



# WIC NEWS

Special Supplemental Nutrition Program  
for Women, Infants, and Children

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March 2022

## NATIONAL NUTRITION MONTH!

National Nutrition Month® is an annual campaign created by the Academy of Nutrition and Dietetics. During the month of March, everyone is invited to learn about making informed food choices and developing healthful eating and physical activity habits. This year's theme is Celebrate a World of Flavors! The campaign's key messaging will focus on eating a variety of nutritious foods every day, meal planning and cooking tips, and the benefits of working with a Registered Dietitian!

[Click here to access the 2022 National Nutrition Month Toolkit.](#) The toolkit includes tip sheets, games and activities, press releases and planning materials. Toolkit materials are accessible in a number of languages. Tip Sheets offer guidance on how to incorporate foods from other cultures into your family's meals.

### A Note from Tara

#### Your State Agency Nutrition Education Lead

Happy National Nutrition Month®! It seems we could all use a little something to celebrate at this point in the year, in the cold of a long winter, during an ongoing global pandemic. I strongly recommend you take even just a few minutes out of the month to celebrate yourself and your coworkers – for all the great work you do to promote health and nutrition all year long – not just during National Nutrition Month®. We have sent a variety of ideas to your emails to get you thinking – if you need more motivation, please reach out! This year's theme is *Celebrate a World of Flavors*. Celebrating flavors from cultures around the world is a tasty way to nourish ourselves and appreciate our diversity. We are all unique with different bodies, goals, backgrounds, and tastes! One way to celebrate might be to try a new recipe from a culture that differs from your own. I've recently found these super simple [Creamy Turmeric Chicken](#) and [Curry Vegetable Ramen](#) recipes. Amazingly, my entire family – including teenagers who love to complain – actually requests these for dinner! It's fun to find new and different flavors to widen our palates and our cultural awareness.

Be sure to check out this month's article highlighting the importance of choline to promote growth and development during pregnancy and beyond. My next challenge will be to find a new culturally diverse recipe that can get my family a serving or two of choline!

Thank you for your efforts in supporting this year's National Nutrition Month® theme throughout the month of March – and beyond!

# March is National Nutrition Month

## Growing Sharp Minds of Tomorrow: One Bite at a Time

By: Megan Vanderhoff, MSU Dietetic Intern

The human brain begins to develop in just the third week of pregnancy and continues through the first three years of a child's life. Because of this, it's very important to eat essential nutrients during pregnancy to help with the baby's brain development. Choline has been gaining a lot of attention lately, as it plays a role in the development of the brain. Research has found that adding choline-rich foods during pregnancy, and throughout the first three years of a child's life, will support the child's brain development and function over time.

Choline is a nutrient found naturally in many foods. Foods that are rich in choline include meat, fish, dairy, and eggs. Many fruits, vegetables, and whole grains contain choline as well. These are all foods that many people eat on a regular basis and are very versatile. Fruits, vegetables, eggs, dairy products, and whole grains are all available with WIC benefits. Consciously including these foods in your diet will allow you and your children to reap the benefits. Tuna, scrambled eggs, yogurt, cheese, oatmeal and cold cereal are components that could be added to a meal to increase your choline intake. Adding these things to the diet will help your child develop important functions like memory, muscle movement, maintaining a healthy heartbeat, and may even put them in a good mood! Overall, choline helps grow sharp minds.

Below is a recipe for tuna salad, which is quick, easy and affordable to make in a pinch. Tuna is rich in choline and adding the tuna salad to whole grain bread will add an extra boost! These food items are all covered by WIC – so be sure to share this balanced meal idea with your clients!



eat right. Academy of Nutrition and Dietetics

### Tuna Salad Sandwich on Whole Grain Bread

Servings: 6 sandwiches

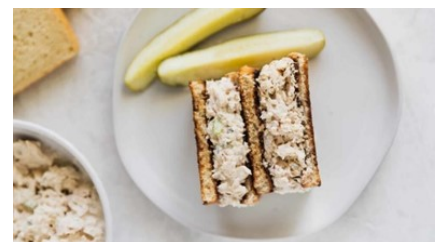
Prep time: 5 minutes

Ingredients:

- 4 (5 ounce) cans of tuna packed in water, drained
- 1 cup mayonnaise or less to taste
- ½ cup celery, finely chopped
- 2 tablespoons finely chopped red onion
- 2 tablespoons sweet pickle relish
- 1 tablespoon fresh lemon juice
- 1 clove minced garlic
- Salt and pepper to taste

Directions:

1. In a medium bowl, combine tuna, mayonnaise, celery, onion, relish, lemon juice and garlic.
2. Season to taste with salt and pepper. Serve immediately on whole grain bread or chill until serving.





# LOCAL AGENCY HIGHLIGHTS



## Washtenaw County WIC Coordinator Gayathri Akella shares the following:

A family who recently moved from California attended an in-person priority certification appointment. Mom was very excited to be visiting the WIC clinic in-person and shared that she feels special to have received exceptional care in a safe environment.

Kudos to the in-person care providers:

- ⇒ Amber Hurry for Intake Services (including anthropometrics and hemoglobin checks)
- ⇒ Emily Cartmill for Nutrition/CPA Services
- ⇒ Erica McLeod for Breastfeeding Peer Counselor Services



Please submit your local agency successes and highlights to  
[JacksonW6@michigan.gov](mailto:JacksonW6@michigan.gov)



## WIC STAFF CELEBRATIONS



Congratulations to Cynthia Todd of the State WIC Program Integrity and Vendor Unit on her retirement and 15 years of service to WIC!



Congratulations to Mariah Kaufman of Benzie-Leelanau District Health Department on the birth of Carter, born January 18, 2022!



Congratulations to Lonny McClary of DHD #10 on the birth of Maliek Hendrix McClary, born August 28, 2021. He is a happy, healthy breastfed baby boy!

Congratulations to Jeanne Harding of Great Lakes Bay Health Centers on her retirement and 43 years of service to WIC!

# TRAINING, EVALUATION & COMPLIANCE (TEC) CORNER

Cheryl Bernard, MPA

Customer service is the provision of service to customers or clients before, during, and after a service. The perception of success of such interactions is dependent on employees who can adjust themselves to the personality of the customer or client. We know that customer service is very important to the WIC Program and to our clients.

Customer service also plays a crucial role in ensuring that a client returns to the WIC clinic in the future. One good customer service experience can change the entire perception a client holds toward the Program.

Here are a few customer service best practices:

- Treat all clients with respect and dignity.
- Empathize with the client.
- Respond to questions in a non-threatening manner.
- Listen to the client.
- Smile and make eye contact.

For more information on Customer Service, [click here to see the recorded Customer Service Webcast from October 7, 2021.](#)

## HIGHLIGHT ON CLIENT CENTERED SERVICES

Monica Smith, MA, LPC, RD

We talk a lot about Client Centered Service (CCS), don't we? Over several years, WIC has realigned its mission to reflect and honor the needs and personal life experiences of the client. Over time our role has shifted from clinician to educator and then to collaborator. This is reflected in how we speak and relate to the client. CCS makes room for grace and compassion in how we approach some hard topics. Just about everything related to food is a hard topic.



What we haven't talked a lot about is internalizing CCS. Those same compassionate approaches of allowing the needed time to make changes, giving permission to say no, or offering an affirmation for any or all attempts to take the next right step are gifts that we can offer ourselves. CCS is a skill that develops into a way of approaching life.

Struggling to get out of bed, but you show up for work anyway? Let your internal voice tell you that today your best may not be your overall, out of the ballpark best. That's ok. Say something cringey? Allow yourself the grace of a do-over. Need to talk? You are not a burden, let someone know how you feel.

We can only give what we have. If we deplete ourselves with unrealistic expectations, negative self-talk or the refusal to accept a compliment, there will be nothing left to share. Ever known a highly educated, skilled professional who was unhappy? How we "serve" ourselves matters. CCS starts with how you treat yourself.



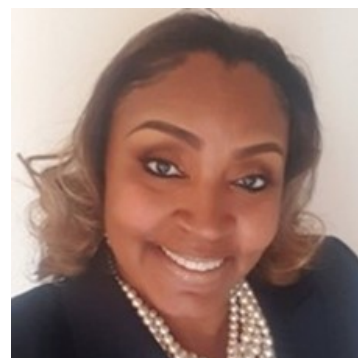
# NOTE FROM THE DIRECTOR

To the most hard-working and dedicated WIC employees,

Every New Year is a new beginning of new ventures and new projects. Let's continue to work together as a team to achieve greater success in the upcoming challenges this year as we did last year.

I want all of you to gain more experience, knowledge, and growth. Together we will take WIC to new heights!

Warm Regards,  
Christina Herring-Johnson, WIC Division Director



## WORKING TOGETHER TO SUPPORT BREASTFEEDING DURING THE PANDEMIC

**A letter from Erica Davis**

Dear Michigan WIC Agencies,

My name is Erica Davis, and I would like to tell you about the Michigan WIC Breastfeeding Warmline. First, let me tell you about myself. I am a CLS (Certified Lactation Specialist), a certified CHW (Community Health Worker), and a New Parent Educator. I have been working with pregnant women and families for almost 7 years.



Did you know breastfeeding support is available to anyone in our state who is breastfeeding, even if they are not eligible for the WIC program? As the WIC Breastfeeding Community Liaison, I can offer support to breastfeeding families in Michigan who call the Breastfeeding Warmline. Most calls I receive are about how to improve latch and increase milk supply. I use the opportunity to really listen to what the parent is saying and affirm them for seeking out support on their journey. Many parents need a lot of encouragement at this stage. I provide education on these topics and send visuals (infographics or videos) and links to trustworthy websites including [the MDHHS WIC breastfeeding page](#). I encourage participation in the WIC program and check their breastfeeding notes for contact with a peer or LC (lactation consultant). I remind them that support is available at their WIC office and give a warm hand-off back to their local WIC peer counselor when I can. I refer parents to culturally supportive spaces for breastfeeding support in their community and to clinical outpatient care. I refer them to [211](#) for information on local resources.

WIC is the breastfeeding support place. Let's continue to work together to support our breastfeeding families during the pandemic.

Best wishes,  
Erica Davis

**Michigan WIC Breastfeeding Warmline**  
**Call (833) MIWICBF / (833) 649-4223**  
**Available 7 days/week, 8am – 8pm**

# STATE UPDATES - E-NOTICE RECAP

## Policies and Procedures:

#2021-266: New MI-WIC Policy 8.10 Local Agency Formula Distribution – See E-Notice for Details.  
#2021-270: WIC Coordinator Connections Meeting – See attachment for 11/17/21 meeting minutes.  
#2021-279: Afghan Nationals – Updates and Resources – See E-Notice for guidance on feeding practices.  
#2021-283: Increased Cash Value Benefit Extended Through March 2022 and CVB Blast Messages – See E-Notice for details.  
#2021-297: CDC Guidance for Providers Caring for Afghan Arrivals – Lead Screening – See attachment.  
#2022-06: New Resource- WIC Coordinator Admin Calendar At-A-Glance – [Access calendar here](#).  
#2022-13: Telehealth Shipment Error – Non-intervention groups may use the incentives as promotional items for clients.  
#2022-26: Updated Resource - Cash Value Benefit FAQ - [Access document here](#).  
#2022-27: Civil Rights Webpage Hyperlink Changes – Updates Needed by February 11 – See E-Notice for details on needed changes moving forward.  
#2022-28: ACTION REQUIRED - 90-Day Certification Extension Requests – February 1 – March 31, 2022 – Email [GreerS1@michigan.gov](mailto:GreerS1@michigan.gov) for the report.  
#2022-31: WIC Coordinator Connections Call 1/19/22 meeting minutes – See attachments for meeting minutes, chat record, and slides.

## Nutrition:

#2021-265: Infant Formula Manufacturer Contract – Transition Update #11: Similac Inventory, Stand Beside Devices and Authorized Vendors – See attachment for a list of authorized Walgreens and CVS WIC vendors.  
#2021-278: Formula Updates- Inventory, Samples and Revised LA Access Guidance – See attachments.  
#2021-284: Similac Sensitive 32 oz RTF shortage and addition of new UPC - Temporarily added Similac Pro Sensitive 32 oz RTF UPC.  
#2021-287: Nutrition Education Update: January 13<sup>th</sup> RD Webcast Registration and More – See E-Notice for a number of updates and resources.  
#2021-288: Non-Contract Formula Updates – See E-Notice for troubleshooting guidance.

## Vendor:

#2022-01: WIC Vendor Winter Newsletter – [Access newsletter here](#).

## Breastfeeding:

#2021-300: Breastfeeding Connections December 2021, January Breastfeeding Work Group Reminder – [Access 2021 BF Connections newsletter here](#).  
#2022-09: Breastfeeding Training Save-the-Dates, Work Group – [Access BF training information here](#).

## Promotion and Retention:

#2021-250: Updated Social Media Toolkit for CVB Increase - [The updated toolkit may be accessed here](#).  
#2021-254: Promotion & Retention Updates – See E-Notice and attachments for NWA resources and PRWG dates for 2022.  
#2021-281: December WIC News – [Access newsletter here](#).  
#2021-291: Promotion & Retention Updates – See E-Notice for details of NWA memberships and participant satisfaction survey.  
#2022-23: Promotion and Retention Workgroup Meeting Minutes – January 14, 2022 – See E-Notice and attachments for meeting minutes and a number of resources.

# STATE UPDATES - E-NOTICE RECAP

## Legislation and Partner Updates:

- #2021-255: WIC Collaboration with the Michigan Department of Education – Exploring how best to partner with GSCs and GSPCs.
- #2022-05: COVID-19 Vaccination During Pregnancy Recommended – See attachment for CDC guidance.
- #2022-14: National Public Health Emergency Extension - Approved WIC waivers will continue through at least mid-July 2022.

## Data and Systems:

- #2021-261: One Call Now Text Message Phone Number Change – Texts are now sent from 1-833-826-0295.
- #2021-271: New MI-WIC Appointment Types for Telehealth Agencies – NCRD-TH and BFLC-TH appointment types were added to MI-WIC as part of the THIS-WIC Telehealth Pilot Project.
- #2021-272: Food Dollars Spent by WIC Participants FY 2021 – Report attached to E-Notice.
- #2021-292: MI-WIC Notifications Reference Updates – See attachment for updated Notifications Reference Tool.
- #2022-02: Biannual Breastfeeding Report – [Access report here](#).
- #2022-24: MI-WIC Maintenance Release January 25, 2022 – First of several maintenance releases took place 1/25/22.

## SAFE SLEEP UPDATE

### Infant Products – What to Use or Not to Use?

There are a lot of infant products on the market but, unfortunately, they aren't always safe. How can that be? The graphic to the right outlines some of the reasons for this.

So, what can you do? There are several things you can do to make sure babies aren't sleeping in unsafe products.

#### 1. Use the checklist.

Use the checklist [Is this Infant Safe Sleep?](#) to determine if a product is safe for infant sleep. You can also learn more about the [sleep spaces](#) that are recommended for infants.

#### 2. Check for recalls

If you want to check a product for recalls, [go to the Consumer Product Safety Commission \(CPSC\) website](#). In the What We Do section, you can search for recalls. It may be difficult to search if you don't know a product's exact name – they aren't always well labeled. If you know the brand, it may be easiest to search by the brand even though it will give you a variety of items.

#### 3. Stop using unsafe products

If a product has been recalled, such as inclined sleepers, or is no longer safe, such as cribs made before June 28, 2011, stop using it. If you are working with a family that is using something unsafe, help them find a safe sleep space for their baby or help them figure out how to get a refund on the recalled product so they can purchase something else.

#### 4. Report unsafe items.

The mission of CPSC is to protect the public from unsafe products. To do that, they need people to report when they have concerns about a product. This includes injuries and deaths, but also 'near misses' and other issues. [Anyone can report a concern at SaferProducts.gov](#).

It takes all of us to make sure babies are sleeping safely. To learn more about infant safe sleep, go to [www.Michigan.gov/SafeSleep](http://www.Michigan.gov/SafeSleep).

### Why are unsafe sleep items sold?

There is a strong demand for products that help babies soothe and sleep.

There is a belief that the benefit of a product is greater than the risk.

Not all items sold need to meet safety standards.

There are not enough reports of deaths, injuries or 'near misses' to have products taken off the market.

Companies make money from the sale of these products.

Michigan Department of Health and  
Human Services, WIC Division  
Elliott-Larsen Building  
320 S. Walnut St.  
Lansing, MI 48913

Questions/Comments  
E-mail: JacksonW6@michigan.gov



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## UPCOMING EVENTS/TRAININGS/WORKGROUPS

### March

9: Registered Dietitian Nutritionist Day  
10: Nutrition Ed Workgroup  
15-17: BF Basics  
22-23: CPA  
30: Advanced CPA

### April

5: BF Coordinator  
6: Peer Counselor Manager  
8: BF Workgroup  
12: Vendor Grocer Webcast  
13-14: Clerical  
26: Vendor Pharmacy Webcast  
29: Milk Expression - Okemos

### May

4-5: WIC Training & Educational  
Conference  
13: Promotion & Retention  
Workgroup  
18-19: Clerical  
24-25: CPA

[Visit MPHl to sign up for trainings!](#)

\*All events, trainings, and workgroups will be conducted virtually until further notice. Additionally, training dates are sometimes adjusted. Please be sure to verify training information on MPHl's [WIC Events Calendar](#), as this list may not reflect the final schedule.

This institution is an equal opportunity provider.