Breastfeeding, WIC, and the Weight of the Nation

We know that exclusive breastfeeding protects babies from excessive early weight gain and so can prevent child obesity. We also know that breastfeeding rates have significantly increased in California WIC. So what?

WIC researchers in Los Angeles looked at five years of data on more than 70,000 WIC infants originally enrolled in 2004-05. Obesity rates of WIC kids who were breastfed as infants were found to be significantly lower (by 23%) than among those who were formula-fed. Moreover, babies who were exclusively breastfed for at least 6 months were even less likely to be overweight as preschoolers:

For WIC practitioners and policymakers looking for ways to address the obesity epidemic, this is a very big deal. State data show that between 2003 and 2011, the rate of exclusive breastfeeding among California WIC moms rose by over 27% in the first month after birth, and by nearly 7% for six-month-olds! If this trend continues, early childhood obesity rates will begin to decline—and WIC will directly contribute to lowering the Weight of the Nation.

We hope you’re inspired to keep “moving the needle” by the examples and stories in this year’s Special Breastfeeding Edition. Enjoy!
World Breastfeeding Week: August 1-7

It’s time to celebrate breastfeeding improvements in our hospitals, workplaces and communities! This year’s World Breastfeeding Week international theme, Understanding the Past—Planning the Future, takes the long view of how we are making progress toward improving support and acceptance of breastfeeding. Join us at the Capitol or at an event in your community!

Mother-Baby Friendly Workplace Awards and State Breastfeeding Awareness Walk

Wednesday, August 1
12-1pm
North Steps State Capitol (11th and N Streets)
Employer awards • Special presentations • Capitol park walk
Organized by the California Breastfeeding Coalition: www.californiabreastfeeding.org/

WIC Nutrition and Breastfeeding Counselors: Leveraging Them for ACA Preventive Services

Health care reform is a huge opportunity for WIC and our partners in clinics and medical offices to promote effective preventive services. Under the Affordable Care Act, by 2013, millions of enrolled healthcare consumers should be able to access nutrition/weight control and lactation counseling and breast pumps – with no co-pay.

With the largest workforce of culturally competent Registered Dietitians, and a growing cadre of certified Lactation Consultants (IBCLCs), WIC programs should be actively positioning themselves as key partners in the design and implementation of Preventive Services.

CWA has two new tools designed to help WIC practitioners get more involved with the design and roll-out of Preventive Services:

Advocate for Effective Services
CWA’s new Policy Brief, Opportunities for Nutrition and Breastfeeding Interventions, can help WIC allied health professionals advocate with health plans to ensure that preventive services are more than pamphlets or an 800 number. Members need comprehensive evidence-based preventive benefits, including in-person visits with RDs and IBCLCs, and, when needed, quality breast pumps.

Learn How to Make it Work
The Ramping Up for Reform Toolkit describes how RDs and IBCLCs working in WIC and other community settings can tap into opportunities for reimbursable nutrition counseling and lactation support – above and beyond the brief interventions that occur in the WIC setting.

We describe several different case models for WIC-community collaborations, and explore how to:

• make referrals or set up agreements between organizations;
• tap into, design or improve opportunities for reimbursement; and
• pick up examples of working approaches to using RDs and IBCLCs, including WIC staff, to better serve low-income mothers and get paid for it!

The end result: improved access to lower-cost allied health professionals, a better continuum of nutrition and breastfeeding care, and improved health outcomes. You’ll find both these new tools at www.calwic.org/focus-areas/breastfeeding/health-care-reform

Breastfeeding News

World Breastfeeding Week: August 1-7

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Dads at WIC: Taking Breastfeeding Rates to the Next Level

Jeremy Lampel of Community Bridges WIC asks us to picture this: “I am sitting in a Certified Lactation Counselor training and our instructor is reviewing the UNICEF/WHO Ten Steps to Successful Breastfeeding. As the class proceeds from step one to two and beyond, I keep anticipating what’s to come. When will we get to the part that describes the value of educating the baby’s father?”

We often believe that moms will communicate with their partners about breastfeeding and dads will inherently know how to provide the best support. At WIC we do not assume that all new mothers are already knowledgeable about breastfeeding (although some are), so we shouldn’t assume that new fathers will automatically know how to support a breastfeeding partner.

The evidence is irrefutable. Fathers are the number one external influence on breastfeeding success. How do we use this to drive our breastfeeding rates to the next level? Let’s invite fathers into our clinics and engage them! Educating staff on how to interact with dads is a great place to start. How about including dad’s role in breastfeeding as a topic for staff training? Dads want what’s best for their children and when they are engaged respectfully about their child’s health, they will respond enthusiastically.

Many WIC fathers may already know that “breast is best”; however, it doesn’t end there. Fathers will benefit from instructions or a simple list of how they can best support mom and become involved in the breastfeeding process. If a father can see the big picture and understand his role in breastfeeding, he will be willing to do much more than change a dirty diaper.

As described in the Dads at WIC Session at CWA’s Annual Conference, here is a glimpse of what some agencies are currently doing. Find out more and try some in your agency!

- **Riverside County WIC**’s innovative DADS 4 LIFE Peer Counseling Project is a father-to-father group that encourages and supports the partners of exclusively breastfeeding mothers. Read more at [http://www.doc-txt.com/Riverside-WIC.pdf](http://www.doc-txt.com/Riverside-WIC.pdf) or contact Wesley Hibble at whibble@rivcocha.org.

- **Community Bridges WIC** has been working to create a father-friendly clinic for the past 3 years. Their program includes father’s classes, male WIC counselors, and all staff trained to engage fathers in supporting breastfeeding. Contact Jeremy Lampel at jeremyl@sccwic.org.

- **Yolo County WIC** has scheduled Daddy’s Tool Bag “home improvement”-style workshops to help teach new dads how to care for a newborn, including the importance of breastfeeding and how a dad can be most supportive. Contact Ted Hendricks at [ted@eldoradomedia.info](mailto:ted@eldoradomedia.info) or call 916-719-4343.

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**How can dad help with breastfeeding?**

- **Run interference in the hospital**  
  (be the bouncer)

- **Take care of mom’s needs**
  - Make sure mom is comfortable
  - Bring water and food while nursing
  - Help with latching
  - Change diapers

- **Build confidence, be the cheerleader**
  - Increase confidence without adding stress

- **Squash criticism**
  - Family and friends may criticize
  - Offer info about health benefits
  - Guard mom from criticism

- **Bond with baby**
  - Skin-skin, napping on dad’s chest
  - Bath time-opportunity to develop special relationship
  - Eye to eye contact
  - Burping

Developed by Community Bridges WIC
CWA News

2012 WIC/Breastfeeding Information & Education Day

On May 30th, nearly 75 WIC and Breastfeeding advocates from across the state came to the State Capitol to participate in CWA’s annual WIC/Breastfeeding Information & Education Day. The day began with a visit from Senator Loni Hancock, who spoke on the importance of SB 1190, CWA’s sponsored legislation to expedite the WIC program’s transition to EBT, and voiced her support of the WIC program. We were lucky to have Alexis Fernandez from the California Food Policy Advocates join us to discuss their important hunger-related legislation. Hanna Snider, from the office of Assemblymember Michael Allen, spoke in support of eliminating workplace discrimination related to breastfeeding with their authored bill, AB 2386, sponsored by CWA. Thank you to everyone who attended meetings and educated members of the legislature on the importance of breastfeeding policy and the WIC program. We hope to see you all next year!

Our core CWA advocacy team joins forces at WIC/Breastfeeding I & E Day: Michelle Turner, Samar MacGregor, Laurie True, Donna Hoffman, Terri Cowger-Hill, and Karen Farley.

Summer Intern Jumps In

UC Berkeley School of Public Health graduate student Andrea Lee has jumped in at CWA this summer with both feet... not to mention a level head, capable hands, and big smiles. In her 12 weeks at CWA (May to August), she’s helping us write three new policy briefs, organize an informational webinar, and pitch in where needed. Before returning to school, Andrea worked with substance abuse prevention projects. In her Master’s program, with a concentration in Health and Social Behavior, Andrea is focusing on the intersection of the urban built environment and access to healthy foods in low-income communities of color.

Welcome and thank you, Andrea!

Summer Intern Jumps In

Just a few weeks after she came to CWA, Andrea (left) was advocating for WIC as she met with Erika Bustamante (center, of Assemblymember Alejo’s office) and Leah Groppo (right, San Benito Health Foundation WIC) at the May 30 Information & Education Day.

Register at www.calwic.org/events.
Federal Budget

In June, the House Appropriations Committee made WIC history: the House Republicans intervened in the selection of specific WIC foods, at the bidding of potato growers, and over the objections of Democrats and a coalition of public health groups. Accepting an amendment by Rep. Mike Simpson (R-ID) to include white potatoes as a WIC-allowed vegetable, the Committee sent the FY 2013 Agriculture bill to the House floor for a July vote.

In addition to the troubling spuds vote, the House Committee eliminated all WIC set-aside funds, including Breastfeeding Peer Counseling (BFPC) and related activities, MIS/EBT and infrastructure. If passed, these cuts will result in poorer health outcomes, a direct loss of jobs and a rapid deterioration of WIC frontline services.

While disheartening, the House action is not the end of the story. Advocates continue to fight for WIC BFPC funds and against attempts to politicize WIC food package decisions. And remember: the Senate version of the bill fully funds WIC, including the BFPC set-aside and leaves the food package alone. How and when the two bills will be reconciled is anyone’s guess, but one thing is clear: it’s time to rev up for WIC advocacy! Stay tuned for possible House floor alerts, as well as We Need WIC Phase II actions in a few weeks.

State Bills

CWA is sponsoring two bills this year. SB 1190 (Hancock & Pavley) aims to ensure the implementation of an electronic benefits transfer (EBT) system for California WIC as soon as possible. It would require the Department of Public Health to provide semi-annual briefings to inform the Legislature and interested parties on the status of EBT system implementation. Encountering no opposition in the Senate, SB 1190 passed Assembly Health and has moved on to Appropriations at press time.

Our second bill, AB 2386 (Allen and Lowenthal, Senator Evans) clarifies the definition of sex discrimination under the Fair Employment and Housing Act to include breastfeeding. It would provide workplace protections for nursing mothers as well as promote greater acceptance of nursing mothers in the workplace. AB 2386 passed Senate Appropriations and has moved onto the Senate floor at press time.

To read or subscribe to these or other bills, visit www.leginfo.legislature.ca.gov. To see the complete list of state bills CWA is following, view our State Policy Center page at www.calwic.org.

Get & stay connected!

Visit CWA on Facebook! (Search for California WIC Association.) Follow us on Twitter, too! You’ll find us at www.twitter.com/calwic....and read our blog at www.calwic.org!
State Update

New Training Tools Reflect WHO Growth Standards

As anyone who works in WIC knows, breastfeeding is the recommended standard for infant feeding. Current (2006) growth standards developed by the World Health Organization (WHO) reflect growth patterns among children who were predominantly breastfed and are based on an evidence-based study and normal physiological growth. In fact, some of the original research for this study was collected in Davis, by IBCLCs, some of whom work for WIC.

The California WIC Program is developing training and materials to assist local agencies with implementing the WHO growth standards by October 1, per USDA mandate. After pilot testing, these materials will be available in late summer/early fall. In addition, State WIC will provide two train-the-trainer webinars on August 14 and 15. Watch for more information via a PWPC letter soon.

Many other major health care organizations, such as the American Academy of Pediatrics and the Centers for Disease Control and Prevention, recommend the use of the new standards. Other California state agencies, such as the Child Health and Disability Prevention Program, are also adopting the standards. Use of the new standards will help identify children at risk for overweight and obesity more accurately, and hopefully ensure that they receive services to prevent health problems later in life.

California WIC is excited about integrating the WHO growth standards! As another positive step toward obesity prevention, adopting these standards supports the work of WIC to promote breastfeeding and will provide WIC and families with more accurate data.

Guide for Talking about Weight

<table>
<thead>
<tr>
<th>Underweight</th>
<th>Healthy weight</th>
<th>High Weight for Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>At risk of underweight</td>
<td>2-5</td>
<td>50</td>
</tr>
</tbody>
</table>

Coming soon: New materials such as this, which incorporate current WHO growth standards, will be used in local WIC agency training this fall.

Hospital Breastfeeding Report Release Planned

Just in time for World Breastfeeding Week, the hospital breastfeeding state and county fact sheets will be released on August 1 during the Annual State Capitol Breastfeeding Walk and Awards. Using 2011 data collected by the Genetic Disease Screening Program and posted by the Maternal Child and Adolescent Health Program of the California Department of Public Health, this year’s data can be trended to 2010 data.

Produced by CWA and UC Davis, these tools are provided to assist health advocates in California communities dialogue about ways to improve hospital breastfeeding policies. Collaborations between WIC agencies, community clinics, and medical providers can promote the best maternity care practices and safety nets for mothers and babies to breastfeed.

Be a part of this project! Let your local media know about this report now, and plan to assist a local reporter to run a story on local hospitals and breastfeeding. Contact Karen Farley at CWA for more information: kfarley@calwic.org.
Regional Breastfeeding Liaisons: Peninsula Partners Make Progress

The Peninsula Regional Breastfeeding Collaborative comprises the Regional Breastfeeding Liaisons (RBL) from WIC Programs in three counties: Wendy Wright, Santa Clara County; Kim Jordan, City and County of San Francisco; and Sheila Janakos, San Mateo County (left to right in photo below).

These IBCLCs work together to market WIC breastfeeding services, educate and network with birthing hospitals and health care providers, promote baby friendly hospital policies, and gain greater support for breastfeeding mothers.

Besides facilitating regular Breastfeeding Task Force meetings in her county, each RBL locally promotes breastfeeding in a variety of ways. For example, Kim compiled the results of the Baby-Friendly Self-Appraisal, completed by all five delivery hospitals in San Francisco, and presented findings to the SF Food Security Taskforce. Sheila reviewed and revised local hospital breastfeeding policies to reflect Baby-Friendly principles. Wendy promotes WIC breastfeeding services with staff at local hospitals and community members at farmers’ markets, displaying information about a variety of educational themes on poster boards that rotate throughout county sites.

While their individual efforts make an impact in each county, the power of collaboration is evident region-wide. As collaborators, they have:

- Designed a needs assessment survey completed by 90% of hospitals in the region.
- Provided “Baby Steps to Baby Friendly” educational teleconferences to help facilities and healthcare providers navigate the Baby-Friendly Process.
- Established a region-wide breastfeeding steering committee, which includes at least one champion physician and key stakeholders from each county’s Breastfeeding Task Force.
- Held World Breastfeeding Week events such as the “Super Doc Breastfeeding Champion Contest.”
- Contacted all local and state politicians and received a Breastfeeding Friendly Proclamation from 13 local cities last year.
- Published articles in a regional magazine, Parenting on the Peninsula.
- Created a RBL web page to share current legislation, activities and events, and a Baby Friendly policy toolkit with breastfeeding partners in the region: www.PeninsulaBreastfeeding.org.
- Trained over 200 providers in breastfeeding-related topics, such as Skin to Skin, the Baby Friendly Hospital Initiative, and Baby Behavior.

Acting as a conduit to foster connections and collaboration in the breastfeeding community and sell WIC as the breastfeeding resource for the region, this dedicated group of RBLs continues to nurture relationships, reach out to new partners, and creatively educate professionals and the public about what’s best for babies.

Dr. Sarah Beckley is one of PRBC’s Super Docs!

Anne Garrett and Sheila Janakos appreciate Redwood City’s Breastfeeding Friendly Proclamation.
Local Agency News

Peer Counseling in Nevada County

Nevada County WIC’s Breastfeeding Peer Counseling Program is thriving! Our community continues to gain advocates for breastfeeding with each new family that our breastfeeding peer counselors (PCs) support. The accurate education PCs provide continues to touch new people every day.

PC Laurie Chamberlin finds it most beneficial to schedule a “Breastfeeding Interview” during pregnancy. This is a face to face consultation to learn about the pregnant mother, assess her specific needs and prepare her with information and education she needs to breastfeed her baby. She also finds postpartum hospital visits to be invaluable.

Dedicated client and breastfeeding mom Donya Miguel says, “If it wasn’t for all the help and support from WIC and Laurie Chamberlin, my Peer Counselor, I wouldn’t have been able to stick with breastfeeding. Everyone at WIC is so knowledgeable and understanding, thank you!”

Meeting Unmet Needs: Breastfeeding Cultural Outreach Task Force

In Spring 2011, inspired by a presentation on The Black Woman’s Guide to Breastfeeding, De Linda Horton, West Oakland Health Center (WOHC) WIC Program Coordinator, recognized anew the challenges her African American participants faced. She worked with RBL Jeanne Kettles to purchase copies of the book and form a Breastfeeding Cultural Outreach Taskforce (BCOT). BCOT brought together WIC staff and other community partners across Alameda and Contra Costa Counties to address these challenges.

BCOT members read the book and discussed root issues undermining breastfeeding for African Americans, such as historical trauma, lack of positive imagery, and myths and messages promoted by formula marketing. They explored the strengths and abilities of the WIC community and partners to provide the intensive counseling, circles of trust and support necessary for women and their families, and shared effective strategies.

Next, BCOT worked with WOHC WIC, the Alameda County Breastfeeding Coalition, and First Five to shape a seminar bringing together nurses, WIC staff, and others for the first time on this unique focus. Family health experts, local hospital leadership, and a panel of African American (male and female) WIC Peer Counselors and IBCLCs, presented about the role of breastfeeding in reducing health disparities, policies needed to promote and support breastfeeding, and referral and collaboration efforts among agencies.

With the help of BCOT, WOHC recently applied for Kaiser Community Benefits to house part-time African American IBCLCs (former WIC PCs) at Oakland clinics to develop mothers groups and help the clinics become Baby-Friendly. This program hopes to model FQHC reimbursement for sustainable, accessible lactation care and collaboration among seven other Alameda County centers serving WIC participants. Meanwhile, BCOT members are developing a social marketing campaign to address the lack of positive visual images with culturally-competent media for community education.
Local Agency News

Peer Counselor Brochures: A Professional Touch

Last fall, the Breastfeeding Peer Counselors (WNA/PCs) from United Health Centers WIC (UHC) visited the Madera County WIC Program to observe their PC program implementation. The UHC staff was intrigued by the personalized brochure the Madera County PC used along with a customized brochure stand.

Upon their return to headquarters, the UHC WNA/PCs eagerly talked with their Administrative Assistant, Mario Valencia, who had shown great talent in developing graphic art and promotional WIC materials. Mario set to work, and “voila!” Each of the four WNA/PCs had a promotional brochure, personalized with their photo and unique background information, such as those pictured here.

Mario then developed an insert page for a clear plastic brochure stand that displays a stack of brochures. Brochures are available for participants in English and Spanish.

Although this is a fairly simple promotional idea, UHC PC Program Coordinator Beth Arrindell believes it is an exemplary practice, easily replicated in other agencies. She says the brochure “allows the participants to ‘connect’ with the WNA/PC, sometimes before they meet her. The beautiful way in which Mario developed the brochure, and how the brochure and stand insert complement each other,” also adds a professional touch to promotional and outreach efforts.

“...the brochure ‘allows the participants to “connect” with the WNA/PC.’”

Partnering for Summer Lunch at WIC

For the second summer in a row, Merced County Community Action Agency (MCCAA) has offered free meals for children through the Summer Lunch Program at their largest clinic. How do they do it, you ask? In a word: partnering!

First, WIC Program Director Karen Gillian partnered with Terri Soares, Nutrition Services Director for Merced City Schools, to have meals prepared and delivered to the site. The USDA reimburses sponsors for all lunches served that meet the Summer Food Service Program requirements. Karen then arranged for a college student volunteer to organize activities for children who come for lunch, such as table games, coloring, word puzzles, and a raffle for small prizes.

A new partner this year, Central Valley Health Network, will provide nutrition and physical activities each Tuesday through the Children’s Power Play! Campaign. Other partners providing kid-friendly activities include the local chapter of Future Farmers of America (FFA), the Merced Bicycle Coalition, and the Police Department Cadet Unit.

MCCAA’s goal is to increase lunches served by providing lots of activities with kid appeal. In summer 2011, an average of 21 kids ate at WIC each day. In early summer 2012, the daily average was up to 30!

School districts serving the same neighborhoods as MCCAA often have nearby Summer Lunch sites, so WIC staff distributes the school district’s flyers to WIC families. Participants in MCCAA’s Smart Shopping class in June received summer lunch flyers for the nearest site and were encouraged to attend as a strategy to maximize their food dollars.

Consider offering Summer Lunch at your WIC site(s) next year! For more information about the Summer Food Service Program, contact the California Department of Education at 916-322-5885 or visit http://www.cde.ca.gov/ls/nu/st/stspinfo.asp.
Moving Up:  ▲

NC Scholar Haydée Herrera-Sosa was born and raised in México where she studied engineering. After getting married she immigrated to the US. Still far from extended family when her second child was born, Haydée discovered the importance of peer support to succeed in breastfeeding. Haydée joined La Leche League (LLL) and her love for the field of lactation was born! Soon, she started facilitating LLL support groups.

A few years later, Haydée became an International Board Certified Lactation Consultant (IBCLC) and discovered the other side of WIC. She had mistakenly believed that WIC was the place where mothers went to get formula. Haydée never imagined that she would join the WIC staff—as an IBCLC at Native American Health Center (NAHC) in Oakland—and find that working for WIC is wonderful! Challenging, yes, and yet very rewarding.

With the support of NAHC-WIC, Haydée has volunteered in the Peer Counselor Work Group at State WIC and as a member of the California Breastfeeding Roundtable, got her feet wet in public health advocacy.

Haydée understood that to become a better advocate for WIC mothers she needed more tools; hence, her decision to return to school, something she had put on the back burner to raise a family. Haydée is now in the UC Davis Maternal and Child Nutrition Masters Program. With the help of a California Nutrition Corps Scholarship, she hopes to graduate in 2013.

Currently, Haydée is very busy supervising the Peer Counselor program, acting as Interim Director at NAHC-WIC and attending school. She manages all this thanks to the help and support of her co-workers, Peer Counselors and WIC friends.

Moving Out:  ▼

We say a fond—but not final—farewell to Leslie McDonnell, retiring Director at Glenn County WIC. It’s clear that Leslie is a lifelong learner. She taught food science and restaurant management at San Francisco State, worked in WIC for 12 years, became an IBCLC in 2005 (“thanks to WIC,” she says), earned her Masters degree in 2009, and would like to return to teaching post-WIC. CWA is grateful that Leslie served on our Board of Directors for two terms, in addition to serving on State Task Force for three terms. She plans to continue part time in Glenn County’s breastfeeding PC program as needed, and is considering working for the WIC overseas program. Thanks for your energetic contributions, Leslie!

Moving On:  ➡️

In May, we expressed our gratitude (see photo, back page) to outgoing California WIC Director Michele van Eyken, wishing her well in her new endeavors at California Nutrition Network. While she’s not gone far, we’ll miss her daily dedication to the WIC program. Michele’s education in Sociology and Public Health, plus Peace Corps service in Cameroon and consulting at farmworker health clinics in the Coachella Valley, prepared her well for over 26 years of service to our WIC community at local and state levels. A thousand thanks and best wishes, Michele!
Wellness at Watts Healthcare Corporation: In It for the Longterm

Since CWA’s 2003 launching of “WIC Walks the Talk,” the WIC Department at Watts Healthcare Corporation (WHCC) in Los Angeles has participated in many wellness activities and events, including walking miles around the world, virtually visiting foreign countries, and tasting great foods. Staff members have been recognized for wearing pedometers, clocking steps, and logging miles. From this moving effort came staff commitments to lose weight through agency-wide programs, such as The Biggest Loser, Komen Race for the Cure, and President’s Physical Activity Challenge. In other grassroots wellness efforts, employees have teamed up with other staff to achieve personal weight loss goals.

After the Healthy Habits kickoff and completion of staff surveys, staff began to focus on other wellness efforts: eating a variety of fruits and vegetables, drinking more water, creating healthy recipes, gathering for healthy potluck breakfasts and lunches, and learning to manage health conditions like diabetes, hypertension, sleep apnea, and others. Staff were excited to earn “Healthy Bucks” for their efforts, and looked forward to staff meetings where they could spend the “bucks” to purchase various health items that would help keep them on track.

Because of the ongoing wellness program, employees now consciously bring healthy items to meetings, exercise on Wellness Wednesdays, and take advantage of other health-promoting opportunities, including a local YMCA discount, Stress Management and Life Counseling, and Financial Advising. Plus, they formed a “Mega-Watts” Team for the WIC Olympic Challenge at the 2012 CWA Annual Conference!

Proving that healthy habits can be contagious, the WIC department is now known in the WHCC Health Center as the place to go for exercise, healthy recipes and spa water. They remain committed to “raising the wellness IQ” of WIC staff, WHCC, and their community as a whole.
California WIC Association
1490 Drew Avenue, Suite 175
Davis, CA 95618

Save the Dates

CALIFORNIA BREASTFEEDING WALK & AWARDS
August 1, 2012
State Capitol • Sacramento

FALL CONFERENCE
October 9-10, 2012
24th Street Theater • Sacramento

WE'RE GOING GREEN!

Contribute to the WIC Watch!

Share your best practices and success stories:

FALL 2012
Deadline: August 20, 2012

WINTER 2013
Deadline: November 30, 2013

NEW E-MAIL OR MAILING ADDRESS?

NEED MORE COPIES OF THE WIC WATCH?

Contact Margaret Aumann at:
maumann@calwic.org
CWA, 1490 Drew Ave., Ste. 175
Davis, CA 95618
530.750.2280 phone • 530.758.7780 fax

CWA Executive Director Laurie True presents outgoing California State WIC Director Michele van Eyken with a tree laden with “leaves of appreciation” contributed by WIC staff all over California.

Read the WIC Watch online at http://calwic.org/news-a-publications/wic-watch. SHARE THE LINK!

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2011 - 2012

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