

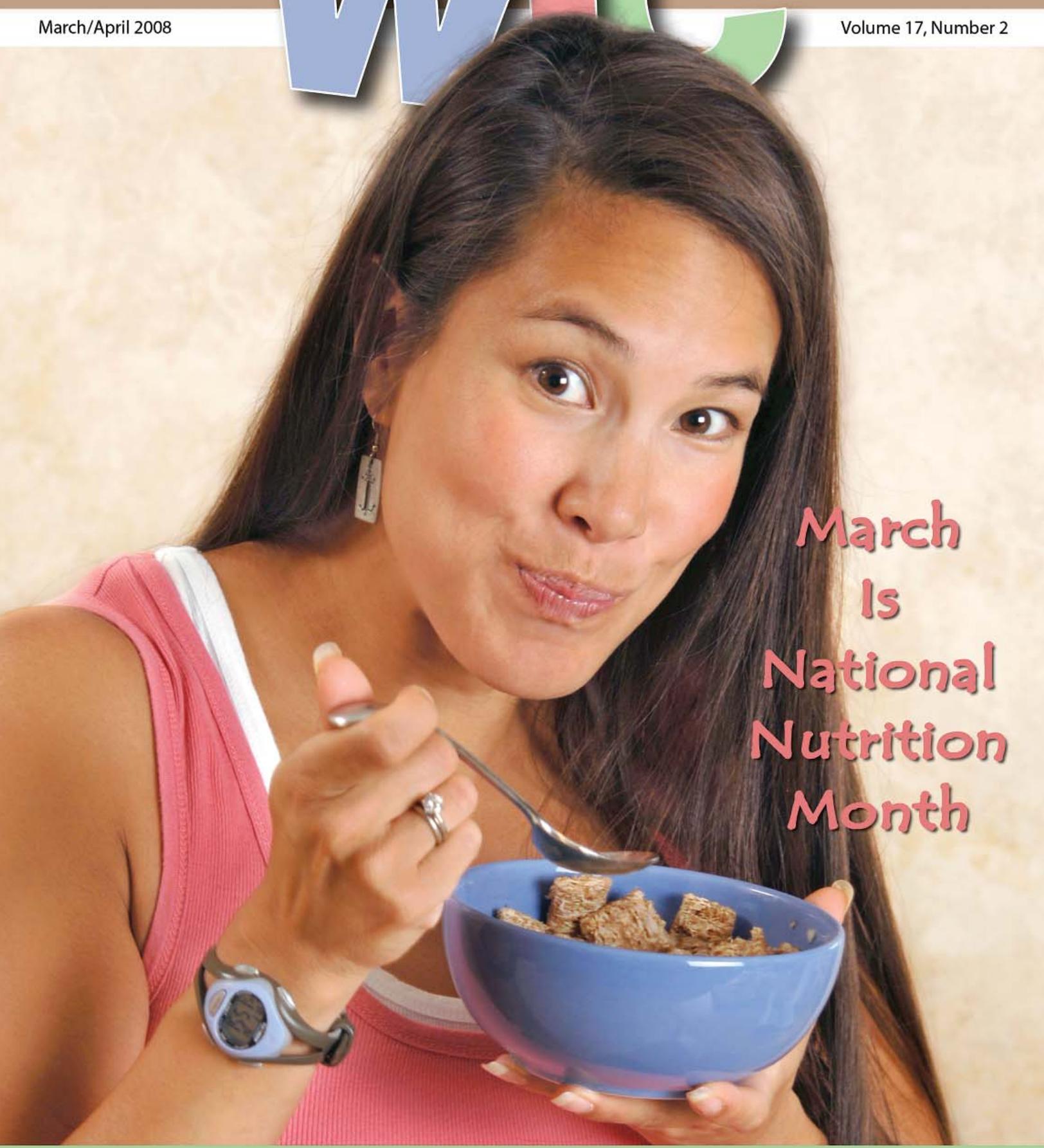
texas

WIC

news

March/April 2008

Volume 17, Number 2



March
Is
National
Nutrition
Month

Special Supplemental Nutrition Program for Women, Infants, and Children

Celebrate Nutrition Every Day at WIC

March is *National Nutrition Month*, an annual campaign sponsored by the American Dietetic Association to promote and support informed food choices and the development of healthy lifestyle habits. At WIC, we celebrate “March” everyday of every month by supporting WIC families in their goals to achieve optimal health and nutrition.

Texas WIC has made many important nutrition education advances during the past few years. Are your WIC participants aware of the texaswic.org Web site and how they can go online for their WIC nutrition education? Take home lessons such as *Zobey* and the *Comfortable Latch* are other ways Texas WIC is meeting nutrition education needs. What great ways for busy WIC families to learn about nutrition.

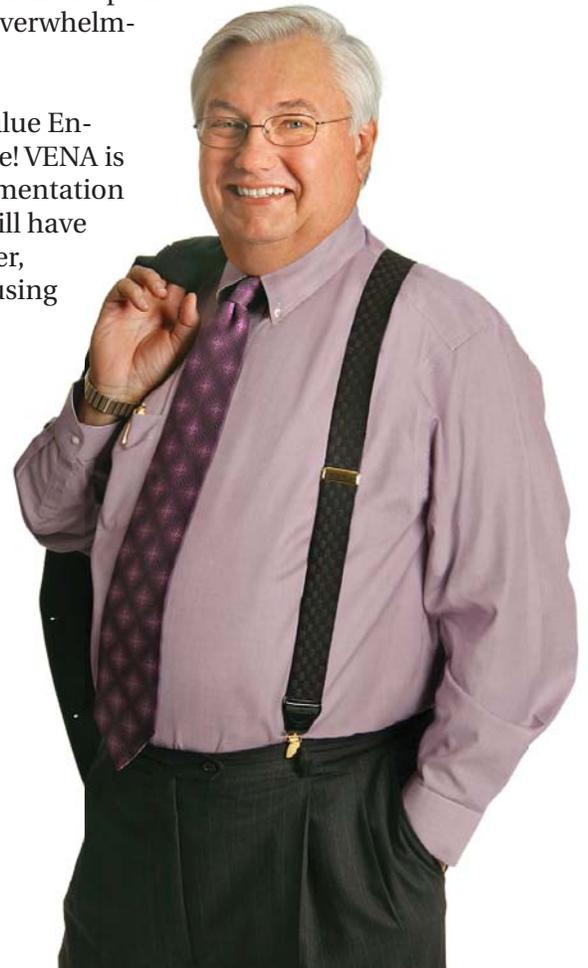
You’ll be hearing more this year about Client Centered Nutrition Education which uses adult learning and facilitation techniques to enhance group style nutrition education. The TALWD Nutrition Education Committee and the state agency Nutrition Education Branch have been working together to develop this interactive initiative. In agencies where this has been piloted the response from participants and staff has been overwhelmingly positive.

Kudos for successfully adapting the Value Enhanced Nutrition Assessment initiative! VENA is in the preliminary stages of the implementation process and like all new procedures will have the initial teething challenges. However, staff has been very positive and is focusing on client centered outcomes.

As you may have heard, the WIC food package is about to undergo major changes. The rationale for all the changes is to bring the WIC food package in line with the USDA Dietary Guidelines. Soon, our food package will support and enhance our nutrition education messages about healthy food. That will truly make each day nutrition day in WIC!

Take an RD to lunch!

March 10 is RD recognition day.



*“Soon,
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support and
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messages
about
healthy
food.”*

From the Texas WIC Director - Mike Montgomery



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How to Find Sound Nutrition Information

Does your head spin trying to make sense of the latest diet book or nutrition news story? Have you ever wandered through grocery isles baffled by the array of new and supposedly improved foods hitting the shelves each year? If so, you're not alone. We live in a food-centric culture brimming with food and nutrition information, but how much of it is good for us?

For example, a recent search for "diet book" on Amazon.com returned a whopping 8,851 hits. While some diet books are based on solid science, others are controversial to say the least. How would a well-intentioned consumer know the difference? Or, what should we think about the latest celebrity-endorsed fancy food or testimonial about supplement pills and exercise gadgets? Do any of these products offer real hope or just hype?

As we celebrate National Nutrition Month this March I invite us all to question what is sound nutrition information. How do we separate fact from fiction when it comes to food and nutrition information?

Why it's important at WIC

As we roll forward with Value Enhanced Nutrition Assessment (VENA), conversations about popular nutrition news are bound to pop up. By staying in tune with the facts, WIC staff members, who are doing a wonderful job counseling clients on nutrition topics that are meaningful and relevant to clients, are better prepared to serve our clients.

Where do consumers get food and nutrition information?

Much of the nutrition news we hear day-to-day is served up in bits and pieces: radio blurbs, television clips, short news stories,

by Erica Harris M.S., R.D., L.D.
Nutrition Education Consultant



Fact or Fiction?

etc. According to a 2002 survey by the American Dietetic Association (ADA) and data from the Food Marketing Institute, consumers get their nutrition information from various sources:

- Media sources such as magazines — 47 percent
- Television — 34 percent
- Books — 29 percent
- Newspapers — 28 percent
- Doctors — 31 percent
- Internet — 21 percent
- Product labels — 19 percent
- Friends and family — 18 percent
- Registered Dietitians — 13 percent

While much of this information may be credible, even credible information can be misleading if taken out of context. Nutrition and health research progresses in baby steps, like slowly connecting pieces of a puzzle. Nutrition professionals put the pieces into perspective to promote lifestyle choices that are not just in style this year but foster optimal health in the long run.

Where to turn for sound nutrition information

Given the potential for confusion, it's important to know where to turn for good information. The Dietary Guidelines for Americans, issued every five years by a joint committee of the U.S. Department of Agriculture and the Department of Health and Human Services, lay the foundation for evidenced-based nutrition and health recommendations for the public. MyPyramid, rolled out as a companion visual with the latest round of 2005 dietary guidelines, provides personalized diet and lifestyle feedback via an interactive Web site <http://www.mypyramid.gov>. Specific sections on the Web site provide information for children, and more recently the Web site added a new section tailored

for pregnancy and breastfeeding. Registered dietitians and other members of the American Dietetic Association also strive to communicate evidence-based messages to the public. ADA supports a total diet approach to communicating food and nutrition information; whereby the total eating pattern, instead of any particular foods or meals, is what matters. Nutrition professionals can be instrumental in helping clients reach long-term health goals by empowering and motivating them to gradually adopt healthier behaviors.

Partnerships between community organizations and professional groups have also spearheaded efforts to promote sound science. One such partnership, the Food and Nutrition Science Alliance, developed a list of "10 Red Flags of Junk Science" to help consumers evaluate nutrition information. Below are a few red flags to look out for:

- Recommendations promising a quick fix
- Claims sounding too good to be true
- Recommendations based on a single study
- Dramatic statements refuted by reputable scientific organizations
- Recommendations made to sell a product

Evaluating the credibility of Web sites

One particular issue warranting attention is health information on the internet. While having a wealth of information at our fingertips is wonderful, it also requires consumers to be savvy when choosing which Web pages to trust. In a

position statement about food and nutrition misinformation, the ADA outlines several questions consumers can ask when searching for food and nutrition information on the internet. Below are a few questions to start with:

- What is the background and affiliation of the researchers or sources?
- Is the information up-to-date?
- Does the information include credible references such as peer-reviewed journals?
- Is the Web site designed to sell products?
- Are there links that provide support or more detail?

Sources to trust

While it is impossible to know everything, we can all do our part by trying to stay well-informed. I invite all WIC nutrition professionals and registered dietitians to be our detectives, helping us to navigate the food world and bring back the best information to share with our clients. For starters, here are a few good places to turn to.

USDA MyPyramid	www.mypyramid.gov
American Dietetic Association	www.eatright.org
American Academy of Pediatrics	www.aap.org
Centers for Disease Control and Prevention	www.cdc.gov
American Heart Association	www.americanheart.org
American Diabetes Association	www.diabetes.org

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What Is A Registered Dietitian, & Why Do We Have Them in WIC?

by Krista Neal, M.S., R.D., L.D.
Clinical Nutrition Specialist



Texas WIC has an amazing staff; each person bringing their unique experiences, perspectives and talents to serve our WIC participants. Registered dietitians are a vital part of WIC's amazing staff. Whether or not you work closely with your agency's dietitian, it's important to know what makes dietitians and WIC such a good partnership.

What is a registered dietitian?

A registered dietitian has met certain criteria set by the Commission on Dietetic Registration. To use the term "registered dietitian" a person must:

- Have a bachelor's degree from an accredited college or university, including completion of a particular set of college courses set by the Commission on Accreditation for Dietetic Education of the American Dietetic Association (CADE). To be registered, a dietitian can have a degree in a field not related to nutrition, but they must complete the many nutrition classes that are required by CADE.
- Complete an internship. Some internships are coordinated with the undergraduate degree program; others are 6 to 12 month programs done after the completion of the undergraduate degree. During the intern-

ship, students and interns work closely with practicing dietitians in healthcare facilities, community agencies, and/or foodservice organizations.

- Pass the National Registration Examination for Dietitians.
- Complete 75 hours of approved continuing professional education every five years.

What is a licensed dietitian?

Dietitians are licensed in 46 states. Licensing is done in Texas by the Texas State Board of Examiners of Dietitians. WIC dietitians in Texas may be registered, licensed or both. To be licensed in Texas a dietitian must:

- Have a bachelor's or graduate degree with a major in human nutrition, food and nutrition, nutrition education, dietetics or food systems management. Fifty percent of Texas' licensed dietitians have a graduate degree.
- Complete an internship.
- Pass the National Registration Examination for Dietitians.
- Complete annual continuing education.

What is the difference between "registered" and "licensed"?

Dietetic registration is nationally regulated, while licensure is regulated at the state level.

Each state that licenses dietitians uses different criteria and requirements. However, some of the requirements for registration and licensure are the same. Both licensure and registration provide consumer protection by ensuring the dietitian is appropriately trained and practicing within their professional capabilities. Whether a dietitian is registered or licensed often depends on employment requirements of their job.

What is continuing education?

The purpose of continuing education is to protect the nutritional health and well-being of the public by fostering, facilitating and documenting lifelong learning. For dietitians, professional education is an ongoing process that includes setting professional goals and determining the skills needed to reach those goals. During a five-year cycle, dietitians track their continuing education, evaluate progress toward their goals, set new goals, and begin the process again. The process allows for vast flexibility for dietitians to expand their continuing education based on their particular needs. For example, with a goal to learn Spanish, any Spanish classes would apply towards required continuing education. On the other hand, a goal to earn Board Certification as a Specialist in Pediatric Nutrition would not use continuing education related to elderly nutrition.

What is the Code of Ethics for the Profession of Dietetics?

Dietitians follow a Code of Ethics; failure to do so could strip a dietitian of their registration credential. The Code of Ethics includes 19 principles. Following are some of the principles:

- Conducting oneself with integrity
- Assuming responsibility and accountability
- Presenting non-biased and objective information based on scientific evidence and current knowledge
- Using professional judgment to understand personal and professional limitations
- Helping clients make informed decisions
- Not discriminating based on race, ethnicity, creed, religion, disability, sex, age, sexual orientation, or national origin

The full Code of Ethics can be found in the January 1999 volume of the Journal of the American Dietetic Association or at <http://www.cdrnet.org>.

Why registered dietitians?

WIC registered dietitians are particularly helpful with high-risk participants or participants with different learning styles. To complete the internship and pass the registration exam, dietitians get varied experiences (not to mention any previous work experience). Lessons learned during these experiences give dietitians a unique perspective on each participant's situation. The Texas WIC High-Risk Individual Counseling Protocol for registered dietitians matches the key messages of the American Dietetic Association, which include:

- Foods are not good or bad.
- All foods can fit into a healthy diet with moderation, appropriate portions and physical activity.
- Successful weight loss and weight management depends on lifelong healthy habits, rather than a magic bullet or diet.
- Because everyone is different, eating plans and nutrition education messages should be tailored to an individual, as much as possible.
- A healthy diet should focus on fruits, vegetables, whole grains and low-fat proteins.
- Obesity is a complex problem. The knowledge and experience of dietitians make them an ideal part of the obesity prevention and treatment team.
- Nutrition has a major impact on a child's ability to grow, learn and develop appropriately.
- Childhood is an ideal time to begin a lifetime of healthy habits.
- Parents are integral in teaching and modeling healthy behaviors.

Registered and licensed dietitians are an important part of WIC. According to the American Dietetic Association 2005 Compensation and Benefits Survey, WIC nutritionist is the third most commonly held position for dietitians. Dietitians use sound nutrition information to teach and empower WIC participants to enjoy a healthy lifestyle, rather than solely focusing on a specific problem (such as poor dietary intake). Dietitians are ideal professionals for sorting through the extensive nutrition information (and misinformation) in today's media. Dietitians are a vital part of the WIC team because together everyone brings their personal and professional experience and distinctive abilities to best serve our participants.



Better Customer Service Through Cultural Competence

by Patrick L. Ogle, M.S.
Training Specialist

Those who have been working in WIC for any length of time know how much change has occurred in WIC. The WIC program now serves close to a million in Texas alone.

Risk codes keep changing, food packages have changed and will continue to change, and funding opportunities and amounts have changed as well. And yet, one of the most notable changes over the years has been the increased diversity of the persons and families applying for and receiving WIC services.

Currently, about 50 million people in the United States can be categorized as ethnically diverse. That's one in six people. In 1940, 70 percent of immigrants were from Europe. By 1992, only 15 percent came from Europe, while 37 percent came from Asia and 44 percent came from Latin America and the Caribbean. In Texas WIC, approximately 74% of our



“ ... culture is ... ‘the integrated pattern of human behavior that includes thoughts, communications, actions, customs, beliefs, values and institutions of a racial, ethnic, religious or social group.’”

clients self-report as members of the Hispanic culture and slightly less than 1% as Asian.

Cultures Never Fully Disappear

Old habits, values, and practices of people’s heritage culture endure, even if immersed in everyday life. This is expected, since immigrants have spent many generations as part of their native cultures, while their experience with American culture has been brief.

What is culture? One definition of culture is that it is “the integrated pattern of human behavior that includes thoughts, communications, actions, customs, beliefs, values and institutions of a racial, ethnic, religious or social group.”

As we know from WIC’s *And Justice for All* poster, it is both clear and mandatory that we

who work for WIC treat everyone who applies for or participates in the program the same, regardless of their race, color, national origin, sex, age, or disability. Given the great numbers of participants we serve each day, the limited facilities available, and staffing ratios that come up short, most of us feel we’ve put in a full and hard day’s work meeting the basic certification and nutrition education needs of our clients. And yet, we happily go beyond the basics. We are ready to meet the ever-changing needs that ethnic diversity among our clientele presents, even if we feel unsure of ourselves and worry that we may embarrass ourselves and others.

To overcome cultural differences and to provide an environment that meets WIC program effectiveness goals and promotes a sense of safety and security for provider and client alike, we must not only become culturally
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Customer Service

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sensitive, but culturally competent. Cultural competency is that set of learned and personal skills that allow us to increase our understanding and appreciation of cultural differences between ourselves and those unfamiliar to us whom we meet at WIC.

Language is often a barrier between us and those we serve. Language differences can lead to a lack of communication that both the WIC staff and participant need in order to accomplish WIC's mission successfully. WIC civil rights policy CR:10.0 requires local agencies to seek out and hire competent translators to serve the language needs of the clientele. Simply stated, "reasonable" efforts to seek out and hire WIC interpreters may not be

enough. Local agencies may have to think creatively to recruit interpreters to surmount the language barrier like advertising extensively and contacting the civic, business, and religious institutions in your service area.

Food preferences are another way in which cultures differ. It's natural for people new to this country to stick with foods they're used to. Familiar foods are one of the most basic ways to feel secure in new and different environments. Cultural sensitivity to food preference is one reason WIC has developed new food packages — to address the needs of cultures that prefer non-dairy products, for example, or to allow choice of peanut butter or beans. The new food package regulations are meant to specifically target wider preferences.

Dress and religious and cultural practices are other ways diversity shows itself in the WIC clinic. Immigrants often keep the wardrobe, ornamentation, and makeup of their native cultures for comfort and sense of identity. Our job in WIC is to provide the same friendly, equal services and care to anyone wearing veils, robes, and other apparel. This dress may be a part of their religious and cultural beliefs.

As we learn more about and adapt to the diversity of cultural practices and values observed from working in the WIC clinic, we are likely to lose that sense of unfamiliarity felt when first encountering persons from a culture unknown to us. Regardless of our feelings, when working for WIC we are required to provide services in a thoughtful and fair manner.

The WIC program is on the leading edge of social programs helping to improve the health of women, infants and children. And by graciously providing customer service to WIC's diverse range of participants, you are an important part of making this happen.

To help you rate yourself and your clinic, a useful cultural diversity/ cultural competency self-assessment checklist is available at: <http://www11.georgetown.edu/research/gucchd/nccc/documents/Checklist-BehavioralHealth.pdf>.

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Sneaky Nutrition

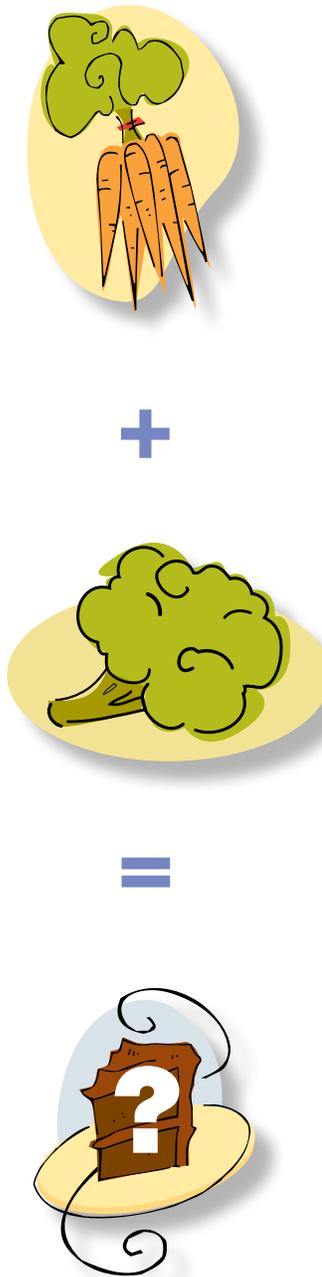
By Jennifer Krueger

About the author: Jennifer Krueger has a M.A. in Education, a M.Ed. in Health Promotion, and has worked as a member of the UT Wellness Team for three years. She is also the mother of two toddlers, a picky two year old and a not-so-picky three year old.

Chances are, if you have children, you've been in a food fight. I don't mean the fun kind of food fight that happens at summer camp, I mean the kind where you've spent an hour cooking a healthy meal and your kids won't touch it.

Two new cookbooks, *The Sneaky Chef* by Missy Lapine and *Deceptively Delicious* by Jessica Seinfeld, address this problem by using pureed fruits and vegetables as standard ingredients.

I'm a healthy eater, however, when I flipped through the cookbooks, I admit some of the recipes sounded a little bit... well, icky. Would my children really eat brownies containing a cup of spinach? Would they gobble up tacos made with a half cup of sweet potato?



Curious, I decided to make the gingerbread spice cake from *Deceptively Delicious*. The recipe calls for one cup of pureed broccoli and ½ cup of pureed carrots. I pulled a bag of frozen broccoli out of the freezer and some baby carrots out of the fridge, steamed them in the microwave, and pureed them (separately) in the blender. Both of the cookbook authors suggest making the purees ahead of time and then putting them in freezer bags for later use. Still, it only took me 20 minutes to make the batter (including the purees). As the spice cake was cooking, the distinct aroma of broccoli filled the kitchen. I was getting a bit concerned that I had just made a broccoli cake, and not a spice cake.

Seinfeld suggests letting the baked goods cool completely before serving. This helps the vegetables become less pronounced in flavor. I snuck a bite shortly after taking the cake out of the oven—broccoli. It tasted like broccoli! An hour later, it tasted like spice cake—with broccoli. Three hours later, my husband tasted it (without knowing the secret ingredients) and said, “Hey, that’s pretty good.” The next day, my toddler son burst into tears when his sister ate the last bite of his spice cake.

continued on page 4

“I snuck a bite shortly after taking the cake out of the oven-broccoli. It tasted like broccoli! An hour later, it tasted like spice cake – with broccoli. Three hours later, my husband tasted it (without knowing the secret ingredients) and said, “Hey that’s pretty good.”



Turkey Meatballs

Adapted from the *Deceptively Delicious* recipe for Turkey Meatloaf

INGREDIENTS

Makes 8 servings or 20 to 30 meatballs

- Nonstick cooking spray
- 1 cup + 2 Tbsp. Italian-style (seasoned) bread crumbs
- ½ cup nonfat (skim) milk
- 2 Tbsp. olive oil
- ½ onion, finely chopped
- 2 celery stalks, finely chopped
- 1 pound lean ground turkey
- ½ cup grated Parmesan
- ½ cup carrot puree
- ¼ cup ketchup
- 1 tsp. salt
- ⅛ tsp. pepper
- 1 cup bottled tomato sauce

1. Preheat the oven to 350°. Coat a 9" x 5" loaf pan with cooking spray.
2. In a large bowl, soak the bread crumbs in milk.
3. Coat a large nonstick skillet with cooking spray. Set it over medium-high heat. When the skillet is hot, add the oil. Add onion and cook, stirring occasionally, 7 to 10 minutes. Add celery and cook 3 to 4 minutes longer. Scrape the mixture into the bowl with breadcrumbs. Add turkey, Parmesan, carrot puree, ketchup, salt and pepper, and stir to combine.
4. Roll the meat mixture into balls. If the mixture seems too moist to roll, add the extra 2 Tbsp. bread crumbs (or more as needed) to bind it. Place the meatballs on a cookie sheet greased with a light coating of cooking spray.
5. Bake for 25 minutes in the preheated oven, then turn them over and continue baking for about 10 more minutes, or until somewhat crispy on the outside. Serve with pasta and sauce, as finger food, or however you'd like.

Note: *Deceptively Delicious* features a recipe for spaghetti and meatballs that includes a homemade sauce.



Winning the Battle with Smoking... One Cigarette at a Time

Neva Kennelly does not consider herself a role model. Even though she smoked up to two packs of cigarettes daily for 26 years, she is hesitant to accept praise for cutting down to a handful of cigarettes a day. “I feel like I’ve failed in some ways because I haven’t quit completely, but I’m proud of myself in other ways because I was such a heavy smoker and I have cut down a lot.”

Neva, with the Killeen Clinic in LA 31, tried to quit many times. “I felt like I was losing my best friend. I was so dependent. It was definitely harder to control the psychological cravings than the physical ones. I would seem to do well the first month or so. But then my stress level would go up, and I would start smoking as many cigarettes as before I tried to quit. That’s still a battle for me.”

This time Neva is winning the battle. She remembers the day it started—September 6, 2006, she decided to change her life. She and her husband quit together. Neva is proud of him. He smokes even fewer cigarettes a week than she does, and sometimes smokes none for days at a time.

Neva’s ultimate goal is to be smoke free and never buy another pack of cigarettes again. Being involved in the WIC Wellness Works program at her clinic has



Neva with her daughter Renessa in the middle and her husband Dan.

given Neva other options in coping with cigarette cravings and with the stressors in her life. “If you keep busy and stay active, you don’t think about smoking as much. Our wellness coordinator, Edith, really gets us moving. She encourages me and says, “Don’t you want to see your grandchildren some day?”

“I’m starting to work out with a friend too. We’re doing the treadmill and bike at my house. And of course Edith encourages us here and we try to work out during lunch. The exercise really helps. You feel like you breathe better when you’re moving.”

Practicing wellness has also helped Neva with the urge to snack. “I have gained some weight

since I cut out all the cigarettes, but I drink a whole lot of water and I try to eat a lot of fruit and veggies.”

Neva doesn’t have to look far to see how smoking negatively impacts her life. She explains, “I think a big thing for me is watching my mother’s health. She has a lot of health problems due to smoking. She’s only 68. She’s had many heart problems, she’s prone to stroke, and it’s all from cigarettes. I don’t want to have to go through that. You can prevent all the health problems smoking causes.”

Neva, who has reduced her cigarette intake by over 75 percent, is well on her way to being smoke free, one day at a time.



continued from page 1

Apparently, I was the only one who tasted broccoli, likely because I knew it was in there.

Round two: blueberry-spinach brownies. There are recipes for veggie brownies in both cookbooks, but I decided to try the quick brownies (doctoring a box of brownie mix) in Lapine's book. It's a simple recipe: substitute a ½ cup of wheat germ (available at most grocery stores) for ½ cup of the brownie mix and add one cup of "purple puree" (blueberries and spinach) to the batter.

The brownies had more of a cake-like texture than most boxed brownies, but they were moist, tasty and a hit with the whole family. Best of all, they tasted like chocolate, not spinach!

Round three: Italian turkey meatloaf with carrot puree (from *Deceptively Delicious*). To satisfy my kids, who have never been fans of meatloaf, I rolled the mixture and turned them into crispy oven-baked meatballs. Success! Not only did the kids like these, but they were easy to freeze in zipper bags and store for future meals.

Both cookbooks contain a wide assortment of recipes for meals, snacks, and desserts: dishes such as macaroni and cheese with squash puree, French toast with sweet potato puree, and many more creatively healthy choices.

Most of these recipes sound great, even with the unusual ingredients, but some may require you to stretch your imagination a bit!

Sneaky Suggestions:

- Let the baked goods cool completely before serving.
- Use frozen, jarred, or canned ingredients to make the purees (although frozen fruits and veggies generally have a higher nutritional content and fresher taste).
- Don't substitute standard ingredients (although you can substitute various purees).
- Don't judge the outcome until someone other than you has had a taste test.
- Use jarred baby food if you don't have time to make your own purees. In her book, Lapine has a list of how they can be substituted in recipes

I felt a secret thrill that my two-year-old son was eating broccoli (previously, I had only seen him lick it and then throw it down on his plate in disgust).

This brings me to the sticky issue of the chef's little secret. Should we be hiding the fruits and vegetables we feed our family? Will they ever learn to appreciate healthy eating if we puree the good stuff until it's almost invisible? Lapine states, "Secretly slipping nutritious ingredients into meals actually facilitates teaching because it takes away the stress and the urgency to win (the food fights). We know we're getting what we want even if they don't, so we can guide them in the direction of a healthy diet in a more relaxed atmosphere."

Seinfeld refers to the sneaky technique as "loving deception." "Forcing your kids to eat foods they hate only reinforces their

distaste" she says. Seinfeld's nutritionist Joy Bauer adds, "You should by no means stop putting at least one visible veggie on the table at lunch and dinner. Trust me, even if your kids don't go for the veggies immediately, they will eventually."

I only felt a little sneaky in giving my kids these fruit and veggie rich foods, and that guilt was outweighed by the pleasure of knowing they weren't eating empty calories. An added benefit is that my husband and I have both enjoyed these recipes, and in our fast-paced lives, we now have some easily prepared healthy meal options. So will I keep sneaking around the kitchen? You bet your broccoli I will.





First Breastfeeding Awareness/ WIC Open House in Karnes County

by Teresa Kunschik
Breastfeeding Peer Counselor



Top: Teresa Kunschik (left) holding Tristan, son of breastfeeding mom Colleen Phelps (right). Bottom: Teresa presenting a bag to breastfeeding mom Maria Saenz and Marcus Reyna.

The entire community was invited and encouraged to attend the Breastfeeding Awareness WIC Open House, whether or not they participate in WIC. The objective of the event was to promote breastfeeding by giving each participant breastfeeding information. Breastfeeding mothers received a personal invitation by phone. Breastfeeding certificates were presented to the breastfeeding mothers.

As a breastfeeding peer counselor, I am excited about promoting, encouraging and supporting breastfeeding in an area where breastfeeding is not the norm. I have nursed five of my own children and know firsthand the benefits of breastfeeding to both the mother and child. I have a special concern for teenage mothers and their babies, especially here in Karnes County. Recently a local family doctor stated that promoting breastfeeding among teenagers will require going into schools, especially during the reproduction segment of health class, and teaching the teenagers the nutrition and nurturing purpose for the breast. I feel that young teenage mothers, who breastfeed their babies before and after school (and during the lunch hour if possible) will be more responsible and bond more with their babies. This will benefit both the mother and the child.

Karnes County WIC held its first Breastfeeding Awareness Open House event August 7, 2007, at LA 69-02 in Kenedy, Texas. Six employees from the Karnes County WIC organized the event, with 19 community sponsors donating services and door prizes to help celebrate World Breastfeeding Awareness Month in August.

The local newspaper ran a PSA article on breastfeeding and listed the event in the community events section, at no cost to LA 69-02. There were numerous gifts donated, allowing the agency to give each participant a door prize. Community sponsors included local retail stores, supermarkets, restaurants, doctors' offices, flower shops, pharmacies and gift shops.

Karnes County WIC plans to make their Breastfeeding Awareness and Open House an annual community event. The annual event will serve to promote and encourage women to breastfeed in Karnes County and over time, will prompt the community to partner with the local WIC agency to encourage, support, promote and learn more about breastfeeding, while honoring moms who have breastfed or choose to breastfeed their babies.



WIC and ECI—

a Win-Win partnership

by Roxanne Robison, R.D., L.D.
CSHCN Nutrition Consultant



Roxanne Robison has been employed at the state WIC office as the Children with Special Health Care Needs nutritionist for 12 years and as a dietitian in ECI for 16 years. In this article she discusses how WIC and ECI staff can mutually benefit by partnering together to serve children with special health care needs. Getting to know more about ECI is the first step.

What does WIC staff dread most, especially when the clinic is really busy? It is a request for a non-contract formula with an incomplete prescription, of course. If the child is enrolled in an Early Childhood Intervention (ECI) program, partnering with the ECI dietitian to help facilitate issuance of non-contract formula is only one of many benefits of getting to know the local ECI program.

How do the services offered by WIC and ECI compare?

There is overlap in the populations served by both WIC and ECI. WIC serves children, aged birth to five years, who live in Texas, have certain nutritional risks and whose families meet income guidelines. ECI serves children, aged birth to three years, who live in Texas, have developmental disabilities or delays or who have a medical diagnosis that is likely to result in developmental problems. A list of these medical diagnoses can be found at <http://www.dars.state.tx.us/ecis/resources/diagnoses.asp>.

Participants in ECI programs do not have to meet income guidelines because income is not a criterion for eligibility in ECI. Evaluations are free to families, but the family may be expected to pay a minimal part of the cost of services, based on family income. What a family would be expected to pay can be found at <http://www.dars.state.tx.us/ecis/fcsfeescale.shtml>.

How would WIC staff know when a child should be referred to ECI?

A child seen in WIC may show signs of developmental problems that are either obvious, reported by the parents, or may be suspected. If WIC staff or parents are unsure about normal developmental milestones, they can be reviewed online at the following Web site <http://www.dars.state.tx.us/ecis/resources/developmentmilestones.shtml>.

By using the new VENA style of interviewing and counseling, it may become apparent that a parent's greatest concern is that their child is not talking, walking, crawling, etc. Becoming familiar with normal developmental milestones would help the counselor know if these concerns are warranted and if a referral should be made. Each local agency was sent ECI information in September. Easy to identify milestones are available in these materials. But always remember, when in doubt — refer. In fact, WIC is expected to refer any child under the age of 3 years to ECI, according to the "two day rule." This rule, mandated by federal and state legislation, states that health or social service providers must refer any child under the age of 3, who may be in need of ECI services, within two working days of identification.

To find your local ECI program, try the directory available on-line at <http://www.dars.state.tx.us/ecis/publications/Directory2007.pdf>.

How can WIC staff benefit from partnering with the ECI dietitian?

The ECI dietitian can be a great resource for WIC staff. From my own experience as an ECI dietitian, I have found that WIC staff appreciates it when I facilitate issuance of a medically prescribed formula. Knowing how busy the WIC clinics are, I try to make the process easier

for the family and WIC staff. This is all about eliminating barriers to services. I call the physician's office to obtain the prescription. I let his/her staff know that the prescription needs to include the diagnosis, amount of time the formula will be needed and how much formula is needed. I keep a list of all WIC clinics phone and fax numbers so that I can readily provide the fax number to the physician. Then I call the WIC clinic and let them know to expect the fax and also to provide them with the child's most recent weight and measurements so the WIC clinic does not have to repeat this again. When WIC staff know I am seeing one of their participants, many times they will call to let me know when the child's prescription is due to expire and if the child will need to have it renewed. They would rather call me to facilitate the process than to have to deal with the doctor's office, which may be more difficult to reach.

How could WIC staff get to know their local ECI agency better?

Every ECI agency in every county has a Child Find coordinator whose job it is to get the word out about ECI and to help people and programs identify children who may qualify for services. Ideally, local WIC staff should contact their Child Find coordinator, which can be found at <http://www.dars.state.tx.us/ecis/resources/childfind.shtml>.

Ask them to present an overview of their services at your WIC clinic. Make a special request to also include the dietitian. Collaborate with the dietitian on ideas to help each other when you are mutually following a child. Review WIC requirements for medically prescribed formula. Let the dietitian know of the limitations on the amount of formula that can be legally issued and how WIC may be able to help obtain additional formula through Medicaid. She may also be interested in WIC policy FD:16.0 to understand issuance of non-contract formula and WIC policy CR:7.0, which addresses families with special health care needs.

Working with ECI is a win-win situation. Early intervention can mean all the difference in a child's life. The ECI dietitian can make your life so much easier by providing nutrition counseling and facilitating non-contract formula issuance.

Nutrition Education Materials — Time For Spring Cleaning

by Shellie Shores, R.D., Nutrition Education Consultant, &
Tracy Erickson, R.D., L.D., I.B.C.L.C., WIC Breastfeeding Coordinator

WIC Spring Cleaning Assessment Test

Do you have any of the following items in your clinic?

- VHS tape titled “Good Food from the Good Earth”
- Pamphlets that talk about the “Basic Four Food Groups”
- Group class lessons that are on slide carousels
- Slide projector
- Clown puppet named “Chuckles”

If you answered “yes” to any of these, you need to do a little spring cleaning. Even if you didn’t answer “yes,” now is still a great time to get rid of outdated materials and make sure you are stocked-up on the latest, greatest materials.

Out With The Old

So how do you know which materials are old, outdated or deleted? Every year the state WIC office places a list of deleted lessons on the WIC Web site. You can find the list at <http://www.dshs.state.tx.us/wichd/nut/neplan.shtm>. This list is updated yearly and made available at the same time as the annual NEBF Plan (mid to late May).

Local agencies are made aware of revised, outdated and deleted pamphlets by all project memos. Memos are posted at the following Web site: <http://www.dshs.state.tx.us/wichd/default.shtm>. Click on “Bulletins & News” in the menu on the left. From this page you can search for memos by date, as far back as 1999.

Check out the WIC Catalog — it is online now! Go to <http://www.dshs.state.tx.us/wichd/default.shtm> and click on “WIC Catalog” in the menu on the left. Here you will find all WIC materials listed with descriptions and the latest revision dates. If it is not in the catalog, you can assume it is deleted.

Are you still wondering if something was deleted and you weren’t told? Call your NE liaison and let them help you at (512) 458-7111 ext. 3444.

What Do I Do With Old/Deleted Materials?

Great question! If it is paper, please recycle it. VCR tapes can be recycled too — check online for compa-

nies that provide this service. If you can’t find a place that will recycle your old VCR tapes, the tapes can be thrown away.

What about old equipment — that old slide projector or a VCR player you are no longer using? Refer to the Accounting section of the WIC Policy Manual for specific information on property management and disposition of WIC equipment.

In With The New

Now that you have cleared out the old stuff, start filling that precious space with the new stuff. Remember to check the WIC Web site often, under “Bulletins & News,” for the latest information on new materials.

And, don’t forget the online WIC Catalog! You now have the entire catalog at your fingertips; you can even find the order forms. This electronic catalog is updated throughout the year.

To get you started stocking your shelves, here is a brief list of some of the newest materials from the state office:

- **Breastfeeding and Family Planning**, 13-101 and 13-101a. Replace the old yellow 2005 editions with the beautiful new 2007 revision. The 2005 version has outdated contraceptive information so send them straight to the recycle bin.
- **Zobey** – Make sure your WIC kids are hip and hopping with Zobey in Bugland! Stock your shelves with these fun, fantastic items:
 - *The Adventures of Zobey: A Trip to Bugland*, take home and keep DVD, stock no. DV0235
 - *A Trip to Bugland*, take home lesson, SP-000-29
 - *The Adventures of Zobey: A Trip to Bugland*, group class lesson, GD-000-08
 - *A Trip to Bugland*, children’s bilingual book, stock no. 13-06-12793



- Zobeys Drinks magnet, stock no. 13-06-12579, English, and 13-06-12579a, Spanish

■ **Nothing but the Tooth**, DH-000-06, and accompanying video, *Nothing but the Tooth/ Ana y la dentista*, stock no. DV 0058 – This lesson and video covers dental health for pregnant women and infants.

- **Treasure Hunt**, NR-000-16, is a new group class designed for mothers and children to experience together. It is a hunt for health “treasures” in four exhibits where mothers and children learn about healthy eating. At the four stations the mothers and children:
- feel the children’s bones and find one food high in calcium they like,
 - feel the children’s heartbeat and find one heart-healthy food they will eat,
 - learn about whole grain foods as an energy source and state one they will eat, and
 - learn how to eat a rainbow of fruits and vegetables each day.

The children complete a coloring sheet as they go to each exhibit. The mothers get a handout to take home with more information about each topic. The class discussion covers information on osteoporosis prevention, trans fats and phytochemicals.



- **The WIC graduation certificate** has been revised. The certificate can be given to children when they turn five years old and “graduate” from the WIC Program. It has messages for moms about taking care of their children and room

for other items mothers want to remember. It is available in English (13-06-11727) and Spanish (13-06-11727a).

- **New web lessons at texaswic.org** – This Web site has been totally redesigned and updated with new lessons for your participants.

We strongly encourage all local agencies to offer web lessons to their participants. These lessons don’t take up any valuable clinic space. If you have questions about texaswic.org or offering web lessons to your participants, give your Nutrition Education Liaison a call.

WIC Works Online Training

by Rebecca Turnbow
Nutrition Education Training Specialist

With a click of a mouse you can access interactive WIC training modules that can build your skills and enhance professional development.

The USDA sponsored WIC Works Web site <http://www.nal.usda.gov/wicworks/index.html> offers 15 online training modules for WIC staff across the country. The modules are grouped into five major topics:

- Communication with Participants
- Counseling Skills
- Reaching Participants through WIC
- Health & Nutrition
- Feeding Infants: Nourishing Attitudes and Techniques*

The modules are fun, interactive, and challenging. They give strategies for working with an interpreter, working with clients that don’t want to open up, telephone skills, and making nutrition education sessions more effective. In addition, the course covers relevant nutrition topics including food safety guidelines, developmental stages of infants, dietary and herbal supplements, and breastfeeding promotion.

Make sure you don’t make the mistake of saying “I’ll do it when I have time.” To get the full benefit of this excellent online training opportunity, you need to schedule time on your calendar. Each module takes about 20 minutes to complete, so you can cover one major topic in one hour. These are self-paced, repeatable modules that can be accessed at anytime by any WIC staff member. There’s even a bookmark option if an urgent interruption comes up.

Let these training modules improve your job performance and foster a new sense of fulfillment with your WIC career.

These modules are approved for CPE credits by the American Dietetic Association, as well as “contact hours” by the American Nurses Association.

**This new module contains up-to-date information on infant formula, complimentary feeding, and developmental stages.*



meet the new
2008
WIC
dietetic interns

Annabelle Arellanes

Annabelle is from El Paso, Texas. She attended the University of the Incarnate Word. After completing her internship and passing the registered dietitian exam she plans on finishing her master's of public health. Annabelle's hobbies include team sports such as kickball, tennis and soccer. She enjoys running and strength training. When she's not doing team sports, she enjoys reading, traveling, cooking and catching up with family. She has a west-highland terrier named Roxy who accompanies her almost everywhere she goes.

Maggie Saldana

Maggie grew up in the small town of San Diego, Texas, and graduated from Southwest Texas State University, now known as Texas State University. After completing her internship, she looks forward to taking part in more "one-on-one" counseling on nutrition education, and possibly more counseling on diabetes educa-

Seven WIC local agency nutritionists have been selected to be interns in the 2008 Texas WIC Dietetic Internship program. Back row left to right: Ryan Rios, Aleatha Draine, Jennifer Pruett, and Maria Saldana. Front row left to right: Annabelle Arrellanes, Shadan Kasiri, and Christiana Vo.

tion. During her spare time, Maggie enjoys jogging and spending time with her husband and three-year-old daughter.

Jennifer Pruett

Jennifer Pruett grew up east of Dallas, in Kaufman. Her love of theater filled nonstudy time during high school. Jennifer graduated from Harding University in Searcy, Arkansas with a bachelor of science in dietetics; and spent one year working towards a master's of nutrition at Texas Woman's University in Denton. Since then she has worked with WIC in Corpus Christi, Ennis, and Waxahachie. After completion of her internship, while studying to take the registered dietitian exam, Jennifer plans to return to her local WIC community, possibly as a high-risk dietitian. Her professional interests include pediatrics, diabetes and American Sign Language. In her spare time she enjoys playing piano, traveling, spending time with family and friends, and playing with her spoiled cats.

Shadan Kasiri

Shadan grew up in Portland, Texas, a small town near Corpus Christi. She graduated from The University of Texas at Austin in 2006 with a bachelor of science in nutrition. After completing her internship, Shadan hopes to use what she learned to provide better service to WIC clients. She also would like to be more involved with creating nutrition education lessons for WIC clients and participating in outreach for

the community. She enjoys traveling, cooking, snow skiing, swimming, playing tennis, and spending time with her family, friends and her cat Toby.

Christiana Vo

Christiana grew up in Houston, Texas. She graduated from The University of Texas at Austin. After completing her internship, Christiana plans to return to Project 7 and continue counseling. In her free time she enjoys traveling to visit loved ones.

Ryan Rios

Ryan grew up in Harlingen, Texas. He attended Texas A&M University-Kingsville and received his bachelor's in food and nutrition science. After completing his internship, Ryan hopes to become a CDE (Certified Diabetes Educator) and to be in a position where he can have a direct influence on the individuals he counsels. His mom's love for good food and father's love for exercise and fitness drew him into this field and for this he thanks them.

Aleatha Draine

Aleatha grew up in Houston, Texas. She graduated from Abilene Christian University. After completing her internship, she is considering going for her PhD and eventually teaching at a university. Aleatha enjoys singing with an acapella group, All in Praise, listening to good music, working out, and reading books.

New Food Rules Mean Change

by Patti L. Fitch, R.D.
Clinical Services Branch Manager

The interim final food package rules are here and this means decisions on how to implement the new food packages have to be made. There are so many things to consider, not the least of which is the fact that we have electronic benefits transfer (EBT) in part of the state and voucher issuance in the other. As we at the state office work to determine the best way to provide these changes to our participants, we would like to give you a brief summary of the changes. We encourage you to become familiar with the changes by taking part in any meetings or discussions about the food package rules in the coming months.

WIC Food Package

U.S. Department of Agriculture's Food and Nutrition Service contracted with the National Academy of Sciences Institute of Medicine to review the WIC food packages and to recommend specific changes.

The following is taken from the Executive Summary WIC Food Packages: *Time for a Change* available at <http://www.nap.edu>. The criteria for the WIC Food Package included:

- ① The package reduces the prevalence of inadequate and excessive nutrient intakes in participants.
- ② The package contributes to an overall dietary pattern that is consistent with the Dietary Guidelines for Americans (for individuals two years of age and older).
- ③ The package contributes to an overall diet that is consistent with established dietary recommendations for infants and children less than two years of age, including encouragement of and support for breastfeeding.
- ④ Foods in the package are available in forms suitable for low-income persons who may have limited transportation, storage, and cooking facilities.
- ⑤ Foods in the package are readily acceptable, widely available, and commonly consumed; take into account cultural food preferences; and provide incentives for families to participate in the WIC program.
- ⑥ Foods will be proposed giving consideration to the impacts that changes in the package will have on vendors and WIC agencies.



New WIC food rules:

MILK – Whole milk will no longer be available to the participants with the exception of toddlers 12 to 23 months old. For everyone else, 2% milk fat and lower will be offered. Several states made this change within the past couple of years and have reported that overall it was very successful. In addition, the milk and cheese have been reduced in the package. Soy milk and tofu may be allowed as a milk substitute for women and children. To issue soy milk to a child, medical documentation will be required indicating the child has a condition such as milk allergy or severe lactose maldigestins or is on a vegan diet.

INFANT FORMULA/FOOD PACKAGE – The amount of formula an infant receives during the first year will vary based on the infant's age. It will slightly increase during the fourth and fifth month, and then decrease during the last six months of their first year. No infant cereal will be provided until the sixth month. At that time the package will include the addition of infant fruit and vegetable jarred foods. Juice will not be provided.

INFANT BREASTFEEDING PACKAGE – Fully breastfed infants will receive twice as much jarred baby food fruits and vegetables, and additionally receive jars of baby food meat to provide the needed iron and zinc in forms with high bioavailability.

CANNED FISH – Women who are fully breastfeeding will be provided 30 ounces of canned fish (4 more ounces than currently allowed by regulations). State agencies will have the option to allow tuna, mackerel, salmon and sardines.

JUICE – Juice is reduced for women and children and will be limited to an amount that is consistent with the recommendations by the American Academy of Pediatrics for Children.

FRUITS AND VEGETABLES – The new packages include the addition of fruits and vegetables. Each participant over one year of age will receive six to ten dollars a month for fruits and vegetables.

EGGS – Eggs will be reduced to one dozen for everyone with the exception of the fully breastfeeding women.

BEANS/PEANUT BUTTER – The choice of beans or peanut butter will be a new option in the postpartum food package. The option to have both beans and peanut butter will be new to pregnant and partially breastfeeding women.

GRAINS – A whole grain option has been added to the food package for children and pregnant and breastfeeding women. Whole grain bread and other substitutions are being considered, such as brown rice, bulgur, oatmeal, whole grain barley and corn or whole wheat tortillas. In addition, half the cereals in the state's cereal choices must be whole grain.

We are looking forward to working closely with you in the local agencies and our Texas WIC vendors to develop the best food packages for our clients. Our goal is to provide the most to our participants with the least amount of confusion.

next issue:

Getting Kids Outdoors



Texas WIC News is now available on the Texas WIC Web site!
<http://www.dshs.state.tx.us/wichd/gi/wicnews.shtm>

For information about subscriptions to *Texas WIC News*, e-mail WICNewsSubscriptions@dshs.state.tx.us or call (512) 341-4400, ext. 2258.



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