



WIC NEWS

Special Supplemental Nutrition Program
for Women, Infants, and Children

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Jan/Feb 2019

Welcome to 2019!

Thank you for your dedicated service and commitment to our many WIC clients through 2018. Last year, we served ~208,000 women, infants, and children throughout the state of Michigan. Yes, caseloads are decreasing as a whole. Do not be discouraged; you are making a huge difference to so many individual lives, and the lives of their entire families!

2018 was a year of major transition at our State WIC Office. We saw many long-term staff retire or pursue other adventures. It's never easy to lose those folks with so much historical knowledge and experience, yet we move forward with staff who have the best intentions to carry those torches forward into new times. While I have only been WIC Director for half of 2018, it has been full! I've enjoyed traveling to many different national WIC conferences, where I met many folks who continually reiterated to me how Michigan WIC leads the way ~ I have great intentions of maintaining that leadership role and continuing to forge the way!

2018 was filled with so much good:

A very full year of successful Management Evaluations, including a USDA ME of the State Office (huge thanks to Genesee and Lapeer counties for their involvement and effort with local agency visits).

We implemented our Integrated Service Delivery project, which is showing incredible early success in capturing some of the clients who may have otherwise been missed.

The Vendor Relations unit has been working hard to increase access to healthy foods by leveraging partnerships with WIC stores, grocers' associations, and other stakeholders involved in food delivery. They held a well-attended Annual Vendor Conference, which encouraged innovative ways to improve the shopping experience for WIC clients. They have increased their presence at stores in order to provide additional training and resources to WIC authorized vendors.

The Brush! oral health pilot project is in its 3rd year, with recent expansion into rural clinics. Because of this project, more than 80,000 infants and children (around 40% of the state's WIC population) now have access to oral health education and oral health referrals through the services available at the participating 50 clinics.

We are awaiting USDA approval of the completely revised nutrition education policies and MI-WIC screen changes that we hope will make your daily work easier. We continue to provide client centered service resources in various forms and have been so pleased to see the committed and caring work going on in so many clinics around the state.

I am excited for what the future holds for WIC. I believe WIC will accomplish great things this year. Keep up the wonderful work and thank you for all you do for WIC!

Christina Herring
WIC Division Director





Michigan WIC partnered with Altarum, McMillen Health, Delta Dental Foundation, and the Michigan Health Endowment Fund to implement a WIC oral health pilot project. The brush! Project spans three years in 50 urban and rural WIC clinics throughout the state.

Clinic staff received brush! curriculum training to integrate oral health education and dental referrals into the nutrition education provided to mothers with young children. In visits with WIC staff following the training, families received oral health education appropriate to their child's age, dental resources (toothbrushes and finger brushes), as well as a referral to a dentist based on their zip code.

As a result, WIC staff demonstrated increased knowledge of the recommended age for a child's first dental visit (from 65% to 99%), as well as an increased comfort level in discussing dental issues (from 28% to 74%). More than 5,000 brush! counseling sessions have been documented. Preliminary analysis of Medicaid dental claims indicates WIC referrals to dentists are associated with a significant increase in dental visits following referral ($p=0.0158$), though the effect varies widely from clinic to clinic.

Because of this project, more than 80,000 infants and children (around 40% of the state's WIC participation) now have access to these 50 WIC pilot clinics. This pilot has increased access to care in both urban and rural settings, established dental homes before the onset of disease, and helped minimize the potential occurrence of early childhood caries.

January is National Birth Defects Prevention Month!

MDHHS Birth Defects Education and Outreach Program is partnering with the National Birth Defects Prevention Network (NBDPN) to raise awareness of birth defects and promote strategies that reduce the risk of birth defects and their complications.

This year's theme is "**Best for You. Best for Baby.**" Although not all birth defects can be prevented, we can help all women who could become pregnant or are pregnant lower their risk of having babies with birth defects. This includes encouraging them to follow some basic health guidelines throughout their reproductive years:

- * Take 400 micrograms (mcg) of folic acid every day.
- * Visit your healthcare provider before starting or stopping any medications.
- * Make sure you are up-to-date with all vaccines, including the flu shot.
 - * Reach a healthy weight prior to pregnancy.
- * Avoid harmful substances during pregnancy, such as alcohol, tobacco, and other drugs.

January is also a perfect time to call additional attention to the importance of folic acid in preventing certain birth defects. The United States Public Health Service recommends that all women of childbearing age consume 400 micrograms (400mcg or .4mg) of folic acid daily to prevent up to 50 - 70% of neural tube defects, such as spina bifida and anencephaly.

You can make a difference in the lives of Michigan families. Additional resources can be found on the [NBDPN website](#). Materials include the NBDPN resource packet that can be tailored to meet your specific needs. These materials contain sample partner and provider letters, a proclamation of the month, as well as links to resources for parents and others interested in learning more about birth defects and infections during pregnancy. If you have questions or would like more information, please contact Courtney Miller millerc47@michigan.gov.



LOCAL AGENCY TOUR

Oakland County WIC



The September Promotion and Retention Workgroup meeting was held at the Oakland County Health Department. Workgroup members took a tour of the spacious WIC clinic. Upon arrival, the client enters the main waiting area and takes a number. Once checked in, the client is taken to the weights and measurements area and is met with a professionally-made bulletin board that introduces clinic staff. Lab work is done in a separate room. The client is then directed to the second waiting room, and subsequently the CPA room. Additionally, the clinic has beautiful Nutrition Education and breastfeeding spaces.



Highlight on Client Centered Service



Monica Smith, MA, LPC, RD

Some of you may know me through one of my CCS trainings or conference sessions. I have been working for many years to coach, train, and pass on my passion for communicating to motivate. In 2019 the Michigan WIC News will feature new tips, encouragement, and suggestions for communicating effectively in tough situations. I look forward to staying connected with you through these short articles.

Please know this is your space and I would love to hear from you! Feel free ask questions, make comments or share your successes or struggles. You can reach me at iamrd@sbcglobal.net. I will respond to each email individually, and if you are willing, I may include your insights in the next installation of *Highlight on Client Centered Service*.

I will leave you with the following thought for the new year:

Every client provides a chance for you to develop and refine your reflective listening skills. You will know what the client needs if you listen to simply understand.





Breastfeeding Corner



You talked. We listened.

Thank you for sharing your thoughts on Coffective with Tina Cardarelli and Amber France on the coaching calls this fall. Some of the key takeaways were:

- ◆ Coffective tools have been integrated into many of your agency's prenatal education curricula.
- ◆ Breastfeeding Peer Counselors utilize the materials most often, with the *We're Prepared Checklist* being the most popular tool.
- ◆ Where Coffective tools are being utilized, hospitals and WIC agencies have had great success in working together. However, many of you are struggling to establish a connection with your hospital.
- ◆ Many WIC agencies are unaware of all the resources available to them and how to obtain them.
- ◆ The greatest challenges you identified were not having enough guidance on how to utilize the tools, staff buy-in, and time to train staff.
- ◆ Your staff need continuous communication and training regarding implementation and incorporation of the tools.

Action steps from the State

- ◆ Your successes, challenges, accomplishments and needs will be summarized and sent to you in an Action Plan. The hospitals have also been sent an Action Plan.
- ◆ The State BF Coordinator and BF team have been working with Coffective to develop a document that will list all the available Coffective resources and where to find/obtain them.
- ◆ We are determining the best way to provide you with communication and training, as well as considering a quarterly webinar/phone call with a focus on problem-solving, along with email tips on how to use the counseling sheets. Understanding that your time is limited and valuable, trainings will be focused on specific problems agencies have identified and agencies will be connected to share expertise and challenges.

Please contact Marji Cyrul at (517) 335-9836 or CyrulM@michigan.gov with any questions or concerns.

IBCLC Recognition

Congratulations to our WIC staff who have recently passed their IBCLC exams! Thank you for striving to increase breastfeeding support in Michigan WIC!

OLHSA

Kirsten Douglass



Peer Success Story

September Separation



By Rachel E. Delgado, Peer Counselor

The last year has definitely been a whirlwind for me. I left a job of 14 years that I was comfortable, but not satisfied, with for one that has given me an opportunity to use **ALL** of my mothering experiences, especially one of my favorites: breastfeeding. I have been a WIC Mom for the last 14 years. I have been pregnant and/or breastfeeding for most of these years, as well as being a full-time working mommy in a world that isn't so breastfeeding-friendly. What better way to connect with moms than with my own experiences? What I did not anticipate was what I would learn from them.

Breastfeeding has always been very natural to me. I have nursed and not really thought about it, so when I became pregnant 3 months into my new job as a Peer, I was nervous because I was so new, but also excited. I was taking everything in to really connect with my pregnant moms here at WIC. I would check on moms to see how breastfeeding was going and they would ask me how I was doing. I would talk to pregnant moms about how they were feeling, then they would turn around and ask how I was feeling. This beautiful human experience is a special one. To experience one of the most special times in my life with other moms who were experiencing their own special times was awesome. Don't get me wrong....there were a couple of times that hormones took over in my office and we found ourselves sweating in the summer heat, even in the air conditioning; but it was still special.

After 7 weeks of maternity leave, I came back, thus the "September Separation." The first week is the hardest. Missing the smell of your baby and wondering how they are doing without you is so difficult. My WIC moms were worried about me too. I got messages from moms, on FACEBOOK of all places, checking on me and wanting to know how the baby and I were doing. I, in turn, couldn't wait to get back to them. I wanted to make sure that I was available if they needed me. I wanted to make sure they were ok. Yes, we as Peers are educators. I say "I sell breastfeeding." But as a Peer, it is that human connection that connects the dots. Only then can we see the whole picture. I am a WIC mom, and this month, I am the success story. Being here and present in this WIC clinic, I hope to help many moms achieve their successes...their "*Beautiful Breastfeeding Journeys.*"

WIC Policy Corner

Submitted by: Amy Thompson, WIC Policy Coordinator



Happy New Year!

We're starting the new year with new ideas for improving how our WIC policy process works. It is important to us that local agencies have input as we evaluate that process.

To that end, we surveyed the Local Agency Policy Workgroup members for their ideas on how to have better communication when initiating new policies or recent policy revisions, and possibly increase the number of meetings/workshops/conference calls to maintain an open dialogue on current issues.

If you have not had an opportunity to provide feedback on these issues and would like to, please send me an email with your comments and suggestions to be included in our review.

I am looking forward to hearing from all of you and planning for the new year!

Phone: 517-335-0031

Email: thompsona13@michigan.gov

STATE UPDATES – E-NOTICE RECAP

#2018-162: Nutrition Education Updates

- The next Nutrition Education Workgroup meeting will take place on February 14th, 2019. Please see E-Notice for a recap of the September meeting.
- Creating High-Risk Care Plans webinar will be rescheduled for a future date.
- Nutrition Matters handouts and Learning Zone Express posters were mailed to main clinics for distribution.

#2018-163: MI-WIC Release 8.0

- Release was completed on 10/17/18. Please see E-Notice attachment for release notes.
- Release webcast was held on 10/4/18 and is archived at <https://events.mphi.org/webcasts-online-learning/>.

#2018-165: MI-WIC E-Forms Module

- E-Forms ordering is now in MI-WIC as a separate module.
- For local agency staff to receive access to this module, they will need to be assigned the “LA E-Forms Clinics Ordering” role. This can be assigned on the LA Roles screen in the Admin Module.

#2018-168: Integrated Service Delivery Materials

- The ISD project is fully functioning.
- Please see E-Notice attachments for additional information on handling incoming referrals and direct questions to Kristina Ressler at ResslerK@michigan.gov.

#2018-170: Medela NASPO Contract Changes

- Some individuals may have received an e-mail from Medela regarding not being selected for an award on the new NASPO contract. As a state, we will be doing an independent contract, so there should be no effect on local agencies.
- If you have an immediate need for a Medela product, please send your request to Hanna Thelen at thelenh1@michigan.gov.
- Please call or email Julie Lothamer at 517-335-5564 or lothamerj@michigan.gov with any further questions.

#2018-172: Breastfeeding Connections Newsletter

- Please see E-Notice attachment for the November issue of the newsletter.
- Please contact Hanna Thelen at thelenh1@michigan.gov with any questions or comments.

#2018-175: 2019 Nutrition Education/Breastfeeding Time Study

- The WIC Division requires a sample of local agencies to report time spent on nutrition education and breastfeeding expenditures in MI-WIC during three separate weeks of the fiscal year.
- Please see E-Notice for the schedule, as well as to verify whether your local agency has been selected to participate.
- Applicable web training may be accessed at

<http://mediasite.mihealth.org/mediasite/Catalog/pages/catalog.aspx?catalogId=6895a7bd-3b53-44d4-b5ce-ff857e6c1adc>

- Please contact Lissa Smith at SmithL77@michigan.gov or (517) 335-8901 with any questions or comments.

#2018-178: Promotion and Retention Workgroup

- The next Promotion and Retention Workgroup meeting will take place on January 18th, 2019 at MPHI.
- Please see E-Notice attachments for a recap of the November meeting and multiple promotional materials.
- Please contact Whitney McFadden at McFaddenW@michigan.gov with any questions.



Infant Safe Sleep



When a mom is breastfeeding, her body releases a hormone called oxytocin. This hormone helps with the bonding process, but it also makes mom sleepy. Even when moms and dads are bottle feeding, they may become sleepy during the feeding due to the sleep deprivation they experience when caring for a baby.

It is common for parents to bring their baby into an adult bed to feed or comfort. It is recommended that caregivers sleep on a separate surface from the baby, but many parents may accidentally fall asleep when feeding or comforting their babies. This situation can be dangerous, as there is often loose or soft bedding (such as blankets or pillows) in the bed. Babies can also fall into and become wedged in the space between the adult mattress and the wall or nearby furniture. Parents who bring the baby into an adult bed for feeding or comforting should remove all soft items and bedding from the area, especially if there's any chance that the caregiver may fall asleep. Parents should put their baby back into his or her separate sleep space when the baby or parent is ready to go to sleep. If the parent accidentally falls asleep while feeding or comforting baby in the adult bed, the parent should put the baby back into his or her separate sleep space as soon as the parent wakes up.

Here are some tips on how parents can stay awake and how to prepare for the possibility of accidentally falling asleep while feeding baby.

 Set a phone alarm for a short period of time	 Remove blankets and pillows from the area where you will be feeding baby in case you accidentally fall asleep	 Ask other adults in the home to provide some of the baby's care
 Make arrangements so that if someone falls asleep with baby, another adult will move baby to a safe sleep space	 Listen to music, watch T.V., or talk on the phone	 Walk while holding the baby
 Don't feed baby in a chair or on the couch if you are sleepy	 Have a tall glass of cold water	 Open a window

The American Academy of Pediatrics recommends a firm, flat sleep area for babies – a crib, portable crib, bassinet, or play yard is recommended. In addition, the crib, portable crib, bassinet, or play yard should follow the safety standards of the Consumer Product Safety Commission (CPSC). To learn more about infant safe sleep, go to www.michigan.gov/safesleep.

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PLACE
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Questions/Comments
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UPCOMING EVENTS/TRAININGS/WORKGROUPS

January

- 18: Promotion and Retention
Workgroup - MPHI
24: Management Evaluation/MI-WIC
Release 8.1 Webcast

February

- 9: MI-WIC Release 8.1
14: Nutrition Education Workgroup -
MPHI
20: Breastfeeding Workgroup - TBD

March

- 12-13: WIC Conference - Grand
Rapids
14: Anthro Training - Grand Rapids
14: Lab Training - Grand Rapids
14: ISD Training - Grand Rapids
19: BF Coordinator Training - MPHI
20: Milk Expression Training - MPHI
20-21: CPA Training - Bay City
27: Advanced CPA Training - Lansing

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

We Need You!

Our local agencies are the driving force behind the WIC News and we need your stories, team-building ideas, staff shout-outs, innovative Client Centered Service ideas, and anything else you are interested in sharing. Please email Whitney McFadden at McFaddenW@michigan.gov with any content you would like to see in an upcoming issue!