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## Eating Better on a Budget

1. Plan your meals for the week before going to the grocery.
2. Get the best price. Check for sales and coupons.
3. Compare and contrast. Use “unit pricing” to compare different brands.
4. Buy in bulk. It is almost always cheaper to buy foods in bulk.
5. Buy in season.
6. Convenience costs. Take the time to prepare your own to save more.
7. Try beans for a less expensive protein food.
8. Prepare a large batch of a favorite recipe and freeze extra.
9. Use leftovers. Throwing away food is throwing away your money.
10. Limit eating out. Restaurants can be expensive.

Adapted from DG Tip Sheet No. 16. U.S. Department of Agriculture  
[www.choosemyplate.gov](http://www.choosemyplate.gov)

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## WIC: Strengthening Families for 40 Years

In 1972, the U.S. Congress passed legislation that established the Special Supplemental Food Program for Women, Infants, and Children (WIC) as a two-year pilot project under the Department of Agriculture. This program linked health care and food assistance for pregnant women, nursing mothers, infants, and children considered at-risk for poor health because of malnutrition and low income.

In 1974, following the two-year trial run, the WIC program (later renamed the Special Supplemental Nutrition Program for Women, Infants, and Children) officially began in Pineville, Kentucky.

Nationally, in 1975, the program served approximately 344,000 at-risk women, infants, and children up to the age of five with \$83 million in funding. It was estimated in 1972 that the proportion of income-eligible women participating in WIC was 3%. That percentage rose to 40% by 1980 and to more than 50% in the 1990s.

Today, 40 years later, WIC’s monthly food prescription, tailored to meet the specific needs of WIC clients, is provided nationally to more than 8.9 million participants each month through 10,000 clinics nationwide in 2012.



*(Continued from page 1)*

WIC is recognized as the nation's premier public health nutrition program. It has gained this reputation and garnered strong, continued bipartisan support because of its cost-effective, scientifically documented health successes.

### **Gateway to Good Health**

WIC is a short-term intervention program designed to strengthen families by influencing lifetime nutrition and health behaviors in a targeted, high-risk population. To participate, WIC requires that clients have one or more documented nutritional risks and income less than or equal to 185% of the poverty level or are on Medicaid. Roughly 64% of WIC participants reside in families with income below the poverty level. In 2010, 86% of pregnant, 85% of breastfeeding, and 87% of postpartum women participants were between the ages of 18 and 34, and 5% of women participants were under age 17.

### **Birth Outcomes Successes**

Today, approximately 52% of pregnant women enroll in WIC during their first trimester, and 25% of pregnant women enrolled have three or more nutrition risk factors. Studies have shown that pregnant women who participate in WIC have longer pregnancies that lead to fewer premature births, give birth to fewer low and very low birth-weight babies, experience fewer fetal and infant deaths, seek prenatal care earlier in pregnancy, and consume more of such key nutrients as iron, protein, calcium, vitamin C, and vitamin A.

It costs approximately \$759 a year for a WIC participant. Preterm births cost the United States

over \$26 billion a year, and the average first-year medical costs for a premature/low birth-weight baby are \$49,033 compared to \$4,551 for a baby without complications. Medicaid participants on WIC have, on average, 29% lower Medicaid costs for infant hospitalizations.

### **Breastfeeding Successes**

WIC promotes breastfeeding as the preferred method of infant feeding. Breastfeeding helps mothers feel close to their babies, and breast milk contains all the nutrients babies need to grow and develop. Breast-fed infants tend to be healthier because they receive antibodies from the breast milk that protects them against infection. In 2010, survey data indicated that 63% of WIC infants aged 6–13 months were breastfed. Participation in the WIC breastfeeding peer counseling program is associated with an increased rate of breastfeeding initiation.

### **Children's Health Successes**

WIC enables parents to properly feed their children during critical early years of growth and development, assuring normal growth, reducing levels of anemia, increasing immunization rates, improving access to regular health care, and improving diets. Today, 50% of all infants born in the United States are on WIC. WIC interventions can help improve health behaviors that are linked to reducing early childhood obesity. Food package changes in 2009 were followed by improved dietary intake and obesity reduction among WIC children. WIC nutrition education leads to an increased consumption of whole grains, fruits, and lower-fat milk. Participation in WIC significantly increases the Healthy Eating Index Scores for households.

## **Celebrate 40 Years of WIC Successes!**

**Check out and share the new infographic videos and print materials at [WICturns40.org](http://WICturns40.org).**

**You can also follow WIC's 40th Anniversary on [Facebook](#), [Twitter](#), and [Pinterest](#).**

## *History of WIC in Kentucky*

Kentucky has long been a leader in providing nutrition services to its population. In the early 1930s, Kentucky employed one of the nation's first full-time public-health nutritionists as part of its Maternal and Child Health Program. In 1958 Kentucky recognized the impact that persons with a bachelor's degree in nutrition could make on patients in local health clinics and employed them to provide patient counseling and nutrition education. This practice continues 40 years later.



The late Helen B. Fraser, MD, designed and implemented a program in 1961 to provide iron-fortified formula to premature and other high-risk infants. The program could not provide needed services to other groups, such as young children and pregnant women, due to inadequate funding.

The Kentucky Nutrition Program, with its history of including nutrition education as an integral part of health care, welcomed the opportunity to implement the WIC program. Peggy Kidd, RD, MPH, was the Chief of Nutrition for the Office of Health

Services, Kentucky Bureau for Health Services, and she led the way in Kentucky to start the first WIC Program in the nation.

By January 1974, the Maternity and Infant Care Project was operating and serving Bell, Harlan, Floyd, and Letcher counties. By March 1, 1974, 13 project areas were providing WIC services. Today, the WIC program is in all 120 counties with 143 sites serving over 132,000 participants per month.

### *Did You Know?*

**41% of WIC mothers in Kentucky initiated breastfeeding in 2010.  
This is up from 17% in 2000.**

**22% of Kentucky children are considered "food insecure" meaning they lack access, at times, to enough nutritionally adequate food. WIC helps families combat food insecurity and nutrition-related health problems.**

Source: National WIC Association

<https://www.nwica.org/states/kentucky>

## *National Nutrition Month®*

The Nutrition Services Branch is proud to join the Academy of Nutrition and Dietetics during March in celebrating National Nutrition Month.® This year's theme is "Enjoy the Taste of Eating Right" and encourages consumers to focus on combining taste and nutrition to create healthy meals that follow the recommendations of the 2010 *Dietary Guidelines for Americans*.

Each March the Academy of Nutrition and Dietetics encourages Americans to return to the basics of healthful eating through National Nutrition Month. The Academy strives to communicate healthful eating messages that emphasize balancing food and beverages within an individual's energy needs rather than focusing on any one specific food or meal.



As part of this public education campaign, the Academy's National Nutrition Month website ([www.eatright.org/nnm](http://www.eatright.org/nnm)) includes a variety of helpful tips, games, promotional tools, and nutrition education resources, all designed to spread the message of good nutrition based on the "Enjoy the Taste of Eating Right" theme.

## *Registered Dietitian/Public Health Nutritionist Day*

Registered Dietitian/Public Health Nutritionist Day will be held on Wednesday, March 12, 2014. We want to recognize the three categories of nutrition health professionals in public health that use their nutrition expertise to help people of all ages make healthy lifestyle choices every day.

A **Registered Dietitian (RD)**, in addition to holding the required degrees, has successfully completed an internship or Master's degree program approved by the Academy of Nutrition and Dietetics and has passed the national examination to become an RD. Many RDs in public health programs help individuals improve their weight, increase physical activity, and lower their risk of chronic diseases and other conditions. Only an RD can provide Medical Nutrition Therapy (MNT), which is the assessment of nutritional status and development of a specialized nutrition treatment care plan for a patient.

Medical nutrition therapy (MNT) conducted by a licensed RD is reimbursed by Medicaid and some other third-party payers for many medical conditions and by Medicare for diabetes, gestational diabetes, and renal disease.

A **Certified Nutritionist (CN)** has completed a Master's degree in nutrition, food science, public health or a related field from an accredited college or university.

A **Nutritionist** has a Bachelor's degree in dietetics, nutrition, public health, or a related field from an accredited college or university.

Thank you to all nutrition health professionals for your dedication, your expertise, and the contributions that you bring to improving the health of our communities.

## WIC Program Management Field Services

The Program Management Section has four field representatives that are responsible for monitoring WIC operations in 142 sites statewide. The visits are performed to assess WIC operations and WIC service delivery to ensure compliance to policy and procedures in the *WIC and Nutrition Manual* and the *Administrative Reference*.

The site visits are conducted on a state fiscal year and consist of a certification and chart review, clinic observation, and a federally required Management Evaluation of WIC services. Onsite training and technical assistance training are also provided upon request to meet site-specific needs.

Site visits are scheduled in advance with the WIC Coordinator or other staff designated by the WIC Coordinator. All visits are documented and monitoring forms are completed for each review. Upon completion of a review, an exit conference is held with the WIC Coordinator and/or local agency staff. The WIC Field Representative uses this opportunity to report accomplishments and any areas that may need improvement and to discuss issues or concerns the clinic may have. A letter of findings is then sent to the agency following all reviews.

The completed monitoring forms and correspondence are the official records to document that the local WIC site is compliant with federal and state standards of performance. The Kentucky State WIC Office is routinely evaluated by the United States Department of Agriculture (USDA), Food and Nutrition Services. During these federal reviews, the local agency management evaluations are reviewed by the USDA to ensure that the state and local WIC offices are in compliance with federal regulations.

Our goal is to provide every WIC clinic with knowledge, resources, and policy guidance in order to assist and support all WIC program participants. If you would like training(s) or technical assistance, please contact your Field Representative.



Misty DuVall  
Western Kentucky



Kelli Darland  
Central Kentucky



Misty Knowles  
Eastern Kentucky



Latrisha White  
Southeastern Ky

# Formula Changes

The WIC Program was recently notified of formula changes. These changes have impacted the products available for issuance by the WIC Program. The changes are highlighted below.

## **Nestlé Product Changes**

### Gerber Good Start Protect and Gerber Graduates Protect

Nestlé has made a change in the Gerber Good Start and Graduates formula line. Gerber Good Start Protect and Gerber Graduates Protect are to be discontinued this spring. The products are to stop shipping to retailers in March of 2014.

Participants currently receiving a food package for Gerber Good Start Protect or Gerber Graduates Protect will need to be transitioned to Gerber Good Start Gentle or Gerber Graduates Gentle, as appropriate. Participants should be transitioned at their next WIC visit; however, they may be transitioned sooner if the Gerber Protect product is unavailable on retail shelves in your area.

Please see the WIC memo dated February 11, 2014, for more information and package codes for the Gerber Protect products that will be discontinued.

### Gerber Graduates Soothe

Nestlé has indicated a new product, Gerber Graduates Soothe, will be introduced in the summer of 2014. More information will be shared about Gerber Graduates Soothe as it becomes available.

## **Abbott Nutrition Product Changes**

We have been notified by the United States Department of Agriculture that Abbott has announced changes in caloric density to its standard infant formula line. As a result of the changes, some products will no longer meet the Federal WIC regulatory minimum requirements.

**The 19 kcal/ounce products do not meet the caloric requirement to qualify for use in the WIC Program.** The changes are as follows:

- The caloric density of Similac Sensitive, Similac Total Comforts, and Similac for Spit Up is changing from 20 Kcal/ounce to 19 Kcal/ounce in all forms (powder, ready to feed, concentrate) and all package sizes.
- Similac Advance and Similac Soy Isomil in the following forms and sizes will continue to provide 20 Kcal/ounce:
  - 12.4 ounce powder;
  - 13 fluid ounce concentrate; and
  - 32 fluid ounce ready to feed.
- All other sizes of Similac Advance and Similac Soy Isomil will be changing to 19 Kcal/ounce and will not be eligible for WIC Issuance. This includes the following sizes and forms:
  - 1.45 pound powder; and
  - 2 & 8 ounce ready to feed.

The new products will begin shipping to retailers between March and June of 2014.

Participants currently receiving a food package for one of the affected products will need to be transitioned to Gerber Good Start Gentle unless contraindicated. See the revised WIC Formula Challenge Protocol enclosed with the WIC memo dated February 11, 2014, as well as the Clinical Section of the *WIC and Nutrition Manual*, "Policies on Issuing Food Packages" for further direction. Participants should be transitioned at their next WIC visit, but they may be transitioned sooner if their current 20 Kcal/ounce product is unavailable on retail shelves in your area.

Please see WIC memo dated February 11, 2014, for more information and package codes for the Abbott products that will no longer be eligible for issuance by the WIC program.

If you have questions please contact our office at (502) 564-3827, ext. 4350.

## Formula Comparison Chart

In an effort to assist the certifying health professional, the WIC office has developed a Formula Comparison Chart. Feel free to reference this guide when assigning infant formula food packages.

Infant Formula Comparison Chart					
Formula Name	Formula Type and Indicated Use	Company	Protein Source	Calories per ounce	WIC Approved
<b>Kentucky WIC Contract Formulas**</b>					
Gerber Good Start Gentle	Milk Based	Nestle	Partially Hydrolyzed Whey Protein	20	Yes All healthy WIC infants are started on this product
Gerber Good Start Soothe	Milk Based, Lactose Reduced, <i>L. reuteri</i> probiotic for excessive crying and colic	Nestle	Partially Hydrolyzed Whey Protein	20	Yes see WIC Challenge Protocol for issuance
Gerber Good Start Soy	Soy Based, Lactose Free Infant formula	Nestle	Partially Hydrolyzed Soy Protein	20	Yes see WIC Challenge Protocol for issuance
Gerber Graduates Gentle	Milk Based Toddler Formula (Recommended for ages 9-24 months)	Nestle	Partially Hydrolyzed Whey Protein	20	Yes see WIC Challenge Protocol for issuance
Gerber Graduate Soy	Soy Based Lactose Free Toddler Formula (Recommended for ages 9-24 months)	Nestle	Partially Hydrolyzed Soy Protein	20	Yes see WIC Challenge Protocol for issuance
Gerber Graduates Soothe	Milk Based Lactose Reduced Toddler Formula with <i>L. reuteri</i> probiotic (Recommended for ages 9-24 months)	Nestle	Partially Hydrolyzed Whey Protein	20	Yes see WIC Challenge Protocol for issuance
<b>Non Contract Formulas</b>					
Similac Advance	Milk Based	Abbott	Whey / Milk Protein	20	Yes, with documented medical need (see WIC Protocol for issuance)
Similac Soy Isomil	Soy Based	Abbott	Soy Protein Isolate	20	Yes, with documented medical need (see WIC Protocol for issuance)
Similac Sensitive	Milk Based Lactose Reduced for fussines and gas	Abbott	Milk Protein Isolate	19	No, due to caloric density (19kcal/oz)
Similac For Spit Up	Milk Based Lactose Reduced for spit up	Abbott	Milk Protein Isolate	19	No, due to caloric density (19kcal/oz)
Enfamil Premium Infant	Milk Based	Mead Johnson	Whey/ Milk Protein	20	Yes, with documented medical need (see WIC Protocol for issuance)
Enfamil Gentlease	Milk Based Lactose Reduced for fussines and gas	Mead Johnson	Whey Casein 60:40 Ratio	20	Yes, with documented medical need (see WIC Protocol for issuance)
Enfamil AR	Milk Based Lactose Reduced for spit up	Mead Johnson	Milk Protein Isolate	20	Yes, with documented medical need (see WIC Protocol for issuance)

\*\*Note: Due to the reduced viscosity of partially hydrolyzed protein formulas, such as Gerber Products; it is recommended that a slow flow or #1 nipple be used until 6 months of age to reduce spit up.

## WIC Pronto Survey Coming Soon

A year has passed since the WIC Program rolled out the non-invasive technology of the Pronto device. To ensure quality assurance, performance and effectiveness of these machines, an on-line user survey was developed to provide us with valuable feedback on the Pronto device.

We believe the Pronto device has helped to better serve our WIC population, by reducing the painful needle sticks for participants and enabling health professionals to conduct more effective nutrition education counseling sessions.

We are asking that all health professionals providing WIC services complete the survey. As always, we

value the input and feedback from our local agencies.

### Pronto Device Helpful Reminder Hints:

- Keep sensor cables as straight as possible.
- Participant should be seated, not moving or talking.
- It is helpful when children sit in adult's lap.
- It is helpful to have an adult place their hand gently over the child's hand during testing.



## WIC and Nutrition Outreach

Employees and their family members celebrated the "Trails of Treats" in Murray last October as a WIC and Nutrition outreach event.

The group won 2nd place in the costume division for their "MyPlate Madness" theme. Costumes included a carrot, turkey, bread, grapes, fork, and spoon.

During the event, the group gave out over 3,000 treat bags that contained a water bottle with nutrition and physical activity info on it and a bracelet emphasizing eating your fruits and vegetables. The bags had the full my plate design on the front. The team danced for several hours to their theme song "I Like to Move It, Move It."



## WIC Outreach to State Government Employees

State government employees work with many people in need; however, the state employees may also be in need of assistance. The State WIC Program has launched an outreach effort to inform state employees that they may be eligible for benefits provided by WIC. To promote this effort, the state WIC office has displayed WIC posters throughout many state office buildings in all branches of government. Other efforts to reach

state employees include articles to be published in *The Kentucky Employee Connection* and *CHFS Focus* newsletters and a WIC message posted on the KHRIS employee portal. This outreach effort has the potential to reach over 42,000 employees state-wide. If your agency would like to share successful outreach efforts with our office, please contact Nancy Rowland at [nancy.rowland@ky.gov](mailto:nancy.rowland@ky.gov) or 502-564-3827, ext. 4331.

## Contracted Hospital Grade Breast Pump Durable Medical Equipment (DME) Companies

The Kentucky WIC Program currently has contracts for hospital-grade breast pump rentals across the state. There are currently three contracted DMEs that cover multiple counties. Below is a list of the contracted DMEs and the counties they serve:

EasyCare, Inc—Princeton (270) 365-3903		Motherhood Express—Florence (859) 746-2460	VDK Grogans—Lexington (859) 254-6661
Ballard	Hopkins	Boone	Fayette
Caldwell	Livingston	Bracken	Franklin
Calloway	Lyon	Campbell	
Carlisle	McCracken	Carroll	
Christian	McLean	Gallatin	
Crittenden	Muhlenberg	Grant	
Daviess	Ohio	Kenton	
Fulton	Todd	Mason	
Graves	Trigg	Owen	
Hancock	Union	Pendleton	
Henderson	Webster		
Hickman			

If your county has a contracted DME for hospital-grade breast pumps, then all hospital-grade breast pump rentals must be through that contractor. As part of the contract, the DME must supply the participant a breast pump within 24 hours of presenting a WIC-100. If the participant notifies your agency that they were unable to get a breast pump within 24 hours, please notify our office as soon as possible regarding the issue.

If your county is not listed in the above table, you can currently use any WIC-approved breast pump rental DMEs.

If you have any questions, please contact Marlene Goodlett at [marlene.goodlett@ky.gov](mailto:marlene.goodlett@ky.gov) or 502-564-3827, ext. 4348.

# *International Board Certified Lactation Consultants (IBCLC)/ Lactation Support Staff Day*

International Board Certified Lactation Consultant (IBCLC) Day was held in Kentucky on Wednesday, March 5, 2014. In honor of IBCLC Day, we want to recognize the two categories of lactation support specialists in public health who use their lactation expertise to help women achieve their breastfeeding goals.

The **International Board Certified Lactation Consultant (IBCLC)** has extensive experience in working with breastfeeding women and their babies in normal and unusual situations. IBCLCs provide expert lactation and breastfeeding care, increase community based support for breastfeeding, and work to help reduce barriers to breastfeeding support services. They assess the mother and baby, take a health history, observe the mother and baby breastfeeding, write care plans, report to the mother's and baby's primary care providers, and arrange for follow-up.

International Board Certified Lactation Consultants pass a rigorous, independent, accredited certifying examination and must maintain continuing education hours. Professional lactation consultants receive payment for their services. Many IBCLCs also provide education programs and updated resources for health care professionals.

The Kentucky WIC Program **Lactation Specialist** provides lactation management and support for the WIC Program, including the WIC Breastfeeding Peer Counselor Program. The Lactation Specialist is a Registered Dietitian (RD) or Nurse (RN or LPN) with a certification as an International Board Certified Lactation Consultant (IBCLC), Certified Lactation Counselor (CLC), Certified Lactation Specialist (CLS), or Certified Lactation Educator (CLE).

The Kentucky WIC Program Lactation Specialist provides many valuable breastfeeding support services, including:

- Support for Breastfeeding Peer Counselor clients when they are experiencing issues that are



outside the scope of practice for the paraprofessional Breastfeeding Peer Counselor;

- Follow-up services when breast pumps and nipple shields are issued by the WIC Program;
- Facilitation of breastfeeding classes and support groups; and
- Breastfeeding trainings for local health department staff in conjunction with the Breastfeeding Coordinator.

The **Breastfeeding Peer Counselor (PC)** is a paraprofessional who is a current or former WIC participant who has successfully breastfed her infant at least six months, who is enthusiastic about breastfeeding and wants to help other mothers enjoy a positive and successful breastfeeding experience.

Breastfeeding Peer Counseling services have proven to be a significant factor in improving the breastfeeding initiation and duration rates among women in a variety of settings including economically disadvantaged and WIC populations representing diverse cultural backgrounds and geographic locations.

We appreciate all personnel who provide lactation support in public health for your dedication, your expertise, and the contributions that you bring to improving the health of our communities.

# Fifth Annual Breastfeeding Summit

We would like to invite you to the fifth annual “Shape the Future” Breastfeeding Summit to be held at the Clarion Hotel on Wednesday, April 9, 2014, in Lexington, Kentucky. The Summit is being offered in cooperation with the Kentucky Academy of Nutrition and Dietetics (KAND) as part of its annual conference. CEUs are being sought for RDs and RNs as well as CERPs for IBCLCs. Lunch will be provided. The following is a preview of the agenda:

April 9, 2014

10:00—10:15 Welcome  
Marlene Goodlett, MS, RD, LD, CLC

10:15—11:15 What to Say to a Breastfeeding  
Mother When . . .  
Mary Kay Smith, RN, IBCLC, FILCA

11:15—12:15 Overcoming Breastfeeding Barriers:  
Focus on Teen Mothers  
Mary Kay Smith, RN, IBCLC, FILCA

12:15—12:30 Celebrating 40 Years in WIC  
Fran Hawkins, MS, RD, LD

12:30—1:30 Lunch

1:30—1:45 Lactation Improvement Network  
(LINK) Breastfeeding Awards

1:45—2:45 Kentucky Infants Safe and Strong  
(KISS) Project  
Kentucky Infant Safe and Strong  
(KISS) Project Team



2:45—3:00 Breastfeeding Strategic Plan Update  
Marlene Goodlett, MS, RD, LD, CLC

3:00—3:15 Closing  
Marlene Goodlett, MS, RD, LD, CLC

3:15—5:00 Lactation Improvement Network of  
Kentucky (LINK) Meeting

Go to [www.kyeatright.org](http://www.kyeatright.org) for more information and to register for the Summit. Registration fee is \$30. **Online registration ends on April 4.**

## Certified Lactation Specialist Course

The Nutrition Services Branch is sponsoring a Certified Lactation Specialist (CLS) Course for local health department health professionals that perform WIC services and other public and private partners. The training will be held June 2–6, 2014, at the Knicely Conference Center in Bowling Green, Kentucky.

This training will be limited to Registered Dietitians (RD), Certified Nutritionists (CN), Registered Nurses (RN), Licensed Practical Nurses (LPN), Physicians (MD), Advance Nurse Practitioners (ARNP), and Physician Assistants (PA).

Brochures describing the training objectives and registration specifics were sent to WIC Coordinators and Breastfeeding Coordinators. The registration fee for the course is \$200. Space is limited, so please send your registration as soon as possible. The registration deadline is May 1, 2014.

Local health departments may use 804 funds to cover the cost of health department staff attending this training.

If you have any questions, please contact Marlene Goodlett at [marlene.goodlett@ky.gov](mailto:marlene.goodlett@ky.gov) or 502-564-3827 ext. 4348.

# *WIC Prenatal Participation Associated with Healthy Infant Weight Gain*

A recent study published in the *American Journal of Public Health* shows a positive association between early prenatal participation in WIC and a reduced risk of rapid infant weight gain, a risk factor for childhood obesity.

The study, “Prenatal Participation in a Public Health Nutrition Program is Associated with Healthy Infant Weight Gain,” shows that earlier prenatal enrollment was associated with 25 percent reduced odds of rapid infant weight gain from birth to one year of age.

The study compared infants of women who enrolled in WIC during the prenatal period to those whose

mothers delayed enrollment until the postpartum period. This study is the first to show that the advantages associated with early maternal participation extend through the first year of life. Additionally, the study suggests that the mechanism through which early prenatal WIC participation protects against rapid weight gain among infants may be through improved birth weight for gestational age.

Source: New York State Department of Health (2014). Study Shows Early Involvement in Public Health Nutrition Program Reduces Risk Factor for Childhood Obesity, Increases Infant Health. [Press Release]. Retrieved from [www.health.ny.gov/press/releases/2014](http://www.health.ny.gov/press/releases/2014).

## *Nutrition Website Reviews*

### **KidsEatRight.org**

The Academy of Nutrition and Dietetics has a website dedicated to families with children: [www.kidseatright.org](http://www.kidseatright.org). This website is a reliable source for scientifically based health and nutrition information. The site is divided into age groups, baby through teen. Each section focuses on cooking healthy, eating right, and shopping smart. Each section also includes recipes, articles, tips, and videos to help families make smart choices when it comes to their children’s nutrition.

The site also has “My Recipe Box” where families can easily keep all their favorite Kids Eat Right recipes for quick retrieval.

You can feel confident in recommending this site to your clients. You can also follow Kids Eat Right on Facebook, Twitter, Pinterest, and other social media outlets.

### **Oldwayspt.org**

Oldways was founded to address common health issues and to preserve culinary traditions. Oldways believes that healthy eating and healthy foods have the power to improve health and well-being and that traditional foods have special importance because they bring together good nutrition and delicious foods.

[Oldwayspt.org](http://Oldwayspt.org) is a Continuing Professional Education (CPE) Accredited Provider with the Commission on Dietetic Registration (CDR) that offers various education activities. The website also includes an extensive section for consumers with menu plans, recipes, and practical tips.

Visit [oldwayspt.org](http://oldwayspt.org) for more information and follow Oldways on Facebook, Twitter, and Pinterest.

# MyPlate

[ChooseMyPlate.gov](http://ChooseMyPlate.gov) is celebrating National Nutrition Month with a wealth of information to help you spotlight healthy eating and physical activity messages in the community.

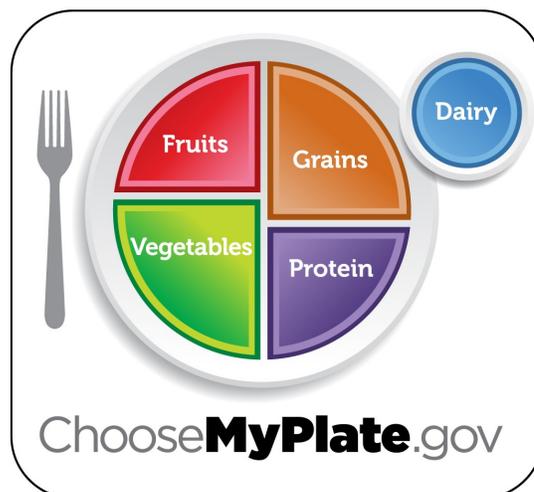
## New Resources

In January 2014, ChooseMyPlate.gov unveiled new resources for teens and adults as part of the “10 Tips” series. Four different handouts are tailored to these specific groups: teen boys, teen girls, adult men, and adult women. Of course, you can still find all the other great handouts for other special audiences including preschoolers, college students, Spanish speakers, and others.

You can follow ChooseMyPlate.gov on [Twitter](https://twitter.com/ChooseMyPlate) to get the latest information and tips for using MyPlate.

## MyPlate Kids' Place

MyPlate Kids' Place is a special section for kids to learn more about nutrition and health. Resources include games, activity sheets, videos, songs, and recipes. MyPlate Kids' Place also encourages children to become a MyPlate Champion by learning to eat healthy and to be active every day. In addition, by pledging to be a MyPlate Champion, children can personalize and print their own MyPlate Champion certificate.



## SuperTracker

Built and maintained by the USDA's Center for Nutrition Policy and Promotion (CNPP), SuperTracker is free to use and available at ChooseMyPlate.gov. SuperTracker allows users to tailor their diets and exercise regimens based on information entered in their user profiles such as age, height, weight, and physical activity level. SuperTracker also allows users to adjust those recommendations, if necessary, to reflect those made by their health-care professional.

SuperTracker allows users to track food intake as well as physical activity. SuperTracker also offers a My Coach Center that sends messages and tips tailored to your goals.

SuperTracker was developed by nutrition experts based on the science in the *2010 Dietary Guidelines for Americans* as well as the *2008 Physical Activity Guidelines for Americans*.

Visit <https://www.supertracker.usda.gov> for more information on the SuperTracker tool.

## 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



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Newsletter Editor



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