



# WIC NEWS

## Inside This Issue

LA Highlights ..... 2-3  
 E-Notice Recap.....4-5  
 MDHHS CAH Update .....6  
 Breastfeeding Update..... 6  
 CCS .....6-7  
 Nutrition 101 ..... 7  
 Upcoming Events..... 8

Special Supplemental Nutrition Program  
for Women, Infants, and Children

**Nov/Dec 2017**



loving support®

MAKES BREASTFEEDING WORK

## Loving Support Award of Excellence

The U.S. Department of Agriculture, Food and Nutrition Service (FNS), Special Supplemental Nutrition Program for Women, Infants and Children (WIC) is accepting applications for the Loving Support Award of Excellence program. The award program was established to recognize local WIC agencies that have provided exemplary breastfeeding promotion and support activities.

The intent is to provide models and motivate other local agencies and clinics to strengthen their breastfeeding promotion and support activities and ultimately increase breastfeeding initiation and duration rates among WIC participants.

Three levels of excellence will be recognized and awarded: **Gold, Gold Premiere, and Gold Elite.**

### Who can apply:

Local WIC agencies that have operated a peer counseling program for at least one year, which meets all of the required core components of the FNS **Loving Support© Model** for a successful peer counseling program.

The application period opens once annually.

**The 2018 application period opened on October 10, 2017 and closes on December 17, 2017.**

Application, Application Instructions and FAQs are available for download at:

<https://www.fns.usda.gov/wic/breastfeeding-priority-wic-program>



Stan Bien, WIC Director and Julie Lothamer, Breastfeeding Peer Counselor Coordinator, present Deb Hamler, Anne Bianchi, and Meryl Smith, of DHD #10, with the 2017 Loving Support Award of Excellent.

DHD #10 was one of 83 local agencies nationally to earn the Loving Support Award of Excellence-Gold Award in 2017.

# Local Agency Highlights

On Wednesday, August 30<sup>th</sup>, the Community First Health Centers WIC staff and family members went to St. Kieran Church in Shelby Township to help prepare and serve a meal for the guests of the Macomb County Rotating Emergency Shelter Team Program (MCREST). They received a tour of the facility and a “behind the scenes” look at how the program operates. The team had a great time serving over 60 men, women and children from the community.



Breastfeeding Peer Counselor, Heather Pineda, took it upon herself to seek out and apply for donations for our clients to celebrate National Breastfeeding Week (Aug. 1-7) and Breastfeeding Awareness month (August) through the company Leading Lady.

Heather secured donations of 50 nursing bras, nursing tank tops, 10 nursing covers, 11 maternity leggings, and 1 maternity belt that our peers were able to distribute to WIC clients to promote breastfeeding! Heather also used this donation as an opportunity to promote WIC outreach via advertising on the Grand Traverse Breastfeeding Support Facebook Page. In the first week following her post, facebook page views, reach and post engagements were up 200%.

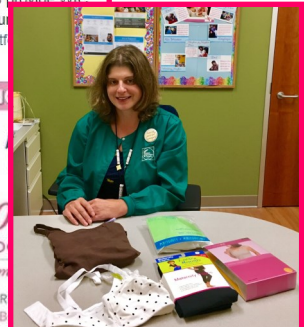
Grand Traverse County Breastfeeding Support  
July 28 · 🌐

🎉 Celebrate with WIC 🌟  
We have partnered with Loving Moments by Leading Lady to provide WIC breastfeeding mothers in Grand Traverse County with free nursing bras! Give us a call to get yours! 409.9046 -Heather #WorldBreastfeedingWeek #WIC #LeadingLadyBras #WBW2017

CELEBRATING WORLD BREASTFEEDING WEEK

Leading Lady  
\$350,000  
NURSING BRA DONATIONS  
for the love of mom  
NOURISH | NURTURE  
LovingMomentsByLeadingLady

BMIFA ROSE WIC djb BEST BABES @LovingMomentsBras @LovingMomentsBr



The Holland, Allendale and Grand Haven WIC program recently participated in a service project with the Kids’ Food Basket. Kids’ Food Basket is a nonprofit organization attacking childhood hunger to help young people learn and live well. They began over a decade ago by serving 125 kids each school day through our Sack Supper program and now serve nearly 7,500 kids each weekday in West Michigan. Sack Suppers are evening meals that are well-rounded and nutritious —nutrition that’s critical to the development of kids’ brains and bodies.

The Intercare WIC team decorated over a 1000 lunch sacks that will be used to serve supper meals for local children.



# LOCAL AGENCY TOUR

## MARQUETTE COUNTY HEALTH DEPARTMENT, NAUGENEE, MI

At Marquette County Health Department, WIC clients are greeted by the WIC clerk. While the client is with the clerk, the clerk completes all of intake procedures, including eligibility determination. After the client is done with the intake, the RN takes the client and does the lab and anthro procedures. After those are done the client finishes out the appointment with the RD/CPA who completes the nutrition assessment, provides nutrition education, and schedules the next appointment.



Clerk's desk



Breastfeeding  
Chair



Lab area

The Macomb County WIC Breastfeeding Support team, along with Breastfeed Macomb, hosted a successful photo contest on Facebook featuring moms breastfeeding in real life, at the end of June 2017. Moms also submitted lovely photos of nurturing fathers that will be used as posters in the WIC office. The contest was a lot of fun and we had a lot of submissions! It was hard to choose, but here are some of the winners!



there's no love  
like Dad's love



dads support  
breastfeeding



Detroit  
Pride



THIS IS BREASTFEEDING

#BREASTFEEDMACOMB



BREASTFEEDING  
Not just for home!  
#breastfeedmacomb

## Shout Outs!

Laurie Kniewski is the WIC Supervisor for the Holland WIC site, and is an RD for our program as well. She has been with WIC for over 30 years! She's a compassionate, caring team player, as well as, has excellent dietetic and WIC knowledge. Laurie is the ultimate professional that assists the team in any way she can. She works with many community groups to get the word out and promote WIC. A definite asset to the program for many years!



# State Updates– E-Notice Recap

## #2017-110: 2012 Certified Lactation Specialist (CLS) Recertification Options

Lactation Education Consultants (LEC) now offers Certified Lactation Specialist recertification options for those who earned the CLS credential starting with 2012. The CLS certification is good for five (5) years. For those who took the course in 2012, the credential will expire as of 12/31/17. However, you can recertify via a variety of options. Please share this information with your WIC staff (CPAs and R.D.s).

### 2012 Recertification Options

- Certify as an IBCLC
- Acquire 25 CERPS (Lactation - L and/or Ethics – E)
- Retake the CLS Course
- Take the Home Recertification Exam

Please go to the LEC website for details: <http://lactationeducationconsultants.com/cls-recert.shtml>

This link will also give you access to the full LEC website.

## #2017-112: FRESH EBT App

Some of our WIC clients access their WIC EBT Benefits information using the FRESH EBT app by Propel. This App is bypassing the State and Conduent and is marketing directly to EBT cardholders.

**Please note that Michigan WIC does not endorse or sponsor the FRESH EBT App.** There may be some data security issues with this and other similar apps in the market. Please inform your clients when enquired that this app is not sponsored by Michigan WIC.

We are working with our IT department for approval to publish a Michigan WIC specific app that has been developed for this purpose.

Once we have approval, we will announce publication and promotion of Michigan Client Connect app.

The only source that Michigan WIC promotes and endorses for the most up to date information regarding clients' benefits is the EPPIC website: [www.ebt.acs-inc.com](http://www.ebt.acs-inc.com) and the EPPIC customer service at: 1-888-678-8914.

**\*\*\*Attached to E-Notice are screenshots of the FRESH EBT app\*\*\***

## #2017-113: WIC Oral Health Pilot Expansion

Attached to the E-Notice is a press release describing Michigan WIC's continued pilot expansion, incorporating oral health training, resources and enhanced referral capabilities. We wish to express our gratitude to those agencies who have been involved in both Year 1 and Year 2 pilot efforts, and we commend them for their effort to support the health of Michigan WIC families. These agencies include the following: Detroit Health Department, Wayne County Health Department, Kent County Health Department, and Oakland County Health Division.

## #2017-115: WIC “Don’t Fall for the Trap” Tri-fold Pamphlet

The new WIC Compliance tri-fold pamphlet “Don’t Fall for the Trap” (DCH-1513) is now available. Your agency will be receiving two packages of 25. Additional packages may be ordered on E-Forms. Please provide these tri-fold pamphlets to clients at certification and recertification.

## #2017-116: Enfamil PREMIUM and Gentlease PREMIUM

A few years ago Mead Johnson removed the word PREMIUM from Enfamil PREMIUM Infant. We recently received a call from an agency whose client was questioning whether Gentlease Original or Gentlease PREMIUM was the correct formula to redeem.

Our research has determined that Mead Johnson is now using the word PREMIUM on their non-GMO Enfamil Infant and Gentlease formulas. They are packaged in non-authorized WIC sizes.

Enfamil PREMIUM	22.2 ounces
Gentlease PREMIUM	21.5 ounces

## #2017-121: Referral Category: Car Seat Program

A new Individual Referral Category has been added to the MI-WIC referral screen entitled, “Car Seat Program.”

Please refer to E-Notice for a screenshot example. As a result, you will now be able to record a referral for a car seat program in MI-WIC.

## #2017-124: Food Guide and Food Policy Updates

We are excited to announce the revised, Version 2, of our current 2016 Food Guide in English, Spanish, and Arabic. The new Guide has the same look and cover page for all three languages, but can be identified by the revised Effective Date which now reads, “Effective July 11, 2016 - Version 2.” It also contains the updated WIC logo on the front and back covers. Attached to this E-Notice is a list of other changes made to this revision. Affected UPCs have been uploaded in the MI-WIC database and new items are available for immediate purchase.

[MI-WIC Policy 7.02 Authorized WIC Foods](#) has been updated to reflect the Food Guide changes listed on the E-notice attachment, approved by USDA, and posted to the Michigan WIC website.

The 2016 Version 2 Food Guides have been posted to the website and sent to all vendors, along with the list of updates. Please be aware that product availability can vary by store, and not all items can be found in all areas of the state.

The 2016 Version 2 Food Guides are available to order from E-Forms. Carefully consider quantities that best meet your local agency needs when placing an order. **\*\*\*List of changes attached to E-Notice\*\*\***

# **State Updates– E-Notice Recap**

## **#2017-126: EBT Material and Card Orders**

Our EBT vendor has changed their name from Xerox to Conduent. Please note the change in email address for ordering EBT material and cards to: [EBTcardorders@Conduent.com](mailto:EBTcardorders@Conduent.com). Attached to the E-Notice you will find an updated order form for your reference. This form is also available from the WIC Website at: [http://www.michigan.gov/mdhhs/0,5885,7-339-71547\\_4910\\_19205-275742--\\_00.html](http://www.michigan.gov/mdhhs/0,5885,7-339-71547_4910_19205-275742--_00.html).

## **#2017-128: High Risk Bug**

A High Risk bug was discovered which occurred with the May 11, 2017 Release. When a Category Change occurs, all risks go to the History tab on the Nutrition and Health Summary screen. The High Risk flag and red heart icon is no longer maintained. An example of this bug is attached to the E-Notice.

As you assess and schedule High Risk clients for NCRD appointments, please keep this in mind. When a client is present for an NCRD appointment and is not flagged as High Risk, refer to the History tab on the Nutrition and Health Summary screen to determine which “High Risk(s)” were assigned, resulting in the scheduling of a NCRD appointment.

This bug will be fixed at the next release. Until that time, when you come across this situation, it would be helpful to check the High Risk flag, which after saving, will regenerate the High Risk flags.

## **#2017-136: DACA materials from the Michigan Immigration Rights Center (MIRC)**

With the recent decision from President Trump to terminate the DACA Program on September 5, 2017, the Michigan Immigration Rights Center (MIRC) has developed information in English and Spanish for DACA recipients about the renewal of DACA that is still possible for some. These are attached to the E-Notice. Included are answers to questions about how the Trump Administration's September 5, 2017 decision to terminate the program affects working, studying, and driving with DACA. Refer to the Michigan Immigrant Rights Center website at <https://michiganimmigrant.org/> and specifically the Advocate Library, where the DREAM/DACA folder contains other relevant information. **\*\*\*Refer to E-Notice for Attachments and other resources/information\*\*\***

## **#2017-137: Flu Shot Safety During Pregnancy**

A recent study questioning the safety of flu shots during pregnancy has been covered in national media. This may result in questions from your WIC clients. Please refer to the information in the E-Notice, addressing safety of influenza vaccine during pregnancy.

## **#2017-140: Hurricane Harvey - Texas WIC Contacts for Verification of Certification**

Within the E-Notice there is information we received from USDA that may be helpful if you have WIC client evacuees from Texas. Included are the preferred methods/contact information for requesting a Verification of Certification (VOC) from Texas WIC. Please note that due to the high volume of requests, they are asking receiving local agencies to specify if families are present in the receiving clinic (these families will be prioritized for response the same day), or contacting the receiving clinic for future WIC services.

## **#2017-142: MCIR Report Changes**

Michigan Children Immunization Registry (MCIR) has deployed changes to the ‘MCIR report’ in MI-WIC on the ‘Imms/ Bloodwork screen,’ from the current portrait format to landscape format in pdf. Please find the changes within the E-notice for your reference. This change should be seamless and requires no action on your part.

## **#2017-143: Nutrition Education Work Group Recap, September 21, 2017**

Attached to the E-Notice is the Recap from the September 21, 2017, Nutrition Education Work Group. It contains valuable information about upcoming events and trainings, local agency nutrition education happenings, and State updates. Please share with your staff, as appropriate.

### **Save the Date: Nutrition Education Work Group Meetings**

March 8, June 14 and September 13, 2018

Michigan Public Health Institute, 2436 Woodlake Circle, Suite 380, Okemos, MI 48864

## **#2017-144: Hurricane Maria - Puerto Rico WIC Contact for Verification of Certification**

Within the E-Notice there is information we received from USDA that may be helpful if you have WIC client evacuees from Puerto Rico. Listed is the preferred method/contact information for requesting a Verification of Certification (VOC) from Puerto Rico WIC. While many of their WIC clinics are not open, the few that have not sustained structural damage and have generators, are only open a few hours per day due to limited fuel and no water services.

### **Request a VOC by phone, using the following number: (787) 721-7373**

As a reminder, VOC information does not require any type of release form to be signed.

## **#2017-146: Immigration and Confidentiality Information from the National WIC Association**

The National WIC Association has developed and shared some resources to help State and local WIC agencies with managing participant confidentiality, and navigating other legal issues during this time of concern and uncertainty around immigration law. The letter attached to the E-Notice contains information about confidentiality in WIC, and ways to help you help WIC families feel more comfortable receiving WIC services. The appendix, which is attached to the E-Notice, includes additional information about federal civil rights and privacy laws and regulations related to a number of public benefit programs for your reference.

## **#2017-147: Biannual Breastfeeding Report**

Attached to the E-Notice, you will find the electronic version of the Biannual Breastfeeding Rate and Duration Report. A copy of this report will be 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](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 which ran on September 8, 2017, and it provides the breastfeeding duration and rate for all local agencies.

# MDHHS Child and Adolescent Health Division

## Enhanced Trauma and Toxic Stress Website

Knowledge about the impact of trauma and toxic stress improves the ability of WIC providers, parents, and caregivers to build resilience for children and adults. Trauma is any intense event that threatens our safety or security. Toxic stress results from repeated or prolonged negative experiences. These experiences may have lifelong effects on health and development, especially for those with few protective relationships.

The State of Michigan has enhanced the website that provides information about the effects of trauma and toxic stress and ways to decrease negative outcomes. The website, available at [www.michigan.gov/traumatoxicstress](http://www.michigan.gov/traumatoxicstress), includes a broad range of information about:

- Trauma & Its Impact on Children and Families
- Tools to Address Trauma
- Building Trauma Informed Systems
- Building Trauma Informed Communities
- Resources for Parents/Caregivers

The website was developed for human service providers from all sectors, parents, caregivers and communities. We urge you to use the website materials for staff and caregiver education, as well as community awareness. Questions or comments about the website may be sent to the Trauma Informed System coordinator at [muellerm1@michigan.gov](mailto:muellerm1@michigan.gov).

## Breastfeeding Updates

During Black Breastfeeding Week (August 25-31), several of Michigan's African American IBCLCs joined together to stand united for a photoshoot to be launched during a social media campaign. They each work tirelessly serving Southeast Michigan's Wayne, Oakland, Macomb and Washtenaw Counties most vulnerable, at-risk populations of mothers and babies. They service their communities by working for Hospitals, OBGYN Prenatal Clinics, WIC, the State of Michigan, Private Practice and as Consultants. You can view their individual images and journeys into the field of Lactation here: [https://www.facebook.com/pg/thecolecollectionLLC/photos/?tab=album&album\\_id=278307336000691](https://www.facebook.com/pg/thecolecollectionLLC/photos/?tab=album&album_id=278307336000691)



This image shows 8 of 13 known African American IBCLCs in Michigan.

## CCS Logo Contest

Thanks to all who submitted CCS logo designs for the contest! The first vote was held at the Coordinator Summit, and designs #1-3 below were the top vote-getters. Due to a technical glitch, #4 was not received until after the 1st vote. We thought it deserved attention and thus will be included in the next round of voting.

Check your email for a survey to vote for your favorite coming soon!



# CCS Update

## 5 years of Client Centered Service Support!

Michigan WIC recently completed their 5<sup>th</sup> year of partnership with Altarum Institute and this year brought the most resources to date.

### CCS Skill Development: Training and Coaching

Four mentor enrichment workshops were completed around the state, offering more training to ~60 local agency staff from nearly half our local agencies, on the benefits, and challenges, of CCS Mentoring. Additionally, Bernadette and Karen provided on-site CCS skills and mentoring coaching to 5 lucky local agencies. This was very well-received by these agencies! Some feedback included:

“...helped enhance all of our CCS skills in the agency.”

“While nerve-wracking, having that extra experience of being mentored made me feel more comfortable and confident in mentoring others.”

“...helped me to understand what that feels like on an individual level, which I can use in mentoring others.”

“Just having an objective person give you feedback is invaluable, and I know it will translate into better client service.”



### CCS Skill Building: Webcasts

Six webcasts were offered to support CCS Skill Building. The topics for these webinars were created based on local agency staff input and have targeted management, nutrition counselors, clerks/techs, and mentors, with opportunities for interaction and feedback. The archived webinars can be found at [http://www.michigan.gov/mdhhs/0,5885,7-339-71547\\_4910\\_19205-448628--,00.html](http://www.michigan.gov/mdhhs/0,5885,7-339-71547_4910_19205-448628--,00.html).

### CCS Support: Mentor Video and Handbooks

Washtenaw County WIC graciously opened their clinic to videotape several counseling and mentoring sessions. After editing is complete, Michigan WIC will have a real-life example of how CCS and mentoring can work in your agency, and to support your continued growth.

To continue supporting your work toward building a CCS Mentor network within Michigan WIC, we now have handbooks to guide the process of becoming a mentor. These handbooks are also available at [http://www.michigan.gov/mdhhs/0,5885,7-339-71547\\_4910\\_19205-448628--,00.html](http://www.michigan.gov/mdhhs/0,5885,7-339-71547_4910_19205-448628--,00.html).

# Nutrition 101



**Fill Up with Fiber** By Jodie Healey, GVSU Clinical Dietetic Intern

**What is fiber?** Functional fiber and dietary fiber are the two types of fiber. **Dietary fiber** is a non-digestible carbohydrate from plants. These fibers move through the small intestine to the large intestine, where they are fermented by the gut microbiota. **Functional fiber** is non-digestible carbohydrates that are added to foods to boost their fiber content. The sum of these two fibers equals total fiber.



**Benefits of fiber.** Traditionally, fiber is recognized for its ability to keep food moving efficiently through the body, but there are a number of other health benefits. Higher dietary fiber intake reduces the risk for cardiovascular disease, type 2 diabetes, and cancer. Consuming adequate fiber in your diet aids in digestion to help prevent constipation and hemorrhoids. Additionally, a high fiber diet may assist in weight management with its satisfying satiety properties.

**Recommendations and sources of fiber.** Most Americans fall short of meeting the recommended amount of daily fiber in their diet. Women should aim for 25 grams of fiber per day, while men should strive for 38 grams. For women and men over 51, the target should be 21 and 30 grams, respectively. Consuming fiber in its natural form (such as plants) provides a higher dose of fiber. Typically, the more refined or processed a food becomes, the less fiber it contains. Fiber is found in fruits, vegetables, legumes, nuts, seeds, whole grains, and fiber fortified foods. A few examples of foods high in fiber are listed below:

- 1 cup fresh raspberries (8 grams)
- ½ cup cooked black beans (7.5 grams)
- ½ cup All-Bran Cereal (10 grams)
- 1 cup cooked brussels sprouts (6 grams)

**Tips and tricks.** A few easy tips to boost your fiber intake include adding oats to cookies or meatloaf. Mix it up by adding fruit to a salad or yogurt parfait. Simple recipe modifications can be made to increase fiber consumption. When increasing fiber, remember to do it gradually. This will minimize the side effects of fiber, such as intestinal gas. Also, it is important to drink plenty of water to help move the fiber along the digestive tract.

Sources: What is Fiber? [www.eatright.org](http://www.eatright.org). <http://www.eatright.org/resource/food/vitamins-and-supplements/nutrient-rich-foods/fiber>.  
Dahl WJ, Stewart ML. Position of the Academy of Nutrition and Dietetics: Health Implications of Dietary Fiber. *Journal of the Academy of Nutrition and Dietetics*. 2015;115:1861-1870.

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



PLEASE  
PLACE  
STAMP  
HERE

## UPCOMING EVENTS/TRAININGS/WORK GROUPS

### November

7 Anthro– Battle Creek

8 Lab– Battle Creek

14-15 CPA— Mount Clemens

### December

5-6 BF Basics– Lansing

### January

25 Management Evaluation Webcast

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

## We Need You!

**It's time to share all the great things your clinics are doing, whether it be in the community or right there within your local WIC agency. Your ideas and activities may just spark someone else's. All submissions can be sent to Stacey at [lavertys1@michigan.gov](mailto:lavertys1@michigan.gov).**



**Stan Bien, WIC Director and Super Hero, to the rescue! Thanks for being a great boss and helping staff get home safely from the Coordinator Summit!**