
From: Wayne, Kathleen A (HSS)
Sent: Friday, November 07, 2014 3:52 PM
To: HSS DPA WIC Coordinators; Bennis, Don; O'Gara, Kathy (HSS Sponsored); Welch, Scooter (HSS Sponsored)
Cc: HSS DPA WIC Anchorage; HSS DPA WIC Juneau; Olejasz, Aimee M (HSS); 'Danielle Rybicki' (afdrr@uaa.alaska.edu)
Subject: WIC Update November 7

Hi All,

Hope everyone is readying for the big storm, Nuri, this weekend. Please let us know if services become effected.

Kathleen

WIC Success Story

A mom delivered early and wanted to breastfeed. Her infant was in the NICU, had a poor suck & could not get enough milk when p to breast. Mom has been successfully pumping & providing infant with breast milk in addition to formula. Infant is getting strong 2 times/day now. Mom plans to breastfeed more often as she is able to get enough milk. Mom did not give up!

1. **Latching On**--- is a newsletter distributed by Hale Publishing on various breastfeeding topics- this issue covers breastfeeding and Ebola, and is baby getting enough milk-see attached.
2. **I Love a Parade**----Attached are some pictures from a fun activity that RCPC was involved with this summer at the Golden Days Parade. Go WIC!
3. **Using Food Lists at the Stores**
Help! We are getting feedback from Vendors that clients are not using their Food Lists as identification (not bringing the list with them to the store). This can be frustrating for both Vendors and Clients alike. Help the situation by:
 - Hanging up the attached 8 1/2 X 11 poster in your clinics
 - Retrain your clients (remind them) that they MUST use the Alaska Allowed Food List as identification at the store if they want to cash their FI
 - Have the client watch the new WIC video on how to use their FI at the store (video is soon to be posted at: <http://dhss.alaska.gov/dpa/Pages/nutri/default.aspx>.)
 - Remind, remind, remind them that the food list is their identification.

Questions or concerns? Contact Dana.kent@alaska.gov or 465-5322 for assistance.

4. **Upcoming Quarterly Teleconference** During the upcoming Quarterly Teleconference on December 4 at 8:15 there will be an income determination review to help clinics with income questions that come up from time to time. Please send any income related questions to Dana Kent at dana.kent@alaska.gov by COB November 21. We will try to review as many of the income questions that are send in as possible.

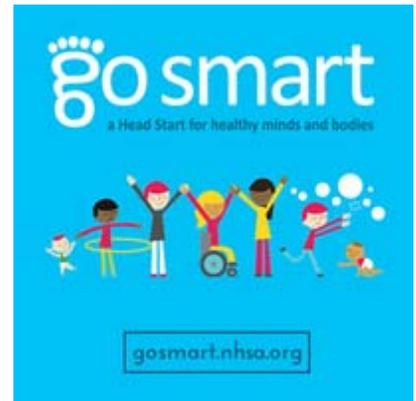
5. VENDOR UPDATE:

This week we received some great feedback from our Alaska stores via two teleconferences. Here are some of the big topics that came up:

- **FOOD BOOKLET REMINDER:** Quite a few of our participants are going to the stores without their Food ID Booklets. Our store cashiers are often put into very uncomfortable situations because we instruct them not to proceed with WIC transactions without the booklet. Can you imagine being a cashier and having to turn away a new mother who is purchasing formula for her new child? Please remind your participants to bring their ID Booklet EACH time they go to the store. If they need a replacement, give them one. The State Office will mail your clinic more booklets upon request.
- **ALTERNATE SHOPPER TRAINING:** Our vendors mentioned that proxy's and alternate shoppers do not seem to be educated enough. Please remind your participants that it is their responsibility to educate their alternate shoppers including topics of what items are allowed and how to conduct a transaction.
- **UHT MILK:** Some of our vendors are having difficulty ordering fat-free and/or 1% UHT milk. Please keep this in mind and notify the Vendor Unit if there are reports of out-of-stock store's or incorrect substitution offerings.
- **BANANA SUBSTITUTIONS:** On a bright note, some of our major stores are not having difficulty processing the banana substitute for baby food. So good job on training our participants on this new option!

6. **Food list insert update:** An error was caught on the food list insert. It involves two entries on the table of infant foods. The error is corrected on the attached document. The changes are highlighted, and the effective date is updated. Please be sure that clients understand how to use their infant food check to get the full 64 oz benefit. Families with infants will need an updated food list insert. Please contact Kristen Stouder (Kristen.stouder@alaska.gov) with the vendor unit with the number of copies you'd like when this form is reprinted. Vendors are being notified, and will receive corrected food list inserts.

7. **Go Smart Web app is a coach in your pocket:** On October 1, 2014 the National Head Start Association (NHSA) launched the Go Smart web app developed in partnership with Nike. The Go Smart web app is a "coach in your pocket" that gives teachers, caregivers, and parents of children ages 0-5 easy access to fun physical activities anytime, anywhere. Using the free web app, providers and parents can find developmentally appropriate physical activities and can also watch video tips, share activities, get updates, track favorites, and build "activity boards" to curate their favorite games for future play. As part of Head Start's 50th year, NHSA has engaged organizations and corporations in the broader early childhood community to help create positive early experiences by integrating physical activity into everyday life. [Check out the web app here.](http://gosmart.nhsa.org)



In the news:

USDA Food Insecurity Nutrition Incentive (FINI) Grant Program – Applications due December 15

The National Institute of Food and Agriculture (NIFA) requests applications for the **Food Insecurity Nutrition Incentive (FINI) Grant Program** for fiscal years 2014 and 2015, combined, to support projects to increase the purchase of fruits and vegetables among low-income consumers participating in the Supplemental Nutrition Assistance Program (SNAP) by providing incentives at the point of purchase. Applications are requested in each of the following three categories: (1) FINI Pilot Projects (awards not to exceed a total of \$100,000 over one year); (2) Multi-year, community-based FINI Projects (awards not to exceed a total of \$500,000 over no more than four years); and (3) Multi-year, FINI Large-Scale Projects (awards of \$500,000 or more over no more than four years). Grantees will be expected to conduct a project assessment and to cooperate with and contribute to an independent evaluation to determine the relative effectiveness of the grant program in achieving the legislative goals of "increasing fruit and vegetable purchases" and "improving the nutrition and health status" of participating households (Food, Conservation, and Energy Act of 2008, § 4405(b)(4)(A)). NIFA anticipates the amount available for grants under this program in fiscal years 2014 and 2015 will

total up to \$31.5 million. See <http://www.csrees.usda.gov/fo/foodinsecuritynutritionincentive.cfm> for details and application materials.

State's Play Every Day campaign shares school lesson plan on sugary drinks

ANCHORAGE — The Alaska Play Every Day campaign will share its new school lesson plan on sugary drinks during health classes at Spring Hill Elementary in Anchorage and at Two Rivers Elementary School near Fairbanks. The events will include a demonstration of sugar content in popular sugary drinks, along with a discussion of how sugary drinks affect a child's health. The lesson plans have been distributed to Alaska schools that participate in the Healthy Futures Physical Activity Challenge. They also have been posted on the campaign's website, www.playeveryday.alaska.gov.

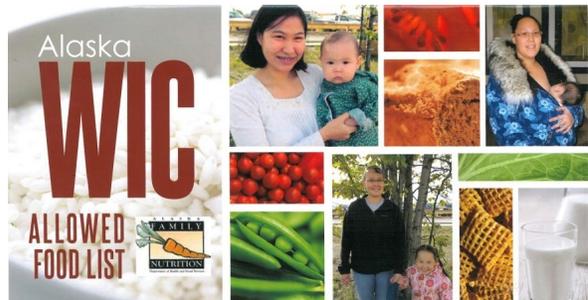
Rate of premature births fall as health law provisions begin to take effect

<http://kaiserhealthnews.org/news/rate-of-premature-births-fall-as-health-law-provisions-begin-to-take-effect/>

The percentage of babies born prematurely fell to 11.4 percent in 2013, its lowest level in 17 years, according to an [annual March of Dimes report](#) released this week. While many factors contributed to the decline, officials say the health law's expansion of Medicaid to adults with incomes up to 138 percent of the federal poverty level has played a role.

REMINDER

Don't forget your Alaska WIC Allowed Food List when you go shopping.



Make WIC shopping a positive experience for you, your family and store employees.

- ♦ **Sign the Alaska WIC Allowed Food List booklet, before you go to the store, as either the authorized participant or authorized Representative or Proxy.**
- ♦ **Take your Alaska WIC Allowed Food List with you to the store.**
- ♦ **Use the booklet as Identification.**
- ♦ **The cashier will verify your signature on the check against your signature on the WIC food list.**
- ♦ **Stores should take ONLY the booklet as proof of identification when**

WIC Food Changes: Effective November 7, 2014

WHOLE GRAINS

Whole Wheat bread must be 100% whole wheat. These whole wheat breads have been added to the existing allowed food list.

Whole wheat approved pastas must be 100% whole wheat.



Guerrero 100% WW Tortillas, 16oz



Mission 100% WW Tortillas, 16oz



Kroger WW Tortillas, 16oz



Carlita 100% WW Tortillas, 16oz



Ortega 100% WW Tortillas, 16oz



Safeway "O" Organic WW Pasta, 16oz



Westbrae WW Spaghetti, 16oz



Bella Terra 100% WW pastas, 16oz



Fred Meyer 100% WW Hot Dog Buns, 14oz



Kroger 100% WW Hoagie Buns, 14.5oz



Fred Meyer 100% WW Hamburger Buns, 14oz



Country Oven 100% WW Hamburger Buns, 24oz



Country Oven 100% WW White, 24oz



Fred Meyer 100% WW Bread, 16oz



Fred Meyer 100% WW Tender Twist, 24oz



Simple Truth Organic WW Pasta, 16oz



Hodgson Mill WW Pastas, 16oz



Racconto 100% WW Pastas, 16oz

CANNED FISH

Atlantic mackerel, Chub Pacific mackerel, or Jack mackerel are allowed. King mackerel is not allowed. **15oz sizes only.**

MILK

WIC checks will specify eligible types of milk

LEGUMES

Refried beans without added sugars, fats (fat free), oils, vegetables, or meats. Please choose low sodium varieties of beans, fruits, and vegetables when available.



Bearitos, 16oz cans



Bush's, 16oz cans



Casa Fiesta, 16oz cans



Fred Meyer, 16oz cans



Goya 16oz cans



Great Value, 16oz cans



La Preferida, 16oz cans



Ortega 16oz

INFANT FOODS

Bananas (up to 4) may be substituted for a portion of jarred fruits and vegetables.

Infant Food Quantities	
64 oz Infant fruits and vegetables	
No Bananas 	Sixteen 4 oz jars
	Ten 6 oz jars plus One 4 oz jar
	Nine 2 pks (3.5 oz)
	AND Fifteen 4 oz jars
	or Ten 6 oz jars
	or Eight 2 pks (3.5 oz) plus one 4 oz jar
	AND Fourteen 4 oz jars
	or Nine 6 oz jars
	or Eight 2 pks (3.5 oz)
	AND Thirteen 4 oz jars
	or Eight 6 oz jars plus one 4 oz jar
or Eight 6 oz jars	
or Six 2 pks (3.5 oz) plus two 4 oz jar	

FOODS NO LONGER ON WIC

Wheat tortillas allowed only if on this list. Please exclude previously authorized WIC wheat tortillas

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From the Editors Desk

Sad News - Mary Ann Cahill, one of the seven co-founders of La Leche League International, passed away on Oct. 26th at the age of 87. Our thoughts go out to her family and friends. She will be missed!

In this month's edition:

[New Research](#) – PubMed listing of new articles about pregnancy, birth, breastfeeding, and more.

[News Items of Interest](#) – Report Examines Links Between Breast-Feeding and Atopic Dermatitis

[Medications in the News](#) – Topical Curcumin

[Tip of the Month](#) – Is Baby Getting Enough Milk in the First Weeks?

[What's Going On](#) – Calendar of upcoming events

[Breastfeeding and Ebola](#) – Excerpt from the CDC

[Book of the Month](#) - Lullaby Massage eBook by Sybil Hart, PhD

Happy Reading!

Janet Rourke, Editor

Popular Articles

[Tip of the Month](#)

According to Nancy Mohrbacher in Breastfeeding Answers Made Simple, babies should be taking 1-2 ounces of milk per feeding in the first week, 2-3 ounces per feeding

[Breastfeeding and Ebola](#)

The following information was excerpted from

<http://www.cdc.gov/>

According to the CDC

in the second and third weeks, and 3-4 ounces per feeding in months one to six. Daily average intakes are 10-20 ounces/day in the first week, 15-25 ounces/day in weeks two and three, and 25-35 ounces/day in months one to six. Kellymom.com has a quick reference card you can download - "Is baby getting enough?"

Getting moms and babies in sync in the early weeks is often a challenge. One suggestion discussed in Breastfeeding Answers Made Simple is to get the mothers and babies to talk, look into each other's eyes, and touch. This helps them make a direct right brain to right-brain connection. This connection helps the mother regulate her baby's state. Encouraging mothers to focus on their babies rather than focusing on getting the positioning just right helps babies become more coordinated when they go to the breast, leading to better feeding.

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For lactating women with probable or confirmed Ebola virus disease, decisions about how to feed their infant must be made on a case-by-case basis by weighing the risk of transmitting the virus to their baby through breastfeeding with the risks of stopping breastfeeding. Mothers infected with Ebola virus may be critically ill and unable to breastfeed. When mothers infected with Ebola virus are able to breastfeed, decisions about whether or not to breastfeed may depend on the age of the infant, the availability and feasibility of safe nutrition and infant care, and overall sanitary conditions. These risks must be balanced against the likely high risk of Ebola virus transmission through breastfeeding, the act of suckling, and close contact with their ill mother.





WIC
is
Breastfeeding



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547-456-9075

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