

## Be An Active Family

1. Set specific activity times.
2. Plan ahead and track your progress.
3. Include work around the house.
4. Use what is available.
5. Build new skills.
6. Plan for all weather conditions.
7. Turn off the TV.
8. Start small.
9. Include other families.
10. Treat the family with fun physical activity.



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## WIC Makes a Difference

*The following was written by Denisa Gibson and Spencer Baker, parents of Laiken Baker. Denisa and Laiken are WIC participants at the Hopkins County Health Department in Madisonville. The work you do every day in WIC truly can make a difference. If Ms. Gibson had not visited the WIC clinic she would not have called her doctor that day.*

On October 10, 2013, my daughter Laiken was born at Baptist Health Madisonville, weighing 8 pounds, 1 ounce. At birth, her potassium and sodium levels were out of

normal range. Two hours after birth, she was taken to the NICU (newborn intensive care unit), where the doctors ran more tests. She tested positive for adrenal gland disease. She spent four days in the NICU.

On October 17, we had a WIC appointment at the local health department. While waiting to be called back to see the nurse, I noticed Laiken wasn't acting like herself. We were called back into the clinic room, and the nurse weighed her.

*(Continued on page 2)*

For more information see  
DG Tip Sheet No. 29. U.S.  
Department of Agriculture

[www.choosemyplate.gov](http://www.choosemyplate.gov)

Nutrition Education  
Healthy Food

1974

WIC

2014

Breastfeeding Support  
Healthcare Referrals

Strengthening Families for 40 Years

*(Continued from page 1)*

Laiken weighed 7 pounds even. I spoke up and said, "Oh, that doesn't sound good." The nurse asked if something was wrong. I said, "Yes, when Laiken was born she weighed 8 pounds, 1 ounce." The nurse suggested I call Laiken's doctor, so while still at the WIC clinic, I called her doctor. The doctor's office instructed us to come to their office as soon as I left the WIC clinic.

As soon as we arrived at the doctor's office, they weighed her, and, again, she was only 7 pounds. The doctor sent us to the hospital for blood work. Within 30 minutes, the doctor called with the results. He told us to get back to the hospital; Laiken was being admitted to the PICU (pediatric intensive care unit). At this point I called Laiken's dad and told him to meet us at the hospital.

Finally, the doctor pointed out he was proud of us for getting her to the doctor like we did, because if we hadn't, she would have died in a matter of hours. Her potassium was very high and her sodium was very low, which caused her to go into adrenal crisis. We stayed in the hospital for four days to get her stable enough to take her to Louisville to Dr. Kingery (a pediatric endocrinologist). Once we got to meet with her, she explained exactly what the disease is and that Laiken would be on medications for the rest of her life.

Spencer and I just want to say thank you so much to the WIC Program for help in saving our daughter's life, along with us. Thank you all so much. It means so much to us and our family.

## *WIC Outreach*

On Thursday April 24, 2014, the Build Your Nest Baby Fest was held at the Louisa East Elementary School in Lawrence County. This event provides low-income expectant and new parents with educational presentations, gifts, and resources to prepare for the new addition to their family.

Baby Fest participants had the opportunity to visit with a number of community organizations, including the Lawrence County Health Department,



*Tanya Horn and Linda Crum staff the WIC Outreach booth.*



*Ashley Wilks provides information on newborn stomach sizes and the benefits of breastfeeding.*

which were on hand to provide valuable resources and information. Baby Fest participants were eligible to win great door prizes during the event. The Lawrence County Health Department also provided information booths on breastfeeding support and other health department services.

## *USDA Award*

On April 17, 2014, Fran Hawkins, Manager of the Nutrition Services Branch, accepted an award on behalf of the Kentucky Cabinet for Health and Family Services from the US Department of Agriculture (USDA).

The award was given in recognition of 40 years of service and leadership in pursuit of the mission of

the Food and Nutrition Service. The award commends our state for continuously adding value through the WIC Program.

Robin D. Bailey, Jr., regional administrator of the Southeast Region of the Food and Nutrition Service, presented the award.

## WIC Help Desk

The Food Delivery/Data Section provides WIC food instruments and data reports. The section processes and distributes more than 4 million food instruments and provides assistance to local WIC sites via the WIC Help Desk. The WIC Help Desk staff works on a daily basis with the health clinics in dealing with system issues and concerns. They continuously strive to help make the Web portal user-friendly.

You may contact the WIC Help Desk at 502-564-3827. Below are the friendly faces at the WIC Help Desk with their extension numbers. Dennis Hill, Section Supervisor, may be reached at extension 4333. You may also call the WIC Help Desk toll free at (877) 597-0367 or [WIC.helpdesk@ky.gov](mailto:WIC.helpdesk@ky.gov).



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## *Congratulations*

The State WIC Office would like to congratulate Carlene Egbert on her promotion to Vendor Management Supervisor in January. Previously Carlene worked as a Program Investigative Officer II for 16 years, bringing her total number of years of service with the state to 25.

### *Cash Value Benefit Increase for Children*

Effective June 2, 2014, the USDA has increased the Cash Value Benefit (CVB) for children by \$2. Instead of \$6 worth of fruits and vegetables, the benefit will be \$8.

Children who received three (3) months of benefits prior to June 2, 2014, regardless of first valid date, received \$6 for the three (3) months. Children who received their benefits on or after June 2 will receive \$8 regardless of first valid date. No matter

the first valid date, CVB amounts cannot be replaced and increased if the benefits were issued prior to June 2nd.

Cash Value Benefit amounts for all other statuses will remain the same. The table below shows the CVB for each status as of June 2, 2014.

If you have any questions, please contact the State WIC Office at (502) 564-3827.

Cash Value Benefit				
	Children	Women		
	Children 1 through 4 years	Pregnant and Partially (Mostly) Breastfeeding (up to 1 year postpartum)	Postpartum (up to 6 months postpartum)	Fully Breastfeeding (up to 1 year postpartum)
Fresh Fruits and Vegetables	\$8.00	\$10.00	\$10.00	\$10.00

### *WIC Participation by Race/Status Report*

The WIC Participation by Race/Status (1986 report) is now available in the March e-report WIC folder. Report totals reflect February 2014 final participation.

Instructions for obtaining the report were sent with the WIC memo dated May 6, 2014, and replace page 73 in the "WIC and Nutrition Manual," Certification and Management, Food Delivery/Data Section.

The report is generated once a year by the State WIC Office and is also available to local agencies upon request.

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

## *Income Guidelines*

Below are the guidelines for determining income eligibility for the WIC Program. These levels went

into effect April 1, 2014, and will remain in effect until March 31, 2015.

Income Guidelines for the WIC Program 185% of Poverty Effective April 1, 2014 through March 31, 2015									
	Household Size								For each additional household member add:
	1	2	3	4	5	6	7	8	
Weekly	\$416	\$560	\$705	\$849	\$993	\$1,138	\$1,282	\$1,427	+\$145
Bi-Weekly	\$831	\$1,120	\$1,409	\$1,698	\$1,986	\$2,275	\$2,564	\$2,853	+\$289
Twice-Monthly	\$900	\$1,213	\$1,526	\$1,839	\$2,152	\$2,465	\$2,778	\$3,091	+\$313
Monthly	\$1,800	\$2,426	\$3,051	\$3,677	\$4,303	\$4,929	\$5,555	\$6,181	+\$626
Annual	\$21,590	\$29,101	\$36,612	\$44,123	\$51,634	\$59,145	\$66,656	\$74,167	+\$7,511
Persons who receive Medicaid or Food Stamp benefits Automatically meet the income requirements for the WIC Program.									

## *WIC Rights and Responsibilities Update*

The Registration and Income Determination, Authorizations, Certifications, and Consents Form (CH-5), Patient Registration and Income Determination Form (CH-5B), and the WIC Services *Only* Registration, Consent, and WIC Certification Form (CH-5WIC) have been updated to include a revised WIC Rights and Responsibilities statement. The statement includes the eWIC card rights and responsibilities.

The revised statement in-part states:

“I have been advised of my rights and obligations under the WIC program. This includes the rights and responsibilities for the eWIC card and any household benefits issued to the cardholder account. I

understand that I am also responsible for ensuring the security of the eWIC benefits card and the PIN.”

The updated versions of the CH-5 and CH-5B forms are available on the Local Health Operations website. The forms can be downloaded at <http://chfs.ky.gov/dph/info/lhd/LHDforms.htm>. The CH-5WIC is available to order on the CDS 880 screen.

Agencies should begin using the forms when the current supply has been depleted or no later than July 1, 2014. Once this is implemented, agencies will no longer need to obtain a signature on the eWIC Rights and Responsibilities form (eWIC-2). The eWIC-2 form will no longer be used.

## *Training and Continuing Education Opportunities*

The “Training Guidelines and Program Descriptions” chapter of the Department for Public Health’s Administrative Reference provides specific training guidance for the clinical and community health services provided in local health departments.

These guidelines stipulate that any Registered Dietitian, Certified Nutritionist, Nurse, or Health Educator who provides community education to promote optimal nutrition must complete a minimum of 4 hours of continuing education annually. Breastfeeding Peer Counselor Supervisors and Breastfeeding Peer Counselors must also complete 4 hours of continuing education every year. The following resources may be used to help fulfill these requirements.

### **KY TRAIN Resources**

<https://ky.train.org>

Course Titles and Numbers:

- KY Department for Public Health Civil Rights Training Module 1020093
- KY Department for Public Health Cultural Competency Training Module #1017891
- Formula Training Webcast from April 16, 2009 – #7-0038-01-2013-613
- Breast Pump Training Webcast from March 15, 2011 – #1026823
- Cultural Competence Webcast from November 16, 2011 – #1025979
- Pronto Training Webcast from January 9–10, 2013 – #1041662
- WIC Risks, Status and Food Packages, Breast

Pump Guidelines, and Program Update Webcast from May 18, 2011

- WHO Growth Chart and Nutritional Risk Criteria for WIC Program Videoconference Webcast from September 25, 2012 – #1035041

### **Using Loving Support to Grow and Glow in WIC**

<https://ky.train.org>

Course Titles and Numbers:

- Module 1 – #1026798
- Module 2 – #1026847
- Module 3 – #1026848
- Module 4 – #1026849
- Module 5 – #1026850
- Module 6 – #1026851
- Module 7 – #1026852
- Module 8 – #1026853
- Module 9 – #1026854

### **WIC Works Resource System**

<http://wicworks.nal.usda.gov/wic-learning-online>

Course Titles:

- The Essentials of Budgeting for Non-Finance Professionals
- Interpersonal Communication: Listening Skills
- WIC 101
- WIC Breastfeeding Basics
- Value Enhanced Nutrition Assessment
- Feeding Infants: Nourishing Attitudes and Techniques
- Communication with Participants
- Counseling Skills
- Reaching Participants through WIC

## *Vendor Management*

Annual vendor training will be conducted during the month of September. All WIC vendors and WIC coordinators are required to attend one session. WIC Coordinators will be contacted to set up the date, time, and location for their county or district.

WIC-approved shelf tags are in the process of being redesigned and printed. There will be two styles: a smaller size than the current one and a larger size

than the current one. Our intent is to have them printed and ready for distribution during annual vendor training.

Also in preparation for annual vendor training, the manuals and forms for fiscal year 2015 are being reviewed to reflect current federal and state regulations.

## *Fifth Annual Breastfeeding Summit*

Kentucky's Annual Breastfeeding Summit was held April 9, 2014, in Lexington at the Clarion Hotel. The summit was again offered in cooperation with the Kentucky Academy of Nutrition and Dietetics (KAND) annual conference. We would like to thank KAND for allowing us to take part in its Food and Nutrition Conference and Exhibition.

This year's summit featured Mary Kay Smith, RN, IBCLC, FILCA. She provided information on how to overcome specific barriers that mothers often face. Smith also discussed breastfeeding issues specific to teen mothers.

Another highlight of the summit included Fran Hawkins' presentation, "Celebrating 40 Years in WIC," which focused on WIC's long history of supporting breastfeeding. The first WIC Program in the nation began in Kentucky on January 15, 1974. From the beginning, WIC has supported breastfeeding mothers by providing supplemental foods to help improve their dietary intake. Through the decades, WIC has worked to improve breastfeeding support further with a variety of programs, improved food packages, and breastfeeding promotion projects. Today, Kentucky WIC remains a leader in lactation support and promotion and continues to reach new and exciting milestones.

As part of this year's summit, the Lactation Improvement Network of Kentucky (LINK) presented its 2014 Breastfeeding Champion Awards. This year's awards were presented to Christin Stanley-Potter, John Lynch, and Ana Maria Linares. Learn more about these Breastfeeding Champions at the LINK website, <http://breastfeedkentucky.com/news/>.

Also during this year's summit, the Kentucky Infants Safe and Strong (KISS) Project was introduced by Marlene Goodlett, State Breastfeeding Promotion



Coordinator, and Shelley Adams, Manager of the Child and Family Improvement Branch. KISS is an award program that will recognize hospitals that are taking steps to implement evidence-based practices. These practices will reduce the risk of infant mortality and assist the hospital to move toward full implementation of the required Ten Steps for Baby Friendly Hospital Designation by Baby Friendly USA. To learn more about the KISS Project, please contact KISS at [KISS.Program@ky.gov](mailto:KISS.Program@ky.gov).

Marlene Goodlett, also delivered an update on the Breastfeeding Strategic Plan. The original "Strategic Plan for Improving Breastfeeding Rates in Kentucky" was introduced in April 2011. There were six committees, each covering a different aspect of breastfeeding support and promotion. Earlier this year, the committee co-chairs, the State WIC Office, and LINK met to begin to review the plan and revise where necessary. Revisions should be completed later this year. The state WIC office will distribute the revised plan once it is completed.

Thank you to all those who attended the Breastfeeding Summit this year.

## Summer Feeding Program

The Department of Agriculture, Food and Nutrition Service, Summer Food Service Program (SFSP) has important information about food assistance during the summer months.

Many low-income children take advantage of free or reduced-price meals during the school day. However, during the summer many families struggle to provide meals or must look elsewhere for food assistance. Operated by state agencies, the SFSP provides free, nutritious meals for kids at local sites such as schools, recreation centers, playgrounds, parks, churches, summer camps, and more all over the country and all summer long.

For more information on SFSP, visit [www.fns.usda.gov/sfsp](http://www.fns.usda.gov/sfsp). Once there, you can find free summer meals programs for children in your community and printable flyers promoting the SFSP. You may also call the National Hunger Hotline at 1-866-3-HUNGRY or 1-877-8-HAMBRE (for Spanish speakers) to find a site. Stay updated on SFSP information and events through the USDA Twitter account, [@USDANutrition](https://twitter.com/USDANutrition). Share their tweets,



blogs, and other resources through your agency's social media channels.

## Resources

### **CDC Physical Activity Guidelines**

[www.cdc.gov/physicalactivity/everyone/getactive/barriers.html](http://www.cdc.gov/physicalactivity/everyone/getactive/barriers.html)

The Physical Activity Section of the CDC website includes guidelines for children, adults, and senior adults. It also includes guidelines for healthy pregnant or postpartum women. Strategies for adding physical activity to daily life and for overcoming barriers are also discussed.

### **WIC Works Resource: Substance Use Prevention**

A new resource, "Substance Use Prevention: Screening, Education, and Referral Resource Guide for Local WIC Agencies," has been posted to WIC Works at <http://wicworks.nal.usda.gov/topics-z/substance-abuse-guide>. This resource guide is designed for WIC agency staff to help integrate

information about alcohol, drug, and other harmful substance use and referral elements into their clinic activities.

### **WIC Customer Service**

[www.learningdynamics.com/newsletters.htm](http://www.learningdynamics.com/newsletters.htm)

The April edition of "Customer Service Notes for WIC" newsletter outlines 10 traits of successful, service-oriented WIC employees. Past issues of "Customer Service Notes for WIC" can also be viewed on the Learning Dynamics website.

### **Family Meals Focus Newsletter**

<http://ellynsatterinstitute.org>

A monthly resource featuring practical tips and advice for families. Archives of previous newsletters are available.

## *The Role of Nutrition in Infant Mortality*

According to the Centers for Disease Control and Prevention, about 25,000 infants die each year in the United States. The most recent data, from 2008, documents the US infant mortality rate at 6.6 per 1,000 live births, ranking the US at 31st in the world.

Recognizing that nutrition is a modifiable risk factor that must be addressed as part of infant mortality efforts, the Association of State Public Health Nutritionists (ASPHN) recently released its publication, “The Role of Nutrition in Infant Mortality—A Public Health Perspective.”

This report is aimed at professionals who are working to reduce infant mortality within their community at the state and local levels. It provides background information and recommendations on how to include nutrition in infant mortality reduction efforts.

ASPHN identifies five nutrition-related areas that need to be addressed when considering infant mortality:

- dietary quality;
- healthy weight entering pregnancy;
- appropriate weight gain during pregnancy;
- medical nutrition therapy for chronic conditions; and
- breastfeeding.

The paper includes a call to action for public health nutritionists and identifies strategies that will better integrate nutrition into infant mortality prevention efforts.

To view this report and to learn more about the strategies suggested, visit [www.asphn.org](http://www.asphn.org).

## *Links of Interest*

The 18-Month Impact of Special Supplemental Nutrition Program for Women, Infants, and Children Food Package Revisions on Diets of Recipient Families: <http://www.ajpmonline.org/article/S0749-3797%2814%2900053-1/abstract>

AAP News: What Pediatricians Need to Know About New Low Calorie/Low Protein Formulas: <http://www.health.state.mn.us/divs/fh/wic/localagency/wedupdate/moyr/2014/04apr/02/aap.pdf>

Behavior Change Techniques in Top-Ranked Mobile Apps for Physical Activity: [www.ajpmonline.org/pb/assets/raw/Health%20Advance/journals/amepre/AMEPRE\\_4004\\_Embargo.pdf](http://www.ajpmonline.org/pb/assets/raw/Health%20Advance/journals/amepre/AMEPRE_4004_Embargo.pdf)

2014 Kentucky County Health Rankings: <http://www.countyhealthrankings.org/app/kentucky/2014/rankings/outcomes/overall>

The Association of Income and Age to Weight-Loss Strategies in the U.S.: [www.ajpmonline.org/article/S0749-3797%2814%2900054-3/abstract](http://www.ajpmonline.org/article/S0749-3797%2814%2900054-3/abstract)

Ethical Selection of Enteral and Infant Formula: Demonstrating Evidence-Based Practice and a Responsible Vendor Relationship: <http://www.eatright.org/About/Content.aspx?id=7998>

## Save the Date

### WIC Coordinators:

Please save the afternoon of September 24<sup>th</sup> 1:30-3:30 PM ET for a WIC Coordinator Update Webinar.

The following topics will be discussed:

- Food List Changes
- Final Food Package Regulation changes including the switch to 1% or less milk for women and children age 2 and older
- Updates to the WIC and Nutrition Manual
  - and more!

More details to follow. If you are unable to participate on September 24th, we will archive the webinar for future viewing.

## Dairy Resources

### WIC Cuts the Fat to 1% or Less Milk

The United States Department of Agriculture released the Final WIC Food Package Rule. This regulation requires the issuance of 1% or less milk to children age 2 and older and all women starting October 1, 2014. More information regarding the change will be discussed during the WIC Coordinator webinar scheduled for September 24, 2014.

In an effort to prepare clients for the change to 1% or less milk, the poster "WIC Cuts the Fat to 1% or Less Milk" has been provided to each site and should be posted in clinic for clients to view.

### Boost Your Bones with Calcium Rich Foods

The WIC Program recently received "Boost Your Bones with Calcium Rich Foods" bulletin board displays from the Southeast Dairy Council. The display focuses on the use of calcium rich food sources and promotes low fat dairy consumption.

The "Boost Your Bones with Calcium Rich Foods" bulletin board materials were sent to WIC Coordinators and WIC sites. These resources are provided as an optional nutrition education resource for WIC clinics.

## WIC Cuts the Fat



## to 1% or Less Milk

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**Starting October 1, 2014**  
for  
**All women and children 2 years and older**

### WHY?

- ✓ Fewer calories for a healthier weight
- ✓ Less saturated fat for a healthier heart
- ✓ More calcium for strong bones, teeth and healthy blood pressure
- ✓ Same or more amounts of vitamins A and D

  

USDA is an equal opportunity provider and employer.

If you have additional questions, please contact Cindy Sullivan at (502) 564-3827 ext. 4219 or via email at [cindy.sullivan@ky.gov](mailto:cindy.sullivan@ky.gov).

## EBT Shopper

Introducing the new EBT Shopper APP which can be downloaded to an Apple or Android phone. It is a great resource for Kentucky WIC participants. They can register their card and access their benefits right at the tip of their fingers. Every time the participant uses her card, the app will automatically update her benefits to show what she has left on her card.

They can use the APP to scan a food's UPC and determine if it is WIC Approved or even part of their benefits.

For any questions regarding this APP, please contact the WIC Helpdesk. It can be downloaded via Apple or Android phones only.



The graphic features the EBT Shopper logo at the top, which includes a shopping cart with 'WIC' written on it. Below the logo is the text 'EBT Shopper™' and 'WIC shopping, simplified.'. A smartphone displays the app's interface with buttons for 'Scan Product Barcode', 'Manually Enter Product Barcode', 'My Current Benefits', and 'Register WIC Card'. To the right, a three-step process is shown with numbered blocks: 1. DOWNLOAD EBTShopper (with Google Play and App Store icons and a QR code), 2. REGISTER CARD (with 'Select Kentucky' text), and 3. SHOP! (with 'Scan food items to see if they are WIC eligible.' text). At the bottom, there is a 'LEARN MORE' button and social media links for the website, Twitter (@WICEBTShopper), and Facebook (Facebook.com/WICEBTShopper). A copyright notice 'Copyright © 2012-2014 jma, inc' is at the bottom left.

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