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Revitalizing Quality Nutrition Services in WIC

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Title of Project: Alabama WIC Nutrition Education Model for the Prevention of Early Childhood Caries (ECC)

Agency Name: Division of WIC
Bureau of Family Health Services
Alabama Department of Public Health

State: Alabama

Key Word Descriptors: Flip chart, video, tip card, posters

Description of Project: The Alabama WIC Program collaborated with the Dental Division, Alabama Department of Public Health the School of Public Health, and the School of Dentistry, University of Alabama at Birmingham, to develop a culturally sensitive, low-literacy nutrition education model for the prevention of Early Childhood Caries (ECC). Diverse ethnic groups in the WIC population were interviewed in focus groups, including African American, American Indian, and Hispanic WIC participants, or their caregivers at seven WIC sites. In addition, 100 participants at six sites and 100 clinic WIC providers were asked to complete written surveys to learn more about staff and participant awareness, knowledge, behaviors, and interest levels.

Results of Project: Based on this research, health intervention messages were designed that are appropriate for the various WIC ethnic populations in Alabama. The health messages were incorporated in the development of four new dental pieces - a flip chart, video, tip card, and posters. All of the materials are available in English and Spanish. A referral handout for low cost dental care was also developed. These materials will be introduced as part of a statewide biannual WIC nutrition education plan to prevent ECC that begins October 1, 2002. The health department's Dental Division has supplied pediatric and adult toothbrushes, toothpaste, and dental floss for WIC participants in the plan and a large mouth model with toothbrush for each WIC clinic. A staff training video has been produced to educate the staff about ECC and introduce the new education materials.

Contact person for more information:

Carolyn Battle, MS, RD

Phone: (334) 206-5673

Email: carolynbattle@adph.state.al.us

Fax: (334) 206-2914

Address: Suite 1300

201 Monroe St.

Montgomery, AL 36104

Title of Project: Breastpumps for Premature or Seriously Ill Infants

Agency Name: Arkansas Dept of Health WIC Nutrition & Breastfeeding

State: Arkansas

Key Word Descriptors: Breastpumps

Description of Project: This was a pilot project to test the feasibility of providing non-returnable breastpumps (Pump ‘N Style™) to moms of premature infants. At the time of initiation of the project, Arkansas WIC owned more than 200 Lactina pumps. Even so, mothers of premature or seriously ill infants often could not get an electric breastpump or were put on a waiting list. State regulations prohibited contracts or other arrangements with rental agencies. Six years experience had shown that tracking and cleaning the reusable (Lactina™) was costly in terms of staff time and pumps not returned. The pilot required that the mother be certified as breastfeeding before the pump was issued. The field staff worked the mothers in to WIC clinic and accommodated their special needs (many were post- C/Section or staying near a NICU away from home). The names were entered into an Access Database. The mothers were contacted by telephone or letter monthly, until the pump was discontinued. Information about the pump project was distributed statewide to hospitals and clinics.

Results of Project: Waiting lists were eliminated. The project included 284 mothers. The data showed that the mothers had no difficulty learning to use the pump and were able to pump adequate amounts of milk. The shortest duration of pumping was 4 weeks; the longest time was 83 weeks. The infants’ gestation age ranged from 23 weeks to 41 weeks. Forty-one infants weighed less than 2 pounds; the smallest weighed only one pound. There were 33 sets of twins and one set of triplets. There were some unexpected findings. After receiving pumped breastmilk for weeks or months, a number of infants eventually went to the breast and exclusively breastfed. Seven infants with serious medical problems entered the pilot. Their problems included such disorders as gastroschisis, Hirschsprung’s, cardiac defects and neurodevelopmental disorders. The pilot demonstrated that providing effective, efficient electric pumps for mothers of high risk infants was cost effective. The \$99.00 cost of the pump (“Pump ‘N Style) was offset by the reduced need for costly special formulas and the elimination of staff costs for cleaning and tracking the pumps. The mothers were vocal in their

appreciation to the WIC program for making it possible to give their infants the health and nutritional advantages of breastmilk.

Contact person for more information:

Martha Hall

5800 W. 10th Suite 810

Little Rock, AR 72204

1-501-661-2905

Email: mhall@healthyarkansas.com

Title of Project: Breastfeeding Patient Information Sheets

Agency Name: Arkansas Dept. of Health WIC Nutrition and Breastfeeding

State: Arkansas

Key Word Descriptors: Patient Information Sheets

Description of Project: This project was to develop patient information materials, using a format that was well received in the past. The format featured a one-page information sheet, with English on one side and Spanish on the other. One hundred sheets were packaged into tear off type pads. Staff especially appreciated the space saving feature of the pads. At the same time as staff were requesting this material, health professionals in the community were also asking for non-commercial breastfeeding materials at low cost.

Results of Project: Eight patient information sheets were developed. Topics included mastitis, engorgement, yeast infection, nipple pinch test, difficult latch-on, breastmilk storage, biting, and sore nipples. Reading level was at 5th grade. The information was designed as a self-help reference for the mother. Printing was done at the state university print shop. Printed pads of the eight sheets were made available to WIC staff through a centralized supply system. CD's with PDF files for the eight sheets were provided free to clinics and hospitals. Options for printing included black and white versions, as well as color and printer ready files. The PDF files will also eventually be placed on the WIC Nutrition and Breastfeeding website.

Contact person for more information:

Martha Hall Arkansas
WIC State Breastfeeding Coordinator
5800 W. 10th Suite 810
Little Rock, Arkansas 72204
1-501-661-2905
Email: Mhall@healthyarkansas.com.

Title of Project: WIC Nutrition Assistant Competency Based Certification System

Agency Name: California Department of Health Services, WIC Program

State: California

Key Word Descriptors: Training and Staff Development, Competent Professional Authorities, Paraprofessionals

Description of Project: The WIC Nutrition Assistant (WNA) Competency Based Certification Project implemented a statewide process to ensure high performance and ongoing skill development of paraprofessional staff. It is a uniform, competency based system for training and certifying staff as Competent Professional Authorities (CPAs). Based on the recommendations of its WIC Growth and Integration Task Force, California developed a standardized certification process that emphasizes staff competency rather than knowledge. Paraprofessional staff must demonstrate mastery of eight core competency areas related to delivery of nutrition services.

Competencies include: 1) Communication and Culture, 2) Certification, 3) Nutrition and Health Assessment, 4) Individual Education, 5) Food Prescriptions, 6) Nutrition Education Plan, 7) Group Education, and 8) Referral and Outreach.

Using the WNA manual, supervisors evaluate their staff using four different methods: interviews, quizzes, observations and file audits. Local agencies submit completed records and forms for each staff member who completes the process to the state office for approval. Local agencies have flexibility on how they train their staff---training classes offered by the state office, a training manual, local staff in-services, and one on one training are all options available to local agencies. All staff must complete the same statewide, competency certification process.

Results of Project: The WNA system was implemented statewide in 2000. California is now in the process of certifying approximately 1,500 existing paraprofessional staff. California conducted an independent evaluation of this system, looking at how WNA certification has contributed to staff competency and job satisfaction and at current training resources. Approximately 60 paraprofessional staff and their supervisors were surveyed and/or interviewed pre and post certification. Staff and supervisors rated WNAs much higher in competency and job satisfaction 6 months after

certification. Over 94 percent of the WNAs felt that the process was useful and 75 percent of the supervisors reported that the WNAs performed very well or adequately after certification.

Contact person for more information:

Heather Reed, MA, R.D,

(916) 928-8523

Email: hreed@dhs.ca.gov

3901 Lennane Drive

Sacramento, CA 95834

Title of Project: California's Breastfeeding Strategic Plan

Agency Name: California Department of Health Services (CDHS), WIC Branch

State: California

Key Word Descriptors: Strategic plan, Breastfeeding promotion, Partnership

Description of Project: As a result of strong leadership and support by the California WIC Branch, CDHS is participating in a unique and comprehensive effort to increase statewide breastfeeding incidence and duration rates -- within existing resources. CDHS began its initiative in 1994 by convening an advisory committee to provide recommendations and strategies for increasing breastfeeding rates. After reviewing these recommendations ("Breastfeeding: Investing in California's Future,") the CDHS Director requested that all programs determine what they could do to enhance support for breastfeeding. The resultant CDHS Strategic Plans for Breastfeeding Promotion 1997 – 1999, and 2000-2002, included over 100 objectives from a variety of Divisions, including, Medi-Cal Policy, Medi-Cal Managed Care, Licensing and Certification, and Primary Care and Family Health. Given that California's Medicaid program (Medi-Cal), public health, and primary care and family health programs are all located in CDHS, coordination and planning of activities was enhanced. During implementation, the CDHS obtained input from the advisory committee on new breastfeeding policies/practices and educational materials. This process, which can be replicated in other states, allowed CDHS to obtain input from a wide array of experts and allowed community leaders to participate in shaping public policy.

Results of Project: Examples include:

- Overall State breastfeeding initiation rates have risen from 78% to 82% from 1997-2000 (latest data available), since the implementation of the Strategic Plan;
- State legislation and policies changed, i.e. lactation accommodation law requires employers to provide private space and time for working women to express breast milk; women have the right to breastfeed in public; breastfeeding mothers can postpone jury duty for at least one

- year; and birthing hospitals are required to provide a lactation consultant or breastfeeding information to new mothers at discharge;
- Medi-Cal is reimbursing for breast pumps and lactation consultant services, as well as providing trainings to health care providers on how to receive reimbursements; and,
 - CDHS sent a letter to all hospitals encouraging them to adopt the Ten Steps to Successful Breastfeeding (WHO).

Contact person:

Phyllis Bramson-Paul
Chief, California Women, Infants and Children
(WIC) Supplemental Nutrition Branch
(916) 928-8806/ (916) 928-0706 (fax)
3901 Lennane Drive
Sacramento, CA 95834
Email: pbramson@dhs.ca.gov,

Title of Project: Family-Centered Education

Agency Name: California Department of Health Services WIC Branch

State: California

Key Word Descriptors: Family-Centered Nutrition Education

Description of Project: The Family-Centered Education pilot project is an intensive effort to develop the necessary skills and comfort level of WIC educators to be able to provide Family-Centered Education (FCE). Family-Centered Education: 1) promotes school readiness and healthy nutrition practices for children participating in WIC, 2) teaches parents how to be the first teachers for their children, and 3) provides a learning experience for the whole family. It supports parents in the role of caregiver, teacher, nurturer, and advocate of their children. FCE engages parents and children together in learning activities while acknowledging the important role families play in the growth and development of their children. It offers the opportunities for *normalizing*---parents are able to see and hear in a safe learning environment that others face similar challenges. FCE educators have a significant role in engaging parents and children in activities related to nutrition and health, and *modeling* positive family interactions.

In the spring of 2001, five local agencies field-tested three FCE lessons plans: Gardening, Five-A-Day, and Shopping with Young Children. The FCE lesson plans incorporate rich language experiences, including a read aloud-book in each class. Parents and their children participate in music, games, and activities that build thinking skills, math skills, and social skills. Each family is given something to take home to do with their child.

In the summer of 2002, the WIC Branch created and coordinated a two-day FCE retreat for 18 local agencies. Various FCE skill-building sessions were offered. Topics included; learning about school readiness, how to work with family groups, how to incorporate music into learning, principles of learner-centered education, working with families that are culturally and linguistically diverse, and how to read-aloud to groups.

Results of Project: Evaluation results indicated that families enjoyed learning together and staff enjoyed the new way of teaching. Local agencies will incorporate the three FCE lesson plans into their WIC education and collect feedback from staff and WIC families over the next four months. The implementation phase will include developing a one day FCE Train-the-

Trainer workshop, and offering the developed lessons plans on the California website.

Contact person for more information:

Heather Reed M.A., R.D

3901 Lennane Drive

Sacramento, CA 95834

(916) 928-8523

Email: hreed@dhs.ca.gov

Title of Project: Food Shopping Practices of California WIC Participants

Agency Name: California Department of Health Services, WIC Branch

State: California

Key Word Descriptors: Focus groups, Food shopping practices

Description of Project: The California WIC Program undertook a project to gather input from program participants regarding their WIC shopping experiences to gain a better understanding of how food packages and food instruments can be improved. The Program conducted 10 focus groups statewide encompassing five different ethnic groups, i.e. Hispanic, African American, Chinese, Vietnamese, and Caucasian. Topics of discussion focussed on the participant's shopping experience, buying habits, food preferences--including fruits and vegetables, and their reaction to larger quantities of food per food instrument. The Program will use this information to determine how to improve the food delivery system and food selection to better address the eating patterns of our multi-ethnic participants.

Results of Project:

Shopping experience: Non-English speaking participants have difficulty identifying WIC allowed foods. Participants cited poorly trained or inexperienced cashiers and interactions with other customers in long lines as the cause of most problems at the check-out counter.

Buying Habits: Most participants shop for food two to four times per month. Almost all participants said that they had access to a car.

Food Preferences: Family size and cultural preference were the most important factors affecting whether or not WIC foods were consumed. All participants expressed a great interest in having WIC provide fresh fruits and vegetables. Participants also provided information on which specific fruits and vegetables they currently purchase for their families.

Reactions to Quantity Per Food Instrument: In general, participants liked the idea of having fewer WIC checks and the convenience of fewer shopping trips by putting larger quantities on a food instrument. Specifically, they are interested in combining food packages for two or more participants thereby receiving larger quantities of single foods, i.e. juice, cereal, beans or peanut butter on one food instrument.

Contact person for more information:

Pat Gradziel, PhD. RD

Phone # (916) 928-8685

Fax# (916) 928-0608

Email: pgradzie@dhs.ca.gov,

3901 Lennane Drive

Sacramento, CA., 95834

Title of Project: Nutrition Education Toolkit

Agency Name: California Department of Health Services, WIC Branch

State: California

Key Word Descriptors: Nutrition education, Toolkit

Description of Project: In 2000, the California WIC community took a hard look at its core services and began a strategic planning process to establish a more cohesive direction for the program. The resulting strategic plan called for California WIC to (1) improve customer service, (2) revitalize nutrition education, and (3) expand capacity to provide WIC enhancements with additional funding (WIC Plus). One goal for revitalizing nutrition education was to create an inventory of current nutrition education assets and to facilitate the use of existing resources.

In response to this goal, California created the Nutrition Education Toolkit for local agency nutrition education coordinators. The toolkit provides convenient access to a standardized body of information on nutrition education theories, practices, and evaluation. The toolkit has four content areas: Overview, Nutrition Education, Evaluation, and Websites/Best Practices. An additional section, entitled Other, is also included so that each nutrition education coordinator can customize the toolkit to meet their needs.

Following is a brief summary of the content of each section:

Overview - background information on nutrition education including definitions, California's strategic plan and strategic audit, WIC Nutrition Services Standards, California's minimum nutrition education standards
Nutrition Education - a variety of tools to help educators design learner-centered individual and group education including several one page descriptions on topics like designing learner-centered lesson plans and dialogue-based adult learning. Also included are books such as *Bright Ideas for Nutrition Educators*, *Food and Culture*, and *Nutrition Activities for Preschoolers* along with documents developed on approaches and methods of nutrition education.

Evaluation - resources to assist local agency nutritionists in conducting evaluation of their program, including books on conducting interviews and focus groups. Articles on evaluation were also incorporated to define formative, process and outcome evaluation.

Websites/Best Practices - relevant nutrition education websites

Results of Project: Impact of the project is yet to be determined. To date, local agency comments are positive and we anticipate local agencies will be using the toolkit to develop state-of-the-art, learner-centered nutrition education programs.

Contact person for more information:

Erika Trainer MS, RD

3901 Lennane Drive

Sacramento CA 95834

(916) 928-8537 fax (916) 928-0518

Email: etrainer@dhs.ca.gov

Title of Project: California WIC Renewal: 2002 Strategic Plan Implementation

Agency Name: California WIC Association and California Department of Health Services, WIC Branch

State: California

Key Word Descriptors: Strategic planning, Nutrition services, Customer service, WIC service enhancement, Logic model

Description of Project: Growth, automation and integrity in the WIC Program have occupied center stage for the past decade. As a result, local programs have expressed concerns about the lack of quality of nutrition education and participant services, and a lack of focus on these core activities. These concerns are mirrored in the recent Government Accounting Office (GAO) report, “WIC Faces Challenges in Providing Nutrition Services”. Using blended public and private funding, a Stakeholder Group—assisted by consultants—spent a full year working to develop a four-year California WIC Strategic Plan, taking a hard look at local service issues, particularly customer service and nutrition education. Using a methodology known as Logic Modeling, stakeholders from local WIC programs, the state WIC office and the advocacy community formed into three work groups in order to build group consensus around proposed plans for the next four years. The Logic Model provided a systematic way for members of each work group to state their wishes for the strategic planning process, so that the group as whole could make decisions and set priorities around proposed goals and program components. The full Strategic Plan Report, including details about the logic modeling process, is available on-line at www.calwic.org.

Results of Project: The following examples illustrate two years’ implementation:

Customer Service: Formation of a state Customer Service Committee; statewide presentation of FISH® Camp, a customer service model pioneered at the famous Pike Place Fish market in Seattle, Washington; a revitalized focus on “WIC Workforce Renewal”, generating funds for local WIC-sponsored dietetic internship programs, a scholarship endowment program,

and a Leadership Development Institute; targeted funds to local agencies for improvements in customer service.

Nutrition Education: Identification of methodologies, which have the most potential for successful use with the WIC population. This has been followed by training and planning for the roll-out of a statewide focus on Learner-centered Education and Customer-centered Communication, including training, lesson plans and a Nutrition Education Tool Kit.

WIC Plus: California completed a survey of local WIC public health and nutrition projects carried out with funding from sources other than the federal WIC grant. Additional training and guidance for those local programs that wish to pursue these and other funding opportunities in order to enhance their core WIC services continues to be provided.

Contact Person:

Michele Y. van Eyken

Chief, Nutrition Policy and Operations Section

California WIC Supplemental Nutrition Program

3901 Lennane Drive

Sacramento, CA 95834

(916) 928-8765; FAX: (916) 928-0709

Email: mvaneyke@dhs.ca.gov

Title of Project: California's Automated Nutrition Triage Matrix System with Individual Nutrition Education Plan and Referral Enhancements

Agency Name: California Department of Health Services, WIC Branch

State: California

Key Word Descriptors: Nutrition risk criteria, Nutrition education plan, Medical nutrition therapy (MNT), Referral systems

Description of the Project: The Nutrition Triage Matrix System (NTMS) and Individual Nutrition Education Plan (INEP) were developed by a team of local and state nutritionists to improve nutrition services by automating the referral of participants to the appropriate level of nutrition staff and standardizing nutrition care plans and documentation. The NTMS was implemented in California WIC's Integrated Statewide Information System (ISIS) in July 1999. The triage matrix bases the intervention level on the participants' nutrition risks and ISIS automatically assigns the intervention level. In August 2001, the Program enhanced the triage matrix system with the implementation of the INEP and enhanced referral screen. The INEP standardizes documentation, promotes consistent, efficient communication within and between local WIC agencies, and provides more comprehensive, effective individual nutrition education plans for WIC participants.

The NTMS and the INEP/Referral screen triages WIC participants according to the severity of their nutritional need to the appropriate level of nutrition staff for a plan for education and referrals. There are four nutrition intervention levels:

Levels 1 and 2--Low to moderate intervention is performed by a Competent Professional Authority (CPA) or WIC Nutrition Assistant (WNA) and monitored by the Registered Dietitian (RD).

Level 3--Higher intervention level is performed by the WIC RD (and in some cases the Degreed Nutritionist - DN).

Level 4--Complex intervention level is performed by the WIC RD who reinforces the medical care plan provided by the RD providing MNT services.

In addition, the triage system helps to distinguish among the responsibilities of the various WIC staff (paraprofessional CPAs, WNAs and RDs) and to distinguish between the WIC nutrition assessment and referral services and the need for MNT and other nutrition services provided by RDs in the health care system.

Results of Project: The NTMS has enabled the Program to profile the intervention levels of participants. Statewide, 85 percent of participants are in intervention levels 1 and 2; and 15 percent are in levels 3 and 4. The triage system and INEP have improved California's overall ability to provide quality nutrition services by:

- ◆ addressing nutritional needs more efficiently and effectively;
- ◆ determining staff training and resource needs; and
- ◆ enhancing the link between WIC and health care.

Contact Person:

Karen Shevlin MS, RD
3901 Lennane Drive
Sacramento, California 95834
(916) 928-8579, Fax: 916-928-0517
Email: kshevlin@dhs.ca.gov

Title of Project: WIC RD: Adjunct to Pediatric Health Care

Agency Name: California Department of Health Services, WIC Branch

State: California

Key Word Descriptors: Formula, Pediatric nutrition, Registered Dietitian (RD) training, Medical provider, Screening, Referral

Description of Project: California WIC provides services to over 60 percent of the infants born in the state. The pediatric health care system is complex and fragmented making it difficult for parents to obtain care, especially for infants with special medical needs and those who need therapeutic formula. WIC Registered Dietitians (RDs) require sophisticated screening and referral skills to provide quality nutrition services for these families. CA WIC has developed a model to assist RDs in local WIC programs to guide parents through the maze of services designed to address high risk infants to obtain appropriate nutritional support, including formula. The support model includes the following steps:

First step: Development of the CA WIC Infant Formula Guide providing information customized for the WIC RD regarding formulas, pediatric nutrition conditions, WIC formula policy and relevant nutrition resources.

Second step: Development and implementation of Formula Training for WIC RDs. The training has enhanced WIC RDs' skills in pediatric nutrition and in assisting families' to access health care. The training ensures that the WIC RD will: 1) implement the CA WIC formula policy; 2) assess formula requests based on the identified health conditions to validate the prescription; 3) triage and refer very high risk participants to appropriate resources via the medical provider; and 4) communicate with medical providers to advocate for and obtain needed nutrition services for participants.

Third step: A new screening and medical justification form for infants functions as a communication tool for sharing the WIC screening results with the medical provider. The intent is for the medical provider to review the WIC screening information and write an order based on information the WIC RD provides.

Fourth step: WIC Branch provides consultation to the local RD using a pediatric nutrition specialist who answers technical nutrition questions, reviews formula requests, communicates with medical providers and assists

with navigating the health care plans and public health programs for payment and referral.

Results of Project: WIC RDs are obtaining information and support in order to enhance their ability to be a more effective adjunct to health care. The WIC RDs who have received the training report increased confidence when calling the medical provider to discuss prescriptions and advocate for the necessary formula or intervention. The WIC RDs have an increased understanding of formulas and common pediatric conditions. Medical providers' acknowledge WIC's screening results and agree with the screening conclusion provided by the WIC RD.

Contact Person:

Judy Sundquist, MPH, RD
Pediatric Nutrition Specialist, CA WIC Branch,
3901 Lennane Dr.
Sacramento, CA 95834
Fax: (916) 928-0517
Email: jsundqui@dhs.ca.gov.

Title of Project: WIC Workforce Renewal Project

Agency Name: California Department of Health Services, WIC Branch

State: California

Key Word Descriptors: Career Development

Description of Project: The WIC Workforce Renewal Project is a joint effort of the California Department of Health Services WIC Program and the California WIC Association (CWA) to address the serious shortage of culturally diverse professional staff in the WIC program. The project includes innovative efforts to address the shortage of culturally diverse RDs in California WIC. The two-prong approach to the RD shortage includes *College Success* and *Grow Your Own RD*.

The *College Success Project* encourages WIC paraprofessionals to enter college and provides them with tools to improve their chances at being successful in their efforts. The project offers two college preparation classes, ABLE II and Career and Life Planning at the WIC site. These courses help improve academic performance and self confidence by assessing learning styles, improving reading speed and comprehension, enhancing test taking skills, and identifying potential barriers.

The *Grow Your Own RD Project* strategies include improving the public health/WIC component of nutrition and dietetic degree programs. California convened representatives from colleges and universities to discuss the public health and WIC component of four-year degree programs. This resulted in the development of guidelines for WIC community nutrition rotations. The WIC Branch created WIC-based Dietetic Internships (DIs). CWA obtained grant funding from the University of California at San Francisco to assist three local agencies in writing the self-study for a DI, as required by the American Dietetic Association Council on Accreditation of Dietetic Education. The California WIC Branch provided financial support for internship coordinators to the three WIC agencies. Finally, CWA created a scholarship fund, the California Nutrition Corps, to support California local WIC employees to advance their professional careers.

Results of Project: *College Success:* Attendees of the ABLÉ II and career and life planning courses report more confidence and job satisfaction in doing their WIC job. WIC directors report improved staff morale, better trained staff, and increased productivity. *Grow Your Own RD:* California now has three WIC-based DIs and anticipates three additional DIs next year. To date, CWA has raised \$150,000 for the scholarship fund to be distributed to local agency employees over the next two years.

Contact person for more information:

Karla Magie MPH, R.D,

(916) 928-8652

Email: Kmagie@dhs.ca.gov

mailing address: 3901 Lennane Drive,
Sacramento, CA 95834

Title of Project: Kitchen Confidence

Agency Name: DC WIC State Agency

State: District of Columbia

Key Word Descriptors: Training for Competent Professional Authorities (CPAs) to improve their level of skill and confidence in presenting kitchen skills to WIC participants.

Description of Project: This three-year project's focus is on revitalizing both the quality and quantity of nutrition services that are offered to District of Columbia (DC) WIC customers. In particular, the DC WIC State Agency is developing an innovative nutrition education delivery method and that will positively impact WIC customer food choices and food preparation behavior. DC WIC nutrition experts are in phase two of this revitalizing effort, which began in June of 2001, that centers on Kitchen Confidence (KC). While positive feedback from WIC participants reassured WIC staff that the messages surrounding under-consumption, nutrition and behavior modification were being understood, customers communicated that putting into practice what they learn is challenging. During focus group discussions, they asked that the CPA begin to help them increase their supermarket shopping and kitchen skills.

During phase two of the Kitchen Confidence initiative, WIC staff participated in an intensive two and a half day safe food handling certification course called Serve Safe and a full day of kitchen basics with Marcie Rothman, the \$5 Chef, well known for her food column, television appearances, and instructional cookbook and videos. As part of the training, all local agencies were equipped with a Kitchen Toolbox (KTB) that contains common kitchen utensils.

Phase three will involve ongoing training and certification and development of a Kitchen Confidence Resource Manual, which will include the new and improved DC WIC Kitchen Confidence Nutrition Core Curriculum.

Results of Project: (what was the impact)

The results of phase one and two of the Kitchen Confidence Project include 100 % of WIC CPA's taking the Serve Safe course received a passing grade. District of Columbia WIC Nutritionists report improved confidence in presenting hands-on kitchen skills to participants. During phase three of the

project, the new lesson plans will be implemented and customer acceptance, learning and behavior modification will be evaluated.

Contact person for more information:

Amelia Peterson-Dozier, MS RD LD

2100 Marin Luther King Jr. Ave, SE

Suite 409 Washington, DC 20020

Phone 202.645.5666

Fax 202.645.0516

Email: amelia.peterson@dc.gov

Title of Project: Moove To Lowfat Milk

Agency Name: Hernando County Health Department/WIC Program

State: Florida

Key Word Descriptors: Group Nutrition Education, Lowfat milk

Description of Project: Activities conducted at a local WIC agency that are part of a statewide campaign to encourage Florida citizens to make the “moove” to choose lowfat milk instead of whole milk. This is a community nutrition initiative to help reduce the incidence of overweight and obesity in Florida.

Results of Project: Lowfat milk taste tests were conducted in Hernando County at a WIC office waiting room, a Public Library Summer Program, and a Summer Camp held at an elementary school for preschool through fifth grade and as an in-service for County Health Department staff. Participants were asked what milk they currently purchased, what milk they liked during the taste test, how often they drank milk, and if they would switch to lowest fat milk that they liked. Reactions were very positive and many adults agreed to purchase lowfat milk. Some parents were surprised that their children did not need the whole milk for good health. Children at the summer camp were also given a brief lesson on the food guide pyramid and a balanced diet. Children were challenged to choose lowfat or fat free milk and to drink three glasses of milk daily to promote strong bones and healthy teeth. Letters were sent home with children letting parents know what they had learned.

Contact Person:

Sandra Dixon, RD, LD – 352-688-5076x25
Hernando County Health Department,
7465 Forest Oaks Blvd, Spring Hill, FL, 34606
Fax-352-688-5078
Email: Sandra.Dixon@doh.state.fl.us

Title of Project: Nutrition Notebooks

Agency Name: Okaloosa County Health Department/WIC Program

State: Florida

Key Word Descriptors: Nutrition notebooks for second nutrition education contacts.

Description of Project: Nutrition notebooks were developed for use as second nutrition education contacts for low risk clients to allow more flexibility in client scheduling, to make the second contact more interactive, and to make better use of staff time. The 17 notebooks cover health and nutrition topics of interest to WIC participants. The client can come to WIC during any hours we are open, as opposed to a specific class date and time. The client is given a choice of notebooks to review. The notebooks are large print, reading level between grades 5 and 7, with color graphics. After the client reads the notebook, they complete a planning form that helps them identify areas of concern in their own diet or lifestyle. The client then writes a one or two sentence plan of action to address the areas of concern. The nutrition staff reviews the plans, offers suggestions, and provides handouts if requested by the client. The planning sheet that includes key points of the notebook, and Internet resources is returned to the client with their WIC checks.

Results of Project: Waiting time for second nutrition contacts was decreased from over one half hour to approximately 15 minutes. Clients have more flexibility in scheduling because they do not need to be in WIC clinic at a specific class or group time. This has resulted in fewer people having to be rescheduled for a class. Staff time to provide the second nutrition contact has decreased from 15-20 minutes to around 3-5 minutes. Clients enjoy the notebooks and often request a copy of the notebook to take home.

Contact person for more information:

Cecilia K. Wagner, M.S., M.P.H., L.R.D.

Nutrition Program Director

(850) 833-9259 Ext 127

Email: Cecilia_Wagner@doh.state.fl.us

Okaloosa County Health Department

221 Hospital Drive

Ft. Walton Beach, FL 32548

Title of Project: WIC Game Show

Agency: Palm Beach County Health Department/WIC Program

State: Florida

Key Word Descriptors: group class, interactive nutrition education

Description of Project: We were looking for a way to make our low risk second nutrition education group more fun and less “preachy.” Our concept for this group was to create an awareness of healthy nutrition as well as provide information in a non-threatening, interactive, fun environment. Key points include:

- Help participants find acceptable substitutes to disliked nutritious foods and apply these ideas to other situations like low Hgb/Hct, overweight, inadequate diet.
- Discuss healthy snack options.
- Learn good parenting skills, especially helping children develop healthy relationships with food.

Rules of the game:

- Group facilitator reads question and possible answers.
- First person to raise hand gets to answer question.
- If answer is correct, everyone cheers and facilitator explains why answer is correct. If answer is incorrect, another participant gets a chance to answer.
- At the end of the game everyone wins a WIC recipe card of the day, which is a simple lowfat recipe using one or more WIC foods. The participant with the most correct answers gets a special prize, such as a WIC cookbook or something donated from Volunteer Services.
- Rotate questions every month.

Sample questions:

- Which of the following foods gives you the most vitamin A?
 - 1 orange
 - 1 apple
 - ¼ cantaloupe

(Discuss that if your child dislikes green vegetables, here’s one substitute.)

- True or false—if your toddler refuses to eat broccoli this week, you should offer it again in a few weeks or months. He or she may learn to like it one day.
- True or false--breastfeeding is your child's first immunization.
- If your healthy child refuses to eat, which one of the following should you not do?
 - Offer an alternate food
 - Remove food and wait for next meal
 - Bribe and punish
- How many ounces of juice should a two year old drink every day?
 - 4 oz.
 - 8-10 oz.
 - As much as they want

Results of Project: Participants have enjoyed coming to this group more than others, both because it's fun and they get a prize. Some have even requested a "complete set" of WIC recipe of the day cards and are encouraged to attend the group again to receive additional cards.

The facilitators enjoy doing this group, because it's different every time and they can adapt the questions to the interests of that group of participants.

Contact person for more information:

Jeri J. Pigott, MS, LD
Palm Beach County WIC Program
705 N. Olive Ave.
West Palm Beach, FL 44301
(561) 653-2049
fax (561) 653-2379
Email: Jeri_Pigott@doh.state.fl.us

Title of Project: Mooove to Lowfat or Fat Free Milk Campaign

Agency Name: The Florida Interagency Food and Nutrition Committee/Florida WIC Program

State: Florida

Key Word Descriptors: Interagency (governmental and educational) nutrition education campaign

Description of Project: “*Move to Lowfat or Fat Free Milk,*” a low-cost nutrition education campaign, was launched by the Florida Interagency Food and Nutrition Committee, during National Nutrition Month[®], March 2002. The campaign was launched in response to USDA’s challenge to promote consistent nutrition messages throughout Florida. (The campaign was based on the *1% or Less* initiative developed by the Center for Science in the Public Interest.) The interagency partners promoting the message consisted of governmental and educational agencies. Activities for the campaign for WIC included development of a website (www.doh.state.fl.us/family/mooove/milk.html) with an evaluation component, posters in English and Spanish, Displays, Bulletin Boards, Grocery Store Placards, Buttons, WIC Check Envelopes, and WIC Client Handouts in English and Spanish. Each local agency was also provided with a “kit” consisting of lesson plans, WIC clinic activities, sample press release, literature review, and taste test instructions.

Results of Project: The project runs for one year and is to be completed February 2003. The evaluation of the campaign will be completed on the Mooove website.

Contact persons for more information:

Kathy Reeves or Mary Ann Patterson
(850) 245-4202, Fax (850) 922-3936
Florida Department of Health
Bureau of WIC and Nutrition Services
Bin A-16/HSFW
4052 Bald Cypress Way
Tallahassee, FL 32399-1726

Title of Project: “Story Time”

Agency Name: Orange County Health Department/WIC Program

State: Florida

Key Word Descriptors: Group Nutrition Education for three to four-year-old WIC participants. Reading nutrition centered age appropriate children’s book, teaching a key nutrition message.

Description of Project: Mary Stickney, Public Health Nutritionist Supervisor, Orange County WIC Project, Ocoee/Winter Garden, Florida recognized that many parents/authorized representatives of three and four year old children had participated in the WIC program with other children and were well versed in the nutrition issues surrounding this age group of children. Since physical presence is now a requirement, Mary decided to direct the focus of the nutrition education directly to the child. Once a week, three and four year old children seeking re-certification are given a group appointment. Mary reads a nutrition related children’s storybook to a small group of children (≤ 15) and talks with the children about the book and a good nutrition concept. Hands on activities using fruit and vegetable puppets, felt boards, and coloring sheets are also a part of the group nutrition interaction.

Results of Project: High level of interest and participation from children. Parents/authorized representatives have expressed their appreciation for the interest shown in providing this group learning session for their children. WIC staff has observed that many working parents do not have the opportunity to observe their children in a learning situation.

Contact person for more information:

Charlotte J. Sosa, M.P.H., R.D., L.D.
Public Health Nutrition Program Director
Orange County WIC Program
604 Courtland Street Suite 200
Orlando Florida 32804
Telephone (407) 623-1180 extension 203
Email: Charlotte_Sosa@doh.state.fl.us

Title of Project: WIC Program Physician Partnership Program

Agency Name: Georgia Dept. of Human Resources, Division of Public Health

State: Georgia

Key Word Descriptors: partnership, physician education, outreach

Description for Project: The Georgia Department of Human Resources, Division of Public Health awarded a contract to the Georgia Chapter of the Academy of Pediatrics (GA-AAP) for the purpose of developing a partnership for the coordination of health services provided to Georgia families. WIC Program funds were provided to establish a Statewide physician outreach campaign to educate physicians and their office staff about WIC benefits/referral, and address infant and child feeding issues faced by both physicians and WIC staff. From 1998 through 2000, WIC participation declined. Concurrently, direct health services for Medicaid eligible patients were provided increasingly by private providers. It was determined that by having primary care physicians and their office staff act as referral sources, more low income women and their children would receive supplemental foods, nutrition counseling/education and breastfeeding support as part of the patients' comprehensive medical care. This partnership between WIC staff and primary care physicians would provide a foundation to promote and support appropriate feeding practices and healthy eating behaviors among WIC participants. Surveys conducted among pediatricians, obstetricians and family practitioners indicated that their top needs were information on the WIC Program, breastfeeding, infant feeding and childhood obesity. These results have been used to determine the focus areas of the project. Components of the project are as follows: (1) Establish training modules for physicians and their office staff to facilitate utilization of WIC Program services. (2) Enlist primary care physicians as WIC "ambassadors" in various regions of the State. (3) Establish an advisory board with representation from chapter members and other State medical specialty societies. (4) Improve and support breastfeeding promotion and support efforts in Georgia. (5) Facilitate communication between physician's offices and the local WIC clinics.

Results of the Project: A web-site has been developed to provide ongoing information to physicians. Pilot sites for the project have been selected,

based on WIC participation, obesity and breastfeeding data and a timetable set for implementation of the project. These sites and other areas are already requesting education sessions and materials. An evaluation component is being designed to determine the impact of the partnership on both WIC participation and on breastfeeding and nutrition support for WIC participants.

Contact Person:

Carol MacGowan

Email: cmacgowan@dhr.state.ga.us

phone: (404) 657-2884

FAX (404) 657-2886

address: Two Peachtree Street, NW, Suite 11-222
Atlanta, GA 30345

Title of Project: A Nursing Drape, designed especially to fit our clients' needs.

Agency Name: Hawaii State WIC Program

State: Hawaii

Key Word Descriptors: Breastfeeding, incentive item, drape

Description of Project: This project was to look at the feasibility of providing nursing drapes for our breastfeeding WIC clients. We began by looking for nursing drapes on the market finding that none of them met our criteria of lightweight, handsome, one handed use, locally made, easy to wash and inexpensive. WIC eventually decided to create our own drape using local talent, designing our own pattern and label on local fabrics. They are now used exclusively in all WIC clinics and only available through WIC.

Results of Project: The nursing drapes are an integral part of our Breastfeeding Incentive Program now. Our nursing drape was designed in 2001 based on research showing that many women bottle-feed due to embarrassment. And, as we know from experience, many WIC moms will breastfeed at home but bottle-feed in public. The drape helps these uncomfortable mothers feel more at ease feeding in public while giving local agencies a breastfeeding friendly option for the mom that wants 'a few cans of formula' each month. It also provides excellent advertising for WIC via the label and mothers are proud to be WIC clients.

We were also extremely pleased that it employs local talent for the fabrics, sewing, label and distribution.

Several others states, tribes and WIC offices around the country are looking into providing this or a similar product for their clients. We have also been contacted by private industry to provide them to the general public but wish to keep them exclusive of WIC at this time.

Contact person for more information:

Christina Simmons Shoemaker

Statewide Breastfeeding Specialist

ph: (808) 586-8175

Email: casimmon@mail.health.state.hi.us

fx: (808) 586-8189

235 S. Beretania Street, Suite 701

Honolulu, Hi, 96813.

Sue Uyehara

Program Support Section Chief

Email: sjuyehar@mail.health.state.hi.us .

Same address, phone number and fax.

Title of Project: Cooperative Partnership to Promote Literacy and Healthy Lifestyles in WIC

Agency Name: Illinois Department of Human Services

State: Illinois

Keyword Descriptors: partnership, federal food assistance programs, reading

Description of Project: The Illinois WIC Program, in coordination with the Illinois Interagency Nutrition Council (INC), planned and implemented a statewide celebration during March 2002 to recognize Nutrition Month. The theme for the celebration was “March for Your Health – Feed Your Need to Read” to promote healthful eating, physical activity and reading at WIC local agencies and other food assistance sites in the state. Local agencies were encouraged to plan events with their local community leaders around the date of March 15th. Many agencies partnered with their libraries, Head Start or Child Care providers to plan their activities. Books (USDA “Go Glow Grow Foods for You”), crayons (with a WIC outreach message) and bookmarks (designed by University of Illinois Extension) were sent to local agencies along with Governor’s proclamation. A two-day celebration of Nutrition Month was kicked off with a Nutrition Fair in the Illinois State House. Local WIC agencies participated along with INC members (University of Illinois Extension, State Board of Education Child Nutrition Programs, Department of Public Health, Department of Human Services – Food Stamps, WIC and Nutrition Services, Department on Aging, and Illinois Hunger Coalition).

Results of Project: This partnership demonstrated how federal food assistance programs and advocacy groups could work together to promote healthful eating, physical activity and reading among the populations they serve.

Contact Person for more information:

Penny Roth

217-782-2166

Email: dhshpat@dhs.state.il.us

217-785-5247 (fax)

535 West Jefferson, Springfield, IL, 62702.

Title of Project: WIC Food Center Bags as a Tool for Nutrition Education

Agency Name: Illinois Department of Human Services

State: Illinois

Keyword Descriptors: Food Centers, shopping bags, nutrition messages

Description of Project: WIC Food Centers were established in the city of Chicago to provide direct delivery of supplemental foods to WIC customers in a setting similar to a neighborhood grocery store. The Centers are currently operating at 18 locations and over 73,000 WIC customers utilize the Centers. Nutrition education messages are displayed throughout the Food Centers. The plastic shopping bags used by the customers include nutrition and health messages. Over 350,000 bags are used each month to carry WIC foods into the community. Messages are changed every 90 days and have included topics such as food stamp outreach, breastfeeding promotion, importance of immunizations, National Nutrition Month theme, etc. The standard messages for the shopping bags are the Food Guide Pyramid and 5 A Day for Better Health. The messages are in both English and Spanish (one side English the other side Spanish). The bags offer another tool for nutrition education for the WIC program in Illinois.

Results of Project: Providing nutrition messages at the Food Centers has been well received. Use of shopping bags to communicate nutrition and health messages is an effective tool for nutrition education in the Illinois WIC program.

Contact Person for more Information:

Penny Roth

Illinois Department of Human Services

535 West Jefferson

Springfield, IL 62702

217-524-3353 (phone)

217-785-5247(fax)

Email: dhshpat@dhs.state.il.us

Title of Project: Feeding Dynamics

Agency Name: Illinois Department of Human Services

State: Illinois

Keyword Descriptors: training, education materials

Description of Project: This project addresses issues related to feeding dynamics by incorporating this philosophy throughout nutrition services in the Illinois WIC Program. Early in 2001, a written survey was distributed to all Illinois WIC nutrition educators to determine their familiarity with Ellyn Satter's work in feeding dynamics. Results indicated that few respondents had received training, read Satter's books or had been exposed to the feeding dynamics philosophy. Based on the survey results, Ellyn Satter was invited to Illinois to present "The Feeding Relationship...Introduction to the Possibilities" for an all-agency training. The workshop illustrated the feeding relationship, demonstrated the relationship-based approaches to common feeding problems and made recommendations about resources and further training. A one-day workshop entitled "Maximizing Counseling" was developed for Regional Staff to use with WIC professional staff. The workshop reviews the Division of Responsibility for infants, toddlers and preschoolers and discusses the feeding relationship and how it can be used in the WIC setting. Staffs are encouraged to evaluate how their own experiences with food (both as a child and as a parent) effect how they counsel WIC participants. Case studies are utilized to expose staff to Satter's counseling 'rubric' (+parent, +child, - child, - parent). Feeding dynamics are also incorporated into other trainings, special projects and handouts as they are developed. National Nutrition Month activities in March included reading to children and all local agencies were provided with a handout entitled "Guidance for Teaching Healthy Eating to Children." The guidance adapted from "Secrets of Feeding A Healthy Family" by Ellyn Satter, focused on three key messages: food acceptance, regulation of food intake, and respect for diversity. A fact sheet, "What Should Children Drink," was developed to reduce the misuse of juice and includes the Division of Responsibility and feeding dynamics philosophy.

Results of Project: Local agency professionals indicate they are excited about this new direction and feel better equipped for counseling, particularly around sensitive issues such as obesity, when using it.

Contact Person for more information:

Penny Roth/Stephanie Bess

217-782-2166

Email: dhsfh02@dhs.state.il.us

217-785-5247 (fax)

535 West Jefferson,
Springfield, IL, 62702.

Title of Project: Feeding with Love: The Impact of Nutrition Education on the Bottle Feeding Habits of WIC Preschoolers

Agency Name: Cook County Health Department and Illinois Department of Human Services

State: Illinois

Keyword Descriptors: nutrition education, weaning, and bottle use

Description of Project: This project, funded by USDA, examined the impact of a nutrition education program on health (ear infections), weaning age, fluid intake and bottle use of WIC preschoolers. It also examined how barriers to bottle weaning could be addressed to lower the age of bottle weaning of WIC preschoolers. Stage I of the study included the assessment of parents' knowledge, attitudes and behaviors regarding bottle weaning. Among the barriers identified was the response of more than half of the Hispanic caregivers that taking away the bottle makes a child feel unloved. These, along with other barriers identified, were addressed in Stage II of the study, which measured the impact of nutrition education on the bottle weaning and feeding habits of WIC preschoolers.

Results of Project: Among the results from the study are identified barriers to bottle weaning of WIC preschoolers and approaches to nutrition education which address those barriers.

Contact Person for more information:

Alka Sood

Cook County Department of Public Health

1010 Lake St., Suite 300

Oak Park, IL 60301

708-492-2100 (phone)

708-492-2924 (fax).

Title of Project: Improving Breastfeeding Management in Local WIC Clinics

Agency Name: Indiana State Breastfeeding Committee

State: Indiana

Key Word Descriptors: Training; professional skills improvement; IBCLC

Description of Project:

By serving at least 50% of the infants in Indiana, WIC has a vital role and responsibility to provide leadership in encouraging appropriate breastfeeding care. Therefore, having well trained local agency staff is crucial to improve breastfeeding promotion and support. The following plan was developed to improve the competency of staff providing this support.

Step 1: Encourage the certification of IBCLC to staff. This is the only credential universally recognized, with a written standard of practice, a governing board, and continuing education requirements.

Step 2: Provide a Lactation Management 5-day course to any staff. The training was provided by Lactation Education Consultants in October, 2000. An over 300-page syllabus was provided. All eligible attendees were encouraged to sit for the IBLCE exam in July 2001.

Step 3: Provide a Certification Cram Course in June 2001. Employees were also mentored through the application process.

Step 4: Establish Regional Lactation Centers throughout the state directed by IBCLCs. Appropriate equipment and educational materials are ordered by the centers to provide consistency of all materials. Breastfeeding triage and back up support for outlying counties are provided. There are a total of 13 centers in 2002, with a goal of increasing to 26 by 2005.

Step 5: Train additional staff in Lactation Management. The Indiana WIC program also recognizes the need to improve staff competency by increasing the number of IBCLCs. A second 5-day Lactation Management Training is scheduled in 2002.

Step 6: Increase awareness of the public of the need for consistent and quality breastfeeding education through a state wide Breastfeeding Promotion Plan . Needs assessment will be done through regional centers.

Results of Project: As a result, there are 16 new IBCLCs, including the State Breastfeeding Coordinator, bringing the total in the Indiana WIC program to 26. The goal is to add 12 more IBCLCs in 2002. There is an

increased interest by local WIC staff on how to promote breastfeeding.
There is more collaboration with hospitals and others at the local level.
Breastfeeding rates are trending upward after several years of stagnation

Contact persons for more information:

Carole Peterson, Co-Chair BF Com.

Sharon Farrell, State BF Coordinator

Email: buxtoncp@aol.com

Email: sfarrell@isdh.state.in.us

Title of Project: Brushing Buddies Club

Agency Name: Kansas Department of Health and Environment

State: Kansas

Key Word Descriptors: Community Nutrition education; Children; Oral health; Literacy

Description of Project: The Brushing Buddies Club was designed as a community event to promote good nutrition, better oral health practices, encourage reading readiness, family interaction, and improved motor skills among preschool children and their parents. The Brushing Buddies Club utilizes a book by Michelle Lombardo entitled “It’s A Teethday Party. Each club begins with the reading of the book followed by an opportunity to participate in 7-8 different learning centers. Learning activities included fixing “tooth-friendly” snacks, visiting with a dental hygienist and dentist, doing a fruit and vegetable bean bag toss, various arts and craft projects around nutrition and oral health, and visiting with the local librarian about other books on foods and oral health subjects.

Each family received a copy of “It’s A Teethday Party” as well as activity suggestions to extend the learning experience at home. At the learning centers, families received activity pages to be completed at home, a “Tasty Treats for Teeth” cookbook of “tooth-friendly” snacks, toothbrushes and toothpaste for each child attending.

Results of Project: Over 100 families, representing over 150 children, participated in three community Brushing Buddies events. Evaluations indicated: 85% of the families had read the book at home at least once in the month following the event:
92% had completed one or more of the suggested home activities;
65% indicated an increase in the frequency of children brushing their teeth

Contact person for more information:

Pat Dunavan, MS, RD, LD
Nutrition Education Specialist
Kansas Dept. of Health and Environment
Nutrition and WIC Services
Curtis State Office Building
1000 SW Jackson, Suite 220
Topeka, Kansas 66612-1290
Phone: (785) 296-0094
FAX: (785) 296-1326
Email: pdunavan@kdhe.state.ks.us

Title of Project: “Breastfeeding + Reading = A Smart Start.”

Agency Name: Louisiana WIC Program

State Agency: Louisiana

Key Word Descriptors: (ie.; group class, pamphlet, lesson plan, training)
Breastfeeding and Literacy lesson plan for prenatal participants

Description of Project: (why the project was undertaken, who benefits, etc.) Grab a good book, a comfy chair, put your feet up, settle baby to breast and let the stories begin. This is the message to prenatal moms in “*Breastfeeding + Reading = A Smart Start*”, a new lesson plan being introduced in the Louisiana WIC Program. Louisiana in response to USDA’s request to integrate literacy into nutrition education received by WIC participants has instituted a pilot project, “*Breastfeeding + Reading = A Smart Start*.” The project is adapted from a similar project of the PHFE WIC Program in Los Angeles, CA. “*Breastfeeding + Reading = A Smart Start*” is being incorporated into a series of three classes on breastfeeding which will be presented in the LA WIC prenatal clinics by the WIC Nutrition Educators. The objective of this particular class is to help prenatal mothers on the WIC program understand how breastfeeding and early reading experiences promote optimal development in children. Simple visuals were developed to use as props for the class. A bookmark will be used as a handout for the participants. If the mother is unable to read, she is encouraged to hold a book and tell a story about the pictures. The project is being piloted at the Katherine Benson WIC clinic, a local clinic in the New Orleans area. In July, the class is being presented at prenatal clinics once a week. During the month of August the class frequency will be increased and the class will be fine-tuned. In the month of September, the class will be demonstrated at the annual State WIC Nutrition Educators’ Conference; “*Breastfeeding + Reading = A Smart Start*” will then be instituted statewide.

Results of Project: (what was the impact)

This project targets two issues that are endemic to Louisiana, low literacy and low incidence of breastfeeding. With these lessons, WIC hopes to demonstrate to expectant mothers that they can provide the best start for their children by breastfeeding and reading. While this project is still in the pilot stage, staff and participants have been very enthusiastic about the

project so far and Louisiana has plans to conduct participant surveys in the month of August.

Contact person for more information:

Aledia Williams, MS, RD, LDN, CLE

State Breastfeeding Coordinator

Louisiana WIC Program

325 Loyola Avenue Room 406

New Orleans LA 70112

tel: 504-568-5357

fax: 504-568-3065

Email: alediaw@dhh.state.la.us

Title of Project: “Help Me Be Healthy” Nutrition Education Pamphlets

Agency Name: Office of the Maryland WIC Program

State: Maryland

Key Word Descriptors: Pamphlet series

Description of Project: The “Help Me Be Healthy” pamphlet series consists of eight pamphlets written in English and eight pamphlets written in Spanish designed to assist WIC staff in providing individual nutrition counseling sessions to caretakers of children at certification visits. The pamphlets contain age-specific information targeted to children 12 to 18 months, 18 to 24 months, 2 to 2 ½ years, 2 ½ to 3 years, 3 to 3 ½ years, 3 ½ to 4 years, 4 to 4 ½ years, and 4 ½ to 5 years related to topics such as the Food Guide Pyramid, healthy eating and snacking, eating breakfast, trying new foods, self-feeding skills, eating meals together, dental health, child safety, and physical activity. The emphasis in each pamphlet is to help caretakers encourage children to enjoy meals and physical activity and encourage their independence in choosing healthy foods, feeding themselves, and keeping healthy. The pamphlets are easy to read and visually appealing, with full-color photographs of culturally diverse children engaged in activities such as eating, brushing their teeth, helping with food preparation, and walking, playing, or reading with a caretaker.

Results of Project: The pamphlet series has been very well received by local agency staff who provide nutrition education in Maryland. We have also received positive feedback from other state WIC agencies. We expect that the quality of individual nutrition counseling will improve as staff use these pamphlets along with facilitated discussion techniques to provide nutrition and health messages targeted to the age of the child. Due to the success of these pamphlets, we plan to develop similar pamphlets for infants to replace the one we currently use.

Contact person for more information:

Mary Dallavalle

410-767-5663 (office) 410-333-5683 (fax)

Email: dallavalle@dhhm.state.md.us

Office of the Maryland WIC Program
201 W. Preston St., 1st Floor,
Baltimore MD 21201

Title of Project: The Parenting Connection: Supporting Parents During the First Year

Agency Name: Massachusetts Department of Public Health (MDPH) - WIC Program

State: Massachusetts

Key Word Descriptors: Train-The-Trainer Format

Description of Project:

The Parenting Project seeks to incorporate parenting skills into nutrition education to build the foundation for good dietary patterns and habits in children, which are also essential to building the foundation to the prevention of obesity. The information incorporated into nutrition education provides anticipatory guidance on: 1) introduction of solids, 2) appropriate age-specific feeding techniques, 3) age-appropriate foods, 4) establishment of good eating habits and feeding patterns, and 5) parental interaction with their children, especially related to feeding and feeding times. To ensure that all WIC nutrition staff has this knowledge for effective counseling and education, a one-day train-the-trainer program was developed. The training manual consists of the following components:

- ◆ *The First Years Last Forever*, which highlights the latest research on early child development. Materials from the I Am Your Child Foundation and Bright Futures for Babies have been incorporated into this section.

- ◆ *Massachusetts Infant CPA II Module* which includes information on growth and development, nutrition during the first year, Touchpoints™, and supporting parenting skills related to infant feeding.

- ◆ *Homemade Toys and Activities Resource Guide* provides information on ways for parents to positively interact with their babies, including simple toy making, finger plays, and English and Spanish songs.

- ◆ *The Parenting Discussion Guide* features group facilitation on 23 topics of common concerns including feeding, safety, and interacting with baby.

Support materials incorporated into this project include Bright Futures: Nutrition, MDPH Child Health Diary - Growing Up Healthy, The New Middle of the Night Book (MELD), and the video, The First Year Last Forever (I Am Your Child Foundation).

Results of Project:

Twenty-six local programs have participated in this training to date. Staff attending this training will in turn train their local program staff to effectively utilize the materials and incorporate common parenting issues into their nutrition counseling and education.

Contact person for more information:

Julie Schaeffer, LDN, Massachusetts WIC Program

Email: julie.schaeffer@state.ma.us

Telephone: 617.624.6148

FAX: 617.624.6179.

Title of Project: The Learn Together Approach

Agency Name: Michigan WIC Program

State: Michigan

Key Word Descriptors: Facilitated Group Discussion, Train the Trainer

Description of Project: March of 2000 nutrition educators from Michigan local agencies were invited to form a Nutrition Education Workgroup. During the first meeting the educators were asked to make recommendations for revitalizing nutrition education in Michigan. Among those recommendations was training in facilitated group discussion.

In January 2001 Michigan State University (MSU) Extension was asked to collaborate in the nutrition education project. A contractor was secured and a training curriculum was developed called the Learn Together Approach.

The purpose of this training was to equip nutrition educators with the skills to incorporate facilitated group discussion in their program services and train others to do the same.

The Learn Together Approach was marketed to local agencies and county extension staff as a nutrition education format that accommodates the adult learner by focusing on their present needs and allowing them freedom to share ideas and experiences.

In June 2001, ten educators from Michigan local agencies and five MSU Extension county educators attended a two-day training in the Learn Together Approach. It was conducted in a train the trainer format, with materials made available both in hard copy and electronically.

In October 2001 four one day regional trainings of the Learn Together Approach were conducted by Michigan state agency staff. A total of seventy-two WIC educators from local agencies attended the trainings.

Results of the Project: In December 2001 Michigan local agencies were surveyed. Twenty-eight of 46 local agencies indicated that they had incorporated some form of facilitated group discussion into their secondary nutrition education. Six local agencies indicated that they were fully implementing the facilitated group discussion format into their secondary nutrition education. Twenty-two local agencies indicated that they were using a combination of lecture-style and facilitated group discussion for secondary nutrition education. Local agency nutrition educators reported

that WIC participants enjoyed the discussion format over the lecture-style format.

Contact Person for More Information:

Karen Bettin, MS, RD

Michigan WIC Program

2150 Apollo Drive

Lansing, MI 48909

Phone: 517 335-8957

Fax: 517 335-8835

Email: bettink@michigan.gov

Title of Project: Revising Diet Assessment in MN WIC

Agency Name: Minnesota WIC Program

State: Minnesota

Key Word Descriptors: diet assessment; pictorial food frequency; feeding assessment

Description of Project: The project was undertaken when we realized that our current assessment tools were 1) lacking an assessment of the feeding dynamics between the parent/caregiver and their infant/child, and 2) ineffective in assessing diets of WIC participants whose literacy skills were limited or whose language was not English.

We formed a workgroup of state and local nutrition staff to identify the multiple needs not met by current tools. Rather than selecting one assessment tool, the group decided to develop or revise three different tools each of which would serve a different need or purpose. The three tools developed are: a 24-hour food record; a pictorial food frequency; and a dietary & behavioral assessment questionnaire. At each certification WIC staff choose from among the three, the tool they think will be most effective for the assessing participant's situation (e.g., the feeding behavior tool is especially well suited for assessing toddlers).

Results of Project: Local WIC staff have found that their assessments are much more meaningful and complete, and better focused. Consequently the assessment leads to education and counseling of greater value to participants. Furthermore, staff appreciate the variety three tools afford them and the flexibility to accommodate different participants needs. Participants also appreciate "something different" than the usual 24-hour food record they may have completed many times in the past. Most importantly, WIC staff find they are "discovering" feeding issues they might never would have with the standard diet assessment tools. We have now identified the need to enhance the skills of staff for effectively addressing the issues of the parent/child feeding relationship.

Contact person for more information:

Pat Faulkner

phone: 651/281-9902

fax: 651/215-8951

MN Department of Health WIC Program

PO Box 64975

St. Paul, MN 55164-0975

Email: patricia.Faulkner@health.state.mn.us

Title of Project: Mississippi's Annual Gold Standard Breastfeeding Conference

Agency Name: Mississippi State Department of Health WIC Program

State Agency: Mississippi

Key Word Descriptors: Bi-regional breastfeeding conference

Description of Project: Four Hundred people representing 10 states gathered at the Crowne Plaza in downtown Jackson, Mississippi on April 11 and 12, 2002 at the Fifth Annual Breastfeeding Gold Standard Conference. This two-day conference is the result of an on-going collaboration between La Leche League of Alabama, Mississippi, and Louisiana and the Mississippi Department of Health's WIC Program. World-renowned experts presented two days of the most current, evidence-based, and comprehensive information available in the field of lactation.

This year's guest list included British Midwife and Breastfeeding Expert, Chloe Fisher of Oxford, England; Austin, Texas native Barbara Wilson-Clay; Dr. Michal Young, Associate Professor of Pediatrics at Howard University; Dr. Barbara Philipp, Assistant Professor of Pediatrics at Boston University School of Medicine; Cher Sealy, IBCLC from Alabama; and Karen Zeretzke, IBCLC from Louisiana. Mississippi's "local talent" included Richard "Buddy" Ogeltree, Jr, Pharm.D.; Dr. Rebecca Saenz, IBCLC; Cathy Carothers, IBCLC; Camille Foretich, IBCLC; and Terri Sasser. Past speakers have included greats such as Dr. Marshall Klaus, Dr. Newman, and Kittie Franz.

Whether novices or more experienced consultants, there's something for everyone at The Gold Standard Conference. Many of the attendees return year after year, and they'll tell you: "There's no reason to travel any further than Jackson, MS to learn the latest in lactation." Pertinent sessions, an amazing bookstore full of the most up-to-date resources, exhibitors ready to answer attendees' questions, and wonderful networking possibilities all are offered at a reasonable price. Plans are being made for the Sixth Annual Breastfeeding Gold Standard Conference to be held April 10 and 11, 2003 at the Crowne Plaza Hotel in Jackson, Mississippi.

Results of Project: What began in 1998 as a tri-state conference has grown into a much-anticipated event including international speakers as well as lactation experts from Mississippi and other States. Conference attendees in

2002 traveled from all over Mississippi and 10 other States including:
Oklahoma, Texas, and Florida.

Contact person for more information:

TaWanda Ferrill, CLC;

(601) 576-7100;

Email: tferrill@msdh.state.ms.us

Title of Project: WIC Farmer's Market Nutrition Program

Agency Name: Mississippi Band of Choctaw Indians WIC Program

State Agency: Mississippi Band of Choctaw Indians

Key Word Descriptors:

The MBCI WIC Program is affiliated with the WIC Farmer's market that is conducted each year June through October. The WIC Dietitian, along with the staff from The MBCI Agriculture and Rural Development Center, provide bi-monthly nutrition education programs and demonstrations for farmer's market participants. Group canning, freezing, or cooking demonstrations are performed to help participants learn how to get the most out of the fresh produce they receive.

Description Of Project:

This program was designed to inform the participants of the importance of getting fresh fruits and vegetables into the diet daily and therefore increase the intake of fruits and vegetables by the population. Education is provided on the health benefits of getting at least five servings of fruits and vegetables in the diet each day. Recipes are always distributed to help individuals have a healthy method of cooking the produce.

This program not only targets the WIC participants, but also the elderly of the community.

Results of Project:

The impact of this program has been the fact that individuals who would otherwise not purchase fresh fruits and vegetable are receiving them. They are also learning how to use them to benefit their health. The hopeful long-term outcome of this project is a healthier community based on diets richer in fresh fruits and vegetables.

Contact person for more information:

Kimberly R. Johns RD, LD
Nutrition and Breastfeeding Coordinator
MBCI WIC Program
Phone: 601-389-6337
Email: kjohns20@hotmail.com
Fax: 601-650-1860
Choctaw Health Center
MBCI WIC Program
210 Hospital Circle
Choctaw, MS 39350

Title of Project: Breastfeeding Certificates and Posters of Appreciation

Agency Name: Standing Rock Sioux Tribe

State: North Dakota

Key Word Descriptors: Breastfeeding Promotion and Incentives

Description of Project:

Standing Rock Sioux Tribe WIC Program strives to raise the number of breastfeeding women through a project of photo incentives. Babies who are breastfed for 2 months, get their photo taken and it is placed on a certificate of appreciation and given to the mothers. Babies who are breastfed for 4 months, are given a “Breastfed-N-Proud” t-shirt, and their photo is taken and made into an 11” by 14” laminated poster with the phrase, “I am a healthy breastfed baby” and given to the mother. Babies who are breastfed for 6 months, get their photo taken while being nursed by mother and this is made into an 11” by 17” poster with the phrase, “For a Healthier Generation...BREASTFEED.” Five copies of this poster are made and given to the mother.

All certificates and posters are hung in various WIC sites to promote breastfeeding and showcase the healthy breastfed infants. After a couple of months, most of the mothers request to take their certificates and posters home, but others choose to leave them hang a little longer.

All babies who have been breastfed for at least 4 months, are eligible to be included in a calendar of breastfed babies that is put together every year. All WIC participants receive a calendar each year.

The t-shirts, certificates, photos, posters, and calendars are incentives to continue breastfeeding and give mothers a sense of pride in providing the best nutrition for their baby.

Results of Project:

A formal evaluation has not been done to measure the Impact that this project has had on the breastfeeding rates, however, participants enjoy the photos and the sentiment that they will bring for years to come, as well as taking pride that they provided the best nutrition possible for their baby.

Contact person for more information:

Kate Knudson or Corliss Knuth

PO Box 437

Fort Yates, ND 58538

701-854-7263

701-854-7122 fax

Email: wicsrock@westriv.com

Title of Project: Ohio WIC Nutrition Education Plan

Agency Name: Ohio WIC Program

State: Ohio

Key Word Descriptors: Statewide Nutrition Education Plan. Training and Materials for local agencies

Description of Project: The focus of the Ohio WIC Nutrition Education Plan (NE Plan) is prevention and intervention through education. The Plan was developed by the State WIC office, and will be implemented by local WIC projects as directed. The project was developed as a result of a needs assessment on the overweight/obesity epidemic in children, and the WIC population's increase in associated risk factors. The objective is to positively impact the growth and health of WIC infant and Child participants by enhancing counseling techniques of WIC health professionals. This counseling will be based on encouraging change through behavior modification, and will be provided to caregivers of any or all WIC infant and child participants. The education will be provided from the perspective of improving and maintaining health, not necessarily weight reduction. State WIC provides the training to the health professionals. This training offers insight into the attitudes and priorities of the caregivers and families of the participants, and provides the health professionals strategies to enhance their counseling skills and materials to reinforce the behavior change messages. State WIC provided all WIC health professionals with training and tools intended to enhance their counseling skills, and will make available appropriate participant education materials. All caregivers of WIC infants and children will receive the counseling regardless of the familial risk for overweight or obesity.

Results of Project: State WIC has developed surveys for both participants and health professionals, which capture information related to the WIC counseling session and implementation by the caregiver of the counseling suggestions. These surveys were administered prior to implementation of the plan and will be continued at selected intervals during the Plan's duration. The State WIC office will assess them and results will be shared with the local WIC projects.

Contact person for more information:

Linda Scovern, MPH, RD, LD

246 N. High Street, 6th Floor

Columbus, OH 43216

(614) 644-8571 Fax: (614) 728-2881

Email: lscovern@gw.odh.state.oh.us

Title of Project: Best Practices in Revitalizing Quality Nutrition Services:
Special Mini-Grants to Local WIC Programs

Agency Name: Oregon WIC Program

State: Oregon

Key Word Descriptors: Workforce development, Customer service/access, Breastfeeding promotion, and Special outreach/partnering

Description of project: Oregon is experiencing the highest unemployment rate in the nation, which has resulted in higher demand for WIC services at a time when the state and counties are in a serious budget crisis due to falling tax revenues. Local programs have seen reductions in or eliminations of county financial support, resulting in programs needing to focus remaining resources on providing essential WIC services. Local staff did not have the resources at hand to implement projects that would address the revitalizing of quality nutrition objectives as described in the revised Nutrition Services Standards.

The Oregon State WIC program decided to use \$200,000 of its NSA funds to offer mini grants to local agencies to fund projects in the following areas: Workforce Development, Customer Service/Access, Breastfeeding Promotion, and Special Outreach and Partnering. We received 91 separate applications from 31 of our 34 local programs and were able to fund 86 of these, in addition to sending 25 certifiers to a week-long breastfeeding training.

There was a wide range of ideas for projects, including funding for attending special trainings and workshops, which local staff could not have attended on their own. Under Workforce Development, we funded several projects which addressed increasing the availability of dietitians for high risk referrals in our smaller agencies and language training for staff. Under Customer Service and Access we were able to fund one agency to develop Russian language materials that will be made available to all programs statewide. There were several innovative projects under Breastfeeding Promotion, including one program that is using their grant funds as seed money to put on their own 2-day breastfeeding conference with tracks for both professionals and paraprofessionals. In Special Outreach and Partnering, we provided grant funds so that 8 small agencies in very rural

eastern Oregon could hold two regional meetings to address the special issues that affect their small rural agencies. We also funded a rural agency to develop several PSA's intended to reach underserved sectors in their community.

Results of project: Funds were distributed in April 2002, and we are beginning to receive evaluation reports from agencies as they complete their projects. Initial results indicate that local agencies were very excited and motivated by these grants. These grants represented an opportunity for local programs to use their creativity and to obtain targeted funds for special projects in an atmosphere of few options.

Contact Person:

Susan Greathouse

503-731-4702

503-731-3347 fax

800 NE Oregon St, Ste. 865

Portland, OR 97232

Email: susan.p.greathouse@state.or.us

Title of Project: Nutrition Practice Care Guidelines for Preterm Infants in the Community

Agency Name: Department of Human Services/Oregon WIC Program, Child Development and Rehabilitation Center, Oregon Pediatric Nutrition Practice Group

State: Oregon

Key Word Descriptors: Preterm Infants; Children with Special Health Care Needs; Special Medical Formulas; Breastfeeding; Community Care Coordination

Description of project: A group of local Oregon WIC dietitians began to meet on a regular basis with state WIC dietitians in 2000 to identify nutrition issues and resources for local nutritionists. The group felt that there was a particular need for information for the community nutritionist on how to address the nutrition needs of the increasing numbers of high-risk preterm infants that were being discharged at younger and younger ages. Even though WIC does not provide primary care, many of these infants were being seen in WIC clinics in communities without additional nutrition services or resources.

WIC local and state dietitians met with dietitians from the Child Development and Rehabilitation Center (CDRC) and the Oregon Pediatric Nutrition Practice Group and together developed a set of nutrition practice care guidelines for preterm infants. These guidelines were reviewed by pediatricians, neonatologists, and pediatric dietitians working in hospitals for accuracy, current standards of practice, and relevancy of information. In the spring of 2002, the guidelines were further revised to specifically meet the needs of local WIC dietitians working in the community. The guidelines include chapters on Assessment, Feeding and Breastfeeding the Preterm Infant, Vitamin and Mineral Supplementation and Fluid Requirements, and Coordination of Care in the Community. In addition, the guidelines are designed to be a working document that the nutritionist can use in the clinic, with additional tables and appendices on topics such as Preterm Growth Charts, Selection of Feeding at Discharge, Step-by-Step Guide to Feeding the Preterm Infant, Formula Intake Guidelines, Concentrating Formula and Fortifying Human Milk, Calculating Energy Needs, and Feeding Concerns for the Preterm Infant.

Results of project: The final 32-page document was printed and distributed to all WIC coordinators and dietitians in Oregon in April 2002. It has also been distributed to the community health nurses with CDRC, Western Region Nutrition Coordinators and other dietitians on request. The Oregon Pediatric Nutrition Practice Group will be reprinting the guidelines for their members as well.

Contact person for more information:

Susan Greathouse

503-731-4702,

503-731-3347 fax

800 NE Oregon St, Ste. 865

Portland, OR 97232

Email: susan.p.greathouse@state.or.us

Title of Project: WIC/Beginning With Books Collaboration

Agency Name: WIC State Agency

State: Pennsylvania

Key Word Descriptors: Pre-school book distribution; reading readiness.

Description of Project: Beginning With Books (BWB), an early literacy program, contacted the PA WIC State Agency in Fall 2000, to ask if WIC clinics in Western PA could assist them with the distribution of books to WIC families. BWB's mission is to increase the number of children who become capable and enthusiastic readers by providing free books to low-income families. They accomplish their mission in several ways, including the "Nurturing Young Minds: A Beginning With Books Gift Book Project". As a result of a restraint of trade settlement, BWB received funds to provide gift packs of three books to over 19,000 WIC children in 24 counties. A coupon for a fourth book, to be picked up at the local library, was included in the packet as well, thus introducing families to the library as a source of books.

The 12 local agencies that serve the 24 counties eligible for the books eagerly agreed to participate. Each Director selected the 3 nutrition-related books that would be in the packets distributed in their counties and agreed to participate in training related to distribution. The books are accompanied by parent counseling, urging them to read or look at books with their children every day and giving tips on how to make home story times enjoyable and beneficial for children and parents. Volunteers helped with the distribution and counseling.

Results of Project: Responses to the project from local agency staff, WIC participants, and the BWB staff were overwhelmingly positive. Some of the specific results were increased library usage (some clients promised children a trip to the library – instead of McDonald's! – if they behaved at WIC; others got a library card for the first time in their lives and were taking their children to the library story hours); lending libraries set up in WIC clinics with additional books from BWB; newspaper articles about the WIC/BWB collaboration; clients calling to come in for their books even though they had no appointment scheduled; caregivers reading to children in the WIC waiting room; a family waiting on the library steps before opening to get

their fourth book; bookmarks made by WIC staff featuring Quick Tips for Parents from the BWB brochure of the same name.

Contact person for more information:

Barbara Sterne, MS, RD, Chief, Nutrition and Review Section

PA Dept. of Health, Division of WIC

PO Box 90

Harrisburg, PA 17108

Phone: 717/783-1289

Fax: 717/705-0462

Email: bsterne@state.pa.us

Title of Project: Exploring Healthy Eating Take-Home Activity

Agency Name: SCDHEC, Division of WIC Services

State: South Carolina

Key Word Descriptors: Nutrition education lessons on eight different topics. One topic for the infant, one for the toddler, and six for the preschooler.

Description of Project: These nutrition education lessons were developed as activities that can be done at home by the WIC participant to receive credit for the required second nutrition education encounter. The WIC participant is given a choice of attending a nutrition education class or doing an *Exploring Healthy Eating Take-Home Activity*. If a take-home activity is chosen, the participant is given an appropriate lesson and worksheet; a self addressed, stamped envelope; and instructions to return the completed worksheet to the local agency within two weeks.

The nutrition education provider(s) in the local agency reviews each returned worksheet for acceptability. Any acceptable worksheet is then filed under the appropriate month in the WIC Master File and counted as the second WIC nutrition education encounter for that participant.

Results of Project: The *Exploring Healthy Eating Take-Home Activity* has been well received by the agencies serving WIC participants. It provides an alternative way for participants who find it difficult to attend regular nutrition education classes to receive credit for the required second nutrition education encounter. In addition, the participants love doing nutrition education activities with their children in their own homes.

Contact person for more information:

Diean Rovenstine
State WIC Nutrition Education Coordinator
SCDHEC, Division WIC Services
Robert Mills Complex
Box 101106
Columbia, S.C., 29211
Phone – (803) 898-0743
Fax – 898-0383

Title of Project: Statewide Child Obesity Project

Agency Name: South Dakota

State: South Dakota

Key Word Descriptors: Interagency workgroup to address child obesity in South Dakota

Description of Project: The South Dakota Department of Health has established a Child Obesity Workgroup to address the increase in incidence of child obesity. The workgroup consists of members from WIC, MCH, Comprehensive School Health, Child and Adult Nutrition Services, Medicaid, Head Start, Child Care, Afterschool Programs, and Game, Fish, and Parks. The group meets periodically to share what each agency is doing to address child obesity in South Dakota and to work cooperatively on projects. The group has also been able to assist each other with projects, such as revising the letters Medicaid sends to their participants and providers to include information about what parents can do to prevent child obesity, train education and health personnel, and share materials and ideas.

The Department of Health has developed handouts on Physical Activity ideas to use with children from birth to age 10. The Department has also developed handouts on Childhood obesity such as Overweight Children- A Rising Epidemic, listing ideas on causes of obesity and what parents can do to help their child maintain a healthy weight. These handouts are on the Department of Health Website at: www.state.sd.us/doh. These handouts have given our WIC offices some additional materials to assist with educating the WIC parents about the importance of maintaining a healthy lifestyle for themselves and their children.

The Department of Health is also utilizing technical assistance from MCHB via Comp Care to survey health care, education, and program providers on what they are doing to address child obesity. Once this data is analyzed, we will have a better understanding of what is available and where additional training and resources need to be funneled.

Contact Person for more information:

Kristin Biskeborn, RD, LN, MPH,

State Nutritionist

Brule County Courthouse

300 S. Courtland, Suite 109

Chamberlain, SD 57325-1599

Email: kristin.biskeborn@state.sd.us

Fax number 605-734-4552

Phone 605-734-4550.

Title of Project: Tennessee’s Baby-Friendly Health Department Initiative

Agency Name: Tennessee Department of Health

State: Tennessee

Key Word Descriptors: An initiative to encourage “Baby Friendly” environments that exceed standard breastfeeding recommendations in local health departments.

Description of Project: The Baby Friendly Hospital Initiative, a global program sponsored by the World Health Organization and UNICEF, recognizes hospitals and birthing centers that give breastfeeding mothers the information, confidence, and skills needed to successfully initiate and continue breastfeeding their babies. Using the Baby Friendly Hospital Initiative as a model, the State of Tennessee created the Baby Friendly Health Department Initiative (BFHDI) to recognize health departments that surpass current recommendations and policies to support and promote breastfeeding. The following standards are included in the state Breastfeeding Access Plan:

- All local health departments must establish and maintain an environment which supports and encourages women in breastfeeding initiation and continuation.
- A Local Breastfeeding Advocate is designated in each clinic to coordinate breastfeeding promotion and support activities.
- Clinics provide a private area for moms to nurse their infants.
- Women are informed of resources for breastfeeding support.

Health Departments apply for “Baby Friendly” status by providing documentation of implementing a regional Breastfeeding Access Plan and completing ten additional steps. The following are some of the steps:

1. Establish an in-house committee composed of clerical, nursing and nutrition staff to assess progress in completing the steps to become Baby Friendly.
2. Train all clerical, nursing, nutrition and health education staff using curriculum designed for the promotion, support and management of breastfeeding.
3. Include the breastfeeding training curriculum in new employee orientation.
4. Establish a monthly breastfeeding techniques class for WIC prenatals.

5. Select a different business each year with a primarily female workforce and provide information about the advantages of breastfeeding in the workplace.
6. Speak to two high school classes each year about breastfeeding advantages.

Results of Project: As of July 2002, the State WIC Breastfeeding Coordinator has awarded “Baby Friendly” certificates of recognition to fourteen local health departments. The breastfeeding rates have also increased in these “Baby Friendly” health districts.

Contact person for more information:

Glenda King

State Breastfeeding WIC Coordinator

(615) 741-0266

Email: Glenda.King@state.tn.us

Title of Project: Colonias Nutrition Education

Agency Name: Texas Department of Health

State: Texas

Key Word Descriptors: Research; educational materials

Description of Project: A qualitative study of WIC participants living in colonia areas on the Texas/Mexico border was conducted by contractors for the Texas WIC Program. One-on-one interviews and focus groups were conducted to study the unmet nutrition education needs of Hispanic WIC participants living in colonia communities. Some of the key findings from the study were 1) obesity, 2) limited consumption of fruits and vegetables, 3) improper sanitation of baby bottles, and 4) lack of knowledge of basic kitchen sanitation.

Results of Project: Nutrition education materials, featuring colorful illustrations of healthy food and active Hispanic families, were developed using information gathered in the qualitative study. “A Healthy Family” flipchart with colorful pages illustrating healthful eating and the importance of physical activity; a placemat featuring a fruits and vegetables bingo game; and a brochure illustrating sanitation techniques, especially for baby bottles resulted from the information gathered in the study. These materials have recently been mailed to WIC local agencies to be used in nutrition education efforts, especially with Hispanic families.

Contact person for more information:

Mary Van Eck, MS, RD

Lynn Silverman, MA, RD

Texas Department of Health

Bureau of Nutrition Services

1100 W. 49th St.

Austin, TX 78756

(512) 458-7444

Email: mary.vaneck@tdh.state.tx.us

Email: lynn.silverman@tdh.state.tx.us

Title of Project: West Virginia WIC's "Learning for Health" Project

Agency Name: Office of Nutrition Services/WIC

State: West Virginia

Key Word Descriptors: group class, interactive lesson plans

Description of Project: West Virginia hired a nutritionist/educator to develop 12 professional nutrition education lessons to address the needs and common risks of West Virginia's WIC participants. This project was undertaken to enhance group nutrition education and to promote continuity throughout all agencies. Members of the project steering committee included state office staff, a local agency director and statewide nutrition education liaisons.

The most frequently reported risk factor for women, infants, and children is "not meeting US Dietary Guidelines " the lesson plans address this risk through a food, healthy eating, healthy behavior approach rather than a nutrient-specific approach.

The benefit for the participant is a fun, flexible, positive education message and materials. Lesson Plans focus on healthy eating, increasing physical activity, promoting health and preventing disease. Learning objectives for each lesson reflect potential changes in participant attitude, knowledge and modest behavior change based on a 20-30 minute interactive group education session. Most lesson plans include an objective that asks the participant to select or choose something that they will act on immediately (usually within the next 3 days). A handout is provided for each participant to take with them.

The benefit for the nutrition staff is they have a lesson plan format to follow which can be adapted to the interests and ability of the participants. Each local agency nutritionist was given a lesson plan binder for use while employed by WIC. A set of posters was sent to each permanent WIC site. Two posters were to be used for each lesson.

Each session plan includes a flexible "menu" of basic content, interactive discussion questions, activities (adult and child focused) that will allow local agency nutrition staff to customize the session topic to their setting and audience.

The format for each lesson includes: Learning objectives, Materials, Preparation, Introduction, Discussion Questions, Activity, Evaluation/Wrap Up and Resources.

Results of Project: The lessons have been in use since December of 2001. Individual agencies can use the lessons in the order they wish.

Local agencies notice more participant involvement and are getting a positive response. It gives participants something to do. An example is the water bottle (used in the lesson titled “I’m thirsty!”) provides them with water and they leave drinking cold water, practicing what the lesson is intended to teach. The participants seem to enjoy hearing more from each other and less from nutrition staff.

The nutrition staff feels they can serve their WIC clients on a more professional level with the use of this teaching tool and that the lesson plans meet the needs and interests of their WIC customers.

Contact person for more information:

Sandy Daubman,
Nutrition Program Coordinator,
DHHR, ONS/WIC
350 Capitol Street, Room 519
Charleston, WV 25301-3717
phone -304-558-0030
fax number 304-558-1541
Email: sandradaubman@wvdhhr.org

Title of Project: Veggin' Out

Agency Name: WIC Program

State: Wisconsin

Key Word Descriptors: Food/cooking demonstrations at farmers' markets.

Description of Project: This program partners WIC nutritionists or other nutrition educators with chefs or other trained staff to provide food/cooking demonstrations at farmers' markets. This program was undertaken to help WIC and Senior FMNP participants learn how to prepare or cook vegetables or fruits that are available at local farmers' markets. The program is designed to increase the fruit and vegetable intake of participants. The Veggin' Out program involves the formation of win-win partnerships, which benefit all the partners involved. Farmers' market managers benefit by receiving additional publicity for their markets. Farmers at the market then benefit from the additional visits by WIC and Senior FMNP participants and networking with local chefs in the area. Nutritionists benefit by providing nutrition education for their participants at the point-of-purchase in a practical, fun, and hands-on manner. Participants and their families learn how to prepare and have the opportunity to taste recipes that are delicious and healthy. Participants receive credit for the nutrition education they receive at the market, which could save them time at their next clinic visit. Participants are offered recipes and can enter drawings for prizes, such as cooking utensils, Fruit and Vegetable Seedie Characters, and nutrition books. The program is also designed to provide activities for children and information for participants that can help prevent childhood overweight/obesity and hunger and food insecurity in communities. The program provides an opportunity for outreach by WIC and other programs

Results of Project: The program is being piloted this summer in all five regions of Wisconsin. Initial results have been very positive. 137 participants and children attended the first three demonstrations. 10 more demonstrations are planned this year and the goal is to reach at least 300 participants.

Contact person for more information:

Tony Zech, RD, CD, MBA.

Phone: 608-266-3742

Email: zechad@dhfs.state.wi.us

Fax: 608-266-3125,

1 West Wilson Street, Room 243

P.O. Box 2659

Madison, WI 53701-2659.

Title of Project: On the Road to Excellence

Agency Name: Southwest Region Nutrition Services Program Integrity Group

State(s): Arkansas, Louisiana, New Mexico, Oklahoma, Texas, Chickasaw Nation of Oklahoma, and Zuni Pueblo

Key Word Descriptors: Regional Training Video-conference

Description of Project: In an effort to improve participants and nutrition educators experience with WIC nutrition education, the SWR began a sweeping initiative in FY 1999 to evaluate the effectiveness of current WIC NE and to initiate region-wide staff training to improve the skills of the NE staff. The Nutrition Services Program Integrity (NSPI) initiative, a joint partnership between FNS, State, and local agencies, was formed to implement this initiative.

In FY 2000 NSPI contracted with Penn State University, experts in the field of adult learning theory, to provide a to conduct intensive training for the workgroup on nutrition education theory, best practices in nutrition education, and evaluation of nutrition education. Information from this training was utilized to develop a region-wide 2-day video-conference entitled “*On-the Road to Excellence*” which was broadcast in April 2001. “*On-the Road to Excellence*” agenda topics were readiness to change, connecting with clients, motivating clients, evaluating learning, adult learning, getting clients to participate, and making nutrition education fun. This two-day interactive video-conference was broadcast to 3,000 nutritionists within the region and was down linked by 21 states outside the region.

Results of Project: (what was the impact)

Final report findings indicate that a shift in expectations occurred during the teleconference. Participants’ initially appeared to expect the more traditional continuing education approach—delivery of information to teach *to* clients. As the conference progressed, they became more focused on working *with* the client, thus accomplishing the conference goal to create a WIC nutrition education experience that shifts from expert driven (power-down) to collaborative (power-with).

NSPI is continuing its efforts by focusing on children. Primarily they will be addressing the problems of childhood obesity and secondarily they will

incorporate literacy initiatives that focus on incorporating literacy concepts into nutrition education efforts. NSPI is planning a one-day interactive video-teleconference to be held in March of 2003 addressing these topics. In addition, the WIC Works team has created an "On the Road to Excellence" and "Continuing on the Road to Excellence" web page that will be available soon.

Contact person for more information:

Susan Mayer

Email: (susan_mayer@fns.usda.gov)

214-290-9911