

2014
in
Pictures



**2014
Texas
WIC
Dietetic
Interns**

Growth, Change, and New Beginnings

As I celebrate my first anniversary with Texas WIC, I reflect back at what an exciting and eventful year 2014 has been — full of growth, change, and new beginnings.

At the state level especially, we have celebrated several retirements, new hires, and promotions that have transformed our management team, giving us a fresh perspective on the future that lies ahead. Because one new team member tends to have the most interaction and visibility with local agencies,



Amanda Hovis

I'd like to take this opportunity to announce the addition of Amanda Hovis as the Director of Nutrition Education and Clinic Services. Amanda is no stranger to Texas WIC. In fact, you may know her from her time in the clinic, at the state agency, or as a WIC researcher. Amanda holds a bachelor of science in nutrition and a master's degree in public health from John Hopkins University. She brings outstanding skills in leadership, management, and strategic planning — and has a proven ability to think creatively and utilize innovative strategies in WIC and other USDA federal nutrition programs. We are so happy to have her on board.

In the spirit of bringing 2014 to a close and getting ready for 2015, we dedicate this issue to a year in pictures to reflect back on some important moments at your agencies, as well as some special events we've shared together.

We start the issue with a recap of this year's Nutrition and Breastfeeding conference. With the theme Answering the Call to Action, we focused on the Surgeon General's National Prevention Strategy. Read all about the sessions and get helpful resources

on pages 4-7 to help you continue to answer the call.

On Pages 12-17 you will get a glimpse of what's been going on with some of our local agencies this year — from new construction, successful projects that might interest you, to awards given for outstanding performance. Additionally, on pages 8 and 11, you can learn more about our home grown dietitians, their dietetic internship experience, and graduation. Congratulations to each one of you!

I continue to be amazed by the outstanding caliber of people that work for Texas WIC, and I am honored to be part of this team. Thank you for an amazing 2014 — I look forward to an even better year to come.



From the Texas WIC Director

- Lindsay Rodgers



2 Growth, Change, and New Beginnings

4 NBF Recap

8 Congratulations to the 2014 Texas WIC Dietetic Interns!

Pull-Out Section ▶ WIC Wellness Works

11 The 2014 Texas WIC Dietetic Internship Graduation — An Event to Remember

12 Local Agencies in 2014 — A Year of Growth, Awards, Health Fairs, and New Beginnings

18 Test Your Nutrition IQ

19 Go Purple for Premies

Lindsay Rodgers
Texas WIC Director

Amanda Hovis
Manager
Nutrition Education / Clinic Services Unit

Rachel Edwards
Manager, Clinic Services Branch

Shirley Ellis
Manager, Nutrition Education Branch

Yolanda BazDresch
Manager, Publishing, Promotion, and Media Services

Mandy Seay
Publication Coordinator

Clare Wolf
Managing Editor / Designer

Chris Coxwell
Photographer

Jeremy Boehm, Betty Castle,
Joseph M. de Leon, Renee Mims, Irma Rendon,
Lorise Grimbball, Karina Prado
Contributing Editors & Designers

Karla Lopez
WIC Publications Coordinator

Health and Human Services
Printing Services
Printing

Leticia Silva
Subscriptions

TEXAS WIC NEWS SUBMISSION GUIDELINES:
If you have a story idea you would like to submit for consideration in the *Texas WIC News* please send an email to Mandy.Seay@dshs.state.tx.us.

If you would like to write an article, please request subject approval and our writer's guidelines prior to writing the article. Keep in mind that each *Texas WIC News* issue is planned five months in advance. Articles submitted will be considered, but not guaranteed for publication.



Comments may be sent to the managing editor at Publishing, Promotion, and Media Services, P.O. Box 149347, Austin, TX 78714-9347, or by email to WICNewsEditor@dshs.state.tx.us.

In accordance with federal law and the U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability.

To file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint form, found online at http://www.ascr.usda.gov/complaint_filing_cust.html, or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send completed form or letter by mail to U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington D.C. 20250-9410, by fax (202) 690-7442 or e-mail at intake@usda.gov. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339; or (800) 845-6136 (Spanish). USDA is an equal opportunity provider and employer.

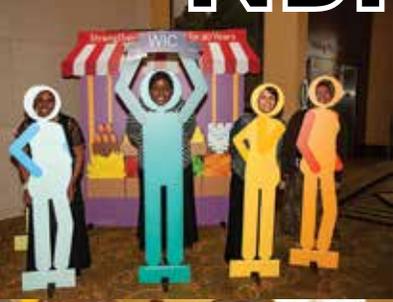
NOTICE TO SUBSCRIBERS:

Texas WIC News is available online at <http://www.dshs.state.tx.us/wichd/gi/wicnews.shtm>. If you are a current subscriber who would prefer to receive the *Texas WIC News* online, send your email address to WICNewsSubscriptions@dshs.state.tx.us and we will notify you by email as soon as an issue becomes available online.

Texas WIC News (USPS 016-975) is published bimonthly by the Department of State Health Services, P.O. Box 149347, Austin, Texas 78714-9347 <http://www.dshs.state.tx.us/wichd/default.shtm>. Subscriptions are free. Periodicals postage paid at Austin, Texas.

POSTMASTER: Send address changes to WICNewsSubscriptions@dshs.state.tx.us or WIC News Subscriptions, Texas WIC News, Texas Department of State Health Services, P.O. Box 149347, Austin, TX 78714-9347.

NBF Recap



David Lakey, Eddie Longoria, and Lindsay Rogers



Liz Miller



Jane Heinig



Toni Adams

Opening Keynote

PRESENTED BY DAVID LAKEY, M.D., EDDIE LONGORIA AND LINDSAY RODGERS, MA, RD, LD

Department of State Health Services staff opened the Nutrition Breastfeeding Conference (NBF) by welcoming attendees and introducing this year's theme, WIC: Answering the Call to Action, inspired by the Surgeon General's National Prevention Strategy. Some of the ways in which the state agency is answering the call to action include participant focus groups, development of new outreach materials, the Every Ounce Counts Breastfeeding Campaign, and refreshing of the WIC brand. LA staff were encouraged to continue answering the call to action by keeping an open and creative mind, seeking ways to best meet the needs of our participants through technology and other innovative means. Conference attendees were taken back in time with an inspirational review of past accomplishments, in celebration of Texas WIC's 40th birthday. For more information on the Surgeon General's National Prevention Strategy, visit: <http://www.surgeongeneral.gov/initiatives/prevention/strategy/>. CONTRIBUTED BY KELLEY REED, RD, LD

Diabetes in Pregnancy

PRESENTED BY LIZ MILLER, RN, BSN, MS, CDE PROGRAM COORDINATOR, CLEAR LAKE REGIONAL MEDICAL CENTER

Liz Miller provided a great overview of diabetes in pregnancy and the postpartum period, including nutrition recommendations and benefits for lactating women with diabetes. She reviewed meal planning, insulin and meters, exercise guidelines, contraception, recommendations for weight gain during pregnancy, potential problems for mom and baby, and congenital abnormalities when women do not control their blood sugar. She touched on the International Association of Diabetes and Pregnancy Study Groups (IADPSG) which is hoped to serve as the basis for internationally endorsed criteria

for the diagnosis and classification of diabetes in pregnancy. CONTRIBUTED BY PAULA KANTER, RD

Mother's Decision-Making Under Stress

PRESENTED BY JANE HEINIG, PhD, IBCLC DIRECTOR, HUMAN LACTATION CENTER, UC DAVIS

This session gave us a fascinating look at how mothers make decisions under stress. We learned that when the body undergoes extreme stress, the prefrontal cortex of the brain is distracted, thus decision making becomes much more difficult. Dr. Heinig focused her session on mothers who have babies in the NICU. She presented case studies of mothers who had a hard time making appointments, didn't want to pump, or didn't want to see their babies. With empathetic and supportive messages, attendees were able to practice using affirmation statements, along with learning how to enhance infant feeding education with methods that are appropriate for these high-stress situations. For more information about Heinig and UC Davis Human Lactation Center, check out <http://lactation.ucdavis.edu>. CONTRIBUTED BY KATIE COYNE

Becoming Cultured: Understanding Intercultural communication to Enhance Care

PRESENTED BY TONI S. ADAMS, RDH, MA

Culture is a big part of our lives and to become competent in it takes time. Cultures are learned within a family and passed on for generations. Even though each individual within the family practices the same culture, it may be different because each one of us is unique. The bottom line Adams shared for communicating with different cultures was to be aware of your own assumptions about cultures, listen, be empathetic, and respect each individual. Adams' website is www.toniadams.com. CONTRIBUTED BY ANITA RAMOS, RD

Lactation Support Center & Star Achiever Staff Panel

PRESENTED BY CHRISTINE WISEMAN, ALISA SANDERS, LAYNE WALKER, DEBORAH PARNELL



The Lactation Support Center Staff and Star Achiever WIC Representatives provided conference attendees with information on how to best engage their community and health care partners through education, collaborative projects, and great customer service. The Lactation Foundation in Houston uses technology such as web-based cameras that allow WIC participants and LA staff across Texas access to bilingual IBCLCs. The Lactation Care Center of Dallas has partnered with surrounding hospitals involved in national and state quality improvement breastfeeding projects to develop Baby Friendly skills training which has trained over 1,000 nurses. Mom's Place in Austin tailors each mother/baby consult to best meet the needs of the growing number of clients they serve as well as being involved in several community health coalitions. Star Achiever panel member Layne Walker provided great examples of how engaging your health-care partners is vital to bridging the gap between the hospital and community. Walker described the goal of the Star Achiever and encouraged WIC staff to learn more about how they can become involved in their respective areas. Deborah Parnell with City of Dallas WIC described a newly developed Grandmother's Class that she helped launch with Methodist Charlton Medical Center which is designed to educate grandmothers on the best way to support their breastfeeding daughters. For more information on the Star Achiever Initiative, visit www.TexasTenStep.org. *CONTRIBUTED BY VERONICA HENDRIX LVN, IBCLC, RLC*

Cultural Diversity

PRESENTED BY KIMBERLY SEALS ALLERS, BA, MS

Kimberly Seals Allers discussed ways in which breastfeeding is affected by culture, with discussion about racial stereotypes, historical trauma, and first food deserts. Allers covered common breastfeeding barriers cited by minorities, particularly African Americans, and gave attendees new approaches and messaging for addressing them. She encouraged all participants to challenge their assumptions surrounding minority populations and reminded participants of the importance of addressing members of the mother's social circle and

including return to work logistics in the conversations. *CONTRIBUTED BY TRACY ERICKSON, RD, IBCLC, RLC*

Preconference workshop – Secrets of Baby Behavior: Supporting Informed Infant Feeding Decisions

PRESENTED BY JANE HEINIG, PhD, IBCLC
DIRECTOR, HUMAN LACTATION CENTER, UC DAVIS

Dr. Jane Heinig's dynamic pre-conference session discussed how a parent's misinterpretation of baby cues can influence feeding practices. She covered what is normal for common concerns like crying, waking, hunger cues, and sleep. Most importantly, she provided tools on how to best help parents recognize and respond to their baby's cues. This workshop was a kickoff to the statewide train-the-trainer Baby Behavior Campaign for Texas WIC. Attendees received training materials to help them provide Baby Behavior training to their LA staff. If you would like more information on the Texas Baby Behavior Campaign or how to get training materials, please contact Kaylene Thompson at kaylene.thompson@dshs.state.tx.us, 1-512-341-4512 or Katie Coyne at katie.coyne@dshs.state.tx.us, 1-512-341-4514. To stay up-to-date, follow the UC Davis Human Lactation Center blog at <http://www.secretsofbabybehavior.com>. *CONTRIBUTED BY KAYLENE THOMPSON, RD, LD*

Breast Pump Updates: Straight from the State

PRESENTED BY LINDSEY RANDALL, RD, IBCLC, RLC

With the changing landscape of health care, most health plans and all Medicaid, CHIP and CHIP Perinate managed care health plans are now covering breastfeeding support and supplies, including breast pumps. This session served to equip LAs with resources and information on the changes to expect in the Texas WIC Breast Pump program. Resources and materials for breast pump issuance are being revised to reflect these changes and include policies BF: 05.0 and BF: 06.0; Single User Loan contract forms WIC-50 and 50A; and Multi User Release contract forms WIC-51 and 51A. LAs may direct any questions to the



Lactation Support Center & Star Achiever Staff Panel



Kimberly Seals Allers



Lindsey Randall





Texas WIC breast pump coordinator, Letty De La Rosa, at letty.delarosa@dshs.state.tx.us. *CONTRIBUTED BY FAITH NJORGE, MS*

Role of Cultural Frameworks in Breastfeeding Initiation and Persistence

PRESENTED BY HOLLY RAFFLE, PhD, MCHES AND ALISON MURPHY, RD, LD

During this interactive session, polling was used to provide background for the presenters' discussion of a research study on breastfeeding initiation rates. The polling questions were answered from the perspective of a 22-year-old to help the audience relate to study participants. One hundred and seventy-six women from 19 counties in the Appalachian region of Ohio were placed in focus groups and interviewed for this study. A number of factors were determined that can be used to reach this population to promote breastfeeding. Three of them include: the use of stories, their love of community, and their love of family. These same factors can be incorporated into educational materials to reach a broader WIC population as well. For example: stories about the breastfeeding experiences of other women as they interact with family in places that clients will recognize may help staff become more successful in initiating and prolonging breastfeeding in other cultural groups beyond Appalachia. The study and recommendations can be found at: <http://www.odh.ohio.gov/odh-programs/ns/wicn/breastfeedingcorner.aspx> Click on WIC Appalachian Breastfeeding Focus Group Report. *CONTRIBUTED BY SANDRA BROWN, MS, RD*



Holly Raffle



Alison Murphy



Gloria Staats



Rosanna Barrett

Failure to Thrive and Bruises, Bite-marks, and Burns

PRESENTED BY HEATHER ASHLEY BSN, RN, MSN, CPNP

According to Heather Ashley, skin is the most easily recognized sign of abuse. WIC staff see families every day, and can note bruises, burns, bite marks, etc. and discern if the injury seems accidental or inflicted, based on history, location, pattern, age, and developmental stage of the child. Additionally, failure to thrive is a complicated process that can result from



Marissa Acosta and Rachel Edwards

neglect or medical etiology. WIC staff are mandated to report any suspected child abuse or neglect. *CONTRIBUTED BY LINDA ZECCOLA, BSN, RN, IBCLC*

Show Us Your Best: Best Practices Sharing Session

LED BY GLORIA STAATS AND THE QUALITY ASSURANCE MONITORS

Super star LA staff shared their best practices for self-audits. A fruit picture was provided to each person as they entered the room and matched with a centerpiece at each table where teams came together to create solutions. Teams included Apple-tizers, Banana Shakers, Pear with Us and Berry Best Bunch. A team representative shared ideas and solutions to the whole group for best practices for each self-audit scenario. *CONTRIBUTED BY LISA RANKINE, RD*

Working with Diverse Communities to Promote Health Equity

PRESENTED BY ROSANNA BARRETT, DRPH, MPH. DIRECTOR, OFFICE OF MINORITY HEALTH

Rosanna Barrett explained how we can promote health equity and reduce health disparities within our community. The model for best practices called "Texas Model of the Elimination of Disproportionality and Disparities" is defined by using data-driven strategies that are based on reliable data to eliminate disparities; developing leaders by supporting culturally diverse leaders and workforce; collaborating across systems by establishing meaningful partnerships at system and community levels; engaging communities by including the community in dialogues and decision-making efforts that will impact them; and by promoting work defined by race equity principles such as learning from history, analyzing power, maintaining accountability, and celebrating culture. *CONTRIBUTED BY ANGELA GIL, RD, LD*

Peer Counselor Panel

LED BY LISA MABEN, JANNA KAELIN, JONNY TIBURCE TOUABOY, ASHLEY JAMES, AND ROSA IRENE RAMOS

The Peer Counselor panel offered examples of how to better meet the needs of WIC clients. A peer counselor from Northeast Texas Public Health District shared how bringing her baby to work not only made things more convenient for her family, but also created a normal breastfeeding environment in the clinic that she believes increased breastfeeding rates. A peer counselor from Hidalgo County spoke about how to increase breastfeeding rates by promoting breastfeeding throughout the pregnancy and providing support in the hospital. Wichita Falls talked about their human milk depot and how to encourage clients to donate their milk. To finish off the session, a peer dad from Dallas spoke about the importance of including fathers in the WIC experience. This panel brought many ideas to the table that all agencies can take back with them to refresh and improve their program. *CONTRIBUTED BY KRISTINA ARRIETA MPH, IBCLC*

Introduction of LA 07: WIC Call Center

PRESENTED BY KATRINA ROBERTSON

How is a WIC staff member going to provide the best customer service possible while managing so many other roles including appointments, screening, lab, benefit issuance, classes, walk-ins, files, breast pumps, special formula requests, incoming calls, and keeping the workplace clean? A solution for your agency might be a call center. Katrina Robertson provided excellent resources for everything from the equipment and layout design to staff roles and responsibilities of a call center. Katrina Robertson, Communication Manager at City of Dallas WIC Program can be reached at 1-214-583-2846. *CONTRIBUTED BY LISA RANKINE, RD*

Stellar Customer Service Strategies and Tips

PRESENTED BY DAN O'CONNOR

Dan O'Connor delivered an entertaining presentation that was filled with simple, practical, and effective customer service tactics and tips. He involved the WIC staff audience by asking lots of questions, like "What's your name?", "Have we met?",

and "Gracie – Are you in love?" O'Connor taught us about making a Personal Emotional Connection (PEC) with our customers. For more information, and a good time, check out O'Connor's website at www.danoconnortraining.com.

CONTRIBUTED BY LIZ BRUNS, RD, LD

Under the Influence: How Media and Parenting Drive Early Childhood Nutrition

PRESENTED BY JILL CASTLE, MS, RDN

Jill Castle provided an insightful look into the ways media can affect children's health. She discussed the food marketing landscape as well as research linking too much media use among preschoolers with adverse effects such as delayed language development, obesity, and sleep problems. She also addressed parenting strategies that can help as well as parental feeding styles that promote good nutrition. For more information, visit www.jillcastle.com.

CONTRIBUTED BY ERICA HARRIS MS, RD, LD

Effective Health Communication, Education and Persuasion

PRESENTED BY MICHAEL MACKERT, PhD

Health literacy is about more than reading. In Michael Mackert's information packed session about health literacy, clear communication, and developing effective messages, he explained how health literacy involves reading, writing, speaking, numeracy, as well as understanding science, public issues, and the differences that exist between cultures. To learn more about health literacy, check out the National Institutes of Health Clear Communication: <http://www.nih.gov/clearcommunication/healthliteracy.htm>. *CONTRIBUTED BY MANDY SEAY RD, LD, CDE*



Katrina Robertson



Dan O'Connor



Jill Castle



Michael Mackert



Tiffany Brown and Cristina Garcia



Jennifer Ustianov

Jennifer Ustianov, MS, RN, IBCLC, Senior Director of the National Institute for Children's Health Quality, wrapped up the conference with an inspiring account of why it is important to "Answer the Call to Action." She challenged conference attendees to ask themselves, "What can you do by next Tuesday?" as a way to plan how they could integrate what they learned at the conference into their daily clinic work. *CONTRIBUTED BY VERONICA HENDRIX LVN, IBCLC, RLC*

Congratulations to the 2014 Texas WIC Dietetic Interns!

by Ann Sullivan, M.P.H., R.D., L.D.
Texas WIC Dietetic Internship Coordinator

Some life experiences are like marathons – they require commitment, time, energy, and stamina. You give it your all, knowing you need to do your very best, and keep your eyes on the prize. Earlier this year, the 2014 class of Texas WIC Dietetic interns did just that. During the 8-month internship program, these nine young women completed multiple rotations in food service management, clinical dietetics, and community nutrition, and successfully met the program's demanding competencies and performance expectations. In August, they made it to graduation. Now they are each focusing on the national registration examination for registered dietitians. By the end of the year, they will have crossed that finish line, and Texas WIC will have a new group of registered dietitians!



Arria Andrews, who works for Local Agency 7 in Dallas, says the internship helped her become a more effective leader, and, like other interns, she learned to perfect her time-management skills. In addition, she explained that she's now a better WIC nutritionist because she's equipped with the knowledge, skills, and experience to effectively educate her community about nutrition. During the program, Arria discovered that she loves pediatric nutrition, as well as renal nutrition. What's more, she has a sincere appreciation for all the people she met during the program. "Throughout the internship, I worked with wonderful nutrition professionals and instructors, and I gained friendships with my amazing fellow interns." Arria, who graduated from Stephen F. Austin State University in 2010 with a bachelor's degree in food, nutrition, and dietetics, likes to volunteer at local community events and spend time with friends and family. Also, she says that she loves to shop – a lot!

During the internship, **Sarah Dluhos** enjoyed seeing the various perspectives of different registered dietitians, noting that this helped her broaden her own approach to nutrition counseling. Sarah, who got her undergraduate degree from Texas A&M University in May, 2008, started working for LA 32 in Bryan the following month. She says she took in all she could during each internship rotation, since "you never know if you'll get to have those kinds of experiences again!" With each rotation, Sarah felt like she had the confidence and knowledge to go forward. "This has been the best professional experience of my life. The internship was time-consuming and took dedication, but it was worth every moment. I am proud of my accomplishments, the program, and the wonderful friends I have made." Sarah's diverse hobbies include working in the garden, competitive fishing, and antiques. Also, she is always ready to snap a photo. In fact, Sarah documented her internship experience with pictures, and will be glad to show anyone who wants to see them!

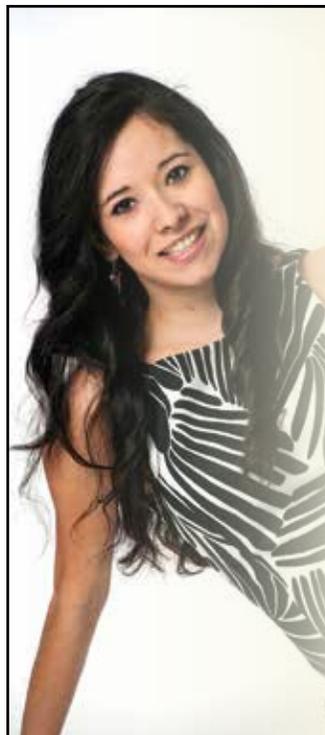


Talitha Grant earned a bachelor's degree from Prairie View A&M in December 2007 and has worked for Houston/Harris County Public Health and Environmental Services (LA 48) since June 2008. Talitha, whose favorite hobby is spending time with her family, says the internship taught her the true meaning of hard work. Also, she says she "learned that dietetics is all about research – which includes using credible sources and evidenced-based material." She realized that whenever you give nutrition advice, "it's imperative that you know what you are talking about!" Talitha explained that she was used to doing all her own work in the clinics, but in the internship, she learned that it is okay to ask others for help. In fact, according to Talitha, "it is very beneficial to get help from others because they can help you see things in a whole new light."



Mariana Jaramillo has always dreamed of becoming a registered dietitian, and she's grateful to the WIC internship for helping her pursue that dream. Mariana, who works for the City of Houston WIC Program (LA 26), graduated from the University of Houston in May 2012. Mariana says the internship showed her just how hard she can work and how dedicated she can be, adding that the program built up her self-confidence and helped her expand her horizons. "My favorite rotation was working at Texas Children's Hospital. I had the opportunity to see first-hand how nutrition can impact a child's life and how essential it is in their development. My experience was so rewarding and I will never forget how my work helped a child thrive and be joyful again."

Amber Oltmann earned her bachelor's in Nutrition at Baylor University in 2006 and started working in Bell County (LA 31) in January 2010. Now that she has completed the internship program, Amber is making up for lost time by spending every moment she can with her husband and 4-year-old daughter, Carolee. Amber explained that the internship helped her empathize more with WIC participants. For example, during a rotation with the Early Childhood Intervention (ECI) program, Amber was able to do home visits with families, and she learned about their everyday struggles. "Even just making it to their appointments was a challenge." Also, her clinical rotations during the internship equipped her with the skills to help WIC participants who have various high-risk medical needs. As for personal growth, Amber says "I am much stronger than I thought! I have learned to just take life day-by-day and not sweat the small stuff."



Jessica Sanchez earned her bachelor's degree in nutritional sciences at Texas A&M University in College Station and then began working for the University of Texas Health Science Center of Houston, (LA 17) in 2011. In terms of getting through the internship, Jessica says that "no matter how many challenges seemed to get in the way, I learned that with motivation, dedication, and a positive outlook, anything can be accomplished – especially with the support of family and the great friendships that I developed during the internship." Also, she learned that "it's important to get out of your comfort zone, because it could be the perfect opportunity to shine in a different spotlight." Jessica's favorite memory of the internship will always be about the other interns who went through the program with her. "These women who were once strangers have developed into some of the greatest friends and future dietitians." Besides spending time as a new mom, Jessica plans to get back to dancing, running, and instructing Jazzercise again!

Karina Orozco started working with WIC in June 2009 while she was a student at Texas A&M. A year after graduating from A&M with a bachelor's degree in nutritional sciences, Karina went back to her hometown of Laredo to work for Local Agency 13. Karina says that as an intern, she was able to explore different ways to facilitate behavior changes in clients. One important skill she worked on was becoming a better listener. Also, the internship exposed her to complicated scenarios where she had to use her critical thinking skills. As a result, she's more confident in talking with clients. "I have learned that my passion is talking to patients about their health and nutrition. Whether it's prevention of disease or treatment of an existing condition, dietitians play a crucial role in caring for patients and providing the support that they need to make changes in their lives." She'll always remember her patients thanking her for talking with them and listening to their stories. "Seeing a patient smile after a nutrition education session made all the hard work worthwhile!"



Katlyn Le, who works for Austin Travis County Health & Human Services WIC Program (LA 01), began her nutrition career in 2009 with a degree in nutrition from the University of Texas in Austin. Also, she earned a master's degree in public administration in May 2013 from the University of Texas in Arlington. During the internship, Katlyn says she learned to truly listen to clients in order to understand their needs. As Katlyn explains, "Before, when I made assumptions, I subjected my clients to my own opinions and own thought processes. The internship taught me to listen to clients first." Also, Katlyn gained some important insight regarding the profession of dietetics: "I learned that RDs are very compassionate, regardless of their years of experience. There is a special, non-competitive bond between RDs that I highly respect." Katlyn says she loves the outdoors, so don't be surprised if you find her out hiking somewhere now that she's got some free time on her hands!



Amy Mustain says the internship provided her with opportunities she never imagined she would experience. Amy, who got her bachelor's degree in dietetics from Henderson State University in 2008, started working for the Northeast Texas Public Health District (LA 39) in March 2012. Amy enjoyed the diverse experiences she was able to take part in during the internship. "The different preceptors and rotations shaped me into a better WIC nutritionist. I got all kinds of tips and ideas from preceptors about communicating with clients — things you would have never thought about doing." Amy says that one of the best things about the internship was the chance to form relationships with the other interns. "We all became very close, and have become great friends. They were always there to pick me up when I needed help, and they knew exactly what I was going through because they were going through it, too. It is a wonderful support group! I cherish them!" These days, Amy is enjoying spending more time with her husband, family, friends, and her Yorkies, Maggie and Gizmo.

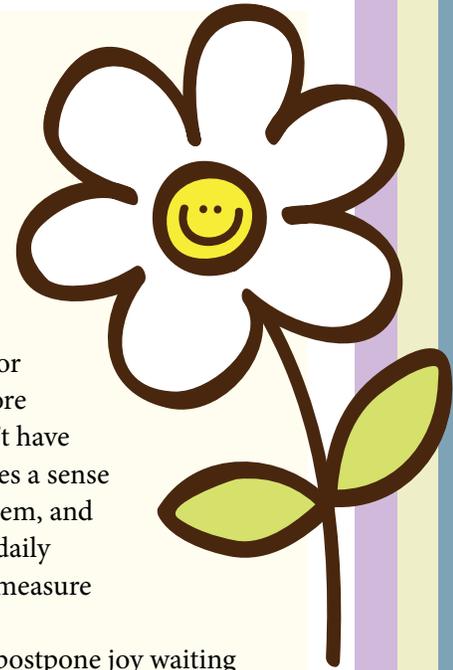


Tips for a Contented Life

CONTRIBUTED BY ANNE SEMRAU, DIETETIC INTERN AT TEXAS STATE UNIVERSITY

If you have been looking for happiness, the good news from researchers is that you determine your happiness with choices, thoughts, and behaviors. Only 10 percent or so of the variation in people's reports of happiness can be explained by differences in their circumstances. It may not be so easy to do all the time, but there are things that you can do to create more contentment in your life.

- **Devote time to family and friends.** They help you celebrate life's successes and support you in difficult times. Although it's easy to take people for granted, these relationships need effort and nurturing. Build up your "emotional bank account" with kind words and actions. Be careful and gracious with critique. Let people know that you appreciate what they do for you or even just that you're glad they're part of your life.
- **Appreciate what you have.** It's easy to go through life without recognizing your good fortune. Often, it takes a serious illness or other tragic event to jolt people into appreciating the good things in their lives. Don't wait for something like that to happen to you. Each day identify at least one thing that enriches your life. And when you find yourself thinking an ungrateful thought, try substituting a grateful one. For example, replace "my sister forgot my birthday" with "my sister has always been there for me in tough times."
- **Maintain an optimistic outlook.** Look for the positive side of things. This isn't being blind to reality, after all, bad things do happen. But you don't have to let the negatives color your whole outlook on life. Recognize pessimistic thoughts when you have them. Then ask yourself: Is the situation really as bad as I think? Is there another way to look at this? What can I learn from this experience that I can use in the future?
- **Feel a sense of purpose.** People who strive to meet a goal or fulfill a mission, whether it's growing a garden, caring for children, or completing a project, are more content than those who don't have a plan. Having a goal provides a sense of purpose, bolsters self-esteem, and brings people together. Use daily reminders of your goal and measure your progress along the way.
- **Live in the moment.** Don't postpone joy waiting for a day when your life is less busy or less stressful. That day may never come. Instead, look for opportunities to savor the small pleasures of everyday life. Try to align your daily activities with the long-term meaning and purpose of your life. Are you doing what you love? If not, ask yourself: *What excites and energizes me? What are my proudest achievements? How do I want others to remember me?*
- **Don't forget the rest of your body.** Researchers have found that exercise, healthy eating, and regular sleep are also important for a positive outlook. People who are physically active, eat more fruits and vegetables, and get enough sleep are happier, perhaps because of how these things improve our brain function. So when you're tired or unhappy, get some exercise and then pamper yourself with a healthy meal and a good night's rest.



Mayo Clinic (2012). How to Be Happy: Tips for Cultivating Contentment. Retrieved from <http://www.mayoclinic.com/health/how-to-be-happy/MY01357>

WIC WELLNESS WORKS



WIC Wellness Breaks: **Answering the Call to a Healthier Life**

CONTRIBUTED BY DEBBIE LEHMAN, PHD, RD, LD,
WIC WELLNESS WORKS COORDINATOR

This past summer WIC staff from all over Texas came together to answer the call to action at the annual Nutrition and Breastfeeding Conference. During the conference, attendees had the opportunity to complete 12 wellness activities to answer the call to a healthier life, and then celebrate completion with some fun prizes donated by exhibitors. To help bolster the theme, the 12 wellness activities — related to physical activity, healthy eating, and stress management — were listed on a worksheet that could be used for motivation and tracking completion. The design of the worksheet (which is on the following two pages of the insert) includes activities superimposed onto the keypad of an iPhone. This worksheet provided instructions for, and a place to log, activities.

Social support from coworkers, family, and friends is a fun way to hold us accountable to making healthy lifestyle choices. You and your agency can do your own competition to complete 12 wellness tasks to answer the call to a healthier life. Use the worksheets on the next page of this insert to track your weekly wellness activities. You can choose to perform the activities provided (version #1) or create your own in each category (version #2). Get creative with coworkers — see who can check off all 12 on a weekly basis. Display the worksheets at your clinic to proudly feature your accomplishments.

WIC WELLNESS WORKS ANSWERING THE CALL TO A HEALTHIER LIFE



Answer the Call

- You have the opportunity to complete 12 wellness tasks to answer the call to a healthier life.
- Use the template to track your progress.
- Get creative with coworkers - see who can check off all twelve on a weekly basis.
- Hang the templates up at your clinic to proudly display your accomplishments.

Name: _____

LA: _____

Email: _____

WIC WELLNESS BREAKS

STRESS MANAGEMENT

Inspire it forward.

Do a random act of kindness for someone. Hold a door, give a shoulder rub, write a kind note, etc. Write down your kind act here.

1

HEALTHY EATING

Eat 4 different colored fruits/vegetables.

The fruits and vegetables I ate were:

2

PHYSICAL ACTIVITY

Go for a 15 minute walk at work.

3

PHYSICAL ACTIVITY

Name an exercise you can do at work (at your desk).

Name of exercise: _____

4

STRESS MANAGEMENT

Make a person laugh or smile.

What you did to make them smile

5

HEALTHY EATING

Make half your grains whole and choose a lean meat.

My healthy meal choices were:

6

HEALTHY EATING

Wear a rubber band for each 8 oz cup of water you drink.

Total number of bands for the day:

7

PHYSICAL ACTIVITY

Wall pushups

Stand facing a wall and extend your arms in front of you. Lean forward slightly and place your palms against the surface. Bend your elbows until your nose nearly touches the wall. Push back out to start.

That's one repetition. Go for 10!

8

STRESS MANAGEMENT

8 hours of sleep challenge
A well-rested body is a healthy body! Aim for 7 to 8 hours of sleep tonight.

Time you went to bed: _____

Time you woke up: _____

Was it 7 to 8 hours? _____

9

PHYSICAL ACTIVITY

Take the stairs.

Bypass the elevator and take the stairs at least once.

How many steps did you climb?

10

STRESS MANAGEMENT

Write down 5 things you are grateful for.

11

HEALTHY EATING

Eat Breakfast.

It's the most important meal of the day!

For breakfast I ate:

12



The 2014 Texas WIC Dietetic Internship Graduation –



An Event to Remember!

by Ann Sullivan, M.P.H., R.D., L.D.
Texas WIC Dietetic Internship Coordinator

There were smiles all around at the 2014 Texas WIC Dietetic Internship Graduation Ceremony in Austin on August 15, 2014. Families, friends, and co-workers drove from Texarkana, Laredo, and many cities in-between to watch their favorite intern graduate from the program.

The ceremony marked the end of an amazing yet challenging year, which began in the fall of 2013. While still working full-time at their local agencies, the new interns began preparing for rotations by completing numerous case studies, tutorials, and other assignments. They became full-time interns in January 2014, which began eight months of supervised practice rotations at school food service facilities, hospitals, children's hospitals, lactation centers, summer feeding programs, food banks, early childhood nutrition programs, long-term care facilities, boys and girls clubs, and many other sites.

Mary Van Eck, MS, RD, LD, the Texas WIC Dietetic Internship Director, hosted the graduation. She noted that the first Texas WIC internship class started 14 years ago with just three interns. Since then, the program has grown and evolved. The internship faculty, along with many dietetic professionals across the

state who serve as preceptors, have trained 120 interns, with another group of 12 currently underway. What's more, over 70 percent of graduates from the last 5 years still work for WIC. Indeed, a major goal of the internship is to get more registered dietitians into Texas WIC clinics. Registered dietitians are valuable resources, especially for counseling high-risk participants, providing staff training, conducting audits, managing projects, developing nutrition education and breastfeeding plans, and so much more.

As part of the graduation ceremony, Linda Brumble, former Manager of Nutrition Education and Clinic Services at the State WIC office, provided some witty and heartfelt words of wisdom and encouragement. In addition, the internship coordinators, Ann Sullivan MPH, RD, LD, and Leslie Bagby, RD, LD, CNSC took part, helping to highlight each of these nine young women and their outstanding accomplishments.

When the ceremony was over, cameras flashed, cell phones clicked, and the interns couldn't stop smiling. Some memories last a lifetime, and this is one event these interns will remember forever!

Local Agencies in 2014 -

A Year of Growth, Awards, Health Fairs, and New Beginnings

Growing Healthy Eaters-A Partnership

Local Agency 07, City of Dallas

CONTRIBUTED BY CYNTHIA WACHTLER, R.D., L.D.
FIELD SUPPORT COORDINATOR

On February 20, 2014, Dallas County Master Gardeners, including Billy Clark, Roseann Ferguson, and Barbara Gollman, made presentations in each of the four City of Dallas WIC program neighborhoods on container gardening. They did a great job, all recognizing that our plan needed help to succeed.

At Roseann's suggestion, we decided to grow "Shopping Bag Salsa Gardens." The WIC Program purchased seeds and potting soil and Roseann and the Texas Discovery Gardens started enough sweet-100 cherry tomato, jalapeño pepper, and cilantro plants to use in our

classes scheduled for April, May, and June.

WIC nutritionists and teachers came to the Texas Discovery Gardens to learn how to transplant and care for the plants and how to assemble a shopping bag salsa garden.

They took the plants back to sunny windows and back porches and began to teach WIC clients how to care for plants and grow vegetables.

During the months of April and May, they introduced the joy of gardening to over 1,100 mothers and their children.

In addition to exciting our WIC clients, many of our WIC staff members caught the "garden- ing bug" and are actively gardening.



Picking up plants and assembling them for the Shopping Bag Salsa Gardens.



Homegrown Experience

Local Agency 07, City of Dallas

CONTRIBUTED BY M. ELISE DOHERTY, M.S., P.H.N.,
I.B.C.L.C.
PUBLIC HEALTH NUTRITIONIST

The container gardening classes had an amazing impact on one staff member's family. Martha Dominguez, community service worker (CSW) at Carrollton WIC Clinic Site 7, reports that her children now go to their garden for snacks of homegrown fruits and vegetables.

After implementing the gardening class for the first time, I spoke with Martha, who thought she would try. Martha, who planted her own family garden as a one-time project, told me about how the whole family participated in the preparation of the garden. It was built as a raised bed with tomatoes, peppers, carrots, cilantro, lettuce, and strawberries. Her two children; ages 8- and 16-years-old, checked the garden daily; waiting to see what had come up. After the plants were producing, Martha found that her youngest, Kevin, pulled something to eat from the garden every afternoon. His favorite seemed to be the carrots. The children would then come in the house with a basket of tomatoes, proudly displaying their prize.

What was thought to be a one-time project has now become an annual event. No more arguments about eating vegetables — now they know where they come from, how good they taste, and how good they are for them.

"The Gift of Gardening Testimonials"

Local Agency 07, City of Dallas

A letter written by Elizabeth Roach, Nutrition Education Teacher and Power of Influence Representative to Cindy Wachtler, LA 07 Field Support Coordinator.

Hi Cindy,

I just wanted to show you some of our class pictures that we have taken for Site 17. I have also enclosed some of my personal vegetable plants that I have planted at home. I've never had an experience with a garden and wanted one to share with the class. ☺ I truly have enjoyed this class and the clients as well. Since Site 17 has a garden outside, I take my classes outside on beautiful weather days and teach the class. I also show them different ways to garden —from container, to our fluorescent lighted sign box, to shopping bag gardening!!!!

Hope you enjoy them!!! Thank you for your time and Have a Great Day!!!



Nutrition Carnivals

Local Agency 76, Outreach Health Services

CONTRIBUTED BY RITA DAVIDSON

This summer LA 76 held nutrition carnivals in each of 38 clinics. The fun filled carnivals, developed by Danita Ortowski, Assistant WIC Director and Ann Latham, Assistant WIC Director and NE Coordinator, provided 3- and 4-year-old children the opportunity to become familiar with various fruits and vegetables while getting in some exercise. Activities included the carrot hop, lemon tic-tac-toe, guess the mystery vegetable, coconut bowling, pepper toss, apple toss, grapefruit shot put, melon weight lifting, strawberry relay race, and potato sack race.

Health and Wellness Expo

Local Agency 19, Vida y Salud

CONTRIBUTED BY OFELIA JUAREZ

Every August, LA 19 hosts a health and wellness expo to celebrate National Health Center Week. This year's event was a 2-day health fair featuring guest speakers, a DJ, and several health services including blood pressure checks, glaucoma screening, and disease and dental education. Day two featured several fitness events including sand volleyball, a 5K run, and tournaments for basketball, kick-ball, and softball.



Above: New clinic under construction. Right: Theresa Bryan.

Out with the Old, In with the New

Local Agency 53, Atascosa Health Center

CONTRIBUTED BY EMILY SANSOM, RD, WIC DIRECTOR

It has surely been an eventful year for us here in Pleasanton. In 2014, the building that housed the Atascosa Health Center since 1981 was torn down to make room for a new WIC clinic scheduled to be completed May 2015.

Connie Trevino, who has been a part of WIC for 35 years, remembers when the WIC program started with only pencil and paper. Trevino is sad to see the original clinic go, but happily anticipates the completion of the new clinic.

Additionally, Theresa Bryan, LVN, is following her passion for breastfeeding and is planning to take the IBCLC exam this coming July.

**Answering the Call To Action:
Promoting continuity of care by providing
breastfeeding support to the community.**

Local Agency 12, Hidalgo County WIC Program

CONTRIBUTED BY NORMA L. LONGORIA, MS, LD AND DIANA CARDONA, IBCLC

Hidalgo County WIC Program was recognized as one of 25 community agencies and medical facilities in the United States, Canada, Mexico, India, and Brazil to receive the prestigious 2014 Community Care Award from the International Board of Certified Lactation Consultant Examiners (IBCLE) and the International Lactation Consultant Association (ILCA). Hidalgo County WIC was one of only five agencies to receive this award in Texas.

The Hidalgo County WIC Program received the award for their dedicated lactation initiative that promotes and supports breastfeeding. The project also helps to guarantee the continuity of skilled support for lactation between hospitals and health care settings in the community Edinburg Baby Café, located at Woman's Hospital at Renaissance since January 2012.



Front Row (left to right): Norma L. Longoria, MS, LD (WIC director), and Diana Cardona, IBCLC (WIC breastfeeding coordinator). Back row, left to right: County Commissioner J. Palacios, County Judge Ramon Garcia, County Commissioner "Tito" Palacios, and County Commissioner A.C. Cuellar.

Allergy Awareness Event

Local Agency 44, City of Del Rio

CONTRIBUTED BY ESMERALDA MEZA

The City of Del Rio WIC program, LA 44, collaborated with several community partners to celebrate the first ever multi-agency allergy awareness event in Del Rio. The goal of the event was to bring awareness and provide education to our local community. The event was recorded by the city's public information office and televised several times on the city's public access channel. The event was well attended by various members of the community, such as, school officials, teachers, school nurses, community partners, community health nurses, city officials, city employees, grandparents, and parents.

Mayor Roberto Fernandez began with a proclamation declaring the week of May 11-17, 2014 Food Allergy Awareness week in the City of Del Rio. Dr. Tracey Page, from Frontera Pediatrics, discussed the medical aspects of food allergies. Dr. Carlos Rios, superintendent

from San Felipe Del Rio consolidated Independent School District, discussed how the district handles food allergies and how staff are trained. Raquel Rodriguez, senior program coordinator with Baptist Child and Family Services, discussed the social and emotional aspects of living with food allergies. Esmeralda Meza, WIC director, discussed the food packages available to WIC participants with food allergies, and highlighted that the local RD is also available for individual counseling.



Left to right: Chela Natividad, Juanita Salazar, Jeanneth Mandujano, Esmeralda Meza, Luz Covarrubias, Kelly Sobieski, Dr. Tracey Page (Frontera Pediatrics), and Elva Reyna.

Savor the Flavor of Home Cooked Meals

Local Agency 26, City of Houston Health Department

CONTRIBUTED BY ROSANA MORAES, MS, RD, LD

LA 26 held "Savor the Flavor of Home Cooked Meals" in March to celebrate National Nutrition Month 2014. Over 180 participants attended the interactive workshops designed to:

- Increase staff self-confidence in planning, cooking, shopping, and preparing healthy and quick meals on a budget.
- Create strategies to get children involved in preparing and serving family meals.
- Build knowledge related to emerging trends and benefits of oils, seeds, and grains.

Keynote speaker, Registered Dietitian Caroline Sullivan, Wellness Coordinator for Dairy MAX, Inc. opened the event with the presentation "Enjoy the Taste of Eating Right." Ms. Sullivan focused on helping participants to create and maintain a tasty and healthy diet consistent with current Dietary Guidelines for Americans. The staff then attended three sessions of their choice among six concurrent workshops, presented throughout the morning. Based on staff enthusiasm and positive feedback, the event was successful — allowing WIC staff to return to their sites on a health-inspired note.



Above: VegOut! cooking class sponsored by "Recipe For Success." Below: Session sponsored by the City of Houston Wellness Connection — Smart Snacks at Home And On The Go! — with instructor Odeneye Eburn.



WIC Breastfeeding Clinic of Austin Receives Prestigious Awards for Excellence in Lactation Care

*Local Agency 01, Austin/Travis County Health
and Human Services Department WIC and
Mom's Place*

CONTRIBUTED BY MARYANN TODD-THOMPSON

The International Board of Lactation Consultant Examiners (IBLCE) and International Lactation Consultant Association (ILCA) have recognized WIC Local Agency 01 and Mom's Place WIC Breastfeeding Clinic for excellence in lactation care.

Mom's Place is a lactation clinic and one of four WIC Lactation Support Centers in Texas. The staff includes seven International Board Certified Lactation Consultants (IBCLCs). Mom's Place is a source for information, education, and clinical lactation support for WIC families. It is also a milk depot for the Mothers' Milk Bank of Austin. Mom's Place opened its doors in the Spring of 1994; its staff have helped over 16,000 mother/baby couples with breastfeeding issues.

The first award given to LA 01 and Mom's Place was for breastfeeding promotion within the community. Staff utilized a community transformation grant to purchase bus ads that read "Breastfeeding Works for Working Moms." The grant also funded the purchase of multi-user

electric breast pumps for working mothers in over 10 accessible Austin locations. Additionally, the staff are involved with Breastfeeding Support Health-care Workgroup, which works on increasing the number of health-care organizations with breastfeeding support policies.

The second award given was for breastfeeding support for City of Austin employees, and the achievement of Mother-Friendly Worksite (MFW) designation for the City of Austin. Austin is the second of three municipalities in Texas to have achieved the MFW designation. In addition, Mom's Place WIC Breastfeeding Clinic was awarded the Silver Designation as a MFW and over 400 City of Austin offices were designated as Texas MFWs in 2013; there are also numerous lactation rooms set up for employee use. Mom's Place has supported the city by offering lactation education, counseling, and policy change. Significant progress was made to broaden breastfeeding support to employees within the City of Austin, evidenced by the MFW policy signed by the city manager in 2013. The new policy outlines the employer support of lactating mothers at their worksites, through the promotion of MFW provisions within the city.

Each IBCLC Care Award is recognized internationally as an indication of excellence in lactation care. Congratulations to WIC LA 01 and Mom's Place for this prestigious recognition!

*Front row, left
to right: Angela
Fritsch, Maryann
Todd-Thompson,
and Susan Glaeser.
Back row, left to
right: Bessy Matute,
Maria Rendon,
Drasha Cravin,
Kristine Keller, and
Jennifer Gwyn.*





A Road to Healthy Living Health Fair at Katy Local Agency 29-08, Accesshealth

CONTRIBUTED BY PRISCILLA LANDER

LA 29 site 08 started National Nutrition Month 2014 off with a blast! Over 150 WIC participants and their families came to the “Road to Healthy Living” themed health fair. The fair focused on healthy, kid friendly snacks, tobacco prevention, dental health, MyPlate demonstrations, physical activity, and more. Participants received cookbooks, water bottles, and other items donated by local and national business. Samples of delicious, healthy snacks were also available for all to enjoy.

“We wanted to show our moms how to prepare quick and healthy snacks. Many of our clients are working mothers with limited time,” Grace Peppers, RD, LD, at Katy WIC said.

From “Ants-on-a-Log” celery stuffed with creamy peanut butter and plump raisins to “Fruit Palm Trees,” WIC moms had several choices for their little tots.

The staff transformed the clinic into an exciting visual and sensory experience sending the message that everyday things can help reach the goal of a healthier lifestyle. The journey through the clinic followed a road with nutrition messages on road signs, speeds bumps and street signs. Following the “road,” WIC clients were able to Zumba their way out the door and receive their WIC benefits at the last stop.

“This was so much fun! I was excited to see so many dads come and participate with their children,” added WIC staff member Sandy Cuevas.



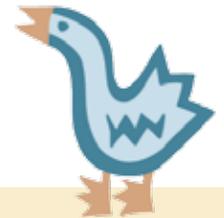
Top: Fruit palm trees made with bananas, kiwi, and cutie slices. Above center: Staff member Maria Alvarez leads Zumba. Left: Katy WIC staff and lots of volunteers.

Eaton Wright, B.S., NUT
Nutrition Expert

Hi everybody! Eaton Wright here to write about one of my favorite pastimes — learning. About what, you ask? Learning about learning. More specifically, learning about food and why we like (or dislike) certain foods. For instance, why do I like Brussels sprouts so much but my lovely wife, Mrs. Always B. cannot stand the sight of those little green gems? Let's find out.

Quiz:

1. True or False – Flavors in mom's diet while she's pregnant, like garlic and vanilla, influence the acceptance of these flavors by the child.
2. Which of the following can have unintended, negative consequences
 - a. Reading My Little Pony Friendship is Magic for the 1,000,000,000th time
 - b. Using food as a reward
 - c. Singing SkinnaMarinkyDinkyDink until you no longer love yourself in the morning
 - d. Playing duck... GOOSE! with a 2 year old.
3. True or False – a neophobic is a person who is eating Vietnamese soup for the first time.
4. Which of the following can undermine a child's ability to control how much they eat?
 - a. Offering large portions of food
 - b. Serving calorically rich, sweet/salty palatable foods
 - c. Using controlling feeding practices that pressure or restrict eating
 - d. Modeling excessive consumption of food
 - e. All of the above



Answers:

1. The answer is True. Some flavors in mom's diet, like garlic, vanilla, and curry, appear to be present in amniotic fluid during pregnancy. Because taste and smell are functional during fetal development, and the fetus regularly swallows amniotic fluid, the first experiences with flavor occur prior to birth. Likewise, many different flavors are present in breast milk. These early experiences may help a child accept a greater variety of new foods as she grows.
2. The answer is b. Using sweet or palatable foods to reward a child can have the unintended consequence of promoting preferences for foods that are often unhealthy. Research has shown that using sweet foods as a reward for eating healthy foods, like awesome Brussels sprouts, can actually result in a child learning to dislike and avoid Brussels sprouts. On the other hand, reading, singing, and playing with a child can only lead to good things, that is unless you're Eaton's poor kids, they have to listen to their tone-deaf dad sing all day long.
3. The answer is False. Neophobia is the tendency for a child to reject unfamiliar foods. A child's acceptance of a new food is enhanced with repeated exposure in a non-coercive manner. New foods may need to be offered 10 to 16 times before being accepted. Simply offering new foods will not necessarily produce liking; tasting is a necessary part of the process. Pho is a delicious Vietnamese soup, often made from beef stock, spices, and noodles.
4. The answer is e. A child possesses an innate ability to self-regulate her energy intake. This ability can be undermined by caregivers who offer adult-sized portions of food, pressure the child to "clean your plate," and only serve delectably sweet and salty foods.



About the author: Eaton Wright is a certified NUT based in Austin, Texas.

Jennifer S. Savage, Jennifer Orlet Fisher, Leann L. Birch Parental Influence on Eating Behavior: Conception to Adolescence J Law Med Ethics. 2007; 35(1): 22–34.

Go Purple for Premies!

by Haley Gardiner, M.P.H., C.H.E.S.
Director of Program Services
Austin Division, March of Dimes



The March of Dimes is proud to continue our long-standing partnership with Texas WIC. Over the past few years, we've worked together to provide support and information to women regarding pregnancy and prematurity. This fall, we are excited to release an educational resource for new mothers on postpartum depression. This easy-to-read brochure is available in English and Spanish, and includes information on the signs and symptoms of postpartum depression, treatment information, and stories from mothers who have experienced postpartum depression. We hope that this will increase awareness of postpartum depression among new mothers and encourage them to seek support if they are experiencing signs and symptoms of this serious issue.

Beyond the release of the new educational resource, the March of Dimes is inviting WIC providers and clinics to Go Purple for Premies!

Prematurity Awareness Month

November is Prematurity Awareness Month and similar to 2013, the March of Dimes Texas Chapter is asking partnering organizations to Go Purple for Premies to raise awareness of prematurity in your community. Texas has one of the highest prematurity rates in the country, and it takes all of us working together to ensure that every baby is born full-term and healthy.

Below are a few easy suggestions on how you and your clinic can get involved during the month of November and on World Prematurity Day, November 17, 2014.

- Designate a day where all staff wear purple and use the day to bring attention on the issue of premature birth.
- Post Go Purple for Premies posters and materials in your clinic to promote awareness among WIC clients.
- Use November as an opportunity for staff education (class, lunch and learn, bulletin board, etc.) on issues of prematurity. Education topics could include: breastfeeding a premie, recognizing signs and symptoms of preterm labor, identification of high-risk pregnancies, etc.

To get involved in Prematurity Awareness Month activities or to host your own Go Purple for Premies event, please reach out to your local March of Dimes staff for assistance. For more information on the March of Dimes, please visit the March of Dimes Texas Chapter website at www.marchofdimes.com/texas or contact Haley Gardiner, Director of Program Services – Austin Division, at hgardiner@marchofdimes.com.



WIC, Nutrition Services Section
Department of State Health Services
P.O. Box 149347
Austin, TX 78714-9347

PERIODICALS

ADDRESS SERVICE REQUESTED

Publication No. 06-10664

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

next issue: *Infants take the Spotlight!*



For information about subscriptions to Texas WIC News, email WICNewsSubscriptions@dshs.state.tx.us or call 1-512-341-4453.