



WIC NEWS

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Special Supplemental Nutrition Program
for Women, Infants, and Children

January/February 2018

New Year and New Opportunities

As we began 2018, and look at all the work WIC accomplished in 2017, it is with much gratitude to all of our Michigan WIC local agency and state staff who make a difference in the lives of the over 400,000 individuals you helped serve during the past calendar year. Your Nutrition Services Plans, Promotion and Retention efforts, and breastfeeding peer counseling work help to keep us focused, as we continue to work toward serving all those in need of WIC services in Michigan.

The New Year brings new opportunities to try new things and different ways of doing the same task. While working through a problem or issue, sometimes our tendency is to stick with familiar ideas, which can literally blind us to other superior solutions. Sometimes good thoughts can block better ones, and we may ignore alternatives. I had an opportunity to attend our WIC Promotion and Retention Workgroup meeting 11/17/2017 at Mid-Michigan Community Action Agency and hear several awesome ideas and creative new ways of how agencies are engaging our clients. The next meeting is 1/19/2018 at 9am at MPHI in Okemos and I hope you can attend or join via phone to share, hear, and learn what your colleagues are doing and how to provide the best services in your communities.

During our Michigan WIC Coordinator Summit in October we had the opportunity to provide updates, share ideas/information and provide feedback on improvements to our WIC program. The Michigan WIC Association provided an opportunity for WIC local agency staff to vote on the top priorities our program needs to address. Also, one of the speakers, **Randy Dean**, provided several excellent tips regarding “Finding the Extra Hour in Your Day: Taming the Email and Interruption Beast.” If you *Google* his name, there are several helpful videos that are free and available to all.

Finally, if we want to discover new talents, ideas and learn new skills, we too must pay attention to our own growth and intellectual health. We urge you to try something new, venture outside of the routine, and seek feedback from those we serve, to continue to improve. Keep up the great work you do, seek new ideas and opportunities for WIC in your communities and Thank You for all you do for WIC!

Stan Bien,
Michigan WIC Director



MICHIGAN WIC ASSOCIATION (MWA) UPDATE

Greetings from your Michigan WIC Association. Your representatives continue to meet and work towards serving you and your local WIC Agencies. In October, we surveyed WIC Coordinators to determine their top-rated priorities for improving WIC services for both participants and staff. During the WIC Coordinator Summit, the thoughtful responses provided were prioritized as follows:

1. Caseload management concerns and training
2. Training/preparation for Management Evaluation
3. Additional State-level support (system changes) to assist with outreach and caseload
4. Inconsistencies regarding Management Evaluation requirements and CCS

Your input is essential as we move forward and develop plans to address these important topics. Therefore, in the coming weeks, your Regional Representative or a member of the Executive Board will be contacting WIC Coordinators to offer the opportunity to provide us with your local agency's thoughts, ideas and suggestions. We encourage Coordinators to involve all members of the WIC team as you prepare to share your comments with us. We thank you for all you do for WIC and we look forward to speaking with you soon.

“Success is not measured by what you accomplish, but by the opposition you have encountered, and the courage with which you have maintained the struggle against overwhelming odds.”

~ORISON SWETT MARDEN

STATE UPDATES– E-NOTICE RECAP

#2017-148: Time Sensitive Breastfeeding Issues

It has come to our attention that two new products are being promoted to breastfeeding families. Please note the following and share immediately with your staff.

1. Calendula Nipple Cream
2. UpSpring Probiotic + Colostrum (Powder for Babies + Kids)

*****Please see E-Notice for more information*****

#2017-149: Civil Rights Course 2017-2018 Now Available

The Michigan WIC Civil Rights Training has been re-launched in the Public Learning Management System (LMS). This process is required annually (in October), so that staff may continue to access the course and print accurate certificates of completion.

The LMS URL is the following: <https://courses.mihealth.org/PUBLIC/home.html>, and the new **Course ID** for the Michigan WIC Civil Rights Training is **M0500-17-18**.

Please share this information with your staff and immediate supervisor. As a reminder, once staff have completed their annual training, please document this in MI-WIC under Staff Training.

If you have any questions, please call Cheryl Bernard at 517-335-9561.

#2017-152: Re-Issuing Formula Benefits—Action Required

A recent statewide audit found that in a limited number of instances, clients were issued and redeemed formulas above the USDA monthly maximums. The majority of these occurrences were related to clients who had a category change from an IBP to an IFF.

In an attempt to clarify proper procedures for this type of food package change, we ask that you review and reinforce the information contained in this email with your local WIC agency staff at your earliest convenience.

*****Please see E-Notice for Recommended Procedure and additional information*****

#2017-154: Referral Category—Fluoride Treatment

Two new Individual Referral Categories have been added to the MI-WIC referral screen entitled, “Fluoride Treatment and/or Education,” and “Safe Sleep Education.” Please refer to E-Notice for a screenshot example. As a result, you will now be able to record referrals for the above in MI-WIC.

#2017-167: Wichealth.org—Email Service Provider

Wichealth.org, our online nutrition education provider, will be changing their email service provider in the upcoming weeks.

From: Current email and IP address: help@email.wichealth.org; IP address: 153.92.255.250

To: New email and IP address: help@email2.wichealth.org; IP Address: 198.2.180.224

If your agency or clinic currently receive emails notifying you of lesson completions, you will receive a test email from help@email2.wichealth.org (refer to sample test email below). Please whitelist their new IP Address: 198.2.180.224

*****Please see E-Notice for additional information*****

STATE UPDATES— E-NOTICE RECAP

#2017-153: Contaminants in Infant Foods and Formula

A recent newspaper article entitled “These baby foods and formulas tested positive for arsenic, lead and BPA in new study” was published in various local newspapers. As a result, a few agencies have shared client concerns regarding infant food and formula provided by the WIC program.

Please note: There are no recalls on currently authorized Michigan WIC infant food or formulas due to the presence of arsenic, lead, or BPA. The E-Notice contains additional information obtained from Mead Johnson and Gerber, as well as the FDA website, that may serve as helpful talking points with your clients.

Please see E-Notice for more information

#2017-155: WIC Works News November

Please share this information with your CPA staff. The modules may be useful for strengthening CCS skills.

To assist WIC staff in their continued professional development. WIC Learning Online (WLOL) will be offering the following two new courses starting November 18th:

- Using Active Listening in Workplace Situations
- Confronting Your Assumptions

The Essentials of Budgeting for Non-Finance Professionals and Interpersonal Communication: Listening Skills Courses were retired November 17th, 2017.

As a reminder, these courses are available at <https://wicworks.fns.usda.gov/wic-learning-online>, and select WIC Learning Online courses are approved for CPEUs by the Commission on Dietetic Registration.

#2017-159: VOC Contact Information—Puerto Rico and Virgin Islands

Within the E-Notice there is information received from USDA that may be helpful if you have WIC client evacuees from Puerto Rico or the Virgin Islands. As PR WIC has received nearly 4,000 VOC calls (chart of receiving States below) and emails since Hurricane Maria hit the island on 9/20, they needed to add two telephone lines to accommodate the volume of calls.

- Request a VOC by phone to PR, using one of the following numbers: (787) 721-7373, (787) 727-2880, (787) 727-2881
- Request a VOC by phone to Virgin Islands, using the following number: (410) 767-5166

Please see E-Notice for chart of States receiving VOC call

#2017-161: 2018 Maternal Infant Health Statewide Conference—Information and Registration

Within the E-Notice there is information on the 2018 Maternal Infant Health Statewide Conference to be held in Lansing, March 5, 2018. This is a FREE conference for the target audience. Registration closes at the beginning of 2018.

See E-notice for more information and registration

#2017-162: Hepatitis A Outbreak

There is an increase in Michigan Hepatitis A cases, particularly in Southeast Michigan. Within the E-Notice there are two flyers that provide information on Hepatitis A—what it is, how it is spread, symptoms, and what steps an individual can take if they think they have been exposed to Hepatitis A. These flyers are meant for Food Service Workers and First Responders, however the information can be helpful for any of our WIC staff or clients who have questions and may also work in these areas.

The MDHHS Hepatitis A Outbreak website has more information:

http://www.michigan.gov/mdhhs/0,5885,7-339-71550_2955_2976_82305_82310-447907--,00.html

#2017-163: PRWG Meeting Dates 2018

The Promotion and Retention Workgroup (PRWG) has set their meeting dates for 2018. Below are the upcoming dates and locations.

January 19th: MPHI	September 21st: Oakland County
March 23rd: Bay County	November 16th: Branch-Hillsdale-St. Joseph
July 20th: Washtenaw County	

If you cannot attend the meetings in person but would still like to participate, please call 877-873-8018 ACCESS Code 2249162. These meetings will begin promptly at 10 am.

Please see E-Notice for additional information and attachments

#2017-164: First MI-WIC Release in 2018

This is to notify you the first MI-WIC release of 2018 is scheduled as follows:

MI-WIC Release	WIC Clinic staff stop using MI-WIC by 5:00 p.m. on this Wednesday Evening	Release available in WIC clinic on this Thursday- clinic staff encouraged to schedule light
Release 7.8	February 14th 2018	February 15th 2018

Please adjust your clinic schedules, noting that on the Wednesday of each of the releases the staff must stop using MI-WIC by 5:00 p.m., and that you are still encouraged to schedule light on the Thursday after the release in case any unforeseen issues arise.

#2017-165: Referral Category Added: Great Start Readiness Program (GSRP)

A new individual Referral Category has been added to the MI-WIC referral screen entitled, “Great Start Readiness Program.” Please see the E-Notice for a screenshot. As a result, you will now be able to record referrals for this program in MI-WIC.



LOCAL AGENCY HIGHLIGHTS



St. Clair County (SCC)

SCC WIC attended the local Halloween Stroll in Port Huron, in which approximately 1,500 people participate. WIC had a table with information on our program, and handed out pretzels. The witches pictured are CPAs Amelia Berger and Rebecca Campau. The goal was to reach any 0-5 year old who may not already be enrolled in WIC.



The Pop Up Farmers Market that comes to our Health Department once a week during the growing season was a success. This year we had the market in our waiting room! We collaborated with the Community Foundation of St. Clair County and Community Mental Health who provided their chef. He cooked WIC-eligible and in-season foods, and handed out samples to WIC participants at each weekly market. Chef Jim has even cooked for a White House event sponsored by Michelle Obama!



Here is the link to the event we hosted in our waiting room and the local news program featuring it.

<http://ebw.tv/the-pop-up-farmers-market-teaches-people-how-to-utilize-fresh-produce/>



DHD 10

“Breastfeeding is the best Christmas gift a mom can give her baby, and it will keep on giving to the child for the rest of their life. Even the Grinch realized that the best things don’t come from a store (or a can!)” Peer Counselor, Colleen Unsal, created a festive, fun and welcoming sign for clients to see as they enter her office during the Holidays.



WIC POLICY CORNER

Submitted by Amy Thompson,
WIC Policy Coordinator



Welcome to the new, and what I hope to be, regular segment in the WIC News on WIC policy updates. The goal for this section is to provide updates on what we are currently working on and also answer any questions you may have related to policy. I plan to share some examples that I have received throughout the month either sent to me directly or through the Du Jour line.

Please email me with any suggestions on what you would like to see in this section and I can include them as part of my updates.

Thank you and I look forward to start sharing in the New Year!

LOCAL AGENCY TOUR

MID MICHIGAN COMMUNITY ACTION AGENCY (MMCAA), MIDLAND, MI

The Promotion and Retention Workgroup had the pleasure of touring MMCAA this past November. The MMCAA local WIC office is located in a building that was previously an elementary school. In addition to WIC, this building houses Early Head Start and Head Start. This gives families enrolled in these programs the opportunity to attend appointments while in school, just needing to leave the classroom to be weighed and measured without missing more than a few minutes of instruction. The clinic has a very warm and welcoming waiting room and check in area, as well as a beautiful breastfeeding room. The breastfeeding room has a rocking couch, allowing moms the space to breastfeed and have their other children with them. The clinic is decorated with beautiful handmade breastfeeding posters as well as the Breastfeeding Wall of Fame.

Thank you MMCAA for letting us tour your clinic!



Promotion and Retention Workgroup attendees, November 17, 2017.



STATE WIC PUMPKIN CONTEST

For the second year in a row, the State Agency staff participated in a fun team bonding experience. The rules were simple: paint/ decorate a pumpkin with your team (each manager drew their team from a hat). Each team was supplied one pumpkin (compliments of our very own Stacey Laverty's garden), and it was up to the team to decide if they wanted to include more pumpkins and/or props. Teams were very creative this year with many different themes including Star Wars, The Original Ghost Busters, The Donut Shop, Nursery Rhyme Combo, Minions, and the Porcupettes. Stan provided prizes for the 1st, 2nd, and 3rd place teams.

This was a great way for WIC Staff to get to know one another better, especially those we don't work with closely. Congrats to our 1st place team, the Porcupettes!



1st Place

State Breastfeeding Update



Submitted by Marji Cyrul,
Michigan State Breastfeeding Coordinator

The Division of Maternal and Infant Health (DMIH) has released Michigan's first Breastfeeding State Plan. Increasing rates of breastfeeding initiation and duration are necessary steps in reducing infant mortality and cutting the rising costs of health care. With feedback from over 250 stakeholders, the plan sets the common agenda necessary for a collaborative approach among state, local and tribal governments; health care professionals and organizations; employers; child care providers and educational institutions; community organizations; and most importantly, individuals and families. Breastfeeding goals for Michigan are to eliminate disparities, advance breastfeeding rights, build community support, change organizational practice and strengthen individual skills.

Results from the Michigan Pregnancy Risk Assessment Monitoring System (MI PRAMS) survey show that our statewide breastfeeding rates have increased in recent years. Looking at data from 2005-2009, the proportion of mothers who initiate breastfeeding and continue for at least one, two, and three months was fairly flat. In fact, breastfeeding initiation rates increased from 72.1% to 73.2%, an increase of only 1.1% of Michigan mothers. However, if we look at the time period starting in 2009 and advancing to 2014, we see that rates have been improving for all points of measurement. On average, we see 2% more mothers initiating breastfeeding per year. Similar gains are seen in one, two, and three month breastfeeding duration.

Even more exciting are results that show that the rate of increase in breastfeeding initiation among black women is greater than the increase among white women. The rate of increase in initiation among white non-Hispanic mothers mirrors our statewide rates; from 74.5% of mothers in 2009 to 86.3% in 2014, an average gain of 2.3% per year. For non-Hispanic black mothers, the increase starts a year later, in 2010. Since 2010, breastfeeding initiation rates among black non-Hispanic mothers increased from 61.0% in 2010 to 77.3% in 2014, an average gain of almost 4% per year!

We have started to look at the factors that may have led to this change. The WIC Breastfeeding Peer Counselor program was implemented state-wide in 2009, and research has shown that one of the most effective ways to increase breastfeeding rates among minority women is through peers (Chapman; references below). This may be one factor helping to drive the increase we see in Michigan's black mothers. The passage of the Affordable Care Act (ACA) may also have helped increase our breastfeeding rates through workplace policies, Medicaid coverage, and referral/prescription additions. Results from a study of the effect of ACA (Kapinos; references below) found that the ACA mandate increased the probability of breastfeeding initiation by 2.5 percentage points, with larger effects for black, less educated, and unmarried mothers.

Additionally, results show improvement in equity work in prenatal breastfeeding education. Black non-Hispanic mothers report that their prenatal providers have discussed breastfeeding, answered their questions and offered a class on breastfeeding in greater percentages than among white non-Hispanic mothers. (MI PRAMS data from 2012-2014).

Breastfeeding Support by Race/Ethnicity			
	State-Wide	White non-Hispanic	Black non-Hispanic
Somebody discussed breastfeeding with me	85%	83%	92%
Answered my questions about breastfeeding	61%	59%	67%
Offered me a breastfeeding class.	56%	55%	64%
I attended a breastfeeding class.	18.6%	18%	20.3%

This is *fantastic* news and we're so excited to see an increase in the percentage black non-Hispanic mothers engaging with their care providers on breastfeeding.

Despite the large number of black women who receive prenatal education on breastfeeding, fewer black women plan to exclusively breastfeed or breastfeed within one hour of their baby's birth as compared to white women. Future efforts should focus on breastfeeding *duration* in under-served populations. There are systemic barriers to breastfeeding duration, including a lack of paid maternity leave, Baby-Friendly hospitals, breastfeeding professionals of color, and work place support. (Center for Social Inclusion; reference below) Women need community support to reach their goals. Strategies for eliminating disparities as outlined in the breastfeeding State Plan include support for family leave and child care policies, culturally-responsive peer support, and a more diverse breastfeeding support workforce.

Michigan's breastfeeding State Plan can be accessed on the Infant Mortality website, www.michigan.gov/infant_mortality.

Chapman, D. J., & Pérez-Escamilla, R. (2012). Breastfeeding among minority women: moving from risk factors to interventions. *Advances in Nutrition: An International Review Journal*, 3(1), 95-104.

Kapinos, K. A., Bullinger, L. and Gurley-Calvez, T. (2016), Lactation Support Services and Breastfeeding Initiation: Evidence from the Affordable Care Act. *Health Serv Res.* doi:10.1111/1475-6773.12598

Center for Social Inclusion. (2015). *Removing barriers to breastfeeding: A structural race analysis of first food.*

2018 TIME STUDY

E-Notice #2017-166: 2018 Nutrition Education/Breastfeeding Time Study

WIC Federal regulations and USDA instructions require state WIC agencies to expend a minimum of 1/6 of WIC funding on nutrition education, and an additional USDA-determined target amount on breastfeeding promotion and education. In order to report this to USDA, the WIC Division obtains information from WIC local agencies on time and money spent for nutrition education and breastfeeding promotion and education. The methodology used is the Nutrition Education/Breastfeeding Time Study. The WIC Division requires local agencies to report time spent on nutrition education and breastfeeding expenditures in MI-WIC.

Each year, a sample of WIC local agencies participate in the Nutrition Education Breastfeeding Time Study. The time study is performed for three separate weeks during the fiscal year. The 2018 schedule is noted below:

Time Study Week 1: January 22 – January 26, 2018
Due date for completion of review: February 2, 2018

Time Study Week 2: April 16 – April 20, 2018
Due date for completion of review: April 27, 2018

Time Study Week 3: September 10 – September 14, 2018
Due date for completion of review: September 21, 2018

AGENCIES INCLUDED IN THE 2018 TIME STUDY:

06	Central MI DHD
07	Western UP DHD
08	Barry-Eaton
12	Branch-HSJ
13	Calhoun County
17	Chippewa County
37	Ionia
38	Jackson
41	Kent
44	Lapeer
51	Community First Health Services
58	Monroe
61	Public Health –Muskegon County
63	Oakland
74	St. Clair
76	Sanilac
89	Detroit Urban League

A 2009 web conference is archived at the Michigan Public Health Institute’s website to prepare you and your staff for the 2018 Nutrition Education/Breastfeeding Time Study that will be completed in MI-WIC.

****Please see E-Notice for additional information and attachments****

Brush! WIC Oral Health Pilot Update: Results are in!

“The Brush! pilot has been wonderful for our WIC Program!” said Summer Korponic, WIC Program Director at the Arab American and Chaldean Council (ACC) Clinic. “The Brush! pilot provided our WIC staff with solid training and beautiful education resources to support the oral health education messages we already share with clients. The training session aligned our message with oral health providers, giving our program more credibility with clients. Now, clients are leaving with tools to follow through at home, which they love and appreciate. The Brush! Pilot added the tools and resources necessary for clients to fully commit to their family’s oral health.”

Ora Rosenfeld, Registered Dietitian at the ACC Clinic commented, “The Brush! pilot has been very well received by our clients. Parents told me at their next appointment that they are using their gum brushes twice a day!”

Driven by the quick and early success of the pilot, Delta Dental Foundation has funded [an expansion of this pilot to an additional 16](#) clinics in Detroit and Wayne County, Kent County, and Oakland County. The Year 2 pilot expansion is significant in that an additional 46,000 children, or 20% of the State’s WIC population, now have access to this wonderful program.



Celebratory lunch with Year 1 Brush! Pilot participants on December 8th at ACC. Thanks to all staff for their efforts in promoting oral health!

Michigan Department of Health and
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Questions/Comments
E-mail: lavertys1@michigan.gov



PLEASE
PLACE
STAMP
HERE

UPCOMING EVENTS/TRAININGS/WORKGROUPS

January

19: Promotion and Retention
Workgroup– Okemos
22-26: Time Study
25: Management Evaluation
Webcast

February

1: Release 7.8 Webcast
14: LA Stop using MIWIC @5pm
15: Release 7.8
21: Breastfeeding Workgroup
22: WIC Coordinator Webcast

March

7-8: Clerical Training - Mt Pleasant
8: Nutrition Education Workgroup
13-14: Breastfeeding Basics - Detroit
15: Advanced CPA Training - SW Michigan
15: Safe Sleep Webcast
16: Promotion and Retention Workgroup–
Bay County
20: Anthro Training - Detroit
20: Breastfeeding Coordinator Training -
Okemos
21: Lab Training - Detroit
21: Milk Expression, Okemos
28: Advanced CPA Training - Bay City

Visit MPHI's website at events.mphi.org to sign up for trainings!

SHARE! SHARE! SHARE!

YOU are the driving force behind WIC News and we need to hear from your Local Agencies. Please submit any Local Agency stories, teamwork/team building ideas, employee recognition, great Client Centered Services skills you've acquired, and anything else you think should be shared to Stacey, @Lavertys1@michigan.gov.