

wic MICHIGAN

WIC NEWS

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Special Supplemental Nutrition Program
for Women, Infants, and Children

Nov/Dec 2018

Breastfeeding Shout Out

Thank you to all the Local Agencies who submitted highlights of their 2018 Breastfeeding Awareness Month activities/events. The number of responses was overwhelming, but we couldn't be happier to share the amazing work you have done to promote breastfeeding in this issue of the WIC News. The work you do is truly admirable and we feel WIC clients are receiving the best breastfeeding support and care available.

It is because of you that we are able to keep the WIC News up and running. Please continue to submit any Local Agency stories, teamwork/team building ideas, employee recognition, Client Centered Services skills you've acquired, and more!



2018 Annual Breastfeeding Awareness Walk at the Capitol





BREASTFEEDING HIGHLIGHTS



Washtenaw

Washtenaw County WIC hosted an "Ice-cream social" in celebration of National Breastfeeding Awareness month on Wednesday, 8/15/18. This event promotes and empowers women to commit to breastfeeding their babies. Attendees included WIC - enrolled pregnant mothers, and their social support (fathers, grandparents, and other support persons). 16 families attended the event, while 7 vendors provided valuable information regarding Maternal/Infant Health. Families received books for children ages 0-5 years from the Children's Early Literacy Network as gift giveaways. Attendees also received WIC Project FRESH booklets; fun things like face painting and henna were offered, most of all ice cream and fruit were served! The event was supported by Medela Inc. along with generous donations provided by The Little Seeding, Once Upon A Child and Children's Literacy Network (CLN). What made this year special was the many volunteers from the Saline High School Science Olympiad Team, in conjunction with National Honor Society (NHS), who helped with a variety of tasks. Some even dressed in costumes supporting the Dr. Seuss theme.



Macomb

The Macomb County WIC Program celebrated its 5th annual Breastfeeding Fun Fair with Breastfeed Macomb (The Macomb County Breastfeeding Coalition). All pregnant and/or breastfeeding families in the community were invited. The goal of the fair is to bring local lactation and other community maternal/infant resources together. They also showcase local crafters and businesses and have lots of fun by giving away raffle prizes to attendees. With over 200 people in attendance, their event was very successful!

Northwest

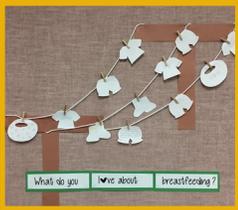
All of Northwest's clinics displayed the same "Milk On Tap" boards, as well as offered BF classes on site. They also completed their Bellaire site BF room.



Barry-Eaton

Barry-Eaton created an interactive bulletin board utilizing the materials provided by the State, as well as an area where moms could write their favorite part of breastfeeding. They've enjoyed reading what people have written. The decorative paper moms wrote on was then put on a clothes line with cute little clothes pins. Barry-Eaton has also been having moms enter an end of the month drawing. They've put together bags of breastfeeding and baby items for the drawing.

Barry-Eaton also ordered breastfeeding scarves to hand out to their breastfeeding mamas. They have been very well received!!



Shiawassee

Shiawassee's breastfeeding celebration had stations this year. They made hands-free pumping bra attachments using hair-ties, latch pals that hold moms' shirts up while nursing, and breastfeeding necklaces. Several community agencies presented with information on Great Start, Memorial Pediatric and OB clinics, Shiawassee HOPE, and MSU Extension. Dominos was on-site handing out free pizza and breadsticks. They also had a bounce house for the older kids! This was their 10th year and in previous years they have always done a walk, so this year they changed it up a little and everyone was able to do make-and-takes! Of course, they had another year of their T-shirts, which were a huge hit!



Public Health Delta-Menominee

Delta-Menominee Breastfeeding Peers attended the UP State Fair where they had a tent made available by their local hospital, OSF St. Francis, for breastfeeding moms to utilize.



Detroit

The Detroit WIC agency held its 6th annual breastfeeding community baby shower located at the Samaritan Center. There were over 300 attendees, including mothers, fathers, and grandparents. They learned how to keep newborn infants healthy and safe, and received pregnancy and breastfeeding education. Many gifts were given, including strollers, cribs, diapers, stuffed bundles provided by United Way, and car seats!

Bay

Bay County WIC and the Bay Area Breastfeeding Coalition held their annual Breastfeeding Walk/Big Latch-On event at the Bay City Community Center. This year's theme was Superheroes! Attendees were geared for the event on the Facebook event page with breast milk fun facts, information regarding the event, as well as a Daddy Skin-to-Skin Photo Contest. The winning dad won a Daddy Tool Kit, donated by McLaren Bay Region Hospital. The photo will be featured in their Daddy Boot Camp education materials. There was also a Momma Multi-tasking Photo contest; submissions were displayed and voted on at the Walk. The winning Momma received a \$50 Spa Gift Card. There was much fun to be had, including balloon animals, Tinker Garten crafts, professional massages, yard games, face painting/tattoos, raffle and door prizes. Lunch was also provided for all attendees!



Ingham

For Breastfeeding Awareness Month, Ingham helped facilitate multiple activities. The Capital Area Breastfeeding Coalition hosted the 2nd annual "Milk Mixer," a networking event for healthcare providers and Breastfeeding professionals. They also participated in the "Big Latch-On" at the capitol, hosted a Black Breastfeeding Sisterhood BBQ, shared Breastfeeding related posts daily on their Ingham County FB page, and started a "BF'ing All-Stars" wall.



Lapeer

Lapeer held its 5th Annual "Baby Shower" event to celebrate World Breastfeeding week/month. They had cake, food, games, prizes and a photo booth. Breastfeeding Pictionary was also a hit, as usual! All families received 5 raffle tickets to try to win one of the many prizes, such as baby wraps, nursing covers, nursing bras, pumping bras, a family 4-pack of tickets to Potter Park Zoo and much more! They also put the press release into our county newspaper.



CMDHD

CMDHD held its annual BIG Latch On event. Jessica Sova and the Peer Counselors did a phenomenal job planning and hosting the event. They hosted vendors, posted regularly on Facebook and did many other great things.



Calhoun

Calhoun County's Big Latch On event in Battle Creek was held downtown at McCamly Park. In attendance were 31 moms who breastfed their babies in an effort to normalize breastfeeding in the community and beyond. Many moms also brought along their support people and older kids. It was a fun event complete with gift bags, raffle prizes, ice cream, venter booths, and face painting!

MMDHD

Two of our Breastfeeding Peer Counselors (Cassie and Nicole) and their families walked in the St Johns Mint Festival Parade. They attached the beautiful banner on the side of a pickup and wore "Normalize Breastfeeding" shirts. They were very well received with comments from the crowd. A few elderly ladies commented on Cassie's baby and being able to tell she was a breastfed baby. Another commented on what a great thing it was to breastfeed and didn't understand why it was not supported or not the norm.

Our peers Cassie House, Nicole Montgomery and Tammara VanDop, also put together some welcome bags for 3 area delivering hospitals; Spectrum (Greenville), Mid-Michigan (Alma) and Owosso to give to their moms. The bags included home made washable breast pads that were sewn by our very own Tammara VanDop. They also included a bottle of water, chocolate, a nail file, dept. information, breastfeeding support information including peer on-call and IBCLC information. The feedback we received was wonderful and the hospitals wanted more to pass out to their patients.



DHD 10

Breastfeeding Peer Colleen Unsal knows a breastfeeding mom that is also a photographer (Elizabeth Marie Photography). She is a great BF advocate, and 4 years ago, started taking a breastfeeding picture in Manistee to commemorate World BF Week. This year, they had 16 mothers attend and participate in the photo. They made an event of the photo shoot, working in cooperation with the local nurse midwife from Transition's Women's Wellness and Elizabeth Marie Photography. They put together goody bags containing breastfeeding supplies, BF window clings, magnets, gold ribbons, and more. You'll see Elizabeth as she was wearing her baby, setting up the photo, and getting ready to race down the dune to join the other moms in the photo! DHD 10 also created a display board that was showcased at the Hart Public Library in Oceana County and also at the Hart office of District Health Dept. #10.

Marquette

The Marquette County WIC Big Latch On Event was their 8th annual event and it was held in the courtyard of the U.P. Children's Museum in Marquette. They had 40 attendees; 10 breastfeeding mamas and 7 babies latched during the official count. Their co-host, UP Health System Marquette, demonstrated the new "Joey Bands" that are being used for skin-to-skin. This year's event t-shirts were designed by local artist Laura Lakanen.



Wayne

Wayne County WIC program hosted a Breastfeeding Awareness Walk on August 23 at John Dingell Riverfront Park in Ecorse, Michigan. Participants enjoyed lunch and gifts along with receiving breastfeeding information. Wayne County WIC Breastfeeding staff was present to answer questions.

Infant Safe Sleep Images

The American Academy of Pediatrics (AAP) recommends that media, companies, and other organizations follow safe sleep guidelines in their messaging and advertising. Images affect individual behavior by influencing beliefs and attitudes. Images portraying unsafe sleep practices may make parents and other infant caregivers believe it is safe to allow a baby to sleep in a way that is not recommended by the AAP.

Keep in mind, you should be careful about all images of babies you use - even for resources and materials not related to infant safe sleep.

There are Visual Ads & Resources (link to www.michigan.gov/mdhhs/0,5885,7-339-71548_57836-391938--,00.html) on the Infant Safe Sleep website for you to use to educate and inform the public about proper infant safe sleep. In addition, the National Action Partnership to Promote Safe Sleep at the National Center for Education in Maternal and Child Health has developed Modeling Safe Practices: A Checklist for Infant Sleep & Breastfeeding Images (link to www.ncemch.org/suid-sids/documents/NAPPSS-ImageVettingChecklist.pdf) that you can use to ensure all of your resources have images that model breastfeeding-friendly, safe infant sleep practices.

For more information on infant safe sleep, visit www.michigan.gov/safesleep.



Has your agency hung up the State-provided Breastfeeding and Safe Sleep bulletin board kit? Do you like it? If so, please scan the QR code in the corner of the bulletin board to let us know!

If your agency is in need of another kit, you can order more at www.michigan.gov/safesleep.



Photo Credit: Federal SUID/SIDS Workgroups

Michigan WIC Association (MWA) Update

The MWA is still accepting nominations for Chair Elect for the 2019–2020 term (this person will serve as MWA chair in 2021–2022) and for Treasurer, for the 2019–2020 term. Nominations will also be made for the four regional representatives for the 2019–2020 term. Nomination forms can be obtained from, and should be returned to, Beckey Ginbey (ginbeyb@washtenaw.org) by November 16, 2018. The election will follow in December. All nominees will be notified prior to the election and must accept the nomination.

WIC NOT Included in Proposed Public Charge

E-Notice #2018-150: WIC Not included in Proposal Public Charge Rule

The US Department of Homeland Security (DHS) has moved forward with its public charge, punishing immigrant families for accessing a wide range of federal programs, including Medicaid and SNAP.

It is important to highlight that this is still a proposed rule and we can expect it will take several months until DHS issues a final rule.

This proposed rule does NOT include WIC due to the argument WIC's inclusion in the public charge would have detrimental effects on birth and health outcomes.

See E-Notice for Rev. Douglas A. Greenway's letter to the public.

STATE UPDATES– E-NOTICE RECAP

#2018-124: WIC Connect Mobile App Test Accounts

WIC Connect Mobile App Test Accounts can now be established to aid in teaching mobile app functions and enhancing staff understanding of the app! Please see the attached process document that outlines the procedures surrounding obtaining and maintaining these accounts.

Supervisors must send an email to ResslerK@michigan.gov with a list of all designated staff members' names and email addresses within their local agency who are to have a WIC Connect Mobile App test account. Note, this access should be limited to those staff members whose job functions may involve use of the mobile app. Please allow at least one week for initial requests to be processed.

If you or your staff have questions about the WIC Connect Mobile App or these test accounts, please contact Kristina Ressler at ResslerK@michigan.gov.

#2018-125: Important Food Package Policy Updates

USDA recently approved changes to the following policies, 7.02 and 7.03. Implementation date has not yet been determined for 7.02. 7.03 was implemented September 17, 2018.

7.02 Authorized WIC Foods: One dozen package, fresh domestic hens' eggs; any size, white or brown shells. Max price of \$3/dozen.

7.03 Food Package for Qualifying Conditions: References to premature changed to pre-term. Additional language was added regarding special conditions that can be used to authorize RTF in Food Package for Qualifying Conditions.

See E-Notice for additional information.

#2018-131: MI-WIC LA Demographics/Staff Update

MI-WIC Staff Demographic information must be updated at the local agency, county and clinic level periodically. Updating assures that clinic name, agency name, address, phone number and staff titles are accurate for specific MI-WIC functions.

Demographic updates are required for the WIC Coordinator, Breastfeeding Coordinator, Nutrition Education Plan Coordinator, Project Fresh Coordinator, local agency and clinic staff, Chief Executive Officer and Nurse Administrator of your Department, even if they are non-MI-WIC users.

MI-WIC update deadlines are:

- Friday, September 14, 2018
- Friday, December 7, 2018

See E-Notice for more information/directions.

#2018-134: MIWIC Infant Food Redemption Aid

An infant food manufacturer provided us with a redemption tool that will help caregivers understand the packaging variety available. These half sheet tear pads have English on one side and Spanish on the other side. Each tear pad has 50 sheets. If you would be interested in utilizing these in your clinics, please send your request (maximum 5 pads) to Michelle Abbruzzese at AbbruzzeseM2@michigan.gov.

#2018-143: Special Formula/Food Request Form Revision

A new version of the Special Formula/Food Request form is available. Please transition to the new form by 11/1/18. See E-Notice for more information.

#2018-147: MI WIC Policy 7.03 Package for Qualifying Conditions

Policy 7.03 Food Package for Qualifying Conditions has been revised and posted on the online MI-WIC Policy Manual

- References to premature changed to pre term

A. Policy 9. Form of Formula b.

- Added language regarding special conditions that can be used to authorize RTF in food package for qualifying conditions.

B. Guidance 2.

- Added examples of special conditions when RTF formula can be authorized in a food package for qualifying conditions.

#2018-155: Mead Johnson Products Reformation and Name Changes

Enfamil EnfaCare 22 cal/fl oz, 12.8 oz powder formula will be reformulated to include Milk Fat Globule Membrane (MFGM) as an ingredient. In addition, the product name will change from Enfamil EnfaCare to Enfamil NeuroPro EnfaCare. This product will continue to be WIC eligible. Please note, all other Enfamil products branded "NeuroPro" will not be WIC eligible.

PurAmino Toddler 30 cal/fl oz powder formula will be reformulated to update the nutrient profile including increased protein, calcium, phosphorus, and DHA. The name will change to PurAmino Jr Unflavored. They will also be launching a new flavor, PurAmino Jr Vanilla.

See E-Notice for additional information.

#2018-156: Child CVB Increase Flyers

We appreciate all of your efforts to help in the implementation on 10/1/18 of the increase in the Child Cash Value Benefit (CVB) from \$8.00 to \$9.00. English full-page flyers were sent out to all local agencies. It is suggested they be posted in common areas of your clinics. Versions of the flyer in all languages will be available on the Michigan WIC website under "WIC Foods." They can be printed and mailed by the State upon request. See E-Notice for more information.

#2018-160: Civil Rights Course 2018-2019 Now Available

An updated version of the Michigan WIC Civil Rights Training has been launched in the Public Learning Management System (LMS). Completion of this course is required annually. The LMS URL is the following: <https://courses.mihealth.org/PUBLIC> and the new Course ID for the Michigan WIC Civil Rights Training is **M0500-18-19**. See E-Notice for more information.

STATE STAFF UPDATES

Nutrition Program and Evaluation (NPE) Staff

Maggie Tignanelli has joined the Consultation and Nutrition Services Unit as a Nutrition Consultant, effective September 10th. Maggie has a background in local agency WIC services, including high risk counseling and special formula approval. Maggie will be serving as the Formulary Program Area Lead (PAL).

Michele Abbruzzese has been appointed to the Secretary position in the Nutrition Section, effective Monday, September 24th. Michele joins us with over 20 years of administrative and customer service experience, a high level of professionalism and superior organizational skills.

Marji Cyrul has joined the Consultation and Nutrition Services Unit as a Nutrition Consultant, and serves as the State WIC Breastfeeding Coordinator, effective September 24th. Marji was previously the MDHHS Breastfeeding Coordinator, in the Maternal Infant Health Division. Marji also is an RD and provided direct WIC services early in her career.

Whitney McFadden has been appointed to the WIC Strategist position, effective October 8th. She will serve as the Program Area Lead (PAL) for promotion and retention of WIC clients, and will be responsible for identifying initiatives to align State and local WIC agency efforts to enhance outreach aimed at maximizing WIC participation. Whitney has a Bachelor of Science in Family Community Services, and served as a research liaison and project manager at MSU's Institute for Children, Youth and Families.

Vendor Staff

There are several new faces to the Vendor Relations Unit this year, so please join us in welcoming Shawn Gompa, Katherine Groble, Bill Dokianos, and Jennifer Jones!

Each of these new members of our team brings a unique set of experience and skills which helps the Michigan WIC Program better serve WIC clients.

We are working hard to innovate and collaborate in ways that continually improve the shopping experience, and look forward to another year of enhancing customer service.



William Crenshaw
Vendor Relations Admin Support

Jennifer Jones
Vendor Relations Analyst

Ashley Kreiner
Vendor Relations Analyst



Shawn Gompa
Vendor Relations Analyst

Katherine Groble
Vendor Relations Analyst

William (Bill) Dokianos
Senior Vendor Relations Analyst

Loren Haughn
Vendor Relations Unit Manager

Michigan Department of Health and
Human Services, WIC Division
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Questions/Comments
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PLEASE
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UPCOMING EVENTS/TRAININGS/WORKGROUPS

November

7-8: CPA Training—Kalamazoo
16: Promotion and Retention Work
Group—Branch-Hillsdale
27: Lab Training—Port Huron
28: Anthro Training—Port Huron

December

11-12 Breastfeeding Basics—Lansing

January

18: Promotion and Retention Work
Group—MPHI
25: Management Evaluation Webcast

We Need You!

We want to highlight all of the ways you promote Nutrition Education in an upcoming issue of the WIC News. If your agency or clinic highlights nutrition in a fun, engaging way, send it in! Your ideas may inspire others to promote nutrition in a new way!

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