



# WIC NEWS

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Special Supplemental Nutrition Program  
for Women, Infants, and Children

**July/August 2017**

Michigan is finally heating up after the long winter and spring. July is finally here and we hope everyone had a great and safe Independence Day. We are excited to promote this year's Breastfeeding Awareness Walk, August 9th, at the Capitol Lawn in Lansing, MI. What are some of your agencies and clinics doing for Breastfeeding Awareness Month?

This is our 3rd edition of the WIC News and we are so excited about all the Local Agency submissions you have provided. We love being able to promote and showcase the great things clinics are doing in each edition. Thank you all who have been submitting, and keep up the great work!



## Upcoming Events/ Trainings/Work Groups

### July

**11 CCS Mentor Workshop  
II– Lansing**

**12 CCS Mentor Workshop  
II– Grand Rapids**

**12-13 CPA Battle Creek**

**21 PRWG– Port Huron**

**25 CCS Mentor Workshop  
II– Gaylord**

**27 CCS Mentor Workshop  
II– Marquette**

### August

**9 Lab– Marquette**

**10 Anthro– Marquette**

**15 CCS Mentor Workshop  
II– Somerset, Detroit**

**16-17 Clerical– Saginaw**

**24 Coordinator Webcast–  
9am**

### September

**12-13 Breastfeeding Basics  
– Ann Arbor**

**21 Nutrition Education  
Work Group– Okemos**

**22 Promotion and  
Retention Work Group–  
Marquette**

**19 Lab– Port Huron**

**20 Anthro– Port Huron**

**26 Lab– Lansing**

**27 Anthro– Lansing**

Visit MPH's website at  
[events.mphi.org](http://events.mphi.org)  
to sign up for  
trainings!



## I Vaccinate Campaign



On March 20, MDHHS partnered with the Franny Strong Foundation to launch the I Vaccinate ([www.ivaccinate.org](http://www.ivaccinate.org)) public health education campaign to help parents protect their children from vaccine-preventable diseases. Designed with input from Michigan mothers, I Vaccinate provides the facts parents need to make informed decisions about vaccinations.

A toolkit has been developed for your use with key communications tools to support the launch of this campaign. We need your help to get the word out that vaccines are safe, effective, and save lives! Please use the materials in the toolkit (<https://ivaccinate.org/toolkit/> - password is-see hard copy for password) to urge your stakeholders or members to learn about the campaign and engage with it. Please "like" I Vaccinate on Facebook (<https://www.facebook.com/IVaccinateMI>) and use your knowledge to engage in positive and respectful immunization conversations with Michigan families.

The toolkit includes:

- Talking Points for the I Vaccinate campaign
- News Release for the I Vaccinate launch
- Sample newsletter article you can use to communicate with your members, patients, etc.
- I Vaccinate campaign videos (via YouTube)
- Sample social media posts about the I Vaccinate campaign
- Social media graphics for Facebook and Instagram
- Social media graphics for Twitter

In the coming months, you can expect to see or hear I Vaccinate messages through a variety of media channels, including:

- TV and cable
- Radio
- Pandora audio streaming
- Digital content and mobile advertising
- Google AdWords
- Social media
- Outdoor billboards
- Print ads in parenting magazines
- Flyers available through the Doctor Office Network

I protect.  
I defend.  
I vaccinate.

Print materials in English, Spanish, and Arabic will eventually be available for order from the Health Promotions Clearinghouse ([www.healthymichigan.com](http://www.healthymichigan.com)).

### Immunization Update

No new influenza deaths were reported to MDHHS for the week ending May 13, 2017. A total of 5 influenza-associated pediatric deaths in Michigan have been reported thus far for the 2016-17 season. Four of the children tested positive for Influenza B, and one tested positive for Influenza A/H3. Nationally, 92 influenza-associated pediatric deaths have been reported thus far for the 2016-17 flu season.

The MDHHS Division of Immunization reports 2 cases of measles have recently been confirmed in Southeast Michigan. The first case was the result of exposure during international travel; the second resulted from exposure to the first case. This underscores the importance of ensuring immunity against measles in all persons.

Measles vaccination is a part of routine childhood immunization in the U.S (MMR vaccine given at 12-15 months and 4-6 years of age). In addition to vaccination of children, any adult born in 1957 or later is advised to be vaccinated against measles if they are uncertain of their measles immunity status.

Measles is a rare occurrence in the U.S. Indigenous ongoing transmission of the measles virus has been eliminated since 2000, but cases are imported from other parts of the world where the disease remains endemic. Measles can spread readily in insufficiently vaccinated communities.

## State Updates– E-Notice Recap

### **#2017-51: Early Paternity Education Campaign**

The Michigan Department of Health and Human Service (MDHHS) Office of Child Support (OCS) reached out to Michigan WIC and asked if they could send information and supplies regarding their Early Paternity Education campaign to our local WIC agencies. Clinic addresses were supplied in May to OCS to send campaign materials.

\*\*\*Please see E-notice additional information including material sent to clinics\*\*\*

# State Updates– E-Notice Recap



## #2017-56: National Recruitment and Retention Campaign update from Hannah Shultz

This E-notice contains an update from Hannah Shultz on the national recruitment and retention campaign. Within the body of the E-notice you will find directions on how to access all of the campaign materials (new logo, super graphics, icons, etc.) from their online community. If you have any questions, please contact Hannah Shultz at [hshultz@nwica.org](mailto:hshultz@nwica.org) or Stacey Laverty at [lavertysl@michigan.gov](mailto:lavertysl@michigan.gov).

**\*\*\*Please see E-Notice for all updates for the national recruitment and retention campaign\*\*\***

## #2017-57: Release Notes for MI-WIC Release 7.7

Attached to the E-Notice you will find the Release Notes for MI-WIC Release 7.7, implemented Thursday, May 11<sup>th</sup>. Please review these Release Notes and share with your clinic staff so that they will be aware of these system changes and fixes. In addition, the MI-WIC Release 7.7 webcast is located here: <https://events.mphi.org/wic-webcasts/> in the “Archived Webcast” section. This webcast includes risk code changes information.

## #2017-60: Separation of Duties Support Documents and Frequently Asked Questions

Frequently Asked Questions and scenarios were developed to assist you with the identification and designation of clinics in response to the Separation of Duties Policy changes 9.03. Please find the following attached to the E-notice documents:

- FAQ and Scenarios for Separation of Duties
- A Clinic Opening Request form used to request a new clinic to support Permanent Single Certifying clinics, if needed.
- Separation of Duties policy

In addition, the Separation of Duties webcast is located here: <https://events.mphi.org/wic-webcasts/>

## # 2017-62: Summer EBT for Children Program for 2017

The Summer EBT for Children program (SEBTC) is an alternative means of providing school-aged children that qualify for free/reduced meals with nutritious WIC approved foods during the summer months, through the use of an SEBTC card. The project began as a two year pilot in 2010/2011, and Michigan has been one of the States to continue the program into 2016/2017.

For the 2017 season, only selected eligible students from participating service areas will be able to participate in the program due to limited funding. This year, the SEBTC program is being offered in the same service areas as last year including: Detroit Public Schools, Houghton-Portage Twp. Public Schools, Grand Rapids Public Schools, Kentwood Public Schools, Alpena Public Schools, Bay-Arenac ISD, Clare-Gladwin RESD, Genesee ISD, Midland ESA, and Tuscola ISD. Families of those areas are notified by mail.

**\*\*\*Please see E-Notice for Attached Documents and Directions to help staff if they receive a call regarding SEBTC\*\*\***

## #2017-63: WIC Project FRESH Shipments and Video Availability

**\*\*\*Please refer to E-Notice for directions on how to move booklets to another clinic site and how to find the new “WIC Project FRESH” YouTube videos for your clinic’s use\*\*\***

## #2017-65: Revised WIC Policies

The following MI-WIC policies have been revised: 2.13A Nutrition Risk Criteria, Exhibit 2.13B Michigan-Designated Nutritional High Risk Conditions by PBNIC Status, and 7.02 Authorized WIC Foods. They have been posted with an effective date of May 11, 2017, on the Michigan Department of Health and Human Services WIC Division website at: [www.michigan.gov/wic](http://www.michigan.gov/wic) under the WIC Providers link. The E-Notice includes a listing of the policies, along with a summary of major changes. The MI-WIC system changes necessary to support these policy revisions are contained in Release 7.7, implemented in production May 11th. A summary of these changes was also included in the Release webcast.

**\*\*\*Please see E-Notice with Policy Updates/Changes\*\*\***

## #2017-71: Save the Dates: Client Centered Services Webinar Series

As a reminder, in our commitment to support staff development and the ongoing implementation of client-centered services (CCS), we are offering a series of webinars for local staff targeting CCS topics. We will be partnering with Altarum Institute to implement these webinars.

We have chosen to offer webinars targeting different staff roles, though most would apply on a general level to all roles. Webinar information, including dates, times offered (same webinar topic offered at 2 different times on the date listed), topics, and targeted groups are listed. **You can register here:** <http://www.etches.com/miwic>. CEUs will be available when viewing live; these webinars will be archived, though CEUs will not be available when viewing the archived version.

**\*\*\*Please see E-Notice for exact time, date, and target audience\*\*\***

## #2017-72: FY 2016 WIC Food Costs

Attached to the E-Notice are two charts detailing the food dollars spent by WIC participants for Fiscal Year 2016. These numbers are shown by agency and county. You may be interested in knowing the impact (in dollars) of the WIC Program on your community. This is excellent information to share with your Health Officer and/or County Commissioners or Boards of Health. Please contact Brittany LaRue at 517-335-8625, if you have any questions about the information provided.



# August is Breastfeeding



## Upcoming Breastfeeding Webinar

August topic: *Breastfeeding and Safe Sleep.*

August 15<sup>th</sup>, 1:00-2:00.

Access through MIBFN website or here:

<https://register.gotowebinar.com/register/2443683667729640706>

## Client Testimonial

*"...thank you so much for encouraging me to breastfeed after the rough start we had. I can't imagine missing out on these special moments with my little man and I know we wouldn't have them had I stuck with bottles and not given breastfeeding another try."* -WIC Breastfeeding Mom

## Local Agency Success Stories

**Shayna Anderson, Kalamazoo Peer:** Being new to the program I didn't know what to expect. My first support was to a mother of a 31 week gestation preemie. The mother wanted so desperately to breastfeed her baby and was afraid that the separation of baby in the NICU would affect her milk supply and bonding with her baby. She wanted and needed support for breastfeeding. I met with the mother for 5 weeks. Going over positions that are best for preemies, proper latching and breast pump education. For the first couple of weeks we focused on non-nutritive latch and position. By the 3rd week, baby was latched on and feeding. By the 5th week, mom called and reported that baby would be going home in a week. Mom was so excited and I was so happy to walk her through the process. Baby is thriving and mom maintained her milk supply. Mom still calls for support and to report how well breastfeeding is going! She thanks WIC for the peer program.

**Michelle Lefebre, Chippewa Peer:** First time teen mom came into the WIC office expressing concerns about her ability to care for her newborn. Mom was homeless, scared and feeling very uncertain about what she could do to "provide" for her infant who was due in a matter of weeks. I sat with mom and talked about all that she can do to provide her newborn that nobody else can, shared information about the health benefits for her and her baby by breastfeeding exclusively. I encouraged mom to take available baby care, breastfeeding, and Lamaze classes offered at the health department. Mom took all of the classes offered, connected with family support for housing and delivered a healthy baby girl. Mom texted the day after she delivered from the hospital for support. Mom was relieved she had help and remains exclusively breastfeeding her healthy infant.

I MAKE MILK  
What's *Your* Superpower?

# Awareness Month

## Sustaining Breastfeeding Together!

Message from Heidi Maki, IBCLC

Have you heard the saying, “It takes a village to raise a child?” In many ways, the same applies to breastfeeding. When families receive clear, cohesive, evidence-based support and information from multiple sources, breastfeeding success improves, along with duration and exclusivity. The theme for Breastfeeding Awareness Month 2017 (BFAM) is, “Sustaining Breastfeeding—Together!” It highlights the importance of bonds between WIC, hospitals, families and other organizations in educating, reinforcing and supporting breastfeeding moms and babies. The BFAM bulletin board display will include space for local agencies to highlight information specific to their regions.

# YOU'RE INVITED!

## Breastfeeding Awareness Walk

**Wednesday, August 9th, 2017**

**When:** 11:30am—1:00pm

*\*Group photo taken at 12:00, Walk begins at 12:10*

**Where:** Capitol Lawn  
100 N Capitol Ave.  
Lansing, MI 48933

**Note:** There will be water and light refreshments available

Contact Hanna Thelen with questions at [Thelenh1@michigan.gov](mailto:Thelenh1@michigan.gov)



**2016 Breastfeeding Awareness Walk:**

J. Lothamer reading the Breastfeeding Awareness Month Proclamation on the steps of Michigan's Capitol

## SHARE! SHARE! SHARE!

Did your clinic do anything for Breastfeeding Awareness Month? Let us know and we will include it in the next edition of the WIC News!

# GET TO KNOW YOUR STATE STAFF

## DISPLAY AT WIC CONFERENCE

This year at the WIC Conference we were excited to show off our “Get To Know Your State Staff” display. The goal of this display was to let Local Agency staff get to know the State staff on a more personal level and be able to put faces to many of the names you may hear.

The idea for this display came during CCS Mentoring training last year when Bernadette, the professional CCS trainer, explained that when she worked in her WIC clinic, she showcased herself and her staff in their very own “get to know your staff” display. It helped make the clinic staff more personable for clients by making clinics more client centered.

Even though this was a large display at the conference, it does not have to be this elaborate within your own clinics. It can be as simple as gluing paper on a poster board and hanging it up in the waiting room. We encourage WIC staff to take some time and create their own “Get To Know Your WIC Staff” display!



## Nutrition 101



### IMPROVING HEALTH WITH PREBIOTICS AND PROBIOTICS

By Marie Nalezty, GVSU Clinical Dietetic Intern

Prebiotics and probiotics work together to promote a healthy gut! Bacteria works in the digestive tract to breakdown food and absorb nutrients. Probiotics are “good” bacteria and are promoted by prebiotics. Prebiotics are carbohydrates that cannot be digested but serve as food for the probiotics. It is important to always try to consume prebiotics and probiotics from food sources as they are better absorbed and less expensive than supplemental pill forms. It is much more difficult to keep the bacteria alive in supplemental form due to the processes of bacteria growth and storage. Handling, temperature and moisture are all factors that can kill the bacteria. Once killed, the bacteria can no longer provide these great health benefits.

#### **PREBIOTICS**

Prebiotics are natural, non-digestible carbohydrates and promote the growth of “good” bacteria (probiotics) in the gut. Think of this relationship as *probiotics feed on prebiotics*.

Food Sources: whole-wheat grains, bananas, onions, garlic, asparagus, artichoke and soybeans.

Benefits: decrease weight gain, decrease hunger, increase satiety and decrease inflammation.

#### **PROBIOTICS**

Probiotics are good, live bacteria that work to support and balance the gut flora within the GI tract. The gut flora is then able to breakdown food and protect the body from bad bacteria. Functionally, probiotics work to improve overall health by boosting the body’s immunity, especially within the GI tract.

Food Sources: fermented products including yogurt, kefir products and aged cheese. Nondairy products including kimchi, sauerkraut, miso, tempeh and cultured non-dairy yogurts.

Kimchi: fermented Korean side dish of vegetables

Sauerkraut: fermented cabbage

Miso: soup made with fermented soybeans

Tempeh: fermented soybeans

Benefits: improve digestive function, reduce diarrhea associated with antibiotic therapy, reduce risk of infection, decrease body weight, protect against cold and flu, improve tolerance to lactose and decrease inflammation. Studies have reported that probiotics play a role in reducing the development of allergies in children and help manage relapse of some inflammatory bowel conditions.

#### **READING THE LABELS**

Look at the labels to see what live culture probiotics are in the product. When looking at supplemental pill forms of these, remember that more doesn’t mean better. The bacteria have to be alive to provide benefits within the body.

#### **THE DYNAMIC DUO**

Probiotics need prebiotics to support the gut flora. Prebiotics are the food for the probiotics. Without the “food,” the probiotics will not be able to perform to their full potential. Products containing both prebiotics and probiotics are called symbiotics. For example, combining a meal with bananas and yogurt or sauerkraut and asparagus. It would be beneficial to balance prebiotic and probiotic intake by consuming these types of foods together.





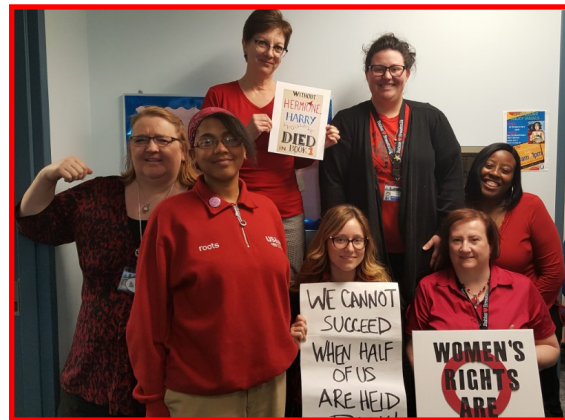
# LOCAL AGENCY HIGHLIGHTS



At ACC WIC we love making our moms feel special- especially on Mother's Day! This year we purchased carnations and passed a flower out to each mom. Every carnation had a note tied to it with ribbon. The note read:

**HAPPY MOTHER'S DAY!**  
 "To the world you may be one person, but to one person you may be the world." -Dr. Seuss

From: ACC WIC Staff



Macomb County Health Department celebrating International Women's Day

Project FRESH Self Directed Education board submitted by Meryl Smith from DHD#10  
 For information on how to set up this board and the lesson that goes with it, please email Meryl at msmith@dhd10.org

**When "i" is replaced by "we"  
 even "illness" becomes "wellness"**

## WIC WELCOMES YOU: A LOCAL AGENCY STORY

CHASS WIC is located in Southwest Detroit with a caseload of over 1,900 clients under the Detroit Health Department. CHASS WIC clients have deep roots from the *Dominican Republic, El Salvador, Honduras, Iraq, Lebanon, Mexico, Puerto Rico, Spain, and Yemen* origins. At CHASS WIC we offer nutrition services on-site in Arabic, English and Spanish. We also use Global Interpreting Services for all of our clients who need French, Portuguese or other translation that we don't offer on-site.

This year the CHASS WIC office received the, "WIC Welcomes You" posters in Arabic, English and Spanish, in an effort to help clients feel more welcomed with the current President's Executive Order that has some clients feeling concerned. Here at CHASS WIC, we hear on a daily basis, personal stories of how fearful they are to be enrolled in WIC and some being so fearful they have withdrawn entirely from the program.

Our hardworking and dedicated staff do a wonderful job at welcoming our WIC clients, but we wanted to do a little bit more. We created a "WIC Welcomes You" board and have dedicated this board to all of our clients in hope that they will feel welcome regardless of any circumstances they may be going through. We absolutely love the diversity amongst our clients and hope that they feel recognized every time they walk through our doors.



Michigan Department of Health and  
Human Services, WIC Division  
Lewis Cass Building  
320 S. Walnut St.  
Lansing, MI 48913

Questions/Comments  
E-mail: [lavertys1@michigan.gov](mailto:lavertys1@michigan.gov)



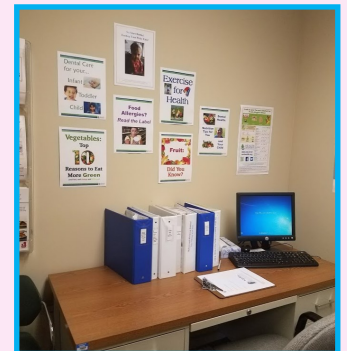
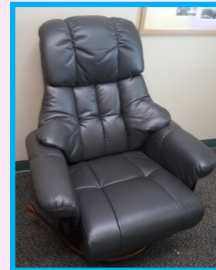
PLEASE  
PLACE  
STAMP  
HERE

## LOCAL AGENCY TOUR

When clients sign into the WIC clinic in Gaylord, they are then called to the clinic window where the clerk/tech enters their income, assesses immunization and fluoride varnish eligibility, and obtains authorized person's written permission for these if applicable. Next, the clerk takes the client back to a lab room to get the client's labs/anthro requirements. Once that is complete, the client then goes to see the CPA in the room across the hall.

The nutrition education room is set up for clients to choose what type of nutrition education they want to do, whether it is [wichealth.org](http://wichealth.org), self-directed modules, or the nutrition education mall the clinic is showcasing. It is all readily available for all clients in a comfortable private room!

Thanks Health Department of Northwest for letting us tour your clinic!



## SHARE! SHARE! SHARE! WE NEED YOU!!

We need you! Submit your Local Agency and clinic news to share with others. Have a great team building exercise? Have some tips or tricks on how to stay organized? Let us know. All submissions can be made to [lavertys1@michigan.gov](mailto:lavertys1@michigan.gov)



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