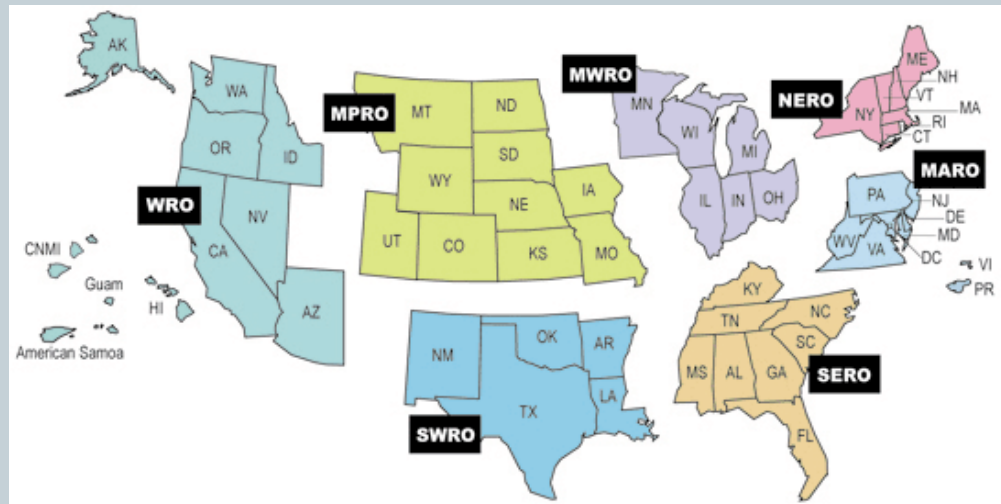


# WIC: MID-ATLANTIC REGIONAL BRIEFING



TUESDAY, MARCH 10<sup>TH</sup> 2015



# 4 Pillars of WIC Service



**Nutrition  
Education**

**Breastfeeding  
Promotion  
and Support**

**Referrals to  
Healthcare  
and Social  
Services**

**Nutritious  
Food Package**

# 3 Policy Areas



**WIC Food  
Packages**

**Annual  
Appropriations**

**Child Nutrition  
Reauthorization**

# 2 Main Impacts

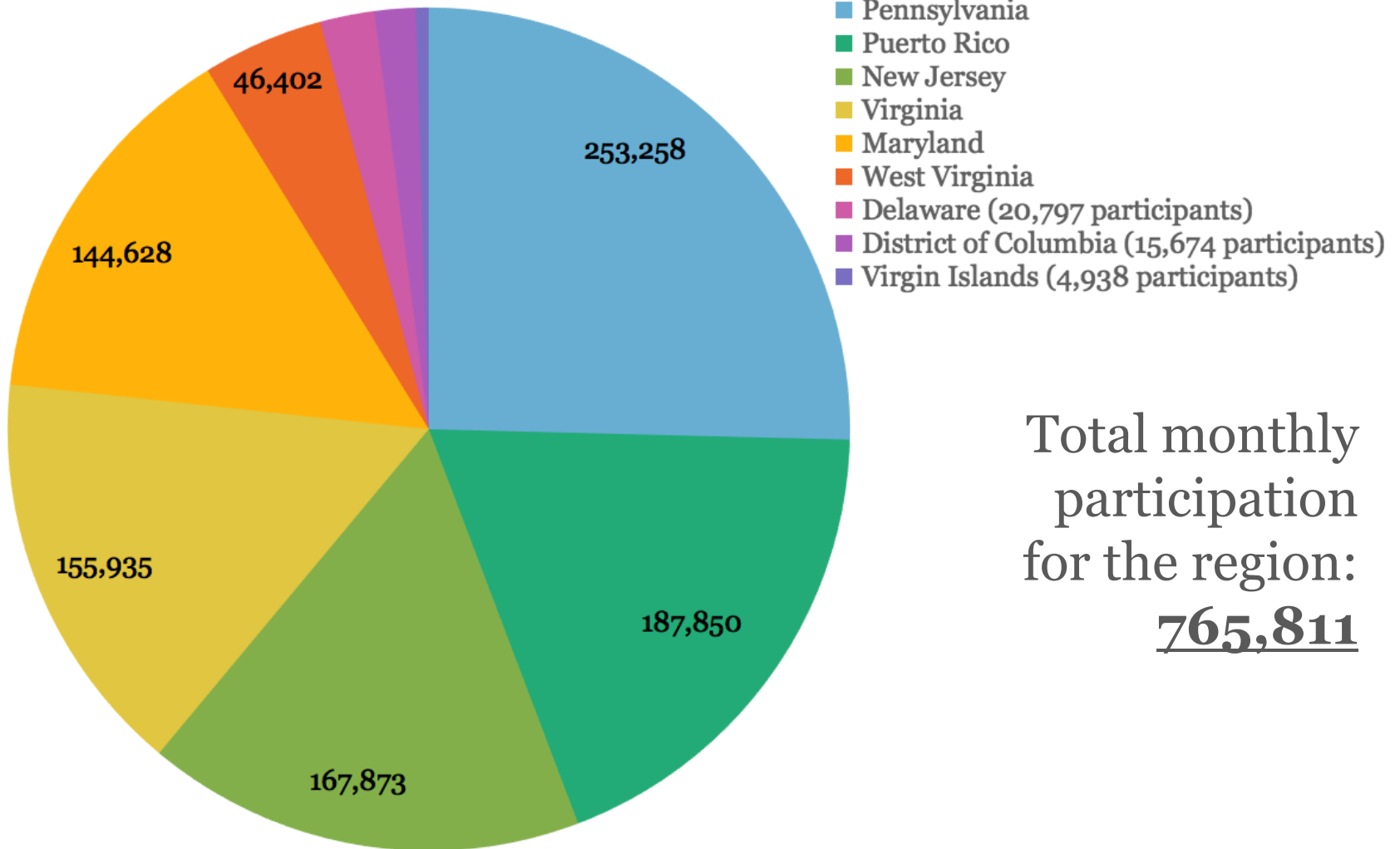


**1. Improves  
Health  
outcomes**

**2. Decreases  
Healthcare  
costs**

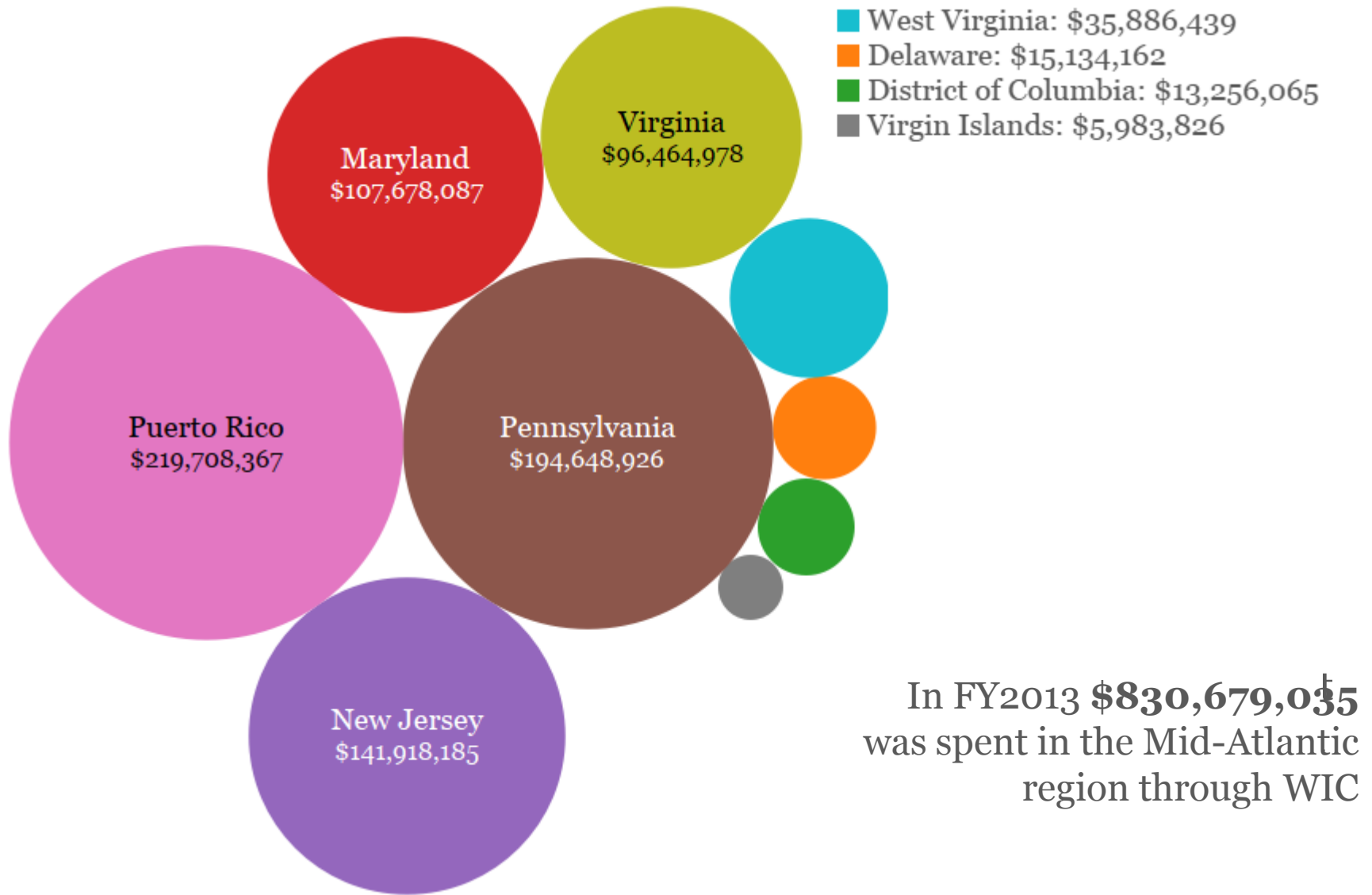


# Average monthly total participation (FY2013)



Total monthly participation for the region:  
**765,811**

# WIC dollars spent in the region (FY2013)



# Breastfeeding rates: Great progress

% increase in breastfeeding rate between 1998 and 2012	
New Jersey	21%
Maryland	20%
Pennsylvania	20%
District of Columbia	14%
Puerto Rico	13%
Delaware	11%
Virginia	8%
West Virginia	7%
Virgin Islands	6%



Source: USDA 2012 WIC Participant and Program Characteristics (PC) Report.

# WEST VIRGINIA







12/07/2014

# MARYLAND



Maryland **WIC**

Better Nutrition Brighter Future



## MISSION STATEMENT...WHY WE ARE HERE



To assist  
**eligible women, infants and children**  
to achieve  
**improved nutrition and health status**  
by providing  
**nutrition education,**  
**selected supplemental foods,**  
and  
**health referrals**  
in a  
**caring, supportive environment**

Assist eligible  
Women  
Infants and  
Children

*Underlying  
principle: can't  
assist someone if  
they don't know you  
exist!*

Friends tell  
Friends & Family  
about  
Maryland WIC



Better Nutrition for a Brighter Future

1-800-242-4942 • [www.mdwic.org](http://www.mdwic.org)

#### For You

ChicoBag Original Tote

**FREE**  
Maryland WIC

REFER  
a friend to receive  
tote at your next  
check pick up.

Limit one per household. While supplies last. Expiration date: 10/31/2014

#### For a Friend

ChicoBag Original Tote

**FREE**  
Maryland WIC

CALL  
1-800-242-4942 for  
your appointment and  
enroll to receive tote.

Limit one per household. While supplies last. Expiration date: 10/31/2014



**MARYLAND**



Martin O'Malley, Governor • Anthony G. Brown, Lt. Governor • Joshua Sharfstein, M.D., Secretary, DHMH

This institution is an equal opportunity provider.



# Maryland WIC

Better Nutrition Brighter Future

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Kiosks

Baltimore

Metro

Floors



MARYLAND

Maryland WIC

It's where brighter futures begin.

Better Nutrition Brighter Future

www.mdwic.org

1-800-242-4942 Have you made your appointment?

The Maryland WIC Program is a nutrition program that gives extra food, tips on healthy eating, breastfeeding help, and referrals to other services for women, infants and children.

Maryland  
Governor: E. Hager, Lt. Governor:  
Boyd K. Garrison, Lt. Governor:  
Wesley L. Murray, Secretary: CHM  
This advertisement is an equal opportunity provider.

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Inside  
MARC  
trains

And  
Buses



Maryland WIC  
Better Nutrition Brighter Future

## Stick with WIC

1-800-242-4942

[f](#) [t](#) [v](#)  
[www.mdwic.org](http://www.mdwic.org)

Department of Health and Mental Hygiene  
This institution is an equal opportunity provider.

Research shows WIC works. WIC, which provides healthy foods, does more than just boost the health of young children and their moms. It's where brighter futures begin. Research shows that children in the WIC program do better in school. So stick with WIC. We've got you covered up to your 5th birthday.



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Baltimore  
City  
Light Rail  
and  
Metro  
Kiosks

Maryland WIC  
Better Nutrition Brighter Future

Half of all  
superheroes  
born are  
eligible for  
**WIC**

www.mdwic.org   

Have you made your appointment? **1-800-242-4942**

  
MARYLAND  
Department of Health and Mental Hygiene  
This institution is an equal opportunity provider.

# O u t r e a c h

Brochures  
Handouts  
Posters  
Banners  
Business  
Cards



**Maryland WIC**  
Better Nutrition Brighter Future

**1-800-242-4942**  
www.mdwic.org

Call for more information  
This institution is an equal opportunity provider.

The Maryland WIC Program is a nutrition program that gives extra food, tips on healthy eating, breastfeeding help, and referrals for other services for women, infants, and children.

Find the WIC clinic near you by calling 1-800-242-4942 or visiting [www.mdwic.org](http://www.mdwic.org).

Call your WIC clinic and make an appointment.

Come to your WIC appointment with the following:

**Proof of identity.** Bring **one** for **each** person who is applying:

- Birth certificate
- Crib card from the hospital for new babies
- Driver's license or MVA ID
- Picture identification from the state, government, school, or employer
- Social Security card

**Proof of household income.** Bring at least one:

- Benefits letter
- Social Security card
- Independent tax return
- Medical records for all family members
- Recent pay stubs

Everyone gets different foods based on their needs:

- Milk and cheese for strong bones and teeth.
- Bread, cereal, and rice with iron for energy, and folic acid for healthy growth.
- Fruits and vegetables to help keep your heart and weight healthy.
- Eggs, beans, and canned fish for strong muscles and healthy skin.
- Baby foods, infant cereal, and if needed, iron-fortified infant formula.

**How much food does WIC give?** WIC gives supplemental or extra foods. The WIC Program does not give all the food you will need. You will need to buy more food than WIC gives.

You will get checks for your foods to use at WIC approved stores or farmers' markets in Maryland.

**Breastfeed for a healthy mom and baby.** Call WIC for breastfeeding tips and support.

**Maryland WIC**  
1-800-242-4942 www.mdwic.org

0-04/0315

Lawrence J. Hogan, Jr., Governor  
Boyd K. Rutherford, Lt. Governor | Van T. Mitchell, Secretary, DHMH  
This institution is an equal opportunity provider.

**Maryland WIC**  
Better Nutrition Brighter Future

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Maryland **WIC**

Better Nutrition Brighter Future

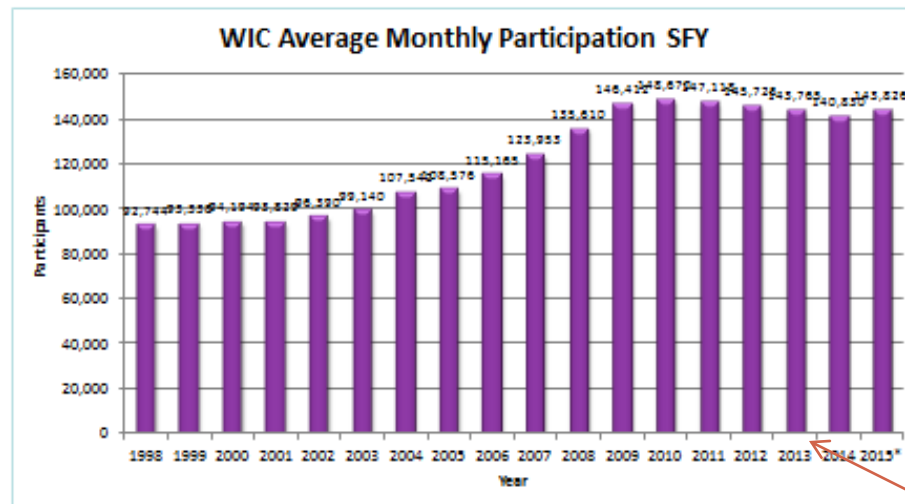


# BEST PRACTICE?



## Maryland WIC Program Monthly Participation

Maryland WIC



\* Preliminary data

18

2014  
Friends and  
Family  
Campaign

# Maryland WIC

Better Nutrition Brighter Future



GREATER

## Baden Medical Services

*Taking care of our community*



2003

- 1,700 participants
- One site
- Staff of 5

2015

- 5,030 participants
- Three sites
- Staff of 13

## Maryland WIC Training and Temporary Services Center



To assist eligible women, infants and children to achieve improved nutrition and health status by providing nutrition education, selected supplemental foods

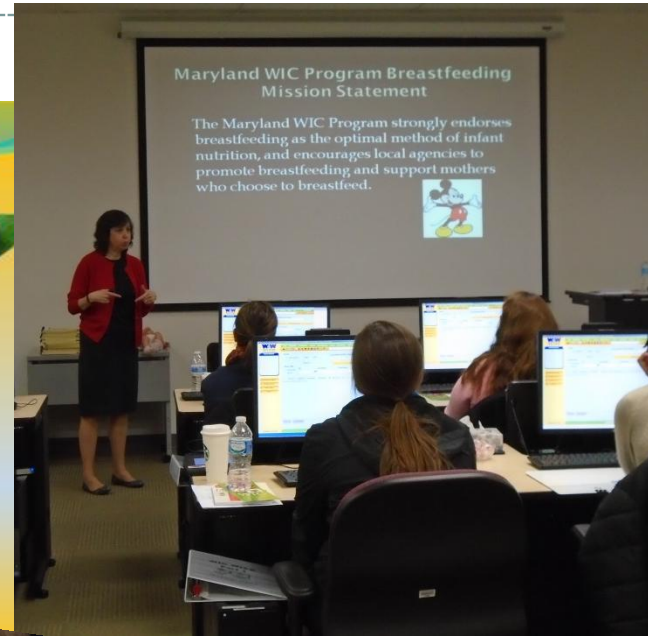
*Underlying principle: need well trained staff*





## Ongoing Training

- Grow & Glow 1&2
- Baby Behavior
- BFPC Training
- Quarterly Participant Focused Education
- Nutrition Care Guidelines
- Train the Trainer
- Diversity Training
- Semi-Annual Nutrition Updates



Maryland **WIC**

Better Nutrition Brighter Future



# BEST PRACTICE?

**“WIC provides a lot of  
healthy information  
about  
portions and nutrition.  
Very helpful!”**

*“I was giving him a little too much  
fruit juice during the day.  
I have started giving him more  
water after coming here.”*

**“I think that WIC is really helpful,  
and something  
I can trust.”**

*“I look to forward to  
visiting  
the WIC office,  
all my questions are  
answered all the time.”*

To assist eligible women, infants and children to achieve improved nutrition and health status by providing nutrition education, selected supplemental foods  
*and health referrals*

*Underlying principle: need partners*





# Maryland WIC

Better Nutrition Brighter Future



**Head Start**

**Food Pantries**

**Medicaid/Health Exchange**

**SNAP**

**Drug and alcohol rehab**

**Immunizations**

**Home Visiting**

**ORAL HEALTH**

**Housing resources**

**Visiting**

**WOMEN'S HEALTH**

**Lead Testing**

**Infants and Toddlers**

**Smoking Cessation**



**Health Care Providers/Medical Home**




**MARYLAND**

Maryland **WIC**

Better Nutrition Brighter Future



# BEST PRACTICE?



To assist eligible women, infants and children to achieve improved nutrition and health status by providing nutrition education, selected supplemental foods *and health referrals*

*in a caring, supportive environment.*

*Underlying principle: if you care, it shows.*



While having our check up, Ms. J gave me words of encouragement. Although she had no idea what I was feeling at the time- those words were an inspiration...

-I was really scared about how I was going to provide for my baby. I was happy to find a nice environment for me to be calm. ..I don't want to think about what I would do if WIC wasn't around to assist me and my baby .

They're really kind and helpful for us"

# NEW JERSEY



# New Jersey Healthy Corner Store Initiative

Presented by:  
Electra A. Moses, MS, RDN  
Director, NJ WIC Services



Chris Christie  
Governor

Kim Guadagno  
Lt. Governor



Mary E. O'Dowd, M.P.H.  
Commissioner



The Food Trust  
THEFOODTRUST.ORG

# Healthy Corner Store Initiative

Goal:

Increase Access to Healthy Foods  
in Corner Stores in New Jersey



# Background

- 2013 - CDC grant of \$54,400 to NJDOH Community Health and Wellness Unit to prevent and control diabetes, heart disease and obesity (DP13-1305)
- Focus: to promote healthy eating and active living through environmental changes in hospitals, child care centers, schools, communities and worksites

# Background



- An innovative partnership between two NJDOH programs and the Food Trust working together to increase access to healthier retail options for low income families in food deserts areas throughout the state



# Overview

- According to data from the USDA, more than 1.5 million NJ residents live in low-income areas with limited access to healthy foods
- The partnership with the Food Trust and the NJ WIC program provide opportunity for training and support to WIC small retail vendors to help them sell more healthy food items

# Overview Continued

- In June 2014, NJ WIC instituted a policy change requiring all WIC- authorized stores to stock more fresh fruit and vegetables
- To support the new requirement, (particularly for corner stores), the NJ partnership with the Food Trust supported building capacity of vendors to sell healthy foods and comply with the new policy

# Overview Continued

- Timing was right - to take advantage of a WIC policy change & mandatory WIC face to face vendor training taking place every three years
- Building on the mandatory vendor trainings, a new module was added focusing on the business case for the promotion of healthy retail sales, enabling store owners to maintain profits while selling healthier options
- 21 training were held across the state reaching over 900 WIC- authorized vendors

# Overview Continued

- There are approx. 163,049 eligible participants who receive food benefits by means of Food Instruments (commonly known as WIC checks)
- Participants receive Cash Value Vouchers (CVV's) (commonly referred to as Fruit and Vegetable checks by participants)
- WIC checks and CVV's are redeemed at NJ WIC Authorized food store establishments

# Overview Continued



- Store locations range from chain corporation type stores to small corner stores within the communities where participants reside

# Small Neighborhood Stores



- Mom and Pop Stores / Corner Stores / Bodegas (These are some of the names for these small food stores in Urban neighborhoods)
- In communities that do not have supermarkets, many families rely on small neighborhood stores to buy food but choices are often limited and provide few healthy options

# Importance of Corner Stores?

- Significant source of food, particularly in food deserts
- Frequent destination for children and families
- Increasing business helps supports local businesses and can assist in revitalizing neighborhoods

# Minimum Requirements:



- Include two different types of fresh fruits and fresh vegetables
- Minimum of one whole grain cereal
- Obtain infant formula only from State approved retailers



# Participating Stores

- Currently there are 56 stores enrolled in New Jersey
- 36 of those stores are in Camden, NJ
- 20 are spread out through Newark, Trenton and Vineland, NJ
- Expansion: In 2015, the Food Trust expect to enroll 150 stores throughout the State



# Healthy Food Retail Trainings through WIC Partnership

- Supplemental training to all WIC certified stores
- Technical assistance on selling healthy food
- Evaluation to identify future technical assistance needs



The Food Trust

THEFOODTRUST.ORG

An infographic with a blue header and white body. The title is "Retail Grocers and the New Jersey WIC Program". Below the title, it states "New Jersey WIC vendors must be authorized by the state agency." There are three main sections: "Retail Grocers", "How to Become a WIC Authorized Vendor", and "Retail Grocers interested in becoming a WIC Vendor should visit...". A red sidebar on the right contains the text "The New Jersey WIC Food Package" and "WIC vendors are required to maintain minimum stock requirements...".

## Retail Grocers and the New Jersey WIC Program

**New Jersey WIC vendors must be authorized by the state agency.**

**Retail Grocers**  
The Retail Grocer serves an important role in the WIC Program. Once authorized, the Retail Grocer is defined as a WIC vendor. A WIC vendor is a sole proprietor, partnership or corporation operating one or more stores authorized by the state agency to provide approved supplemental foods to participants. Each store operated by a business entity constitutes a separate vendor, must be authorized separately from other stores operated by the business entity and have a permanent fixed location.

**How to Become a WIC Authorized Vendor**  
Selection of vendors occurs every three years per USDA regulations. The state agency authorizes an appropriate number of WIC retail stores for each municipality to ensure adequate participant access.

Retail Grocers interested in becoming a WIC Vendor should visit [www.nj.gov/health/fhs/wic](http://www.nj.gov/health/fhs/wic) and fill out the "Are you interested in becoming a WIC Authorized Vendor?" section.

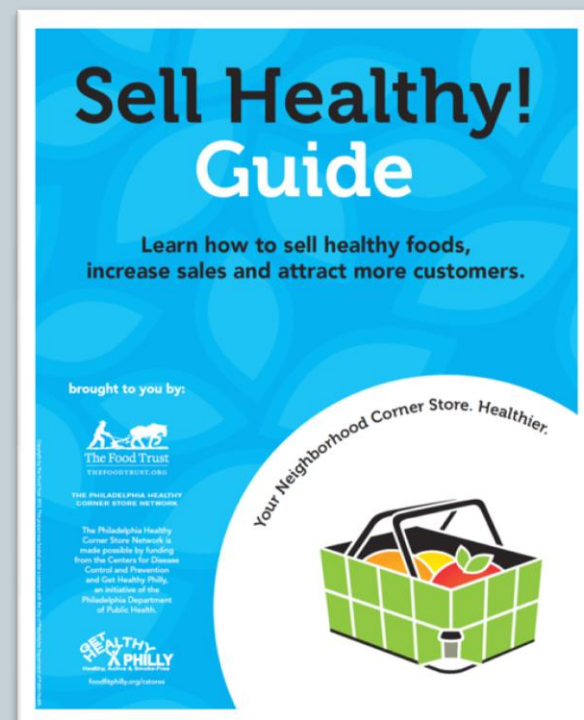
When additional vendors are needed an application packet will be mailed. After review, if requirements are met the state agency will conduct an on-site visit to assess the retail location. If the requirements are not met the applicant will receive a denial letter. The letter will notify the applicant of the right to request

**The New Jersey WIC Food Package**  
The New Jersey WIC state agency develops a list of authorized WIC foods. The food list is reviewed annually. Only foods on the New Jersey WIC Program's List of Authorized Foods can be purchased with WIC checks. (See food list.)

WIC vendors are required to maintain minimum stock requirements of WIC approved foods to meet the needs of the WIC participant. The WIC approved food list is subject to change at

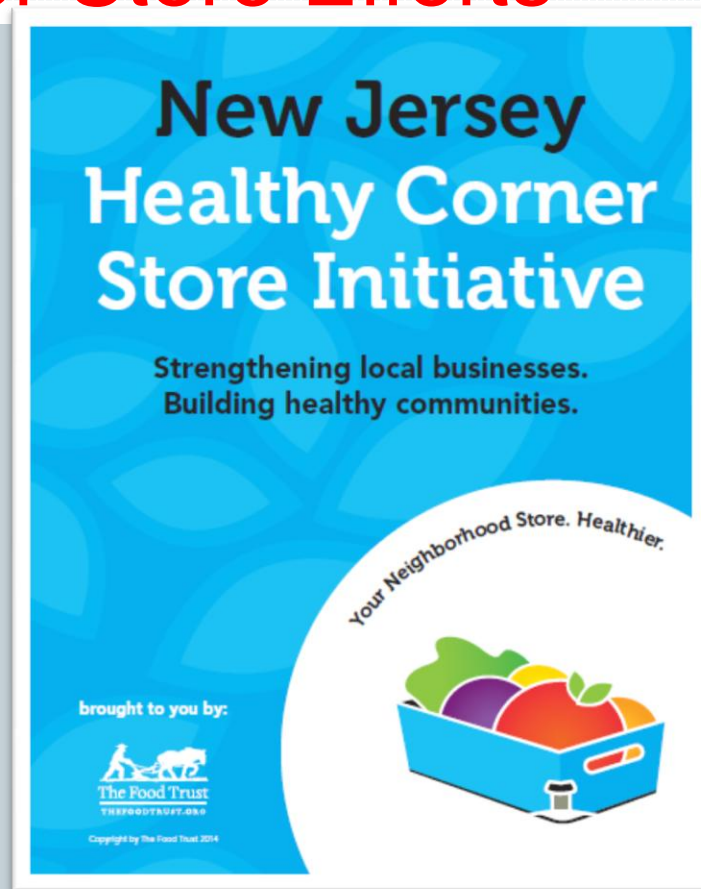
# Training & Technical Assistance Topics

- Choosing Healthy Products for Your Store
- Buying and Handling Fresh Produce
- Overcoming barriers to quality high
- Produce Display
- Incorporating produce throughout the store
- Fresh Produce and Temperature Guide
- Ethylene in Fruits and Vegetable
- Value Added Product Ideas
- Fresh Produce Pricing and Markup
- Pricing and Promotions
- Advertising your Business
- Maximizing Your Space



# Building on NJ Corner Store Efforts

- The Food Trust & New Jersey Partnership for Healthy Kids
- Training, marketing materials and mini-grants for stores statewide



# Freddie's Grocery Camden, NJ

*Before*



**Boxes of  
produce  
on the  
ground**

*After*



**Organized  
refrigerator  
and  
shelving**

# Opportunity to Replicate

- WIC exists in all states including Guam and Puerto Rico. Food Trust has programming along with local partners in 35 states.
- Establish a collaboration with the Food Trust or similar organization to provide joint training to WIC-authorized vendors
- Federal regulations mandate WIC Vendor Units to provide interactive (face-to-face) training – provide information at initial training or follow-up trainings



Policy Change regarding minimum stock requirements for fresh fruits and vegetables.



The Food Trust

www.foodtrust.org

- Measureable results due to mandated

# Next Steps



- Secure \$1 million in public funding to expand and evaluate the NJ Healthy Corner Store initiative
- Campaign staff have been meeting with key State legislators as well as the Governor's staff and have received positive feedback
- Other steps include a media advocacy and social media plan, meeting and collecting testimonies from the small store owners and community residents
- Coordinate with other healthy food retail efforts across the state

# For More Information



- For more information on the NJDOH Healthy Corner Store Initiative, please contact the NJ WIC Food Delivery Unit at (609) 292-9560





# Questions?



# PUERTO RICO





# PUERTO RICO WIC PROGRAM FACTS

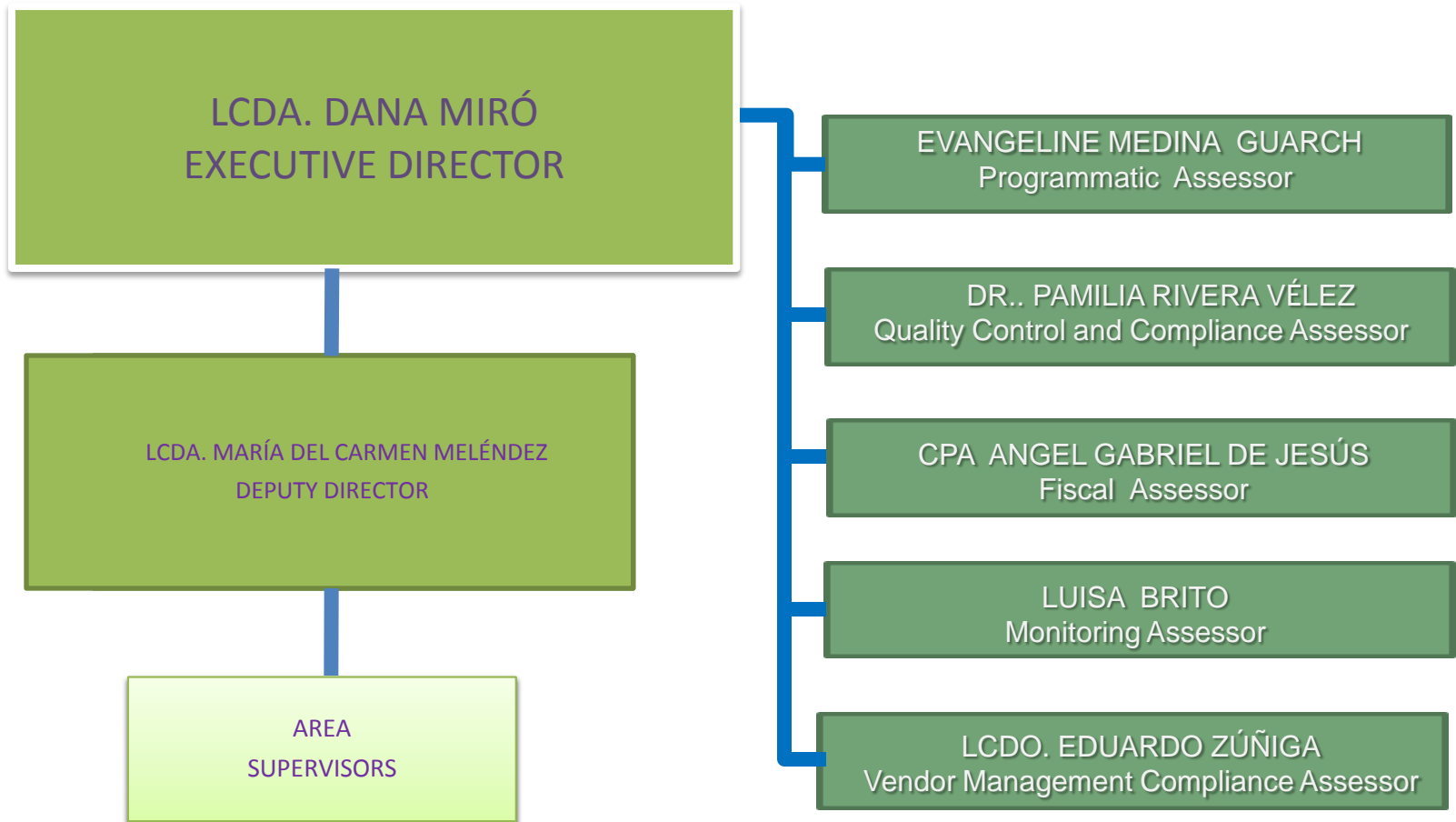
“The PR WIC Program is an Equal  
Opportunities Provider”

# Dana Miró Medina

## PUERTO RICO WIC

## Program Director

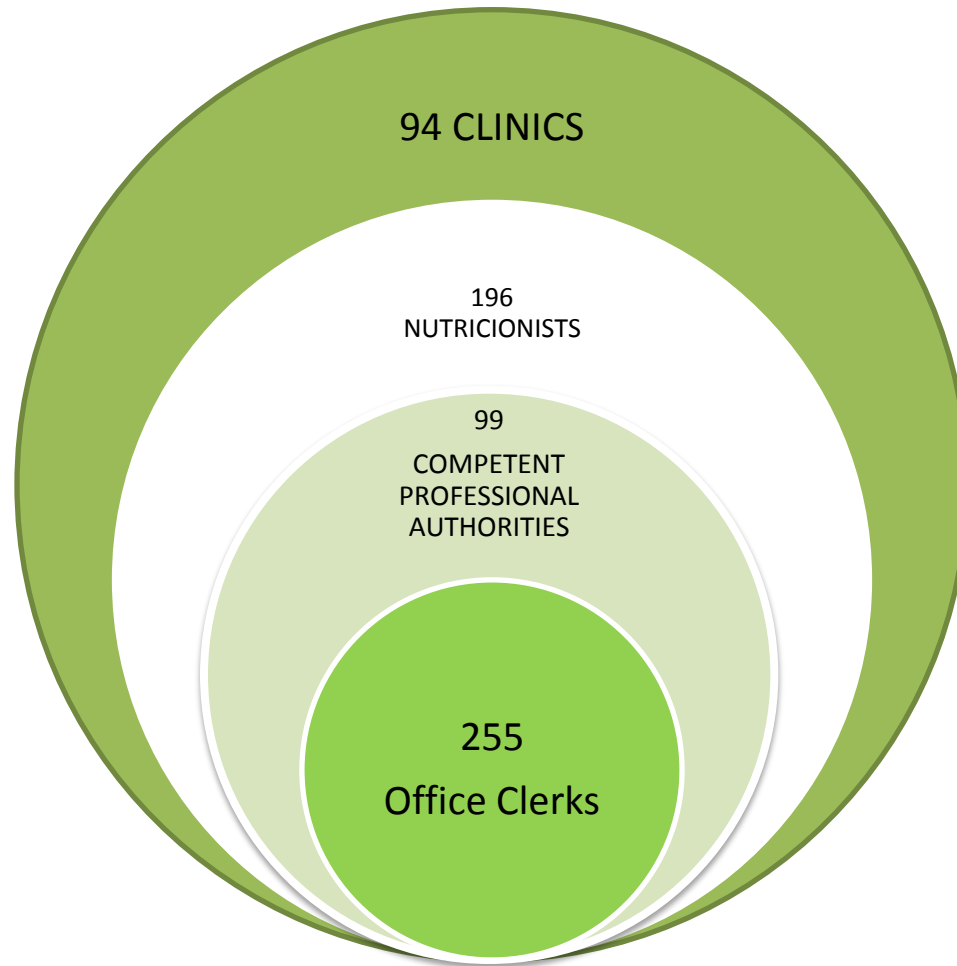
# ADMINISTRATION



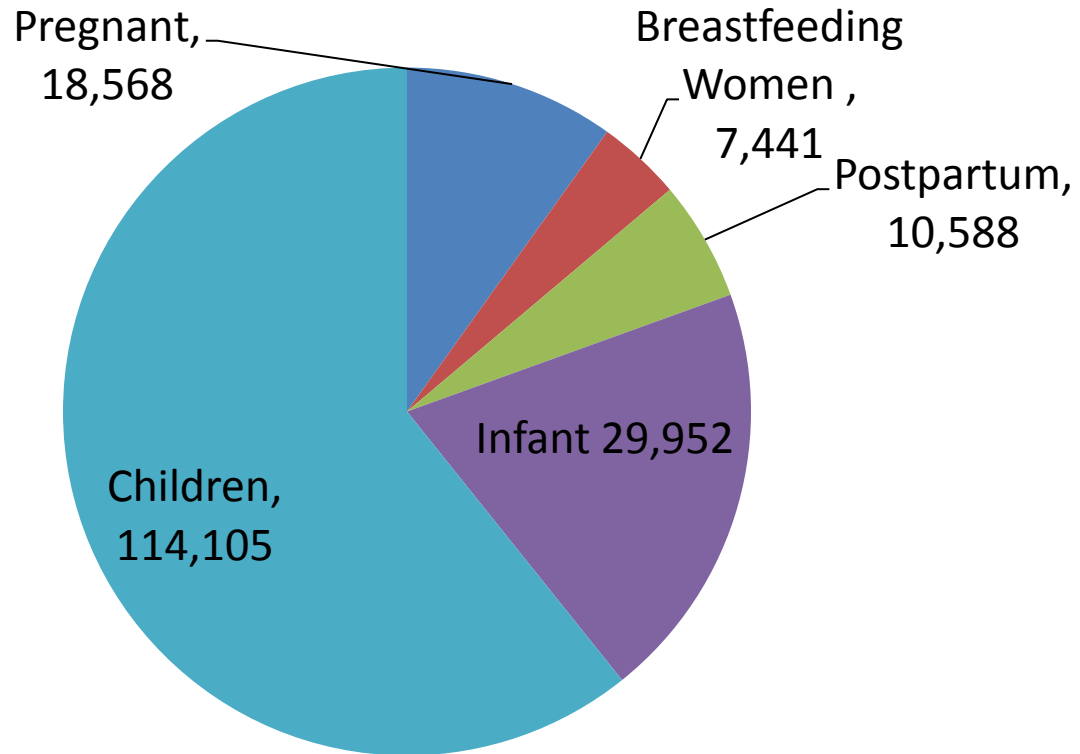
# PR WIC EMPLOYEES TOTAL: 675

CENTRAL	• 78
REGION	• 36
CLINICS	• 561

# PR WIC PROGRAM CLINICS



# PR WIC PARTICIPATION FY2013





# Assigned Budget by Fiscal Year

FY' 13

NSA

\$43,289,423

FOOD

\$203,465,297

FY' 14

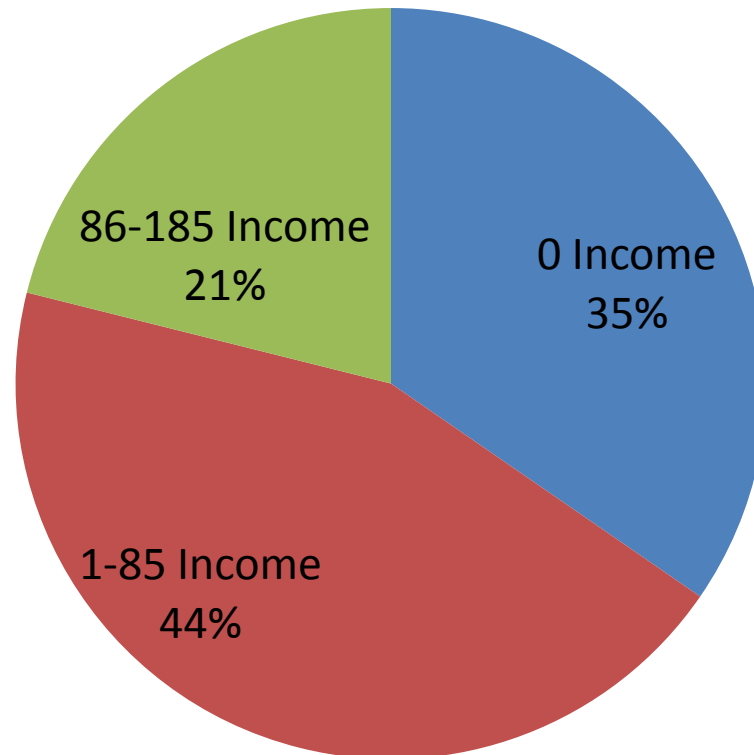
NSA

\$40,841,833

FOOD

\$203,465,297

# PR WIC Program Enrollment by Poverty Levels



Ref.: Client Income as % of Poverty and Source Report Island wide – Total Participant  
September 2013

## ACCOMPLISHMENT: BREASTFEEDING RATE

- Significant improvement in breastfeeding rates as compared from 29.0 percent in 2005 to 42.70 in 2012.
- Current breastfeeding rate reached 45.11 %.
- Hiring of 7 Breastfeeding Peer Counselors in 2005 was raised to 85 in current program staff pattern.
- Breastfeeding Peer Counselor has been implemented in three hospitals: University Hospital, Ashford Presbyterian Hospital and Pavia Hospital

## ACCOMPLISHMENT: QUALITY SERVICES

- Establishment of a WIC pre-natal care clinic in the Department of Health Adult University Hospital.
  - The program established an external high risk pregnant woman care clinic that receives participants from island wide.
  - Breastfeeding Peer Counselor services are offered.

# ACCOMPLISHMENT: Enrollment Promotion

- The program established an Enrollment Promotion Committee with participation of two nutritionists from each Regional Office to identify strategies toward rising program enrollment levels.
- The Program updated its collaborative agreement to promote WIC enrollment in Head Start program sites, including centers visits to certify qualifying participants on site.
- The Program promoted enrollment opportunities through interaction with Discharge Coordinators at hospitals
- The Program established a one-year certification period

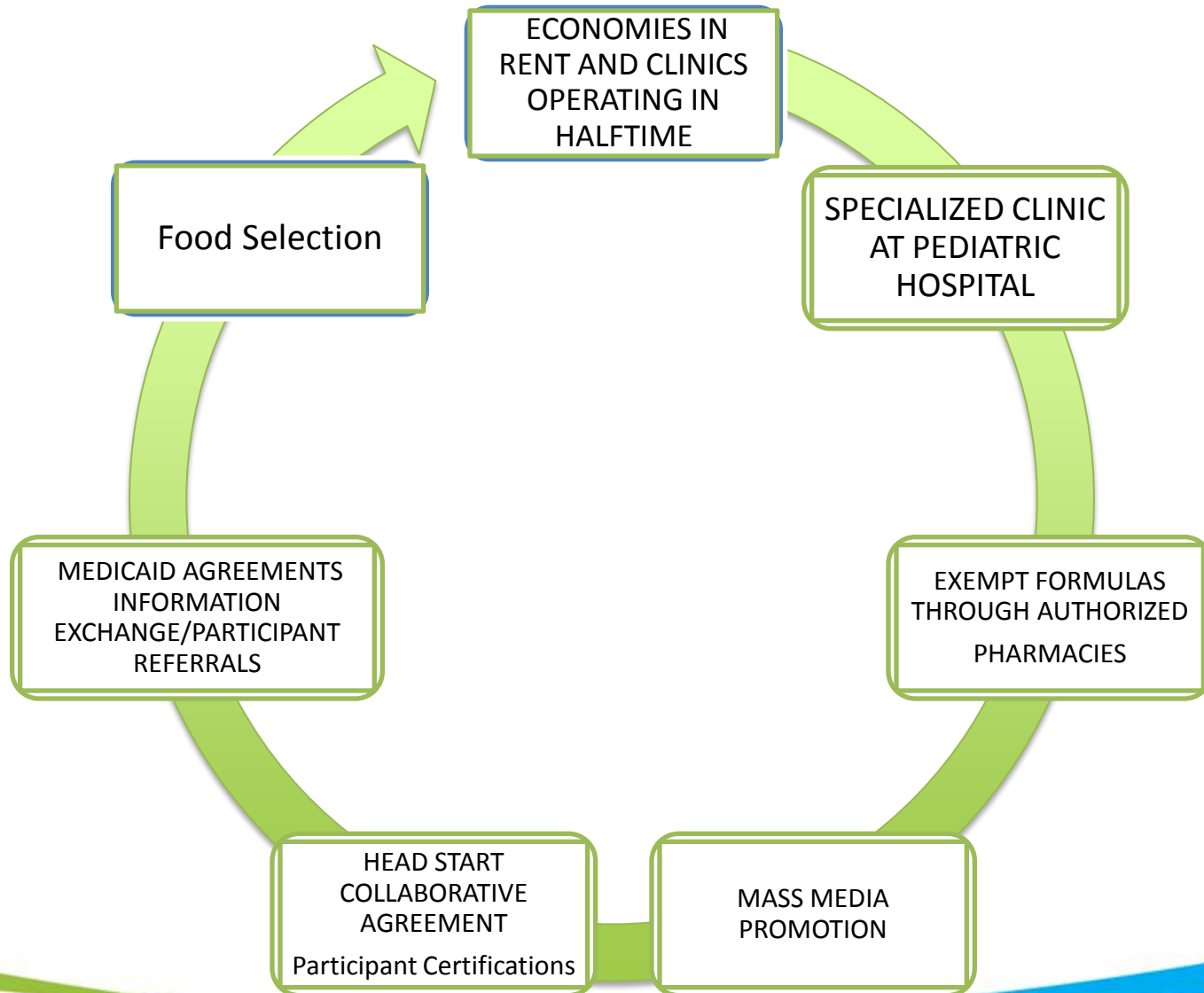
## ACCOMPLISHMENT: STAFF SUPPORT

- We identified the need to support staff island wide through training intended to motivate them, give them strategies to enhance daily interactions and ensure quality services.
- We celebrated the “Puerto Rico WIC Breastfeeding and Nutrition Annual Conference” in Fiscal Years 2013 and 2014, impacting all Regional and Clinic staff as well as programmatic/administrative staff from the State level.

## ACCOMPLISHMENT: INFRASTRUCTURE

- A total of \$1,222,500.00 discretionary funds were used to improve 19 WIC clinic spaces, resulting in higher quality services.
- A reduction in rent space is projected for the next fiscal year, based on a negotiation to reduce 15% in rental agreements and in highly rated contracts.
- PR WIC is updating the rental agreements in an ongoing manner.

# PR WIC PROJECTIONS





# CURRENT PROJECT:



## Monitoring System Improvement

- The Program revised its policies and procedures to establish an ongoing monitoring system, to guarantee compliance with program regulations and to ensure provision of high quality services.
- Comprehensive approach through the use of a user-friendly new monitoring tool, focusing on all required monitoring areas established in WIC Program Performance Standards.
- Projects development of a supplemental Supervision Tool to facilitate individual staff supervision and support human resources development.

# 2015 MARCH NUTRITION MONTH POSTER




**MES NACIONAL DE LA NUTRICIÓN MARZO 2015**

estilo de vida  
Saborea el **WIC** saludable con **WIC**



El Programa WIC ofrece igualdad de oportunidades

# ¿Any questions?



Believe  
good things  
are going to happen.

[lessonslearnedinlife.com](http://lessonslearnedinlife.com)

# Thank you!

