



WIC NEWS

Inside This Issue

- E-Notice Recap 2-3
- Local Agency Highlights ...4-5
- WIC Connect Mobile App...5
- ACEs.....6
- Conference Mobile App.....7
- Delta Dental Foundation...7
- AAP Resources.....7
- Project FRESH.....8
- Upcoming Events8

Special Supplemental Nutrition Program
for Women, Infants, and Children

May/June 2018

Hello Michigan WIC staff,

As many of you have heard, former WIC Director Stan Bien, retired effective February 28th. We are sad to see him go, but look forward to future endeavors with our next WIC Director. The search for a new WIC Director is still underway, but we are hoping to announce who it will be at this year’s WIC Conference. Until that time, I will be acting as the interim WIC Director.

To give you a little background on who I am, I am the current Director of the Bureau of Family Health Services. I provide leadership, administrative direction and oversight to the Division of Women, Infants and Children (WIC), Division of Immunization, Division of Maternal and Infant Health, and the Division of Child and Adolescent Health. My position also serves as the current Maternal Child Health Director for Michigan.



I have extensive experience in clinical care delivery, research, evaluation, program management and administration. Prior to working at the Michigan Department of Health and Human Services, I served as the Senior Manager of Gaps in Care for the UAW Retiree Medical Benefits Trust and Project Manager at the MSU Institute for Health Policy. In my role at MSU I worked on a variety of research, policy analysis, and quality improvement projects for both public and private sector organizations, covering a range of maternal child health issues. From 2012-2015, I directed the National Children’s Study Field Operations, representing an alliance of five institutions, to implement the NIH funded National Children’s Study in Michigan. I have many years of clinical practice in the primary care setting as a Certified Physician Assistant.

I graduated from Western Michigan University’s Physician Assistant program and completed a Masters in Epidemiology from Michigan State University. I am passionate about Maternal Child Health and look forward to improving the health and well-being of women and children and enhancing long held relationships with Maternal Child Health stakeholders throughout Michigan.

Looking forward to seeing everyone at the 2018 WIC Conference this May!

Lynette Biery, PA-C, MSc



Be the change that you wish to see in the world—Gandhi

STATE UPDATES– E-NOTICE RECAP

#2018-27: Breastfeeding Rate and Duration Report

Attached to the E-Notice, you will find the electronic version of the Breastfeeding Rate and Duration Report run in January. A copy of this report has been placed on the WIC website for your reference at: http://www.michigan.gov/mdhhs/0,5885,7-339-71547_4910_60308_60309_60416-275924--00.html. Please share this report with your staff including the breastfeeding coordinators. Also note that this is a point-in-time ad hoc report run on January 24th 2018 and it provides the breastfeeding duration and rate for all Local Agencies.

Please contact Bagya Kodur, Report Specialist at Kodurb@michigan.gov or (517) 241-2116, with any questions regarding the interpretation of this report.

#2018-31: Revised MI-WIC Policies 2.02, 2.03, 2.04, 2.06, 2.12, 2.13A, 2.13B

The following revised policies have been approved by USDA and posted with an effective date of February 15, 2018, on the Michigan Department of Health and Human Services WIC Division website at: www.michigan.gov/wic under the WIC Providers link. See E-Notice for a summary of the major changes.

#2018-34: 2018 Michigan WIC Coordinator Summit – Save the Date!

Please save the date for the 2018 WIC Coordinator Summit to be held at the Doubletree Hotel Bay City Riverfront on October 23-24, 2018. A Record Review training will be scheduled for Monday, October 22, 2018 at the same location. Registration materials will come later this summer.

#2018-36: EPPIC Login Change

You were alerted in WIC E-Notice #2018-12 that the EPPIC Log-in URL had changed. Please be aware that the old URL, printed in our current Food Guide, is no longer redirecting clients to the new site.

The correct URL for client EPPIC log-in is <https://www.connectebt.com/ebtcard/miwic/index.jsp> Please make clients aware of this change. We will be updating the URL information in the English, Spanish, and Arabic Food Guides at the next printing. The correct EPPIC log-in can also be found in the Food Guides that are posted on the WIC website under “WIC Foods.”

#2018-37: MPHI WIC Webcasts

The WIC Division is fortunate to have MPHI host WIC webcasts, allowing us to share continuing education and State program updates with you in a timely and convenient manner. We experienced some confusion and miscommunication around the webcast start time for the WIC Coordinator webcast held February 22nd. We apologize for any inconvenience. If you missed some or all of the webcast, please note it has been archived and is available for viewing at the following link: <https://mediasite.mihealth.org/Mediasite/Play/c27475afd7f743e1a9248bf015c7d6dc1d>.

In the past, some MPHI hosted webcasts have started at 9:00 a.m., while others have started at 9:30 a.m. To minimize confusion moving forward, we are working with MPHI to have all webcasts start at a consistent time of 9:30 a.m., as well as to have MPHI contact information listed for troubleshooting or questions by viewers.

#2018-39: Updated Version of the Civil Rights Training Course and Cache Clearing Instructions

An updated version of the WIC Civil Rights Training Course is now available and is located on the Public LMS (<https://courses.mihealth.org/PUBLIC>) site.

Those who have not previously completed the course for this year may have to clear their browser’s history and/or cache to see the updated version. Please see attachments in E-Notice. If staff have already taken the course for this year, they do not need to retake it. However, the cache may need to be cleared for next year.

If you have questions, please contact Cheryl Bernard at 517-335-9561 or bernard@michigan.gov.

#2018-40: Post-Release Food Package Assignment/Benefit Issuance

We are aware of the food package assignment issuance issues being experienced currently in MI-WIC. Please find in the E-Notice the list of issues and proposed resolution until they are fixed in the next release.

#2018-43: Perinatal Testing Campaign

The State WIC office has been contacted by the Division of HIV and STD Programs and the Division of Immunizations to partner with them in support of their new prevention campaign pilot, “Babies’ First Test,” focused on the testing of pregnant women.

You can expect to receive a shipment of postcards for distribution to WIC clients, along with posters that can be displayed in your clinics. Please be aware there are a limited number of postcards and posters being printed for this pilot.

#2018-44: FY 2017 WIC Food Costs

Attached to the E-Notice are two charts detailing the food dollars spent by WIC participants for Fiscal Year 2017. These numbers are shown by agency and by county. You may be interested in knowing the impact (in dollar terms) 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.

STATE UPDATES– E-NOTICE RECAP

#2018-46: Nutrition Care Manual NEW PASSWORD

Please distribute immediately to all RDs and CPAs: Attached to the E-Notice is the revised guidance for the Academy of Nutrition and Dietetics Nutrition Care Manual and Pediatric Care Manual, including the current username and new password. **This new password is effective on March 15, 2018.**

Reminder – Please do not use the “Lost Password?” function on the NCM login page; contact the State WIC Office with any issues. Continue to send any comments, questions, or feedback regarding these Nutrition Manuals to Tara Fischer at fischert1@michigan.gov or 517-335-4286.

#2018-48: Collaboration with WIC Partners & Processing Requests for WIC Publications

An important aspect of WIC promotion and retention involves establishing collaborative relationships with WIC partners in the local community. Working together allows us to improve Program coordination and service delivery.

Collaborative efforts may include the joint development of resource materials and/or sharing of existing resources and publications. Please ensure your local agency WIC staff are informed regarding the availability of WIC materials, and appropriateness of sharing materials with WIC partners, to promote common program goals of optimal health and nutrition for young children and families. It is expected that requests for sharing WIC resources will increase as a result of successful collaborations.

The USDA WIC Works Resource System offers many free resources for order, per the following link.
http://www.michigan.gov/documents/mdch/Annotated_Nut_Ed_Publications_List_FINAL2_360053_7.pdf.

Please note that WIC Works materials are available for shipping to WIC clinics only. Once received, the local agency can coordinate transfer of any desired materials to WIC partners. Another tool identifying available WIC resources is the Michigan WIC Nutrition Education and Outreach Publications Annotated List, found on the [michigan.gov/wic](http://www.michigan.gov/wic) website, or per the following link.
http://www.michigan.gov/documents/mdch/Annotated_Nut_Ed_Publications_List_FINAL2_360053_7.pdf.

WIC partners may include, but are not limited to: the Child and Adult Care Food Program (CACFP) of the Food and Nutrition Service (FNS), and the Office of Head Start (OHS) and Office of Child Care (OCC) programs of the Administration for Children and Families (ACF). Refer to the attached MOU addressing collaboration specific to these programs.

#2018-49: New Federal Standard to Improve Safety of Infant Slings

Infant slings are a commonly used product. For the benefit and safety of our clients and our staff, it is important for you to share the information in the E-Notice with all of your WIC staff. The rule changes are retroactive to January 30, 2018 and apply to any manufactured or imported slings produced since that date. We hope this information will be discussed with clients who are considering use/purchase of an infant sling. Please see E-Notice for details.

#2018-50: Coffective Statewide Prenatal Clinic Reports

On behalf of Michigan WIC, Coffective and the Michigan Breastfeeding Network, thank you to you and your staff for being an important part of the recent WIC Statewide Initiative II, to engage prenatal clinics to improve prenatal education and increase WIC referrals. Please know that because of your leadership and participation, we exceeded our goals for this project. This would not have happened without **you!**

As you recall, a few months ago, we asked local WIC programs to reach out to their prenatal clinic(s) and ask them to take a survey about their prenatal education efforts and community relationships. Since then, clinics' survey responses have been compiled into reports, and toolkits with training and tools that meet their needs have been created.

Attached to the E-Notice you will find the Michigan Statewide Prenatal Clinic Report for your review.

Breastfeeding Coordinators can expect to receive an email from Hanna Thelen with information on next steps regarding the toolkits and compiled individualized Prenatal Clinic Reports.

Thank you, again, for forging new and valuable collaborative partnerships, and for your leadership in promoting this important breastfeeding initiative.

#2018-51: Enfamil Spanish Website

Mead Johnson Nutritionals has made us aware of an Enfamil website in Spanish, where product information, including formula mixing instructions, can be found. See the following link. <https://www.enfamil.com/es>. Formula mixing instructions in Spanish can also be found on the inside of the can label.

#2018-52: Revised Consultant Assignments

Attached please find the most current WIC Consultant Assignment listing, effective Monday, April 9, 2018. This version reflects assignment distribution following Nancy Erickson's transition to her new role as NPE Training Evaluation and Compliance (TEC) Unit manager. The WIC Division is in the process of filling her previous Consultant position and the WIC Consultant Assignments will again be updated accordingly.

#2018-53: Release 7.9 Schedule Reminder

Just to remind you, MI-WIC Release 7.9 is scheduled for the evening of **Wednesday June 20, 2018.**

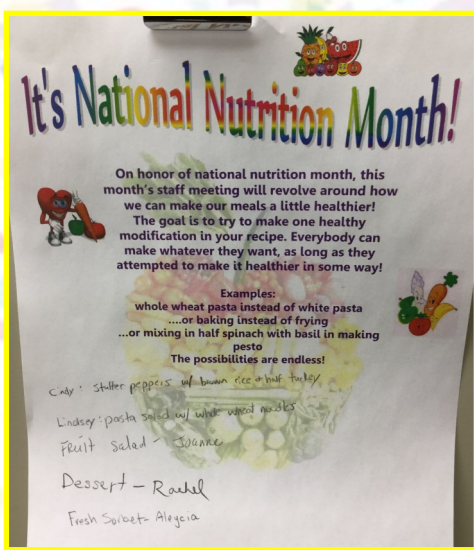
*****Please see E-notice for additional information*****

★ LA ★
HIGHLIGHTS

Congratulations to District Health Department #2 on this rare and prestigious GOLD Workplace award! This is the highest level of distinction that we can provide for workplace accommodations, and we're honored to give it to you!
 -MIBFN



This is our breastfeeding support group in Newaygo County. I started the group last October and it has grown every month.
 -Tina McDonald, DHD#10



For National Nutrition Month, Our RDs had the idea that everyone choose a dish and make a healthy modification. It turned out great and some even said that Lindsey's pasta salad was then best they ever had.
 -Lynn Kuligowski, Community First Health Center

A few months back we had an all-agency staff get together to celebrate the 70th anniversary of our health department. Each program was tasked with assembling a display representing the numbers "70" using materials they have available in their program.



Our WIC program won the contest, and received the department's very first Annual Spirit Award! We were also treated to an extravagant ice cream social at one of our staff meetings.

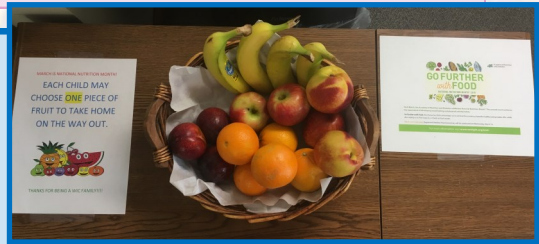


In the fall we learned that we would be assigned a Public Health Associate from the CDC PHAP program. The PHAP program places college graduates from all over the country in public health agencies to develop their public health careers and assist with special projects. Our agency requested a PHAP to examine breastfeeding rates and practices in our community. The PHAP is paid by the CDC and works with an agency for 2 years! We are thrilled to introduce Ifeoma Echeazu. Ifeoma is going to work on those breastfeeding items we've always wanted to, but never had the time. She may be reaching out to many of you in the next several months. I'm also thankful that my agency places enough importance on breastfeeding to make this happen.



-Martha Brooks, Macomb County

My Hillsdale office staff were trying to make WIC more fun and enjoyable despite budget limitations. So they decided to all pitch in and bring in some fruit for our basket on clinic days for the whole month of March for National Nutrition Month! When I realized that April 2 started Public Health Week, I made them some certificates of appreciation for going out on a limb for our WIC clients.



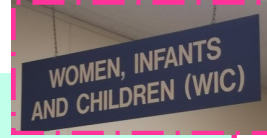
-Yvonne Attwood, BHSJ

IBCLC Recognition!

Congratulations to additional WIC staff who have recently passed their IBCLC Exam! Thank you for striving to increase breastfeeding support in Michigan WIC!

City of Detroit/ACC

Allison Onopa



LA Tour: Bay County

Bay County Health Department is located in Bay City, Michigan. The WIC Clinic's caseload is around 2,800.

When WIC clients first come into the clinic, they check in to the Health Department's reception area where they are then directed to the WIC check in. Clients have a large and inviting waiting room where they can enjoy books and toys.

From the waiting room they are called up to process their income/eligibility status if needed. The lab and counseling are in the same room, so the client doesn't have to move.

After they finish with counseling, clients are taken to the front desk so they can get their benefits issued and schedule their next appointment.

Thanks Bay County Staff for letting us tour!



THE STATE OF MICHIGAN WIC PROGRAM'S DEPARTMENT OF DATA, RESEARCH, & TECHNOLOGY HAS LAUNCHED THE WIC CONNECT MOBILE APP!

WIC Connect was made available to prospective and current WIC Clients on January 26th, 2018, and can be downloaded for free from the App Store™ and Google Play™. WIC Connect offers existing WIC clients exciting new features, including:

- Access to their WIC shopping list
- Tracking their WIC benefits on their smart phones
- Finding WIC foods using the UPC scan feature
- Getting map and directions to WIC-approved stores and WIC clinics using their location
- Updating their contact information with WIC
- Getting appointment reminders with their phones



Potential clients can also use WIC Connect to contact a local WIC agency or schedule an appointment to learn more about the program. An upcoming update to the WIC Connect app will also provide a Spanish language option for Spanish speaking households.

Michigan WIC previously sent the WIC Connect user manual, two posters that can be hung up in local clinics, and a half-page summary that can be handed out to clients during clinic visits in WIC E-Notice #2018-22. An advertising campaign will begin this April to help promote WIC Connect to existing and potential WIC clients. We encourage you to share this app with WIC clients as you work with them in your clinics!

Visit www.michigan.gov/wic for more details.

Adverse Childhood Experiences: An Emerging Public Health Concern

By Morgan Muchez and Kyle Griffin, GVSU Dietetic Interns

Adverse childhood experiences or adverse childhood exposures (ACEs) are considered to be one of the single greatest public health crisis needing intervention.¹ These are events that happen before the age of 18, during a time of critical development, that can have negative, lasting effects on overall health and well-being.² In fact, exposure of adversity in childhood dramatically increases seven out of 10 leading causes of death in the United States.³ It is important to understand ACEs while working in the public health field in order to place preventive measures for poor health outcomes into motion.

Origin and Background. The term 'ACEs' originated from Doctor Vince Felitti while working in an obesity clinic. He discovered that the obese patients most likely to drop out of his clinic had experienced childhood sexual abuse.² Felitti also found that many of the people who dropped out had poor coping mechanisms with food which may have led to weight gain.² These findings sparked new research opportunities to better understand adversities in childhood, related to health outcomes.

The Study. The ACE study is one of the largest epidemiological studies, and the first to study the relationship between ACE and adult health outcomes. In the 1990s, Felitti and others investigated long-term effects of ACEs by utilizing a survey on over 17,000 adult participants at Kaiser Permanente clinics in Southern California. The survey touched on 10 different types of adverse events contributing to household dysfunction from their childhood. Over 60% of the population reported having at least one ACE, with 12.5% having four or more.⁴⁻⁶ The relationship between poor health outcomes, like heart disease, obesity, and cancer, increased at the same rate as ACE scores.⁴⁻⁶ When people have more stress in their life, they have an increased amount of stress hormones in the body. These are the same hormones that increase inflammation in chronic diseases.³ Also, negative lifestyle behaviors such as alcoholism, drug abuse, depression, suicide, and smoking were associated with higher ACE scores.⁵ Individuals may be more likely to engage in high risk behaviors because they have poor coping mechanisms to their stress.

Who does it affect? ACEs are universal and can be applied to populations in almost every community. The original ACE study that showed over two-thirds of the population had an ACE score of at least one, consisted primarily of Caucasian, college-educated individuals. The study did include other races and education levels, and results were the same: increased health disparities with higher ACE scores.⁵ Other studies have been done in low income communities with similar findings.² This shows that ACEs are non-biased and may affect anyone regardless of socioeconomic and education levels, as well as race.

Concluding Thoughts. The ACE study is monumental for better understanding important public health concerns and shows a direct correlation of negative health outcomes with higher adverse experiences in childhood. Interventions like parental support groups, adult counseling, therapy, and childhood resilience programs have been shown to prevent or decrease risky behaviors and poor health outcomes. Due to these results, many public health professionals are shifting their care to a more proactive approach aimed at promoting better overall health and well-being in their community.² What's your plan to prevent ACEs from growing in your community?

Additional resources you may find helpful:

- <https://michigan.gov/tramatoxicstress>
- <https://kpjrfilms.co/resilience/>



Pictured: Kyle (intern), Tara, Morgan (intern), Kristen, and Stan



Reference List

1. Redford J. *Resilience*. [DVD]. United States: KPJR Films, STK Films; 2016.
2. Sacks V, Murphey D, & Moore K. Adverse childhood experiences: National and state level prevalence. *Child Trends*. Bethesda, MD: Jul 2014; 1-11.
3. Burke Harris N. How childhood trauma affects health across a lifetime. 2014. Available at: https://www.ted.com/talks/nadine_burke_harris_how_childhood_trauma_affects_health_across_a_lifetime/transcript?referrer=playlist-11_ted_talks_by_brilliant_wome&language=en#t-946786. Accessed 28 Feb 2018.
4. Mason SM. Adverse childhood experiences and weight in women. 16 Aug 2017.
5. Felitti VJ, Anda RF, & Nordenberg D, et al. Relationship of childhood abuse and household dysfunction to many leading causes of death in adults. *Amer J Prevent Med*. May 1998; 14(4):245-58. DOI: [https://doi.org/10.1016/S0749-3797\(98\)00017-8](https://doi.org/10.1016/S0749-3797(98)00017-8).
6. Violence Prevention. Centers for Disease Control and Prevention. <https://www.cdc.gov/violenceprevention/acestudy/about.html>. Published June 14, 2016. Accessed February 27, 2018.

Get the WIC Conference Mobile App!

The app includes:

- An Interactive Floor-plan of the facility
- The Agenda – Where you can build a personal schedule of your day by starring each session you wish to attend
- Presenters
- An Activity Stream where you can post pictures and questions
- Real-time Notifications and Reminders
- and so much more!

To download the Event app please visit the Apple Store or Google Play Store and search for **MPHI Event Services**.

Select the GET or INSTALL option, respectively.

Once installed, open the app and select the WIC Education and Training Conference Event.

Press the Join button. You will be prompted to create a profile for the app.

To join the event itself use the Event Code: **wic2018**

Please visit events.mphi.org and click on the Women, Infant, and Children (WIC) tab, choose WIC Training and Educational Conference to go to the conference website. There you will find all the conference information including **IdeaMart** Registration!

WIC Oral Health Partnership Expands for a 3rd Year

Michigan WIC, in partnership with **Altarum**, the **Delta Dental Foundation**, and **McMillen Health** have successfully completed 2 years of pilot programs to integrate oral health education and referrals into WIC, with a 3rd expansion pilot now underway. This expansion, funded by the Michigan Health Endowment Fund and the Delta Dental Foundation, will focus on training staff at WIC clinics in select rural, dental health professional shortage areas across the state.

This exciting expansion follows the success of the first two years of the pilot program. Staff at Michigan WIC clinics received BRUSH! oral health training from McMillen Health on how to integrate oral health education and dental referrals into the nutrition education provided to mothers with young children. In visits with WIC staff, families received oral health education appropriate to their child's age, resources (toothbrushes, fingerbrushes, and handouts), as well as a referral to a dentist based on their zip code.



The program resulted in increased awareness among WIC staff of the recommended age for a child's first dental visit-- 6 months to 1 year or when teeth erupt (from 43% to 95%), and also an increase in comfort level among staff in discussing oral health issues (from 36% to 86%). As a result of this training, WIC staff were equipped with the education and tools needed to refer their clients to dental services. More than 1,000 children received a dentist referral because of the training, and nearly 100% of children referred by WIC who went to the dentist received preventive care in that visit.

This new expansion will continue to spread education, knowledge, and healthier smiles across the state – increasing access to oral health care at an early age. Questions? Contact **Tara Fischer**, FischerT1@michigan.gov.

New Resource from the American Academy of Pediatrics

The American Academy of Pediatrics (AAP) Institute for Healthy Childhood Weight recently released a series of resources called *Building a Foundation for Healthy Active Living* to help pediatricians, public health professionals, and other providers improve their patient care and engage families in healthier living.

This compendium of resources, which AAP developed with CDC support, includes:

- provider education modules to support clinical care including appropriate nutrition, safe and supportive environments, and stable and responsive relationships related to feeding styles and eating routines.
- consumer-focused materials designed to increase awareness about key behaviors that support healthy growth and development, including:
 - 4 infographics – making the case, breastfeeding, responsive feeding and complementary food introduction
 - 2 brief videos on responsive feeding and complementary food introduction
 - 10 social media graphics
 - 30 Tweets

More information can be found on AAP's Institute for Healthy Childhood Weight's website.



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



PLEASE
PLACE
STAMP
HERE



Project FRESH

The time is coming. Project FRESH (PF) season is right around the corner, are you prepared? There are no program changes to report this season, but we are happy to announce we have made some enhancements within MI-WIC to help ease the process when issuing Project FRESH benefits. We are excited of potentially adding over 20 new vendors to our program. Do you have a vendor in mind you'd like to see join our list of authorized vendors? Contact the Project FRESH team to discuss next steps. This year we are adding a new incentive for Project FRESH clients. Local agencies will receive the

'Farmers Market Cookbooks' and are encouraged to provide to the clients when issuing Project FRESH booklets. We think these books will be a great hit and are looking forward to feedback!



UPCOMING EVENTS/TRAININGS/WORKGROUPS

May

- 15-16 WIC Conference - Traverse City
- 17 Anthro Training - Traverse City
- 17 Lab Training - Traverse City

June

- 6-7 Clerical Training - Big Rapids
- 7 Webcast Release 7.9
- 12-13 Breastfeeding Basics– Kalamazoo
- 14 Nutrition Education Work Group
- 19 Anthro Training– Mackinaw City
- 20 Lab Training– Mackinaw City
- 20 Release 7.9
- 20 Breastfeeding Work Group
- 21 Webcast

July

- 20 Promotion and Retention Work Group
– Washtenaw County
- 24-25 CPA Training– Detroit
- 26 Advanced CPA-Kalamazoo

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