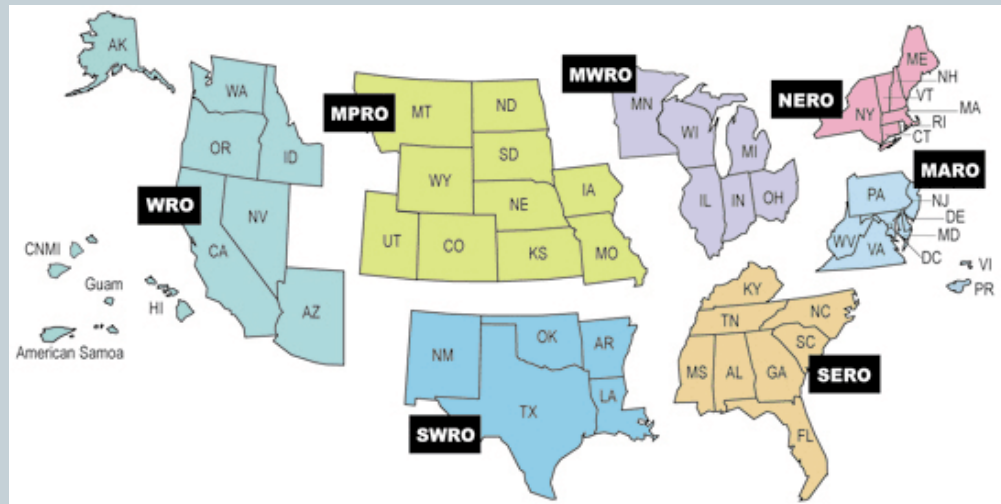


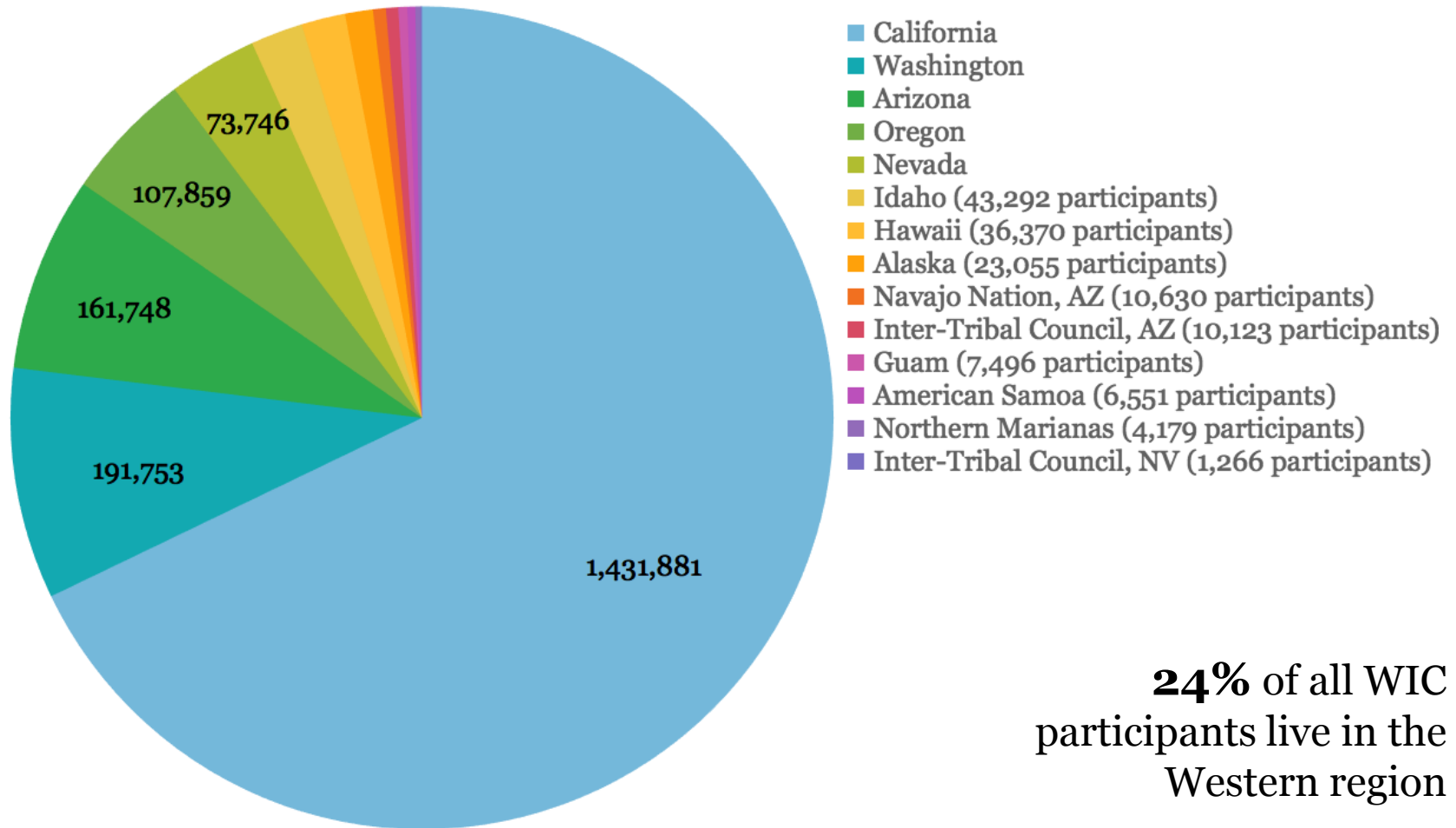
WIC: WESTERN REGIONAL BRIEFING



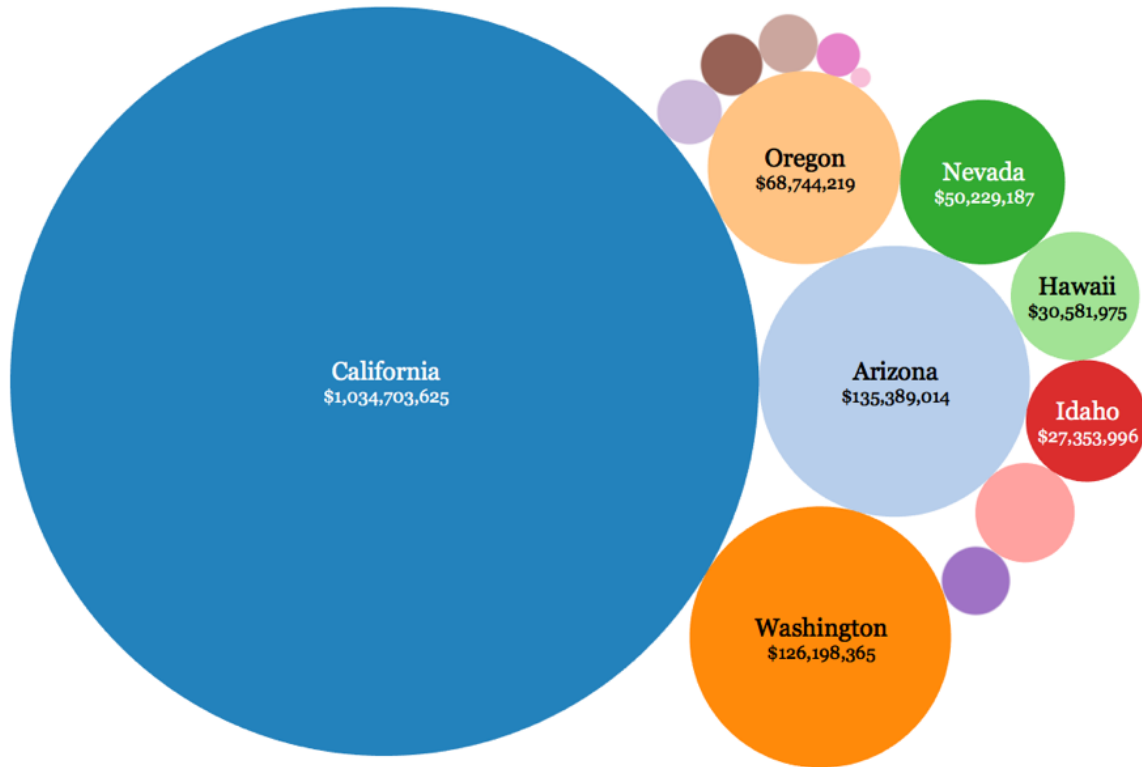
MONDAY, MARCH 9TH 2015
CAPITOL VISITOR CENTER



Average monthly total participation (FY2013)



In-State Spending (FY2013)



- Alaska: \$18,208,285
- Guam: \$8,590,284
- Navajo Nation: \$7,729,300
- Inter-Tribal Council of Arizona: \$7,029,109
- American Samoa: \$6,412,880
- Northern Marianas: \$3,510,505
- Inter-Tribal Council of Nevada: \$750,316

\$1,525,421,060 was spent in the Western region through WIC in FY2013

Breastfeeding rates: Great progress

% increase in breastfeeding rate between 1998 and 2012

| | |
|-------------------------|-----|
| California | 39% |
| Oregon | 36% |
| Washington | 23% |
| Inter-Tribal Council AZ | 22% |
| Inter-Tribal Council NV | 22% |
| Hawaii | 20% |
| Idaho | 20% |
| Alaska | 17% |
| Guam | 15% |
| Arizona | 7% |
| Nevada | 7% |
| Northern Marianas | 6% |
| Navajo Nation | 3% |



Average breastfeeding rate in the Western region is 74%

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

WASHINGTON STATE: Spokane County



TIFFANY SCHAMBER MS RD
WIC PROGRAM MANAGER
SPOKANE REGIONAL HEALTH DISTRICT

TSCHAMBER@SRHD.ORG

MARCH 2015

A Look at State and Local Data



- *Percentage of children age 2-5 yrs >95th %ile:*
 - ✦ *Statewide:* 6.2%
 - ✦ *Spokane:* 4.7%
- *Farmers Market Redemption Rates:*
 - ✦ *Statewide:* 71.8%
 - ✦ *Spokane:* 55.2%
- *Maternal Smoking Rates*
 - ✦ *Statewide:* 11.6%
 - ✦ *Spokane:* 20.6%

Efforts to Reduce Obesity



- Washington is committed to ongoing efforts to support and promote breastfeeding
 - ✦ Statewide: 88% initiation; 49% duration > 6 months
 - ✦ Spokane: 85% initiation; 48% duration > 6 months
 - Breastfeeding Coalition of Washington working to engage more local coalitions in strategic planning and common goals
- Increases to the CVV means more \$ have been used to purchase fruits and veggies
 - ✦ Statewide: ↑7%; \$701,962
 - ✦ Spokane: ↑8%; \$56,355

Efforts to Increase Farmers Market Access



- **Farmers Market Access Partnership – Phase 1**
 - ✦ Spokane Regional Health District; Catholic Charities of Spokane
 - Focus groups to identify:
 - ✦ Barriers to access
 - ✦ Knowledge of SNAP/EBT and Fresh Bucks program
 - ✦ Market habits
 - Collaborative Marketing
 - Market Activities for Children
- ***Results:***
 - *Increase in repeat and new WIC/SNAP user purchases*
 - *48% increase in SNAP/EBT usage*
 - *Increased awareness and utilization of the Fresh Bucks program*

Efforts to Reduce Maternal Smoking



- **Agency Cross Divisional Tobacco Collaborative**
 - OTP, HIV/AIDS, WIC, NFP
 - Collectively implement and measure a new and uniform tobacco cessation intervention. - Quit Coach
 - Divisions share resources and expertise specific to a common client outcome/goal
- **Baby and We Project**
 - Using BFPCs to deliver smoking cessation education and CO fetal monitoring to pregnant women and their support partner who report smoking.
 - Research will be used to develop an effective intervention for pregnant WIC Clients who smoke

OREGON:



**JACKSON
COUNTY**
Health & Human Services

WIC PROGRAM

MEDFORD, OREGON







EXPECTED OUTCOMES FROM MOVING INTO OUR NEW HEALTH AND HUMAN SERVICES BUILDING



**HEALTH AND HUMAN SERVICES
WORKING WITH COMMUNITY
PARTNERS AND COORDINATED CARE
ORGANIZATIONS (OREGON HEALTH
PLAN) WILL INCREASE
COLLABORATION TO PROVIDE
SERVICES TO MORE INDIVIDUALS
WITH BETTER OUTCOMES WHILE
SAVING MONEY**

INTEGRATION



Health and Human Services

- Jackson County Health and Human Services building includes:
- Public Health
- Mental Health
- Developmental Disabilities

Integrated Partners



WORKING TOGETHER

Coordinated Care Organizations



Partners



SUCCESS STORIES



- **FAMILY COMING IN AFTER WE HAVE MOVED FINDING OUT MENTAL HEALTH SERVICES ARE AVAILABLE**
- **TODDLER CERTIFICATION – PARENT GRATEFUL FOR ADVICE GIVEN AT INFANT CERTIFICATION**
- **HAVING A MENTAL HEALTH COUNSELOR BASED IN WIC WORKING WITH PREGNANT AND POSTPARTUM DEPRESSION**

CLIENT COMMENTS AFTER ATTENDING THE PARENTING CLASS



- **MY SON NEEDS TO BE TREATED LIKE I WANT TO BE TREATED**
- **I NEED TO THINK BEFORE I REACT TO A SITUATION**
- **I WILL DO LESS TALKING ABOUT THE DISCIPLINE AND MORE PRAISE FOR THEIR POSITIVE BEHAVIOR**
- **I WILL INCLUDE MY CHILDREN MORE AND RESPECT AND LET THEM EXPRESS THEIR EMOTIONS**
- **I DIDN'T KNOW THAT MY TODDLER MIGHT LIKE TO HELP**

SUCCESS STORIES



- **HAVING THE COORDINATED CARE ORGANIZATIONS LISTEN TO WIC AND OUR POPULATION NEEDS, INCLUDING MAKING DENTAL SERVICES MORE ACCESSIBLE, AND PROVIDING BREASTPUMPS TO QUALIFYING MOTHERS**
- **HHS STAFF LEARNING MORE ABOUT ALL OF OUR PROGRAMS TO IMPROVE CLIENT ACCESS**
- **2012 BREASTFEEDING BONUS FUNDS GRANT OPPORTUNITY**

Breastfeeding Bonus Dollars 2012

Normalizing Breastfeeding in Jackson County



5'6"

5'

5'

5'

5'9"

Breastfeeding Peer Support Program since 2005



WIC/MCH Staff



THANK YOU FOR LISTENING 😊



Debbie Mote-Watson, RD

Jackson County Health and Human Services

WIC Program

Medford, Oregon

CALIFORNIA: PHFE WIC Program



**DIETETIC INTERNSHIP
A SUCCESS STORY
NWA LEADERSHIP CONFERENCE
WESTERN REGION BRIEFING
MARCH 9, 2015**

Statewide



- 82 local agencies
- Caseload 1.2 million
- Ethnic breakdown
 - 78% Hispanic
 - 8% Caucasians
 - 5.5% African- American
 - 5% Asian
 - <1% Native American



WIC in LA County



7 Local Agency WIC Programs in LA County

- PHFE WIC
- LA Biomed/SLAHP
- NEVHC
- Long Beach
- Antelope Valley
- Watts Healthcare
- Pasadena

~86 sites in LA County

~ 500,000 WIC participants



PHFE WIC



- Caseload 300,000 /month
- 56 PHFE WIC Centers
- Ethnicity Breakdown
 - 82% Hispanic,
 - 8% African-American
 - 5% Caucasian
 - 4% Asian
 - <1% Native American



PHFE WIC Dietetic Internship (DI) Program



- Started in 1995
- First WIC DI program in CA
- Need for multi-cultural dietitians to meet the needs of the diverse clients at PHFE WIC.
- PHFE WIC employs over 160 Registered Dietitians



PHFE WIC Dietetic Internship Program



- Prepare culturally diverse graduates who are committed to the field of public health nutrition.



Growing our Own



- Limited outside internship opportunities for culturally diverse students.
- Part-time employment (with benefits) with PHFE WIC during the 12 months internship.
- Wrap-around support with mentoring, textbooks, supplies and scholarships.



The Vision...



Visionary

Eloise Jenks, PHFE WIC Executive Director (Ret.)



State

State WIC

CWA



Result

5 WIC based Dietetic Internships in CA



CA WIC Dietetic Internship

Outcomes

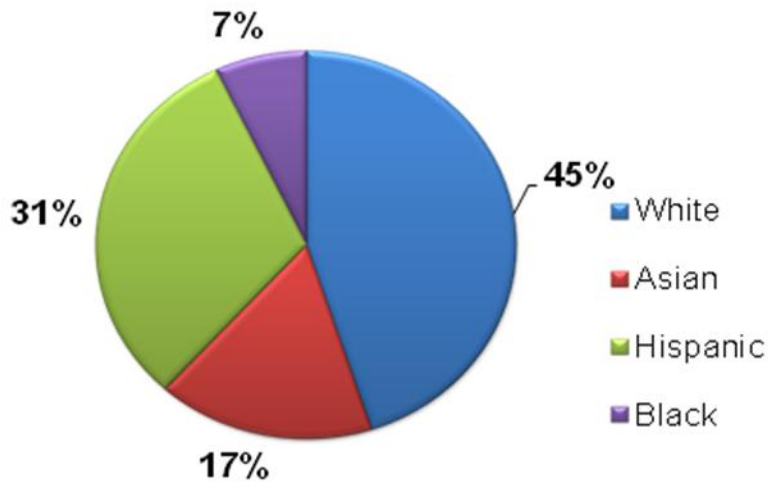
- **328 Dietetic Interns** – qualified to sit for RD exam
- **Employment Retention** – 63% Continue WIC employment
- **Succession Planning** – 35% assumed Leadership Role
- **Diversity**



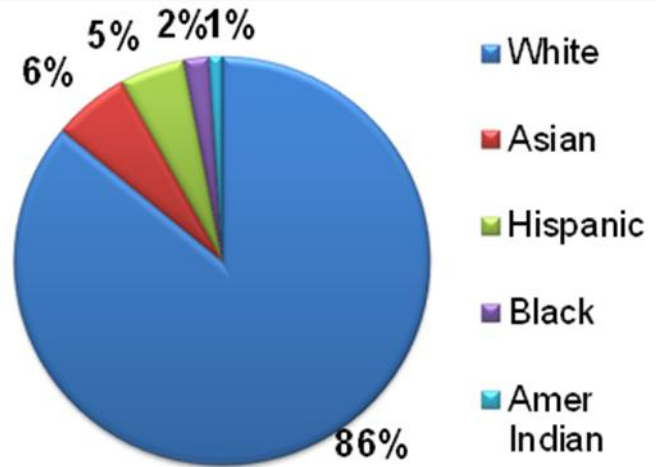
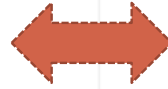
CA WIC



Diversity of Dietetic Interns, California WIC compared to all Nationwide Internships



**WIC Dietetic Interns
(328)**

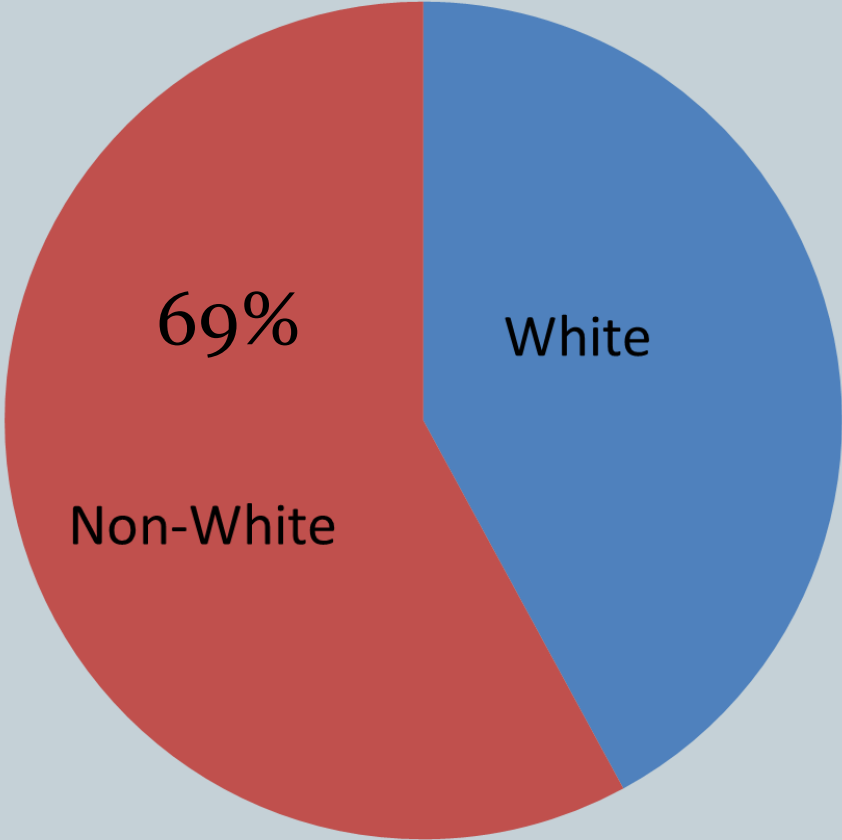


**All USA Dietetic Interns
(2620)**

PHFE WIC Dietetic Internship Program



Culturally Diverse Interns



PHFE WIC Dietetic Internship Stats



100
graduates



40% working
for WIC



64 % in
management



Outcome



- 76 Registered Dietitians, who have strengthened the profession of dietetics, bringing their language skills, compassion and cultural competence to the field of community nutrition.



Presenting...



Basthy Ramirez ,RD, Ian Lloyd, RD, Maggie Diaz, RD

For More Information



- Robin Evans, MPH, RD - PHFE WIC Dietetic Internship Director
 - robin@phfewic.org
- Samar McGregor, MPH, RD - Senior Nutritionist
 - samar@phfewic.org



ARIZONA: Maricopa County Department of Public Health (MCDPH) WIC Program



BEST PRACTICES AND SERVICE DELIVERY

**OUTREACH
TRAINING**

NUTRITION EDUCATION



**Maricopa County
Department of Public Health**

Maricopa County WIC Program Facts



- Contracted caseload : 68,500
- Number of clinics: 16
 - Caseload ranges in each clinic from 1,300-9,000
- Number of WIC staff: 155
 - 99 paraprofessional front line staff
 - 25 Registered Dietitians in clinics
- Also have Breastfeeding Peer Counseling and Farmers Market Nutrition Program

Outreach



Partnership with MCDPH Office of Vital Records

- Birth certificate application information
 - WIC participation of mother during pregnancy
 - AHCCCS payment of birth
- Vital records provides WIC with list of new infants that are WIC eligible, but not participating
- A flyer is mailed approximately 3 months after birth informing them of WIC services
- This effort is evaluated by requesting families to bring the flyer to a clinic to apply for services and receive a “free gift” aka WIC foods cookbook



CONGRATULATIONS

on the newest addition
to your family!

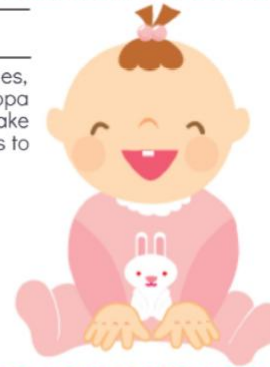
At Maricopa County Department of Public Health, we understand there are many things to do after bringing a newborn home. This note and enclosed material provide some resources that may make those first few months a little easier.

Women, Infants, and Children Program (WIC)

With a new baby, you may be tired and have very little energy. At times, preparing healthy food for the whole family can be difficult. Maricopa County WIC is here to help! We help families receive nutritious food, make sure moms have help and support in breastfeeding, and refer families to healthcare services and other resources.

- WIC is for infants, children up to five years of age, and pregnant, breastfeeding and postpartum women. Moms, dads, aunts, uncles, and even grandparents who care for children under age five may be eligible to receive services from WIC.
- Many people qualify for WIC and don't even know it (families on AHCCCS, SNAP, TANF, or Section 8 automatically qualify).
- You don't need an appointment; all offices see clients on a walk-in basis.

Please visit www.MaricopaWIC.com to view income qualifications and find an office near you!



Birth Certificates

We offer four locations to get your child's birth certificate. Fees are:

- \$20 per certified copy
- \$30 for certified copy with corrections

Please visit www.MaricopaVitalRecords.com
or call 602-506-6805
for more information on a location near you



Car Seats

The Safe Kids Coalition of Maricopa County aims to prevent accidental childhood injuries, like car accidents. Safe Kids provides free car seat inspections and offers help and tips on car safety for parents.

Please visit www.WeArePublicHealth.org
or call 602-506-6860
for more information

Childhood Immunizations

Immunizations are one of the best ways to stop the spread of disease. Your child from age 0 up to age 19 is encouraged to receive immunizations. To have your child immunized, visit your health care provider or one of the three Maricopa County Public Health clinics.

For information on immunization schedules, clinics, or what to bring during your visit, please visit www.WeArePublicHealth.org or call 602-506-6767 for more information on a location near you



Training



- Dedicated training team: 3 trainers and 1 RD supervisor
- Training center at our main admin campus for new employee training (LMS modules, workbooks, computer system, policies)
- Experiential training with participants is conducted at our 'Training Clinic'
- Largest clinic with participation of about 9,000 which provides ample opportunity to see a variety of categories
- Allows new staff to be ready to see participants on their own when they arrive at their home clinic

Nutrition Information and Support

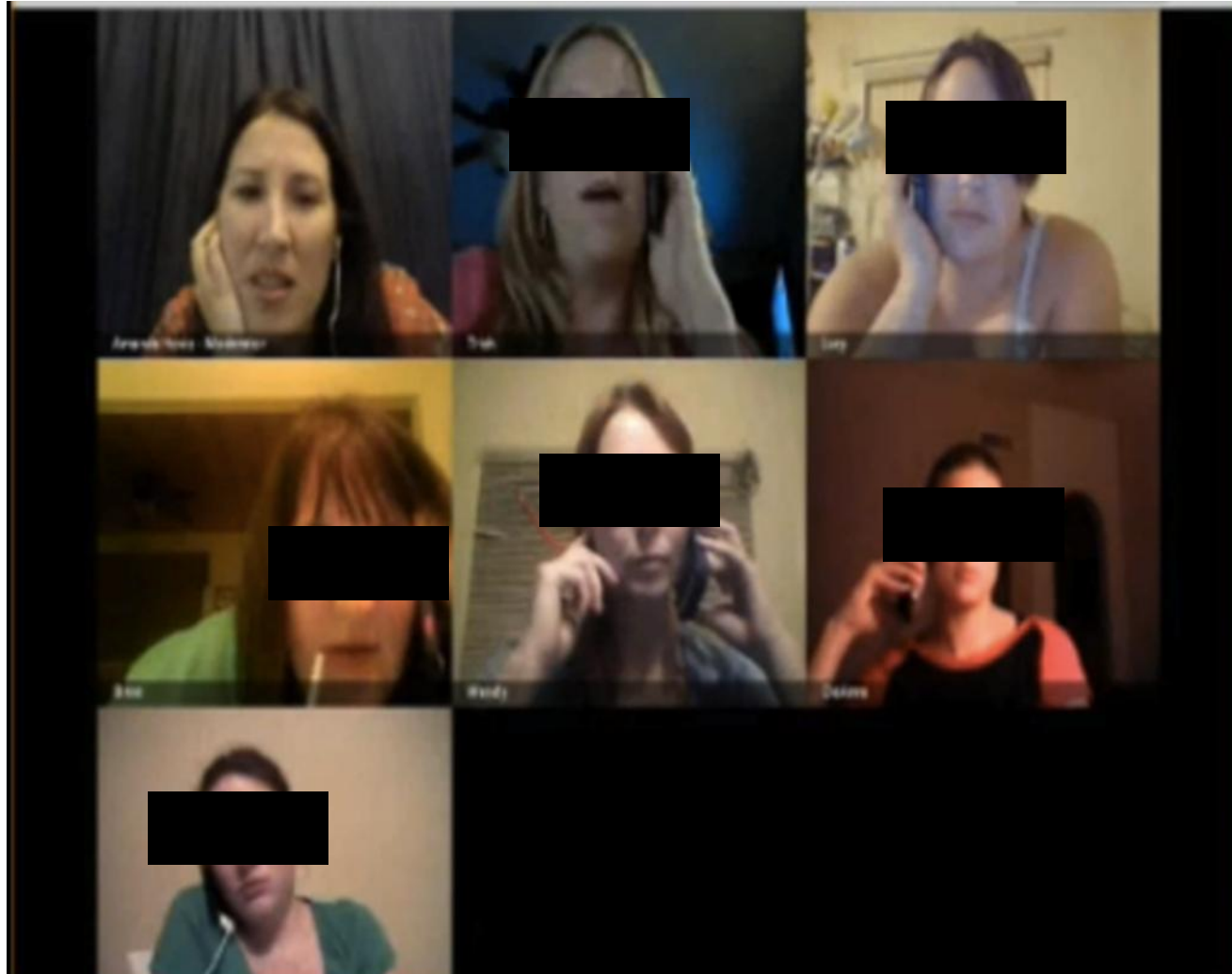


- Participating in 2 state-wide initiatives to enhance the value of nutrition information and support
- Based on research both Western Region wide and within Arizona highlighting the important factors to the Millennial Generation
 - They use several forms of technology daily
 - They want to connect with WIC using technology
 - They want to feel part of something
 - They want to learn something beyond what they can 'google'

Online Nutrition Education Discussion Sessions (ONEDS)



- Taking online nutrition education a step further
- Allows parents to participate in a facilitated group discussion from the comfort of their own home
- Parents are able to interact, engage and learn from other parents without having to come to the clinic
- Not an experience they can 'google'



Targeting Behavioral Triggers of Overfeeding in Older Infants and Toddlers (TOTT)



- State-wide initiative working with UC-Davis as a follow-up to a CA study with same name
- Background
 - “Baby Behaviors” was implemented in our clinics in 2013
 - Gave staff messages to share with families about normal infant behavior as a way to decrease overfeeding and improve parent confidence in reading baby’s cues
- **TOTT**
 - Purpose is to develop messages that resonate with parents about normal toddler behaviors
 - Goal is to increase age appropriate eating and toddler nutrition behaviors
 - Improve parent confidence in trusting their toddler’s cues and appetite, as well as growing healthy relationships with food and eating

Contact Information



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WIC Program Director

Maricopa County Department of Public Health

CarrieZavala@mail.maricopa.gov

ARIZONA Part II: Using Technology to Promote Participant Centered Services



**HEALTH AND NUTRITION
DELIVERY SYSTEM (HANDS) CONSORTIUM**

**AMERICAN SAMOA, ARIZONA,
COMMONWEALTH OF THE NORTHERN MARIANA ISLANDS (CNMI),
GUAM, AND NAVAJO NATION WIC PROGRAMS**

Health and Nutrition Delivery System (HANDS) Consortium



American Samoa, Arizona,
Commonwealth of the Northern Mariana Islands (CNMI),
Guam, and Navajo Nation WIC Programs



The State of Arizona WIC Program is the lead agency that oversees HANDS development, deployment, and EBT readiness.

Health and Nutrition Delivery System (HANDS) Consortium



Benefits of Collaboration

Allows Tribal & Smaller State Agencies to Meet Mandated Deadlines

Provides Cost Savings

Fosters Idea Sharing

Promotes Cultural Diversity



Health and Nutrition Delivery System (HANDS) Consortium



Barriers to Collaboration

Geographic Distance
Time Zone Differences
Local Government Politics

Guam, CNMI, & American Samoa
14+ hours by plane



Navajo Nation
27,413 square miles

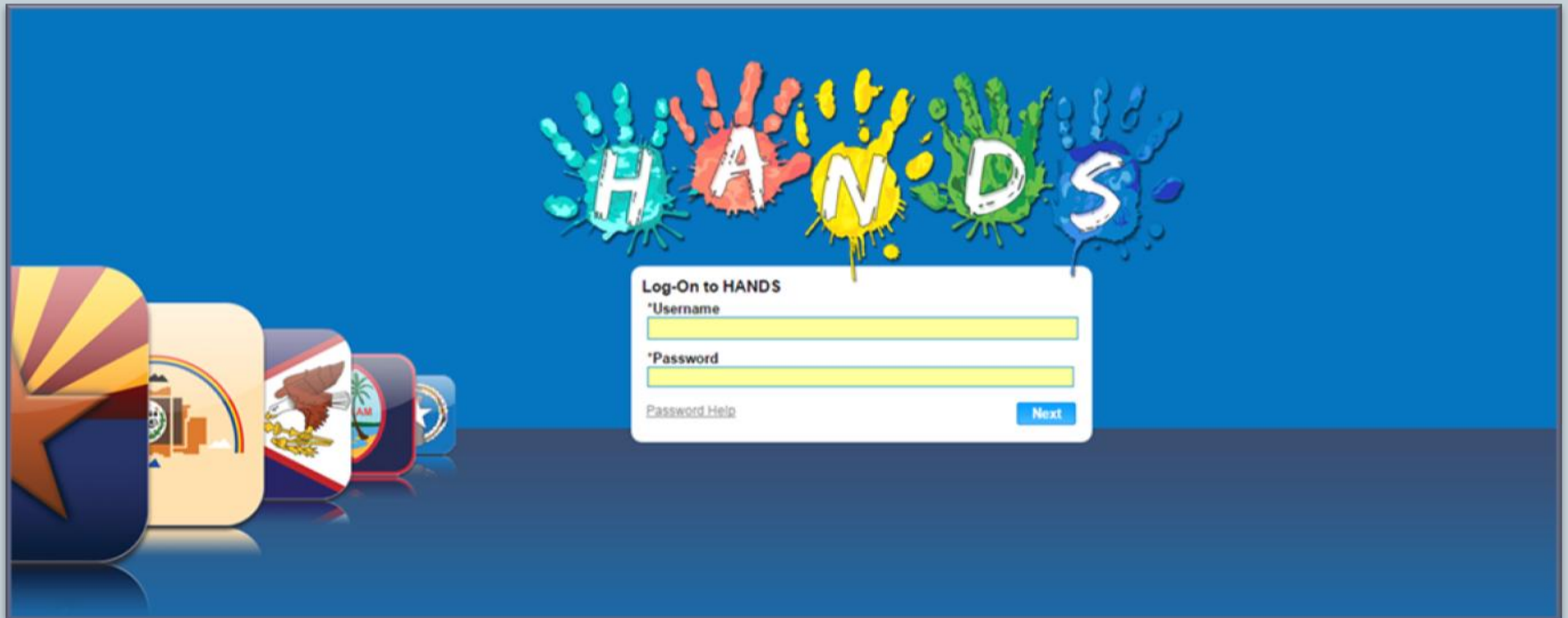


Health and Nutrition Delivery System (HANDS)



WIC Certification Application

Web Based
Customizable Design

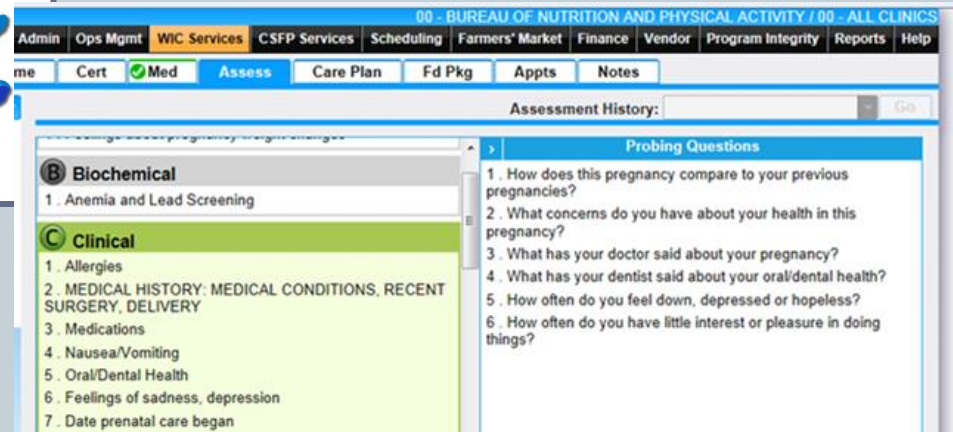


HANDS & Participant Centered Services (PCS)



Designed with the Participant Experience in Mind
Shifts the Focus from the Computer to the Participant

Enables Motivational Interviewing, a Proven Best Practice
Allowing the Participant to “Lead the Dance”
Promoting Positive Health Outcomes & Behavior Changes



HANDS & Participant Centered Services (PCS)



A Success Story

During an appointment with a newly post partum Mom, Julie, from Mohave WIC, asked the Mom she was assessing, ***“How often do you feel down, depressed, or hopeless?”***

The new Mom broke down in tears and shared that she felt ***“down all the time.”*** The Mom also shared that she was living with grandparents who were not very supportive. She was expected to do housework while her baby was sleeping. The mother said she ***“was exhausted and felt alone.”***



Julie gave the mother time to cry then offered her the simple but helpful guidance of talking with her grandparents about how she was feeling. ***Julie then referred the Mom to her doctor and encouraged her to discuss her feelings more.***

When the Mom returned, Tammy, also from Mohave WIC, read Julie’s notes in HANDS and followed up. The Mom shared with Tammy that ***she did visit her doctor, she was on medication, and she was doing better.***

Using Technology to Promote PCS



What's Next?

EBT

Vendor Web

Online Nutrition Education

Client Portal



NEVADA WIC Program



LINDSEY DERMID-GRAY, MPH, CLC
WIC LEADERSHIP CONFERENCE
WASHINGTON DC, 2015

Fit WIC: STEP UP



- 18-month program aimed at improving nutrition and physical activity through education, goal-setting, family challenges and incentives
- Promotes **six** health and wellness messages offered in **3-month** increments
- Focuses on behaviors that will improve how you feel **right now**, not ten years from now



Fit WIC: STEP UP



- **S- Step away from the screen**
 - Handouts: Watch less TV, “Play Inside and Turn On The Music” cards
 - Give away: Kid-friendly music CDs
- **T- Take a healthy plate**
 - Handouts: Using MyPlate – a guide to keeping yourself healthier
 - Give away: MyPlate child’s plate
- **E- Enjoy being active together daily**
 - Handouts: Active Toys, Play Outside, Play with a Ball
 - Give away: Bouncy Ball
- **P- Pass on sugary beverages**
 - Handouts: How to encourage your child to drink more water (Special cup or straw, flavor with fruit, etc)
 - Give away: Water Bottle
- **U- Use your sleep time to recharge**
 - Handouts: “Time for Bed” cards (importance of setting a bedtime routine)
 - Give away: Bedtime books
- **P- Plan time for family meals**
 - Handouts: “12 Steps to a healthy family” (importance of breakfast, eating as a family, keeping it simple)
 - Give away: “C is for Cooking” Sesame Street Cookbook





Change Begins with a Goal

“A journey of a thousand miles begins with a single step.” – Lao-Tzu



My goal is...

My goal is important to me because...

*****Remember to keep track of your progress. Please bring this paper with you to your next visit and share with us how you are doing!**

“You can’t hit a home run unless you step up to the plate. You can’t catch a fish unless you put your line in the water. You can’t reach your goals if you don’t try.” - Kathy Seligman



Month/Year: _____

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |



“It doesn’t matter where you are coming from. All that matters is where you are going.”

–Brian Troy

“Believe you can and you are half way there.” – Theodore Roosevelt





Name:
Client #:

STEP UP Family Challenge

Complete the family challenge and be entered in a raffle to win a prize! It's fun and easy.



Challenge Rules

1. All WIC families can participate.
2. There are 42 "activities" on the following chart. Between now and your WIC appointment, try to do them all! Mark each square (color it, stickers, etc.) as you complete the activity.
3. If you need to substitute a physical activity there is a list of suggestions on the back of this paper. Pregnant women may need to adjust the activities accordingly. The activities are more challenging the farther down the chart you go. You may want to start at the top.
4. To be entered to win a raffle prize, complete as many activities as possible on the table below before your next WIC appointment. Bring the sheet back to the appointment and your name will be entered to receive a prize! Drawings will be held in May, August and November of 2013 and in February, May and August of 2014.
5. The more activities you complete the more entries you will receive for the raffle! Receive up to 3 raffle entries when you complete all 42 activities!



| | | | | | | |
|---|---|--|---|--|---|---|
| Serve a vegetable with lunch | Turn off the TV during dinner. | Dance or move to music for 15 minutes. | "Double" your vegetable serving at dinner | Go for a 15 minute walk or hike with family. | Serve a yellow fruit or veggie. (Peaches, carrots...) | Do 15 jumping jacks or 15 arm circles |
| Turn off the TV all morning. | Go for a 20 minute walk. | Serve fruit as a snack. | Do 20 jumping jacks or 20 arm circles. | Try lower fat milk than you usually drink. | Do 15 toe touches. Do them slowly and gently. | Turn off the TV and read for 15 minutes. |
| Serve fruit at lunch and dinner. | Dance or move to music for 20 minutes. | Play head, shoulders, knees and toes game. | Turn off the TV during lunch and dinner. | Serve a dark green vegetable (broccoli, spinach...) | Go for a 25 minute walk or hike with family. | Serve both a fruit and vegetable at dinner. |
| Enjoy a meal together as a family today. | Serve a vegetable as a snack. | Turn off the TV and read for 20 minutes. | Play outside with your children for 20 minutes. | Try eating fruit in place of a glass of juice. | Dance or move to music for 25 minutes. | Serve a fruit and vegetable at both lunch and dinner. |
| Turn off the TV during breakfast, lunch and dinner. | Do 20 toe touches, do them slowly and gently. | Try a serving of a new fruit or vegetable. | Do 25 jumping jacks or 25 arm circles. | Serve a fruit with all three meals. | Go for a 30 minute walk around a local park. | Try low-fat yogurt, ice cream or cream cheese. |
| Leave the TV off all day! | Pick an activity from the list on the back and try it with your family. | Serve two vegetables at dinner. | Go for a 30 minute walk or hike with family. | Try a new way to prepare vegetables, like the recipe on the next page. | Play ball with your children. | Eat 5 servings of fruits and vegetables today. |



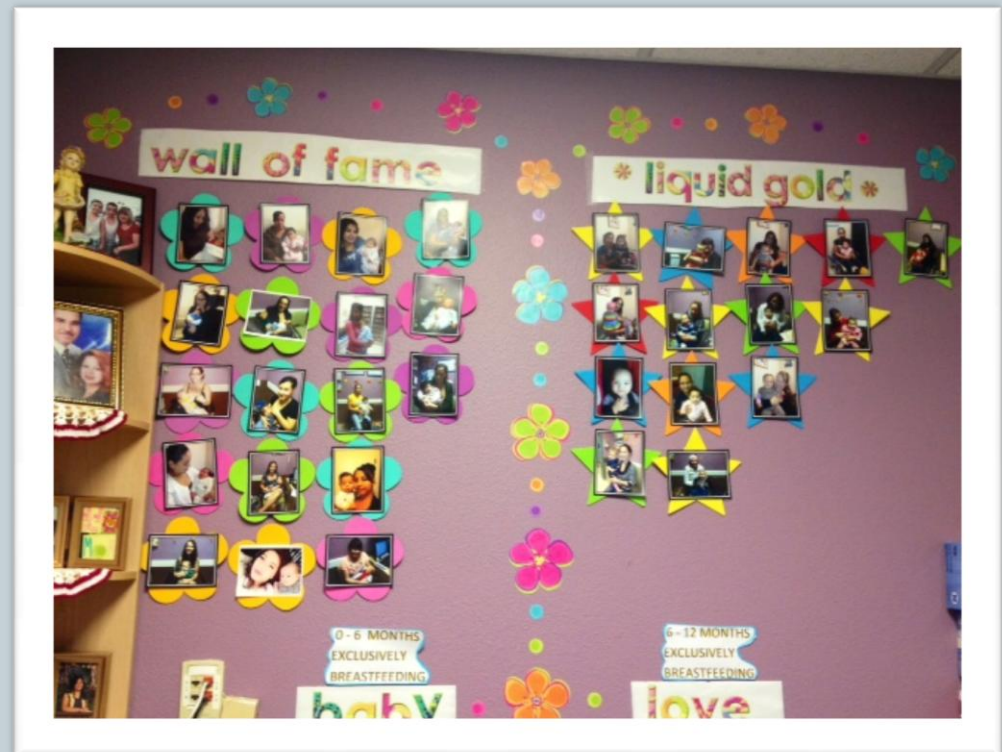
WIC Cooking Classes



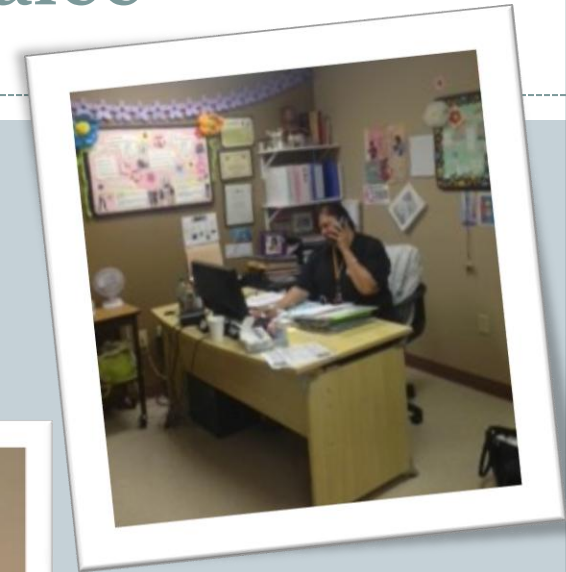
- Community effort with local chefs to provide demo cooking classes to WIC participants with WIC-approved food
- Participants receive NED for attending 1- hour class
- Currently piloting with local agency



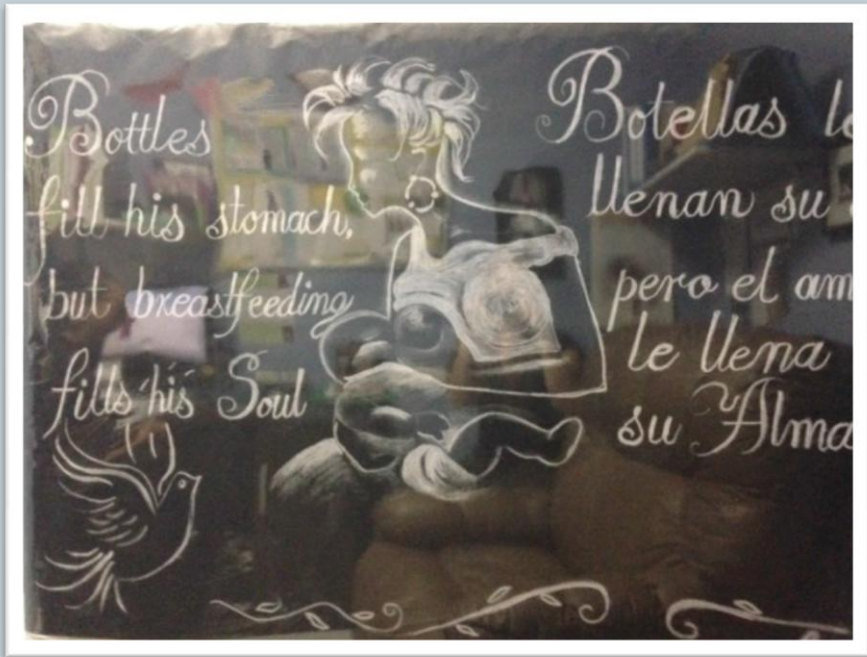
Peer Counseling Program - Maria



Peer Counseling Program- Sheralee



Peer Counseling Program-Dennys



World Breastfeeding Week - Faith

