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Subject: June 24 Friday Update In this issue.... NAFMNP Conference Update, WBW, Vit D drops, and more
Date: Friday, June 24, 2016 3:31:31 PM
Attachments: [image001.png](#)
[FMNP SFMNP Location Brochure RURAL 6.21.16.pdf](#)
[FMNP SFMNP Location Brochure FAIRBANKS 6.21.16.pdf](#)
[FMNP SFMNP Location Brochure ANCHORAGE as of 6.21.16.pdf](#)
[Medela NC July Webinar - Breast Shield Fitting.msg](#)
[Big Latch On 2016 instructions.docx](#)
[IMG_2502.jpg](#)
[image003.png](#)

Hi Everyone,

Lots of information to share. Also the new WIC food lists just arrived at the Juneau office and we will be mailing them out to you soon.

Kathleen

1. NEWLY UPDATED

Farmers' Market Location Brochures! Attached are PDFs of our final 2016 WIC and Senior Farmers' Market Nutrition Program (S/FMNP) list of authorized farmers. These brochures are distributed to recipients of WIC FMNP and Fruit and Vegetable Vouchers as well as Senior FMNP coupons and detail locations and operating hours where program benefits can be redeemed beginning June 1st and can be redeemed where produce is available until October 31st.

NAFMNP: We're less than 75 days away from the 2016 National Association of Farmers' Market Nutrition Programs annual conference to be held in Alaska for the first time! The conference will be hosted at Centennial Hall Convention Center from September 7-10th and will focus on collaboration amongst several farmers market programs including WIC, FMNP, Senior FMNP, SNAP, Farm to Preschool, Cooperative Extension programs, the Alaska Food Policy Council, amongst other supporters. Please visit our website (<http://nafmnp.businesscatalyst.com/>) for a tentative agenda and to register online! If you have questions please contact the Conference Planning Chairwoman, Erin Khmelev, at (907) 465-8630 or email her at erin.khmelev@alaska.gov. We'll see you in September!

2. World Breastfeeding Week (WBW)

This year's celebration is August 1-5 and the theme is: "Breastfeeding: a Key to Sustainable Development. What Does it Mean to You?"

The WBW committee invites you to celebrate this special week by holding a "Big Latch On" Friday, August 5th at 10:30. This is a simple, easy way to celebrate WBW in your WIC office.

See instructions attached for detailed information on how to hold this great event.

A separate email will be sent out to you on the interactive bulletin board to accompany your WBW activities. A picture of the bulletin board is attached here. Thank you to the members of the WBW committee this year: Tracy Gregg and Jennifer Willeford. The resources you've provided are greatly appreciated!

ACTION ITEMS:

Send me the number of your WIC clinics that will be doing the "Big Latch On" for WBW. WIC will collaborate with the Alaska Breastfeeding Coalition (ABC) during World Breastfeeding Week and ABC will provide a few cool lunch bags as door prizes to each clinic holding an event. ABC will mail the lunch bags out to your clinics.

During WBW don't forget to hang the WBW banner that ABC provided to you last year. Pictures of events are greatly appreciated! Please send them over to dana.kent@alaska.gov. Thanks! If you have questions or comments, please send to Dana at dana.kent@alaska.gov or call 465-5322.

3. Breastfeeding Supplies and pump requests

Please send requests to Dana Kent until we have Sherry Brake's Administrative Assistant position replaced.

4. Free Webinar from Medela on Fitting Breast Shields

July 20 at 10:00 Alaska Time
Register Now! See attached email for details.

5. Vitamin D is now available. Action Item!!

Contact Dana at dana.kent@alaska.gov to place your order.

Nice to Know

NWA Monday Report

You may have recently received an email from a juice company representative regarding the NWA supported National Academy of Sciences' Institute of Medicine's review of the WIC food packages. The email lobbied you to protect the juice category in the WIC food packages. **NWA's Nutrition Services Section and Board of Directors have recommended to the IOM that USDA/FNS "allow partial or full replacement of the juice benefit with CVV if it would not affect vitamin C or iron status." NWA urges you to support the recommendations of your nutrition profession colleagues.**

As you know, the juice provided in the WIC food package functions as a vitamin C source, which aids in the absorption of non-heme iron. As such, it plays an important role in the vitamin C and iron status of women and young children participating in the program. The current WIC juice allowance also aligns with the American Academy of Pediatrics (AAP) recommendations for maximum daily consumption for children ages one to six years old. However, as you will have seen in our recommendations, NWA supports partial or full replacement of the juice benefit with CVV for the following reasons:

- The 2010 Dietary Guidelines for Americans (DGA) notes that "nutrients should come primarily from foods. Foods in nutrient-dense, mostly intact forms contain not only the essential vitamins and minerals that are often contained in nutrient supplements, but also dietary fiber and other naturally occurring substances that may have positive health effects..." Fruits, particularly citrus fruits, fruit juices, and many vegetables are excellent sources of vitamin C.
- The DGA also advises that juice lacks dietary fiber and when consumed in excess, can contribute extra calories. In addition, excess juice and its inappropriate use may contribute to obesity and/or tooth decay.
- The majority of the fruit servings recommended should come from whole fruits, including fresh, canned, frozen, and dried forms, rather than from juice. Current consumption of fruit juice exceeds consumption of whole fruits in children.

We encourage you to email brief comments supporting NWA's position by 30 June 2016 to Ambar Saeed at asaheed@nas.edu. Be certain to reference IOM-FNB-14-02 in the subject line. Or, complete the NAS/IOM comment form [linked here](#).

This message was intended for: kathleen.wayne@alaska.gov

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