



WIC NEWS

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Special Supplemental Nutrition Program
for Women, Infants, and Children

March 2020

Note from the Director—2020 Vision

I would like to thank each of you for your hard work and dedicated service to our many WIC clients throughout 2019. Last year we served a total of 352,871 women, infants and children throughout the state of Michigan. I would like to share with you the success of 2019 and commend you all for your hard work and dedication to increasing Michigan's caseload.

To serve even more eligible families in 2020, Director Robert Gordon has created a cross-enrollment initiative among WIC, SNAP, Medicaid and the Michigan

Department of Education, one goal of which is to creatively promote WIC enrollment. We are excited and look forward to working more collaboratively with these partners. We are currently finalizing some important pieces of the project and will provide more details soon.

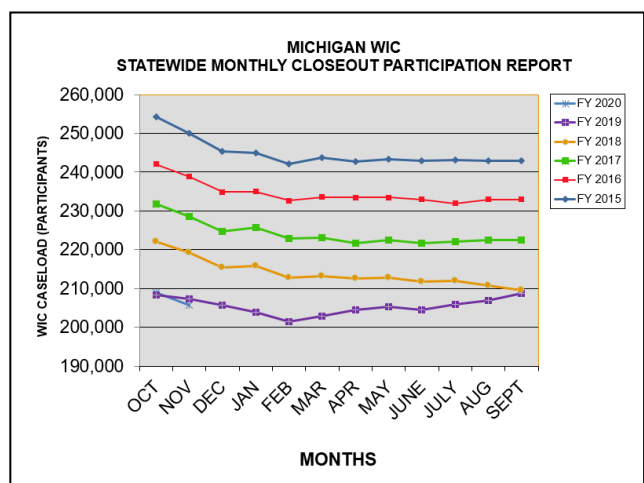
Some additional highlights of 2019:

- WIC was integrated into the ISD (Integrated Service Delivery) portal in October 2018 and, in a single year, we were able to obtain over 16,000 appointments.
- The Nutrition Program and Evaluation (NPE) Section implemented WIC Staffing and Training Policy 1.07, which strengthened the staff training requirements of all WIC Local Agency Staff.
- WIC saw improved Management Evaluation Outcomes.
- Our annual Coordinator Summit was held in October in Bay City and was a huge success!
- The Vendor Management Section welcomed lots of new staff and conducted 43 individual on-site vendor trainings, trained 931 vendors via online webcast and hosted 80 vendors at the annual Vendor Conference!

I am excited to enter the new year with "2020 vision" and look forward to what the future will hold for WIC, as we continue to prioritize the needs of the families we serve.

Keep up the wonderful work and thank you again for all you do for WIC!

Christina Herring-Johnson
WIC Division Director





LOCAL AGENCY HIGHLIGHTS



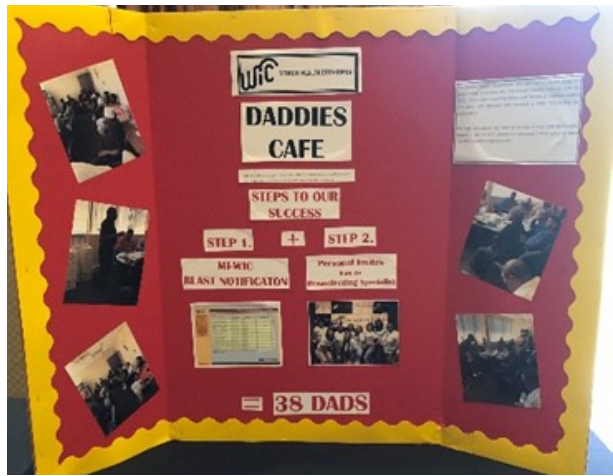
Oakland County

Joyce Heenan, a WIC lab technician, created a fall-themed mural to help remind clients of the proper milk to purchase for kids.



Bright Idea: Detroit Health Department

In June of 2019, DHD WIC partnered with the DHD Family Model program to hold its annual Daddies Café. The event provides breastfeeding and safe sleep education, and other resources to WIC dads. DHD used the MI-WIC text blast notification to inform WIC participants of the event. As a result, the event turnout was fantastic. Expecting dads and dads of infants under 12 months old received free Pack 'n Plays for their participation!



LOCAL AGENCY TOUR: GRAND TRAVERSE COUNTY

The July Promotion and Retention Workgroup meeting was held at the Grand Traverse County Health Department. Workgroup members were given a tour of the stunning WIC clinic.

The signage directing clients to the clinic is clear upon entering the building. The waiting room, CPA rooms, hallways and additional meeting spaces are all beautifully decorated with a child-friendly woodland theme. The lactation room stands out with its cozy feel, multiple comfortable seats and privacy screen.

We thank Becca Noonan and the Grand Traverse County Health Department for graciously sharing their space with us!



PEER COUNSELOR SPOTLIGHT

Submitted By: Katie Miller, MPH, CHES® (DHD 10)

The Breastfeeding Mama Meetup group that I'm a part of recently conducted a survey to assess breastfeeding support and maternity leave experiences of local moms. Out of the 40 responses received, **Colleen Unsal**, Lake-Manistee-Mason Peer Counselor, received the most mentions of any support person as an advocate and supporter of breastfeeding moms!

We had a celebration event during which we recognized the community "lactivists" who have gone above and beyond to support breastfeeding moms in our community. We presented Colleen with a certificate and flowers at Barley and Rye (which was identified in the survey as being a breastfeeding-friendly business) and snapped some photos.

In reviewing the survey responses, there were many comments that brought a tear to my eye. Speaking personally, but also on behalf of this group, thank you to staff like Colleen, who go above and beyond in the work they do every day to serve women and families!



HIGHLIGHT ON CLIENT CENTERED SERVICE

Monica Smith, MA, LPC, RD

Tara Fischer (WIC Nutrition Consultant), Joyce Bryant (WIC Public Health Consultant) and I facilitated several Advanced CPA trainings in 2019. We were trying out a new format in order to find the best way to communicate the material to the CPAs in a way that would be applicable for day-to-day use. Each training was different in some way because we used the feedback from the previous training to guide us in making improvements. Some of the feedback was positive, some of the feedback was hard to hear, but all the feedback was valid. Statistics give me permission to disregard the extremes at either end of the spectrum, but that feels disrespectful, so I don't.

Surveys, evaluations and audits provide the feedback that we need to measure our perceptions against the perceptions of others. These are gifts. Knowing how we are understood can help us make choices. We can choose to dig our heels in and defend our perception as the only truth. We can choose to completely disregard our perceptions as having any validity and sink into guilt, shame or apathy; or, we can choose to believe that there are multiple perceptions and multiple truths at any given time. This comes down to believing we all have the right to see the world through our own personal lenses. We all have the right to adapt our behaviors and beliefs to be perceived by self and others in ways that feel right to us.

You see, Client Centered Service (CCS) is about who you are and how you choose to interact with the world around you. CCS isn't something you do when someone tells you that you must. We really should call it RCS, relationship centered service, because choosing to interact with others from the place of "we" instead of "me" or "them" creates relationships. Most of our growth and change comes from the place of being understood and feeling that we belong.

We would like to thank all the CPAs we have trained this year for the valuable feedback. You couldn't see the changes we made in increments that positively affected the training of your peers at the following training. We, like you, try hard to be client (relationship) centered.

AMERICAN ACADEMY OF PEDIATRICS

Statement on Racism's Impact on Child and Adolescent Health

The American Academy of Pediatrics has released "The Impact of Racism on Child and Adolescent Health," a policy statement to provide an evidence-based document focused on the role of racism in child and adolescent development and health outcomes. The AAP's hope is that, by acknowledging the role of racism in child and adolescent health, pediatricians and other pediatric health professionals will be able to proactively engage in strategies to optimize clinical care, workforce development, professional education, systems engagement, and research in a manner designed to reduce the health effects of structural, personally mediated, and internalized racism and improve the health and well-being of all children, adolescents, emerging adults, and their families. AAP has also published a new resource for parents and caregivers titled "Talking to Children About Racial Bias." The resource highlights strategies to help children deal with racial bias, and tips for talking about racial differences and racism.

2019 WIC VENDOR CONFERENCE

The 2019 WIC Vendor Conference was held Thursday, Sept. 5, at the LCC West campus in Lansing with roughly 150 people in attendance from across the state. This annual event for vendors serves to:

- Enhance the WIC program's relationship with vendors,
- Provide an opportunity for networking with other vendors and stakeholders across the state, and
- Satisfy the requirement that vendors attend at least one interactive training per three-year contract cycle.

Highlights included a presentation from Texas WIC focusing on their advertising and marketing successes, along with a presentation from a former WIC client who now serves as a WIC Breastfeeding Community Liaison and State Breastfeeding Basics trainer.

The conference benefits WIC clients by ensuring vendors are properly trained and following all program rules and regulations. This includes improving client service and troubleshooting transaction errors, understanding WIC authorized foods and maintaining minimum stock, among other topics.



Vendor Relations Unit



Phone: 517-335-8937



Email: MDHHS-WICVendor@michigan.gov

STATE UPDATES - E-NOTICE RECAP

- #2019-121: Revised WIC Laboratory Manual — Find the revised [WIC Laboratory Manual](#) on the Michigan WIC website.
- #2019-131: NEW Tobacco Resources, “My Life, My Quit” — See E-Notice attachments.
- #2019-134: Recommendations for Plant-Based Milk for Children Under the Age of 5 — Current recommendations do not support use in children under 5.
- #2019-137: WIC Staff Announcement, Cecelia Hutson has taken position of Finance Manager at the State WIC office.
- #2019-147: Breastfeeding Rate & Duration Report for August 2019 — Refer to E-Notice for attachment.
- #2019-148: Civil Rights Course FY 2019-2020 Now Available — Course ID M0500-19-20
- #2019-152: Burden and Prevention of Influenza and Pertussis Among Pregnant Women and Infants - Promoting Maternal Immunization — See E-Notice for details.
- #2019-153: Nutrition Education Updates: NEWG Recap and More — Refer to E-Notice for multiple attachments.
- #2019-157: October 2019 Breastfeeding Connections — May be found on the Michigan WIC website.
- #2019-162: New WIC Authorized Formulas Effective November 1st, 2019 — See E-Notice for details.
- #2019-163: Local Agency Average Day in WIC — See E-Notice for data explanations.
- #2019-165: Gerber Products Recycling Program — See E-Notice for instructions on participation.
- #2019-169: MI-WIC Notifications Reference Updates — See E-Notice for updated reference tool.
- #2019-172: Formulary Update: 32 oz. RTF added for Prosobee, Gentlease and EnfaCare — See E-Notice for attachments
- #2019-175: October BF Workgroup Minutes with Handouts — Refer to E-Notice for multiple attachments.
- #2019-176: New Food Packages & Food Package Updates — See E-Notice for changes.
- #2019-177: 2020 Nutrition Education/BF Time Study — See E-Notice for instructions.
- #2019-178: PRWG Meeting Minutes & Materials — Refer to E-Notice for multiple attachments.
- #2019-179: WIC Lead & Copper Action Level Exceedance FAQ — See E-Notice attachment.
- #2019-181: English Food Guide Inventory — Please order minimum quantity to meet local agency needs and share excess inventory among clinics if need be.
- #2019-182: Printing Errors, NWA 2020 WIC Wall Calendars (English) — If your calendars have printing errors, please email bernardc@michigan.gov for replacements.
- #2019-185: WIC Vendor Webcast Schedule — March 17, June 16, September 22, all at 2 p.m.
- #2019-187: WIC Vendor Newsletter — May be found on the Michigan WIC website.
- #2019-188: Healthy MI Plan Work Requirements & Exemptions — Requirements implemented in January 2020, please see E-Notice and attachments for details and support materials.
- #2019-189: “And Justice for All” Posters — Replacements available to order in E-Forms.
- #2019-191: Revised WIC Consultant Assignments — Please see E-Notice attachment.
- #2019-193: WIC Staff Announcement, Bagya Kodur assumed the Manager position in the Data Systems Section.
- #2019-194: Policy 7.03, Food Packages Requiring a Special Formula/Food Request Form — See E-Notice for details.
- #2020-07: Major Updates Coming in June Release — Schedule Light June 15-19, 2020.
- #2020-08: January 2020 Breastfeeding Connections — May be found on the Michigan WIC website.

March is National

NUTRITION 101

Snack Healthy With The Whole Family!

Mia Waite, B.S., GVSU Clinical Dietetics Intern

Snacking is a great way to incorporate more nutritious foods into the day. Active adults and children should consume two to three snacks per day between meals. Portion sizes for adults and children do vary. Follow MyPlate guidelines to find the most appropriate portion size for you and your children. Snacking on healthy foods helps reduce empty calories and added sugar in the diet. It also helps to minimize distractions when you are eating, by turning off TVs, computers, or anything else that may distract you.



Preparation

If possible, involve your children in snack preparation as much as possible. Start by bringing them to the grocery store. Children are often more inclined to eat food they helped you pick out. Once you get home, ask your child to help wash and store the produce.

Assembly

Pre-assembling snacks will help cut back on time needed to prepare them. When storing food meant for snacking, take the time to pre-cut cheeses, vegetables and fruit. Pre-portioning trail mixes and dry cereals will also help cut back on time.

Food Safety

Washing fresh foods is the first step in eliminating harmful bacteria. Before preparing a snack, promptly submerge produce under a stream of running water to wash away potential pathogens. Always store perishable foods in refrigerators, freezers or a cooler with ice packs. Holding food in cool temperatures will reduce the risk of foodborne illness. When feeding little ones, be aware of foods that may cause choking. Some foods that are possible choking hazards include hot dogs, sausage links, large chunks of meat, nuts, seeds, peanut butter, raw apple or pear slices, whole grapes, dried fruit, raw vegetables, whole kernels of corn, popcorn, chips, small candies or chewing gum.

A Few Nutritious Snack Options:

- Yogurt Parfait: Low-fat vanilla yogurt topped with fresh fruit and your favorite dried cereal
- Ants-On-A-Log Celery Stick: Crispy celery topped with peanut butter and raisins
- Fruit Kabob With Dip: Layer chunks of your favorite fruit onto a kabob stick and dip them into low-fat vanilla yogurt
- Create-Your-Own Trail Mix: Use whole grain cereals, nuts, seeds and dried fruit to customize a trail mix just for you

Snacking does not need to be costly or time-consuming. Always check with your local grocery store to see the latest sale prices. Look for produce that is in season. Preparing and pre-portioning snacks ahead of time will surely save you time and energy down the road.

References:

Academy of Nutrition and Dietetics: <https://www.eatright.org/food/resources/national-nutrition-month>

KidsHealth: <https://kidshealth.org/en/parents/snacking.html>

MeijerMPerks: <https://kidshealth.org/en/parents/snacking.html>

Picture: <https://www.brit.co/healthy-snacks-for-kids/>

MyPlate.gov: <https://www.choosemyplate.gov/myplate-mywins-tips-hacking-your-snacks>

Nutrition Month!

NOTE FROM TARA

Your State Agency Nutrition Education Lead

Happy National Nutrition Month! Here's hoping you've come up with some clever ways to celebrate at your local agencies. This year's theme, "Bite by Bite," goes well with behavior change theory. I believe that every little bit (or bite!) toward good nutrition is a step in the right direction. Small changes and goals build to positively impact one's health. By making small changes "bit(e) by bit(e)," good nutrition does not have to be overwhelming!

Just as we encourage our clients, we too can also take small steps toward positive behavior changes. As I sit here eating an apple and noticing how it matches the half-eaten apple of the National Nutrition Month graphic, I can't help but notice how the graphic is simple and reminds me of graphics from years ago. The Academy of Nutrition and Dietetics calls this "retro" (my kids call it, and me, "ancient"). It's interesting for all that's changed in our world, so much remains the same, and we just keep going back to the basics like this "retro" graphic. So, no matter what the past has been, here's to making a bite-sized change this month, next month, or at some point this year and acknowledging that making those changes now will have lasting benefits!

MAJOR MI-WIC SCREEN UPDATES COMING JUNE 2020

After years of local agency staff asking for MI-WIC to help facilitate a more client-centered conversation, the MI-WIC screens are changing! An active and engaged workgroup of both local and State agency staff has been working on updating many of the screens utilized throughout the client assessment and appointment, with a goal that these changes will improve the WIC experience for clients and staff. We want staff to be as prepared as possible to utilize these screens in a way that will enhance the overall WIC experience; we have several trainings planned (both in-person and web-based) over the next several months. We will do our best to advertise the trainings early and often so that the updates will not be a huge surprise in June! Keeping with the National Nutrition Month theme, we hope to give you enough exposure to these screen changes to ensure that staff will not be overwhelmed in June. We would rather that you become familiar with the changes "bite by bite."



Waldorf Salad

Calories: 103

Serving Size: 2/3 cup

Yield: 6 servings



Ingredients:

- 1/4 cup walnuts, chopped
- 2 apples, cored and diced
- 1 cup celery, diced
- 1/2 cup raisins
- 1/4 cup plain, nonfat yogurt
- 1/2 teaspoon sugar
- 1 teaspoon lemon juice

Directions:

1. Preheat oven to 350 degrees.
2. Place chopped walnuts on a baking sheet and bake for 12-15 minutes. Stir occasionally until they are evenly toasted.
3. Combine apples, celery, nuts and raisins.
4. Stir together yogurt, sugar and lemon juice. Pour over apple mixture and toss lightly.
5. Refrigerate leftovers within two hours.

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Questions/Comments
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PLEASE
PLACE
STAMP
HERE

UPCOMING EVENTS/TRAININGS/WORKGROUPS

March

4-5: CPA Training—Okemos
10-11: BF Basics—Detroit
12: BF Basics Clerks & Techs—Detroit
12: Nutrition Education Workgroup—
Okemos
19: WIC Iron Deficiency Anemia Webcast
23-27: CLS Training—Lansing
24: Lab Training—Battle Creek
25: Anthro Training—Battle Creek
30-31: Maternal Infant Health Summit—
Lansing

**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.*

April

16: Advanced CPA Training—
Kalamazoo
22: BF Coordinator Training—
Okemos
22-23: Clerical Training—Ann
Arbor
23: Time Savers/Milk Expression
Training—Okemos

May

6: Lab Training—Acme
6: Anthro—Acme
15: Promotion & Retention
Workgroup—Okemos
20: Advanced CPA Training—
Bay City

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