



WIC NEWS

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Special Supplemental Nutrition Program
for Women, Infants, and Children

September 2019

NWA Updates

Did You Know?

Did you know that you can download images from the **Local Activation Toolkit** and use them however you would like on your social media accounts? The toolkit is available via the NWA Online Community in the resource center.

Just a reminder that images available in the **Local Activation Toolkit** are for digital use only. You're free to post them on your website, social channels, and any other digital medium. If you're interested in publishing them in print materials like signs, brochures, or billboards, please contact campaign@nwica.org.

Submit a Resource to theWIChub.org



The world of WIC is vast, with 90 state WIC agencies, nearly 10,000 local agencies, and over 40 years of research and constant innovation. WIC staff, researchers, and advocates produce resources in a host of formats. To help streamline information, the National WIC Association (NWA) created a central website, www.theWIChub.org that is searchable by geography, resource type, and topic.

The WIC Hub is a tool for WIC staff, researchers, and advocates to navigate and explore the world of WIC. Development of the WIC Hub was supported by the Robert Wood Johnson Foundation (RWJF) and the Centers for Disease Control and Prevention (CDC).

NWA asks you to submit any resources that you have created! This may include videos, photos, toolkits, a case study summarizing a project in a WIC clinic, or a research report from a nonprofit organization. Each submission is reviewed by the Hub Advisory Group. To learn more about this advisory group and how to submit resources, you can visit the submission page here:

<https://thewichub.org/submissions/>

Please contact hub@nwica.org for any Hub related questions.

Highlight on Client Centered Services

Monica Smith, MA, LPC, RD

You know that moment when you realize that you “get it”? I had one of those moments this past weekend. I was enjoying the company of several other women entrepreneurs: a shop owner, a massage therapist, a consultant, an artist, a realtor and a marketing specialist. Very different fields, each with a very different client base. All these women are meeting the terms of their self-defined success. Listening to their stories, I began to think that the common factor is Client Centered Service. The ah-ha moment came when I realized they aren’t providing client centered service, they ARE client centered. They live it. They ooze it. It resonates with them as one human being relating to another human being. BAM! My head exploded.

Client Centered Service isn’t a way of doing, it is a way of *being*. With everyone. This is some of what I heard:

“I build a relationship before I try to tailor a service.”

“I let the client know that there are limits to what I can provide, then give them all viable options.”

“We. We everything. There is no me or you in my business, there is only us, with a common goal.”

“It’s uncomfortable, but I found the courage to be honest with my clients when I think I see something unhealthy, but first I ask them how they feel about the behavior or habit.”

I paid attention to the interactions between the group members. There were lots of open-ended questions, reflections, and permissions asked before sharing, even though we weren’t each other’s customers. There was a sense of ease and positive regard. No one had been trained in Motivational Interviewing. I asked how they learned to communicate. One woman summed it up well. “I paid attention to what didn’t work and I stopped doing it. I quit being the expert and became a partner. Clients came back. They told their friends about me and I got more business. I get thank you notes. My family likes me better when I’m not the boss. It took a while, but I figured it out.”

Awareness is a big part of CCS. What have you noticed that doesn’t work? When you have a great day, what are the contributing factors? Can you duplicate them? Are you trying to *do* CCS or *be* client centered?

2019 Coordinator Summit

Registration is now open for the 2019 Michigan WIC Coordinator Summit taking place October 22nd – 23rd, 2019.

Please visit <https://events.mphi.org/wic-coordinator-summit/> to register.

Registration for the Summit will close on **October 4th, 2019.**

Location:

DoubleTree Hotel Bay City – Riverfront
One Wenonah Park Place
Bay City, MI 48708
(989) 891-6000



Coordinators are responsible for booking and canceling their own hotel reservations to accommodate overnight rooming needs. You can reserve a room by calling the hotel. You cannot reserve a room online. When calling, please mention “WIC Coordinator Summit” to secure your room in our room block. Check in time is 4:00 p.m. and check out time is 12:00 p.m.

Please make all reservations by **September 30th** to secure the discounted room rate.

If your local agency will require more than one room, please contact Anissa Damon directly, at adamon@mphi.org.

State Updates - E-Notice Recap

- #2019-48: Nutrition Ed Updates – E-Notice attachments include NEWG minutes and other updates.
- #2019-50: Infant CVB Flyers – The State office still has printed CVB flyers in Spanish and Arabic available to local agencies upon request. Printable versions are attached to E-Notice.
- #2019-51: Definitions: Migrant and Immigrant, WIC Participant – Clarification that clients only be marked in MI-WIC as migrants if they are working in MI on a seasonal basis.
- #2019-54: MI-WIC Infant Food Redemption Tool – Tear pads that clarify redemption options are available by request to AbbruzzeseM2@michigan.gov.
- #2019-55: MI-WIC E-Forms Reminder – Please see E-Notice attachment for E-Forms module navigation instructions.
- #2019-64: “And Justice for All” Posters have been deactivated in E-Forms. Agencies should continue to display existing posters. See E-Notice for additional information.
- #2019-65: Revised Infant and Nutrition Feeding Guide for WIC may be accessed here: <https://bit.ly/319fBBn>
- #2019-71: Nutrition Ed Updates – Please see E-Notice for updated Nutrition Care Manual password.
- #2019-73: USDA Approved MI-WIC Policies (Chapters 10, 11) – Please see E-Notice or WIC website for updates to policies 10.01, 11.01, and 11.02.
- #2019-74: WIC Caseload FAQ – E-Notice attachment addresses questions around WIC caseload, enrollment, and participation.
- #2019-79: PRWG Meeting Minutes & Materials – Please see multiple attachments.
- #2019-81: Michigan WIC Policy – Returned Formula & Re-Issuance of Benefits – Policy updated to allow agencies the option of donating unused/returned formula, with an approved local agency policy. Log requirements were updated.
- #2019-85: Infant Safe Sleep Resource Book – WIC clinics have been provided with copies of a resource book for parent education. Requests for additional copies may be sent to nelsonc7@michigan.gov.
- #2019-89: Update to Mead Johnson Product Changes – See E-Notice for multiple formula updates.
- #2019-93: Nutrition Ed Updates – Please see E-Notice for NEWG minutes, wichealth.org resources, website changes, and other updates.
- #2019-94: WIC Formula Acceptance & Action Log Instructions
- #2019-97: WIC Staff Announcement – Patricia Heiler has joined State WIC as a public health consultant.
- #2019-101: Updated ME Tools & Resources – Updated tools available on the WIC website.
- #2019-102: June BFWG Minutes and Handouts – Please see multiple attachments.
- #2019-104: WIC Five Year Plan Update – See attachment for health outcome indicators of focus.
- #2019-105: Breastfeeding – Physician Outreach Poster – See E-Notice for poster and ideas for utilization.
- #2019-107: USDA Approved MI-WIC Policies (Chapter 12) - Please see E-Notice or WIC website for new policies.
- #2019-108: WIC Connect Troubleshooting – Provides solutions to issue of clients being misrouted to Secretary of State when logging into the WIC Connect app.
- #2019-111: PRWG Meeting Minutes & Materials – Please see multiple attachments.

Bright Idea

Bright Idea is an exciting opportunity to share with other WIC agencies special ideas you have turned into creative examples of WIC ingenuity. Many of your creative ideas have enhanced your program and we encourage you to share these ideas with other WIC staff at the 2019 Coordinator Summit.

The Bright Idea submission form may be accessed here:

<https://events.mphi.org/wp-content/uploads/2019/07/19WICCoord-BrightIdea-fillable.pdf>



LOCAL AGENCY HIGHLIGHTS



DHD 10: Manistee County

Children in the Manistee County WIC clinic use pool noodles to create fun summer crafts! Materials are donated by WIC Clerk/ Technician Tracy Kreiner and CPA Cindy Hagan, RN.



DHD 10: Grant WIC Program in Newago County

The Grant WIC program has shared an example of an assembled Project FRESH gift bag, comprised of local farmer donations and State WIC Project FRESH incentives. The bags were distributed in Newago County throughout the summer.



St Clair County

(Left) St. Clair County WIC moms were given fresh flowers for Mother's Day!

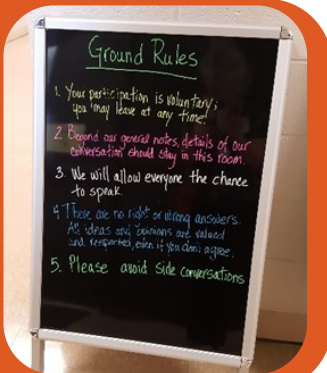


(Right) St. Clair also participated in Port Huron's Annual Rotary International Parade in July.



Southeast Michigan WIC Engagement Project: (St. Clair, Oakland, Macomb, City of Detroit, OLHSA, & Community First)

Each local agency conducted two focus groups over the summer to assess the community's current strengths and/or barriers around WIC engagement. The focus groups were immensely successful, with impressive turnouts and a great deal of valuable feedback received. The group will convene for a retreat in August to review the focus group feedback and prioritize its next steps. Funding has been confirmed for fiscal year 2020 and the group looks forward to continuing its work. Coordinators will also provide a more comprehensive panel update at this year's Coordinator Summit!



The Urban League of Detroit & Southeastern Michigan

The Urban League of Detroit & Southeastern Michigan proudly launched the Express Yourself Breastfeeding Club on April 4, 2018, just over 1 year ago! The purpose of the Breastfeeding Club is to offer pregnant and nursing mothers encouragement and inspiration toward reaching their breastfeeding goals through peer-to-peer support. The Breastfeeding Club is a low-cost, low-barrier way of providing comprehensive breastfeeding support to WIC mothers. Since the start, we've had bi-weekly meetings with 5-10 moms regularly attending. Our lactation consultant and at least one peer counselor are always present to answer any breastfeeding questions or concerns that clients might have. Some moms are more comfortable, more open to receiving breastfeeding support in a casual group setting, versus receiving one-on-one peer support. Having another outlet to reach WIC moms also helps reduce peer counselor burn-out. All breastfeeding moms are given bracelets and charms as they reach breastfeeding milestones between 1 and 12 months. This is one of our ways of acknowledging their dedication and perseverance with breastfeeding, as well as encouraging them to keep going! As a result of ongoing attendance at the club, moms are able to develop new friendships, share community resources, and feel more empowered to overcome breastfeeding barriers. We are pleased to say that many of our Breastfeeding Club moms have now been breastfeeding their healthy babies for over 12 months!



Registered Dietitian Success Story

Submitted By: Angela Ballor, RD, Macomb County

I was certifying a mom of four-month-old twins. She shared that her husband was in the navy and she was staying part-time with her mother and part-time with her mother-in-law. They didn't want to make a commitment to a permanent home because they didn't know where they would be stationed. She had stopped breastfeeding about two months ago. As she started to tell me her background, she got very teary and said, "I wish I had known about WIC earlier. It's been really hard. I had to go against my husband's determination that we would make it and that we could pay our own way and always had. I guess you have to do what you think is right when you have kids."

She would just start weeping; her struggle to stick with the idea that they were self-sufficient was very moving. She also said that she had to talk it over with both grandmas because they were also convinced that they were not going to be part of the welfare system. As I was explaining her food package, she would just start weeping and say, "I get fruits and vegetables, this is going to help so much, I wish I had known about WIC sooner!"

I tried to unburden her by explaining that WIC is designed to help working families, that it is not part of welfare, that she and her family are the perfect match for WIC, and most importantly that she was a smart provider for her family! When reviewing the infant food package and what she would receive in the future, the tears would just come. She would say, "I am so grateful for the help."

I was surprised that, as part of a military service family, she was not made aware of WIC, but was very glad that we could relieve some of her burden and support her determination to take care of her family.

Peer Counselor Success Story

Submitted By: Rachel Delgado, MMCAA

The success story I am writing today is probably one of my absolute favorites. It has opened my eyes to the limitless possibilities of a mother's will to give her child the very best. The mother I am speaking of is wheelchair-bound without use of her hands. Most women, regardless of limitations, want to be a mother. This soon-to-be mom was no different. She and her husband had been trying for many years and then it happened! They became pregnant.

We went over breastfeeding information and it was something she really wanted to experience. She was going to be a mom and she wanted to breastfeed. I let her know what WIC could offer her: a Symphony pump, IBCLC services and some supplies. Mom signed up for any help she could because she knew that home services were very important.

Baby was born at U of M and all hands were on deck. Services connected to make sure this mom received the very best. The Maternal Infant Health Program came to pick up the Symphony pump from WIC to train her husband and caretakers on how to express milk. They attempted to get baby to latch but they had no luck. Here at WIC, we ensured that our contracted IBCLC received a referral ASAP. Our IBCLC did an initial visit and a follow-up was authorized, so a second visit was provided. Baby was able to latch for a short time and mom was very happy about that. On a snowy weekend, the pump was making a funny sound. Mom sent a text to our afterhours texting line and I ensured her that we would switch out her parts or get her a different pump to give her peace of mind. Our RD/Breastfeeding Coordinator, Christine, was able to go to her home via MIHP and switch out her parts to ensure baby continued to get her precious milk.

I continue to do follow-ups and the family is in love with their little boy. He gets half formula and half breast milk. They make sure pumping stays on schedule to ensure he gets as much breast milk as possible.

This is what dedication looks like. In the face of obstacles and with people telling them formula would just be easier, this family refused to give up. Steadfast and going strong, this baby boy is so lucky to have these wonderful parents. A mom that wants to give her son her own milk and a dad who makes sure mom is pumping. This story is one that shows teamwork at its finest, from the different services that worked together to give this family the best outcome possible to the parents who are so in love with their baby boy that they were willing to climb mountains.



September is NATIONAL FAMILY MEALS MONTH

Make Meals Happen

PLAN AHEAD AND KEEP IT SIMPLE

- When you have time, prepare staples (think rice, quinoa) and refrigerate or freeze to throw into soups/casseroles/side dishes later in the week.
- From time to time, make extra of your family-favorite recipes and pop into the freezer to pull out when you are rushed for time.

MIX AND MATCH

Pick a couple of foods for the week and see how many different ways you can use them until they are gone (e.g., rotisserie chicken becomes chicken tetrazzini; steam broccoli as a side dish and puree the rest for a soup). Shake it up by having your family's favorite breakfast meal for dinner.

KNOW THAT CONVENIENCE CAN BE A GOOD THING

Your local grocery store has meal-planning solutions for every night of the week – even when you don't feel like cooking.

Have frozen and canned fruits and vegetables on hand for quick use in recipes at any time.

INVITE YOUR LITTLEST GUESTS TO BE YOUR SOUS CHEFS

Involve your children in food shopping, meal planning, and meal preparation whenever possible.

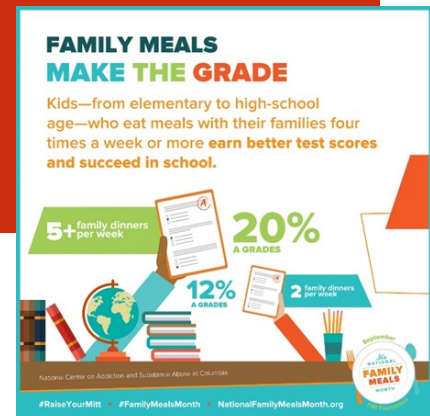
Instead of being a short-order cook, make sure that you have at least one component of the meal that your children will like and/or let them pick one part of their meal (e.g., fruit side dish).

START SIMPLE WITH MYPLATE

Plan your family's plates by making sure you are getting all the food groups over the course of the day.

Remember that variety is the spice of life—keep it lively by changing up your healthy choices from within all the food groups.

Source: <https://www.fmi.org/family-meals-month/make-meals-happen>



Source for infographics: <https://www.fmi.org/family-meals-month>

Why Family Meals Matter?

Researchers, health experts, popular media, and communities across America are joining the movement to commit to one more meal at home per week every September for [#FamilyMealsMonth](#)! Most compellingly, families like yours are joining in and seeing the benefits. In fact, more than 8 in 10 of those seeing the National Family Meals Month™ campaign say that it is important and, better yet, are taking action to making family meals happen!

The data on why family meals matter is positively overwhelming.

Studies show again and again the significant, measurable scientific proof about the positive, lifelong benefits of family meals. Family meals nourish the spirit, brain and health of all family members.

- Regular family meals are linked to higher grades and self-esteem and delayed sexual activity.
- Children who grow up sharing family meals are more likely to exhibit prosocial behavior as adults, such as sharing, fairness and respect.
- With each additional family meal shared each week, adolescents are less likely to show symptoms of violence, depression and suicide, less likely to use or abuse drugs or run away, and less likely to engage in risky behavior or delinquent acts.
- Adults and children who eat at home more regularly are less likely to suffer from obesity.
- Increased family meals are associated with greater intake of fruits and vegetables.

Source: <https://www.fmi.org/family-meals-month/meals-matter>

Conversation Starters



Source: https://thefamilydinnerproject.org/conversation/?do-ing_wp_cron=1564689030.1902499198913574218750

September is National Childhood Obesity Awareness Month

Changes to WIC Food Program Tied to Reversal in Obesity Trends

Trend of increasing obesity among 2- to 4-year-olds was reversed after 2009 changes

The 2009 changes to the U.S. Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) was associated with a change in the trend of obesity prevalence among 2- to 4-year-old children, according to a study published online April 1 in *Pediatrics*.

Madeleine I.G. Daep, from the Massachusetts Institute of Technology in Cambridge, and colleagues examined the correlation between the 2009 changes to the WIC food package and childhood obesity trends. State-specific obesity prevalence was examined among WIC-participating 2- to 4-year-old children from 2000 to 2014. The trend in obesity prevalence was estimated for states before and after the WIC package revision.

The researchers found that the prevalence of obesity across states was increasing 0.23 percentage points annually among 2- to 4-year-olds before the 2009 WIC food package change. The trend was reversed after 2009 (-0.34 percentage points per year). The change in the trend in obesity prevalence was not explained by socio-demographic changes and other obesity risk factors.

"A change in the trend in obesity prevalence related to dietary changes resulting from the 2009 package change is plausible," the authors write. "A substantial body of evidence has shown that the dietary habits of WIC participants improved from before to after the package change."

Source: <https://www.physiciansbriefing.com/pediatrics-15/food-and-nutrition-news-316/changes-to-wic-food-program-tied-to-reversal-in-obesity-trends-744307.html>

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Questions/Comments
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PLEASE
PLACE
STAMP
HERE

UPCOMING EVENTS/TRAININGS/WORKGROUPS

September

- 5: WIC Vendor Conference—
Lansing
- 10-11: BF Basics—Escanaba
- 14-15: BF Basics - Farmington
Hills
- 12: BF Basics for Clerks & Techs -
Marquette
- 12: Income Webcast
- 12: NEWG—Okemos
- 17-18: Clerical Training—Detroit
- 20: PRWG—Lansing
- 25: Advanced CPA Training—
Gaylord
- 26: MI-WIC Release 8.3 Webcast

October

- 2-3: CPA Training—Traverse City
- 8-9: BF Basics—Mt. Pleasant
- 10: BF Basics for Clerks & Techs—
Mt. Pleasant
- 11: BFWG—Okemos
- 16-17: Clerical Training—Lansing
- 21: Record Review Training—Bay City
- 22-23: Coordinator Summit—Bay City

November

- 6-7: Clerical Training—Battle Creek
- 13-14: CPA Training—Detroit
- 15: PRWG—Corunna

*Training dates and locations are
often adjusted. Please be sure to
verify training information on the
MPHI Events website, as this list
may not reflect the final schedule.

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