

Eating Healthy on a Budget

Plan:

- Plan meals and snacks for the week.
- Make a grocery list.
- Check for sales and coupons and consider discount stores.

Purchase:

- Stick to your grocery list.
- Buy groceries when you are not hungry and not too rushed.
- Find and compare unit prices listed on shelves.

Prepare:

- Cook meals on days when you have time and freeze for later.
- Double up on a recipe and freeze extra for another day.
- Incorporate leftovers into subsequent meals.

Adapted from *Eating on a Budget - The 3 P's*

U.S. Department of Agriculture, Center for Nutrition Policy and Promotion

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Folic Acid Awareness

January is Birth Defect Prevention Month and the first full week of January is Folic Acid Awareness Week, but folic acid should be a part of a healthy lifestyle every day of the year. Although folic acid is present in foods, supplementation is the key to preventing birth defects. WIC participants may use their monthly WIC benefit to purchase foods high in folic acid, such as dried beans, WIC cereal, whole grain bread, leafy green vegetables (such as spinach and romaine lettuce), broccoli, asparagus, oranges and grapefruit.

In 1998, the U.S. Food and Drug Administration started fortifying grain and cereal products with folic acid to reduce neural tube defects (NTDs). While this was a great step in the fight to prevent birth

defects, it is not enough to protect all women and their potential children.

Folic acid is an essential B vitamin; therefore, everyone needs it to stay in good health.

For women in their childbearing years, it is particularly important to consume 400 mcg of folic acid daily. Folic acid has been shown to reduce the risk of NTDs in developing babies by up to 70 percent. Since 50 percent of pregnancies are unplanned, it is important for women of child bearing age to take folic acid every day, even if they are not planning to get pregnant. It is estimated that 3,000 pregnancies are affected each year by spina bifida and anencephaly, the most common NTDs.

Creating a Breastfeeding-Friendly Clinic



In an effort to assist clinics in their ongoing commitment to improve breastfeeding rates, the state WIC office has developed a policy to assist local agencies in achieving breastfeeding-friendly clinics. This

policy was adapted from the National WIC Association's "Six Steps to Achieve Breast-feeding Goals" for WIC clinics.

The main goal of this policy is to promote and create internal and external environments that support breastfeeding. We hope these policies will help increase breastfeeding initiation and duration so that Kentucky will meet or exceed the Healthy People 2020 goals of having 81.9% of infants initiating breastfeeding and 60.6% of infants breastfeeding at six (6) months. The policies also support the goal to increase the exclusive breastfeeding duration to meet or exceed the

Healthy People 2020 goals of 46.2% of infants exclusively breastfeeding at three (3) months and 25.5% of infants exclusively breastfeeding at six (6) months.

This policy consists of four (4) steps:

1. Provide a breastfeeding-friendly environment;
2. Present exclusive breastfeeding as the norm for mothers and babies;
3. Train staff to be breastfeeding advocates and ensure access to competently trained breastfeeding staff; and
4. Support breastfeeding mothers and babies.

Each step consists of items required to complete the action step. In addition, best practices are given as suggestions to further implement the action step.

A copy of "Policies on Creating a Breastfeeding Friendly Clinic" as well as a sample to utilize as a template for the development of an agency-specific breastfeeding-friendly policy can be found in the latest *WIC and Nutrition Manual*.

Safe to Sleep Handouts

The Safe to Sleep handouts in English are now available to be ordered from the pamphlet library. This handout will assist health professionals in providing WIC certification nutrition education counseling as outlined on page 18 of the Clinical Nutrition Section of the updated *WIC and Nutrition Manual*.

This single-page handout shows a safe sleep environment for infants and explains ways in which parents and caregivers can reduce the risks of SIDS and other sleep-related causes of infant death. You may view the handouts in English and Spanish by visiting <http://www.nichd.nih.gov/sts/materials/Pages/default.aspx>. Scroll down to the title "What Does a Safe Sleep Environment Look Like? Reduce the Risk of SIDS and Other Sleep-Related Causes of



Infant Death." The Spanish version is not yet available to order from the pamphlet library. We will notify you once it becomes available.

Please contact Cindy Sullivan at 502-564-3827 or at cindy.sullivan@ky.gov if you have any questions.

2013 WIC Farmers Market Program

The 2013 WIC Farmers Market Program (FMNP) has come to an end. The FMNP Program consisted of 66 farmers' markets, 63 agencies and 60 counties throughout the state. The overall state redemption rate was only 47% although there were seven (7) counties that had redemption rates over 60%. We want to recognize these counties for their hard work.

The top counties are as follows:

Breckinridge County	78%
Jackson County	69%
Elliott County	67%
Rowan County	65%
Wolfe County	64%
Menifee and Powell Counties	63%

Each agency was asked about the types of activities which helped to achieve their great redemption rates. Most counties indicated their success was due mainly to good communication between the market, health department and the county extension office. When all three worked together, the market was a success.



Elliott County



Powell County

The following are activities that help increase the redemption rates:

- Agencies obtained grants that helped pay for incentives for the participants.
- Agencies collaborated with the county extension offices to provide cooking classes.
- WIC Staff put food instruments in bright colored envelopes so participants would not misplace them.
- The health department staff made phone calls and mailed reminders to participants to emphasize the importance of using their food instruments.
- Agencies utilized various media: radio, billboards, newspaper articles.
- WIC Coordinators visited the markets to see what fresh vegetables were available. Recipes were given to participants for the available items.
- Agencies gave out food instruments at the market.
- Markets opened additional days during the week.

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- Markets had Customer Appreciation Days with special speakers, music, additional incentives, prizes, special activities for the children, sampling, etc.
- Markets made dishes from vegetables available at the market and provided samples.
- Agencies conducted WIC cooking schools which were coordinated with the county extension office.
- Agencies advertised in the paper and set up Facebook pages.
- Markets had grand openings with featured speakers such as the Agriculture Commissioner.
- Markets set up booths for the health department, head start and other services that cater to WIC participants.
- Agencies provided activities for the children, giving out coloring books and/or special coupons where the children could purchase their own fruits and vegetables.
- Markets set up in the parking lots at the health departments.



Breckinridge County

If you have other suggestions for increasing redemption rates that you would like to share or if you would like to have a visit by our WIC State Farmers Market Coordinator, please contact Beverly Salchli at 502-564-3727 Ext. 4328 or Beverly.Salchli@ky.gov.

WIC: 40 Years of Strengthening Families

The National WIC Association (NWA) is excited to celebrate four decades of WIC successes, beginning January 2014. The theme for WIC's 40th Anniversary is **WIC: Strengthening Families for 40 Years**.

Throughout 2014, the NWA will be promoting and highlighting this theme with various activities. The NWA will host several special educational webinars. The NWA is also creating a special website for the 40th Anniversary dedicated to anniversary materials, resources and a calendar of events.

WIC promotional video clips and printed materials will be available for local clinics to use and share to highlight WIC services.



Look for more information on WIC's 40th Anniversary celebrations in the coming months.

Welcome New Employees

The Program Management Section would like to welcome Ashley Napier and Nancy Rowland to the state WIC office. Ashley comes to WIC from the Office of Employment Training and has assumed the job responsibilities of the Procedures Development Coordinator. Nancy will be fulfilling the job duties of Program Investigative Officer II.

The Food Delivery Section would like to welcome Sandy McGaughey to the State WIC Office. Sandy will be joining the WIC Help Desk Staff.

One Step At a Time: Helping Young Children Be Physically Active

Bright Futures Obesity Prevention Training for Child Care Providers is a series of three online modules designed to help childcare providers working in local programs promote children's physical activity. The curriculum is available free of charge at <http://www.brightfutures.org/one-step>.

The curriculum includes the following three (3) modules:

- Promoting Physical Activity for Young Children;
- Promoting Children's Physical Activity in Child Care Programs; and
- Working with Parents to Promote Children's Physical Activity.

It also includes:

- Examples of fun, age-appropriate physical activities;
- Key points to reinforce module content;
- Colorful photographs and illustrations; and
- Additional resources for child care providers and parents.

The curriculum was produced by Katrina Holt, M.P.H., M.S., R.D., Georgetown University. Development of the curriculum was supported by a grant from the U.S. Department of Health and Human Services, the Health Resources and Services Administration, the Maternal and Child Health Bureau and the University of Tennessee, Knoxville, Department of Nutrition.

Updated List of MNT Nutritionists

Medical Nutrition Therapy (MNT) is individualized dietary instruction that incorporates diet therapy counseling for a nutrition-related problem. This level of specialized instruction is above basic nutrition counseling and includes an individualized dietary assessment.

MNT must only be provided by a Registered Dietitian (R.D.) or Certified Nutritionist. For an updated list of MNT Nutritionists by county, please visit <http://chfs.ky.gov/NR/rdonlyres/F4295F9E-B54D-4BAD-A06F-FA407476F58B/0/NutritionistforMNTListingbyCountyJan2014.pdf>.

Group Nutrition Education

Nutrition education is a key component of the WIC Program. To assist local agencies in providing quality nutrition education, seven (7) follow-up nutrition education group lesson plans have been either revised or developed. Agencies offering follow-up group nutrition education must utilize a State Agency approved lesson plan.

The table below provides the name of the Approved Follow-Up Group Nutrition Education Lesson Plan, the WIC Status appropriate to attend the session and support nutrition education materials. These lesson plans may be facilitated only by a Certifying Health Professional.

The lesson plans are available electronically on the Kentucky WIC Program website under Nutrition Education Materials/Facilitated Group Sessions.

For more information regarding provision of WIC nutrition education, please refer to the Clinical Nutrition Section of the *WIC and Nutrition Manual*, revised October 1, 2013.

Additional follow-up group lesson plans are in development. If you have questions, contact Cindy Sullivan at (502) 564-3827, extension 4219, or cindy.sullivan@ky.gov , or contact Misty Morris at (270) 252-2693, or mistye.morris@ky.gov.

Approved Follow-Up Group Nutrition Education Lesson Plan Module	WIC Target Audience (WIC Status)	Support Material
Healthy Weight Gain During Pregnancy	Pregnant Woman	Weight Gain During Pregnancy poster
Feeding Your New Baby	Pregnant Woman	Infant stomach size models
Infant: Feeding Solids	Infant Postpartum Woman Breastfeeding Woman	n/a
5-2-1-0 Healthy Numbers for Kentucky Families	Child	n/a
Choose MyPlate	Any WIC Status	MyPlate 8" plate
Family Meals	Any WIC Status	n/a
Healthy Snacks	Child Pregnant Woman	n/a

WIC Outreach to SNAP Recipients

On November 1, 2013, recipients of the federal Supplemental Nutrition Assistance Program (SNAP) began to see a decrease in their benefits. This is an ideal opportunity to contact the local Department for Community Based Services in your area and provide a supply of outreach materials, such as *WIC Helps* and *WIC—Healthy Foods for Healthy Futures*.

Documentation of this effort should be made in the agency Outreach file should your agency choose to follow through with this outreach measure.

WIC and Nutrition Manual Update

The WIC Program has updated the *WIC and Nutrition Manual*. The *WIC and Nutrition Manual* contains the policies and procedures to conduct operations for the WIC Program, Breastfeeding Peer Counselor Program, WIC Farmers Market Nutrition Program, Community Nutrition and Medical Nutrition Therapy. This update has been approved by the Regional Office of Food and Nutrition Services for Kentucky operations.

The updated manual is available online at <http://chfs.ky.gov/dph/WIC+and+Nutrition+Manual.htm>.

You may download the manual from this site or bookmark it for further reference.

The updates contained in the *WIC and Nutrition Manual* became effective on November 15, 2013.

We wish to acknowledge the invaluable assistance of the multi-disciplinary Nutrition Workgroup, the Breastfeeding Regional Coordinators and the Breastfeeding Peer Counselor Supervisors in updating this manual.

WIC Coordinator Webinar

The September 12, 2013, WIC Coordinator Update Webinar was recorded and is now available for viewing online. You may access the recorded webinar at <http://kynutrition.adobeconnect.com/p5stoy8nlbd/>. The webinar is approximately 1.5 hours in length.

In addition to reviewing changes to the *WIC and Nutrition Manual*, the following topics were discussed during the webinar:

- Nutrition Services Branch Contact Information;
- Website Resources;
- 2013-2014 KY Approved Food List;
- Formula Update;
- Narrative Nutrition Education Plans;
- Nutrition Education Materials/Pamphlet Library; and
- Program Management Updates.

Please share the link to the webinar with appropriate staff.

WIC Rights and Responsibilities

All WIC participants must read, or have read to them, the WIC Rights and Responsibilities prior to signing the WIC Rights and Responsibilities section on the CH-5, CH-5B or CH-5WIC.

Staff must inform applicants, participants and parents/legal representatives of the WIC Rights and Responsibilities at each certification and recertification. The eWIC Benefits Card pamphlet includes the rights and responsibilities and must be provided at certification. The rights and responsibilities are also available in the *WIC and Nutrition Manual*.

This information should be shared with appropriate staff to ensure that notification procedures are followed. Please refer to the *WIC and Nutrition Manual*, WIC Certification and Management Section, Rights and Responsibilities for further guidance.

If you have any questions, please contact the Program Management Section at (502) 564-3827, option 5.

"Term Pregnancy" Redefined

The phrase "term pregnancy" has been redefined in an effort to improve newborn outcomes. In a joint committee opinion, The American College of Obstetricians and Gynecologists (ACOG) and the Society for Maternal-Fetal Medicine (SMFM) are discouraging the use of the general label "term pregnancy" and replacing it with a series of more specific labels: "early term," "full term," "late term," and "post term."

The following represents the four new definitions of "term" deliveries:

- Early Term: Between 37 weeks, 0 days and 38 weeks, 6 days;
- Full Term: Between 39 weeks, 0 days and 40 weeks, 6 days;
- Late Term: Between 41 weeks, 0 days and 41 weeks, 6 days; and
- Post Term: 42 weeks, 0 days and beyond.

On average, a pregnancy with a single fetus lasts 40 weeks from the first day of the last menstrual period. This calculation determines a pregnant woman's estimated date of delivery (EDD). Previously, babies were considered term if they were born anytime between three weeks before and two weeks after the EDD (37–42 weeks of gestation).

However, research over the past several years has shown that every week of gestation matters for the health of newborns. The last few weeks of pregnancy within these 40 weeks allow a baby's brain and lungs to fully mature. Babies born between 39 weeks, 0 days and 40 weeks, 6 days of gestation



have the best health outcomes, compared to babies born before or after this period. This distinct time period is now referred to as "full term."

Planned deliveries before 39 weeks, 0 days should occur only when there are significant health risks to a woman and/or the fetus in continuing the pregnancy, according to Dr. Ecker. Sometimes, delivery before 39 weeks, 0 days is unavoidable, such as when a woman's water breaks or contractions come early.

Please note, for the purpose of WIC Certification, the definition of prematurity is ≤ 37 weeks gestation. Deliveries > 37 weeks gestation are considered term deliveries.

Committee Opinion #579 "Definition of Term Pregnancy" was published in the November issue of *Obstetrics & Gynecology*.

WIC Participant and Program Characteristics Report

The WIC Participant and Program Characteristics Report for 2012 has been published and may be viewed at <http://www.fns.usda.gov/women-infants-and-children-wic-participant-and-program-characteristics-2012>.

This report is a census of women, infants and children who were participating in the WIC Program in April 2012. The report includes information on participant income and nutrition risk characteristics, and estimates breastfeeding initiation rates for WIC infants.

Your WIC Contacts in Frankfort:

- **Branch Office**

General questions regarding Nutrition Services and the WIC Program
(502) 564-3827, Option 6

- **Program Management**

Income Eligibility and Administrative Policy and Procedures
(502) 564-3827, Option 5

- **Vendor Section**

Vendor related questions and applications
(502) 564-3827, Option 3

- **Food Delivery/Data Section**

Help desk, stop pays, computer issue, auto-dialer, printer and printing problems
(502) 564-3827, Option 1

- **Clinical Nutrition Section**

Special formula approvals, breast pump rentals and nutrition education
(502) 564-3827, Option 2



Newsletter Contributors

- **Connie Howell, M.Ed, RD, LD**
Nutrition Services Supervisor
- **Nicole Nicholas, MS, RD, LD**
Clinical Nutrition Supervisor
- **Brittan Bibb, MS, RD, LD**
Dietetic Educator
- **Cindy Sullivan, MS, RD, LD**
Dietetic Educator
- **Misty Morris, MS, RD, LD**
WIC Field Representative
- **Marlene Goodlett, MS, RD, LD, CLC**
Breastfeeding Promotion Coordinator
- **Beverly Salchli, Procedures Development**
Coordinator
- **Rhonda Goff, Supervisor**
Program Management Section
- **Michele Burton, RD, LD**
Newsletter Editor



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