

Hi Everyone,

We are still working through the infant formula package changes to reduce the number of reconstituted powdered cans and comply with the New WIC Food Package rules. We have decided to transition to only half and full infant formula packages, since this will reduce the amount of package changes that state staff have to make now and because SPIRIT does not have partial packages as a standard issuance choice. We checked with several LAs and found that very few partial packages are currently being used, so hopefully this will be a smooth transition.

The non-contract formula package AKWIC build will go out this weekend—please leave your computers on this weekend.

The state staff will develop training tools on the transition to ½ and full formula packages and we will use the next Quarterly Policy Teleconference on October 11<sup>th</sup> at 8:15 to train on these changes. This teleconference will be mandatory for LAs to attend.

If you have questions about the revised infant formula packages, please contact either [Dana.Kent@alaska.gov](mailto:Dana.Kent@alaska.gov) or [Jennifer.Johnson@alaska.gov](mailto:Jennifer.Johnson@alaska.gov).



Thanks to Dana, Tracy, Susie, DeAnn, Lisa, Elly, Pam, Zhi, and Dasha for working on the October World Breastfeeding campaign and stay-tuned for the PSA playing on a radio station near you.

Take care,  
Kathleen

1. Sunland Peanut Butter Recall—The recall announcement with complete list of recalled products is available at <http://www.fda.gov/Food/FoodSafety/CORENetwork/ucm320413.htm>. Also see attached.
2. New AK Nutrition Themes Poster—Evon Zerbetz has finalized the “Fruits and Vegetables So Good For Me” poster—see below. We are printing these posters and will send to LA in the near future. UAA has developed the nutrition education content for the

upcoming flyers to be used in the this campaign. We have also purchase fruit & vegetable bags.

3. World Breastfeeding Month-- Are you ready for the journey? Travel with us as we navigate towards World Breastfeeding Week (month) October 2012 on "The Road to Lifelong Health Begins with Breastfeeding." We would love to see/hear what you did for World Breastfeeding Week. so please be sure to take photos and send an email showcasing your creativity! **Happy World Breastfeeding Week everyone! Thank you for your tireless efforts to help promote, support , inspire, prepare and empower women around you to breastfeed!**

Attached are some print outs for a bulletin board idea designed by the Breastfeeding Committee. Special thanks to Suzie Nunn for developing these materials for your use. The idea was to have a yellow brick road wind around the bulletin board and have the pink and green breastfeeding sayings along the road. A picture of the board is attached to this email. Please feel free to tweak it for your use as needed.

### **LISTEN UP WIC!**

Be listening to all your favorite radio stations next month to hear the radio PSAs that the Breastfeeding Committee also helped to create. There will be three different versions being played. They will be broadcast from Barrow to Metlakatla and everywhere in between. We are getting the breastfeeding message out!

Links to some WBW and breastfeeding promotion ideas. Tracy Gregg helped gather these for you; thank you Tracy.

<http://www.ilca.org/i4a/pages/index.cfm?pageid=3306>

<http://www.waba.org.my/>

<http://worldbreastfeedingweek.org/>

<http://www.louisianabreastfeedingcoalition.org/community/promotion-activities/>

<http://www.breastfeedingor.org/communities/ten-breastfeeding-promotion-ideas#Anchor7>

<http://www.health.ny.gov/community/pregnancy/breastfeeding/>

<http://www.bestforbabes.org/>

