what information I need from you to determine your best choices and resources available. Since we started the Career Development Program many WIC employees throughout the state have completed college courses, WIC dietetic internships or distance dietetic internships. In fact, in the last 16 months, 42 WIC employees received their RD!

Q. I love my career as a WIC RD and I’d like to help others get into the profession, how can I help?

A. One of the best things you can do is be an educator, role model and mentor for your profession. There are many opportunities to educate students about dietetics and WIC by volunteering for career day at local schools and colleges or offering to tutor students from diverse cultural backgrounds. Check with your WIC agency and see if there are opportunities for you to mentor and tutor dietetic students and interns or contact local dietetic programs. We found that one of the most important factors that helped WIC dietetic interns successfully complete the program was their WIC work experience and mentoring and role modeling by WIC RDs.

From the WIC Grapevine...

◆ Welcome, new WIC Directors! Shelley Miller, American Red Cross, Charlene Shon, Yolo County DPH, and Irma Martinez, Clinicas de Salud del Pueblo.

◆ Congratulations, Pamela Stanley, Antelope Valley, newly elected CWA Board representative from Southern California.

◆ Kudos to NEVHC Dietetic Internship Program for receiving the American Dietetic Association Diversity Award.

◆ A big shout-out to Lucia Perez, Nutritonist, Del Norte Clinics, Inc. for winning the Migrant Health Scholarship Award.
Shasta County WIC Staff Pound the Pavements

We walked 6,951,489 steps in May!

Staff set personal health goals for May 2006 and reported these successes:

✦ Lost 9 pounds since January! Walked almost 4 miles daily in May!
✦ I lost 2 pounds in May.
✦ I jogged 2.5 miles three times in May.
✦ I walked 2 times per day for 15 minutes.
✦ Checked my blood sugar more and started charting results.
✦ I drank less soda.
✦ Lost a few pounds.
✦ I successfully walked more this last month and lost 2 pounds.
✦ My goal was to walk 25-30 minutes at least 3-4 times per week, or daily, and I feel I was successful in my goal.
✦ I drank more water!
✦ I have doubled my water intake.
✦ Increased bone mass in the past year!
✦ I have increased my physical activity on weekends.
✦ I drank more water.
✦ I have increased my physical activity by joining a gym.
✦ I lost 5 pounds.
✦ I restarted my home yoga practice, and started wearing my pedometer daily again.

From June 2005 to May 2006, about 20 participating staff have walked 27,093 miles.

A big hurray to Shasta WIC!

Jared Garbutt - Bikes the Talk!

Before JARED GARBUTT joined the WIC Branch team, he worked as a nutritionist at Sutter County WIC. After work every day, he changed his clothes, put on his running shoes and went for a thirty minute run before heading home. When he accepted his new job, some of his co-workers predicted that he would gain weight with such a long commute. Jared decided to prove them wrong. So practically every workday morning, Jared boards the Yuba-Sutter Transit bus with his bike and rides it to downtown Sacramento. From there, he bikes the seven miles to the WIC Branch in Natomas! “Each time I get on the bike, I get triple benefits: helping the environment, improving my health, and saving money!” says Jared.

Jared participated in the Governor’s Physical Activity Challenge in April, like many others at the WIC Branch. He combines his daily cardio activity with some strength training by hitting the gym with a couple of his colleagues most lunch hours to lift weights. He and his wife Kathy, have four children ranging in age from 14 to 7 months, and the family does a lot of biking and hiking. While the older three are veteran bikers, baby Benjamin will soon be old enough to ride along in the bike trailer with his family. Healthy eating habits are encouraged by simple messages and parental modeling behavior, like drinking water instead of sugary sodas. Jared and Kathy help organize weekend biking and hiking activities for families from their church and local youth group.

Not everyone can be a super commuter like Jared, but his example (along with the price of gas!) may inspire some of us to look into public transportation commutes and family biking for fun. Thanks, Jared, for truly Walking the Talk!
Principles for Leading Change: Transformational Leadership

In an era of rapid change, our workloads are increasing, and we are expected to accomplish more with fewer resources. Transformational change involves the reinvention of the organization and a paradigm shift, usually with a change in values, culture, attitude and beliefs. The change must focus on the employees. Any single change in the existing system will affect all parts of the system. Therefore a successful change process addresses the entire system with specific focus on the staff.

A transformational leader begins by developing a shared vision. The vision guides the change. The leader engages staff and creates a relationship that raises the motivation, participation and ethics in both the leader and follower. The leader encourages the opportunity for everyone to complete the phases of personal transformation. In addition, the leader creates a learning organization that encourages followers to reach their fullest potential. The strategies for leading change are shared leadership, shared vision and teamwork.

**SHARE LEADERSHIP**

Leaders and followers are involved together in the leadership process. To thrive, the work environment must encourage continuous learning and increase shared responsibility.

**SHARE VISION**

A leader begins with developing a shared vision. The vision is the guiding force for the quality, performance and productivity of the organization. The vision serves as a shared action plan. To build capacity, leaders and followers share in their sense of direction and purpose.

**TEAMWORK**

To respond to continuous change, teams are the fundamental unit in a successful agency. The teams deliver the customer service.

From the Resource Handbook, Shared Leadership, Shared Vision: Principles of Leading Change. A workshop on this topic was presented at the 2006 Annual CWA Conference. For more information on this topic, contact Claudia Desmangles at the State WIC Branch (916) 928-8640.

The Transformational Leader engages staff and creates a relationship that raises the motivation, participation and ethics in both the leader and follower.
CWA supports the following bills:

**WIC-RELATED**

**SB 246 (Figueroa):** Tissue bank licensing exemption for human milk donations. Amendments will clarify language in order to clearly exempt and protect mothers who wish to donate milk for their own infants. SB 246 is a gut and amend to SB 1785. Passed Assembly Health, to Appropriations. CWA Co-Sponsor.

**SB 162 (Ortiz):** Establishes the State Department of Public Health and the Public Health Board. WIC should be in Public Health but currently our fiscal and administrative systems work, and need to be safeguarded. Passed Assembly Health, to Appropriations.

**POVERTY PREVENTION**

**AB 1835 (Lieber):** Increase and index State Minimum Wage. Passed Senate Labor & Industrial Relations, to Appropriations.

**SB 1674 (Murray):** Increases state reimbursement rates for school meals for specified school districts. Passed Assembly Education, to Appropriations.

**AB 3029 (Laird):** Food stamp simplification and access improvements. Passed Senate Human Services, to Appropriations.

**AB 2205 (Evans):** Categorical eligibility for Food Stamps if client is on MediCal. Amended and passed Senate Human Services, to Appropriations.

**AB 1948 (Montanez):** Improvements to electronic pre-enrollments for Medical and Healthy Families. Passed Senate Health, to Appropriations.

**OBESITY PREVENTION**

**SCR 90 (Torlakson):** Ten Steps to a Healthy California. Enrolled, to Governor.

**SB 362 (Torlakson):** School PE Reforms. Passed Assembly Education, to Appropriations.

**SB 1329 (Alquist):** As amended, grants and incentives for placement and enhancement of grocery stores in underserved areas. Passed Assembly Health, to Assembly Agriculture.

**AB 2384 (Leno):** "Healthy Food Purchase" pilot in DHS. Passed Senate Health, to Appropriations.

**MISCELLANEOUS**

**AB 2317 (Koretz):** Requires DHS to establish a Postpartum Depression campaign and educate pregnant women on postpartum mood and anxiety disorders. Passed Senate Health, to Appropriations.

**AB 2676 (Committee):** Certified Farmer’s Markets, extends authorization. Passed Senate Agriculture, to Appropriations.

**AB 425 (Negrete-McLeod):** Makes various legislative findings concerning the impact of organized retail crime including selling of infant formula and other frequently purloined goods at swap meets, flea markets and on Internet. Declares legislative intent to address the above. Passed Assembly, in Senate B&P and Education.

Senator Ortiz receives the WIC Leadership award on Policy Day, June 14th, for her tireless advocacy on behalf of underprivileged families in our state.
**Recipe**

**Super Baby Porridge**

**INGREDIENTS:**
- Whole grain millet – 1/4 cup
- Whole wheat – 1/4 cup
- Soy grits – 1/4 cup
- Broccoli – 2 cubes, thawed (cooked, pureed and frozen in ice cube trays earlier)
- Hard-cooked egg yolk, mashed – 1 (optional)
- Brewer’s yeast – 1 tsp.
- Orange juice – 1/2 cup

**DIRECTIONS:**
1. Place water to boil in a saucepan.
2. Grind millet, wheat and soy in a blender
3. When water comes to a boil, add the ground ingredients
4. Reduce heat and stir frequently until mixture is completely cooked
5. Add brewers yeast and thawed vegetables to the mixture.
6. Stir in the mashed egg yolk.
7. Pour in the orange juice

*Adapted from Super Baby Food by Ruth Yaron*
CWA Directors
2006 - 2007

EXECUTIVE BOARD
Carol Kronberg, President
Sonoma County WIC
Gayle Schachne, President-Elect
Northeast Valley Health Corp. WIC
Maureen Clark, Past President
Community Resource Project (CRP) WIC
Gayle Hoxter, Treasurer
Riverside County Dept. of Public Health WIC
Anne Patterson, Secretary
Santa Barbara County WIC
Shelly Lewis, Legislative Chair
Public Health Foundation Enterprises, Inc.

REGIONAL REPRESENTATIVES
Marcia Barnes, Sacramento-Delta Region
Edith Wiltsee, Bay Region
Nikki Efingenio, Coastal Region
Gloria Pecina, Central Valley Region
Julie Wetmore, Sierra Cascade Region
Sarah Larson, Southern Region
Pamela Stanley, Southern Region

SMALL AGENCY CAUCUS
Jim Souza

MEMBERS-AT-LARGE
Glenda Randolph and Yang Her (Para-professionals), Ulfat Shaikh, MD, MPH (Pediatrician), Heidi Kent, Eloise Jenks

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:

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME</th>
<th>DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2006</td>
<td>Data Driven WIC</td>
<td>August 15, 2006</td>
</tr>
<tr>
<td>Winter 2006</td>
<td>Effective Grassroots Advocacy &amp;</td>
<td>November 1, 2006</td>
</tr>
<tr>
<td></td>
<td>Action for Community Change</td>
<td></td>
</tr>
</tbody>
</table>

Please contact Kinkini Banerjee, Communications Coordinator at CWA:
kbannerjee@calwic.org
CWA, 1107 9th St., Ste. 625
Sacramento, CA 95814
916-448-2280-phone
916-448-7826-fax

New e-mail address?
Want to be added to the Flash e-mail?

Need more newsletters?

SAVE THE DATES

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

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

California WIC Association
1107 9th Street, Suite 625,
Sacramento, CA 95814

Robin Keidel and a staff member help baby latch on in the BEST breastfeeding lounge.