

Volume 17 - No. 3,
Summer

WIC News In ALABAMA



See What's Inside

**PROMOTING HEALTHY WOMEN, INFANTS, AND CHILDREN
IN ALABAMA**



Alabama WIC
Director



Central Office News



Area News



WIC Tips



WIC Extra

Alabama State WIC



*Carolyn Battle
Director*

Alabama State WIC Director

The year 2011 has been another busy and challenging year for the WIC Program. This newsletter will share with you the hard work done by staff at the local, area, and state levels. I want to thank all of you for the outstanding jobs you have done in reaching out and providing quality nutrition services to our WIC participants. You will read about some major activities and milestones that have been achieved this year in all areas of the WIC Program. Again, thank you for all that you do to help make our Alabama families healthier and to make the Alabama WIC Program a success!



WIC Toll-Free Telephone Number: 1-888-942-4673 / WIC website: www.adph.org/wic

Central Office News

Nutrition Services

Jean Fulton, Director

The Nutrition Services Branch is pleased to announce that Carmalita Green joined the State Office staff on October 3, 2011, as the Nutritionist at the Eastbrook Training Clinic! Carmalita comes to us from the Montgomery County WIC Program. Welcome, Carmalita!



Carmalita Green, Registered Dietitian, Eastbrook WIC Training Clinic

Twanna Brown and the clerical staff at the Training Clinic, Cassandra Glover and Christine Long, deserve blue ribbons for their efforts in maintaining clinic services during the time the position was vacant. Appreciation also is extended to Pat Vick, Mandy Darlington and Alexis Aday for acting as providers when Twanna was involved in fulfilling her other responsibilities.

The revised WIC Approved Food List was implemented successfully on October 3, 2011. The Food Package committee under the leadership of Gail Mask deserves credit for their efforts in revising the food package. Gail deserves a special thanks for her organizational skills and attention to detail in designing the new approved foods brochure and ensuring that clinics received the necessary materials.

Gail Mask and Michell Grainger are excited to announce that the Fiscal Year 2012 Nutrition Education and Breastfeeding Conference will feature a nationally recognized speaker and will provide 12 CEUs. Dr. Cathy Breedon, RD, PhD, from North Dakota will present a video conference on March 6 & 7, 2012. Additional details will be announced soon.

Michell completed the refresher training module designed as a guide for correctly assigning the breastfeeding food package and worked diligently to get the module on the Learning Content Management System (LCMS). Assigning the correct food package for the fully and partially breastfeeding mother is very important, as the numbers are used in reports submitted to USDA. Michell deserves credit not only for developing the module but also for recognizing that correctly assigning the food package impacts the data.

Pat Vick completed thirteen Quality Assurance reviews across the state. It would be interesting to calculate the number of miles Pat traveled this year! Appreciation is expressed to Pat and each of the Area Nutrition Directors plus Gail Mask and Mandy Darlington of the State Nutrition Staff who assisted her in conducting the reviews.

Mandy Darlington traveled across the state to provide VENA refresher training for WIC nutritionists and nurses. The State Office received many positive comments about the training and expressions of appreciation for Mandy's efforts! Mandy continues to work with ADPH Development Media in establishing a Facebook Page for Alabama WIC. More information to follow!

Alexis Aday continues to coordinate the statewide expansion of the breastfeeding Peer Counseling Program. Currently, twenty-seven sites are being served by Peer Counselors! In addition to training counselors for new sites, Alexis is continually training new counselors hired due to staff turn-over in established clinics.

In addition to professional updates, we are pleased to share exciting personal news. Both Alexis and Mandy are expecting! Baby Aday's arrival is projected for early December, and baby Darlington will follow in April!

Central Office News

WIC Operations

Amanda Martin, Director

The WIC Operations Branch is pleased to announce the addition of Chauntye' Williams as an administrative support assistant for the branch. She will divide her duties between assisting with daily branch operations and assisting with the Crossroads Consortium State Agency Model (SAM) Project. You may recognize her name as she is not a new addition to the state WIC office but has worked with the Division of WIC for nearly three years. She previously served as an administrative assistant for the Nutrition Services Branch. Chauntye' is a much needed and much appreciated addition to WIC Operations. Please help us welcome Chauntye' to the WIC Operations Branch!

FARMERS MARKET NUTRITION PROGRAM

Blount, Dallas, Madison, and Morgan counties participated in the WIC Farmers Market Nutrition Program (WFMNP) in 2011. The Alabama WIC Program was allocated 3,720 booklets to be divided amongst the four counties. The program began on May 2, 2011, and all booklets were dispensed by the middle of July 2011. The total redemption rate for this year was 49 percent. All counties did an excellent job of entering their booklet numbers into PHALCON and submitting their reports to the State WIC Office on time. The success of the WIC Farmers Market Nutrition Program (WFMNP) was in no small part due to the dedication and enthusiasm demonstrated by all clinic staff.

CROSSROADS

The Crossroads Consortium SAM Project is nearing completion of the development phase and is now rapidly approaching the testing phase. Although the Crossroads team is currently focused on data conversions and a training schedule, there is still one more demonstration and Periodic Development Review (PDR) remaining. The team has worked tirelessly throughout the development phase and is now looking forward to seeing the finished product.

As the project moves forward, the next milestone is the User Acceptance Testing (UAT) phase. During the UAT phase, each member of the consortium will be testing the system to ensure it is ready for Pilot and Roll-Out. The UAT phase will begin in March 2012 and continue through July 2012.

The State WIC staff would like to recognize and thank the Information Technology (IT) state staff members who helped to make this project a success: John Heitman, Steve Hill, Bill Myers, Alan Agin, Shelly Lisle, Jennifer Rainey, Mike Carnley, Henry Bush, Rickey Compton, Linda Hines, Wilburn Sharp, Randy Tatum, Shelisa Turner, Randy Coon, Roger Robinson, Debbie Patterson, Darwina Johnson, Robbin Fuqua, Sandy Welsh, David Newman, Gene Hill, Chuck Langley, and James Coley. Thanks to this group of outstanding team members for their outstanding contributions. Some of the many tasks the staff are required to accomplish for this project include: critiquing all technical documents, defining interfaces, and mapping data for conversion, as well as some members being designated to travel with the Crossroads team. We extend our utmost appreciation to the entire team! We have included a picture with nine members of the team.



Rickey Compton, Sandy Welch, Wilburn Sharp, Randy Coon, Linda Hines, Mike Carnley, Roger Robinson, Shelly Lisle, and Alan Agin.

The Operations Branch is also very excited to announce the addition of two new members to the Crossroads team--Twanna Brown and Mandy Darlington. Twanna has joined the team as the Training Director and will be coordinating all aspects of the training from the UAT phase to the Pilot and Roll-Out phases. Mandy will be establishing our Universal Product Code (UPC) database and getting us ready for an EBT future after implementing Crossroads.

In addition, we extend our great appreciation to all of the Area Nutrition Directors and county WIC staff for their assistance with the Crossroads SAM data conversion updates. Thank you for all of your hard work!

Central Office News

Vendor Management

Stacey Neumann, Director

The Vendor Management Branch has successfully completed another contract renewal year.

The renewal application process began in the spring and final contracts were mailed to the vendors on October 3, 2011. Vendor Management staff processed all the renewal applications and contracts while ensuring adherence to Federal Regulations, which I must say is a very big task. I want to extend a personal thank you to the Vendor Management Staff for their diligence and perseverance in staying on schedule and getting all tasks completed. A special thank you is given to Kathy Law whose attention to detail in tracking incoming documents was amazing! This was my first experience with the contract renewal process, and it appears that everything went so smoothly that I cannot wait until the next one.

Area Nutrition Directors and local WIC Coordinators conducted vendor training during the month of September 2011. My staff and I would like to extend a special thank you to all that conducted a vendor training session. Your tireless efforts in the field are very much appreciated by the Vendor Management Branch. We recognize that without you we would never have been able to complete the massive training endeavor.

On a very positive note, we have received a lot of good feedback and numerous comments about the new training materials. The redesigned Alabama WIC Program Vendor Procedure Handbook includes detailed information on the procedures in place for being an authorized WIC vendor. The newly developed Cashiers Training Guide and Training DVD were created for vendors to use in training store personnel. The Cashiers Training Guide was developed from a cashier's perspective and designed to be a handy guide to assist cashiers with WIC transactions. All of the training materials provide more detailed information which should help answer many frequently asked questions.

With the contract renewal process behind us, the question is what is next? This is easily answered by three little letters EBT (Electronic Benefits Transfer). Although it is several years away, the planning has already begun and we are very excited.



The Alabama WIC Program takes great pleasure in showcasing our area and county WIC staff for the efficient and professional manner in which they continue to perform their jobs. We hope that the following information will in some way show how the county, clinic, and area employees of the Alabama WIC Program put forth that extra effort to provide impeccable, caring service to its participants every day. We here at the Central Office can't thank our area, county and clinic personnel enough for all of their dedication and hard work.





Dianne Lollar

Area Nutrition Director

Colbert County

The Colbert County staff Amanda Staggs, Blake Stone, and Lori Brantley represented the Colbert County Health Department at the Give A Kid a Chance event on August 6, 2011. Amanda, Blake and Lori distributed WIC outreach information and gave away WIC incentive items at the event.



Left to Right: Amanda Staggs, Blake Stone, and Lori Brantley, Colbert County WIC Outreach

Colbert County (cont.)

The Colbert County Health Department hosted a baby shower for expectant moms planning to breastfeed and moms who were fully breastfeeding during Breastfeeding Awareness Month, August 2011. Refreshments were served and door prizes were given away. The shower was a great success and enjoyed by all!



Expectant moms planning to breastfeed and fully breastfeeding moms at shower.

Marion County

The Marion County Health Department staff assisted Habitat for Humanity in building a house for Joy Gill, one of Marion County's WIC participants. They also served lunch to everyone that participated in building the house.



Left to Right: Allie Taylor (daughter of Paige Taylor), Rhonda Nichols, Paige Taylor, Joy Gill (Habitat House Recipient), Grace Skinner, Sam LeMaster and Ann Couch (retired).

AREA 1 NEWS

AREA NEWS

Shelia Osborn

Area Nutrition Director



Jackson County

Jackson County WIC participants were treated to a fresh fruit tasting event to celebrate “Fruits and Veggies--More Matters” month in September 2011. Fresh fruits such as plantains, pineapples, red pears and red apples were included. Cutting mats and brochures entitled “Finding Your Balance with Fruits and Veggies” were also provided.



Fresh fruit tasting event table - Jackson County

Jackson County celebrated Breastfeeding Awareness Month in August 2011 with refreshments, goodie bags filled with WIC incentive items, and breastfeeding information to encourage prenatal women to choose the natural and healthy method of feeding their babies.



Nita Bryant, R.D., L.D., Breastfeeding Bulletin Board and goodie bags filled with WIC incentive items for Breastfeeding Event in Jackson County.



Table with refreshments and goodie bags for breastfeeding event in Jackson County.

Morgan County

The Area 2 WIC personnel were very busy in August 2011 coordinating breastfeeding promotional events. Morgan County WIC sponsored a breastfeeding fair on August 18, 2011, hosting between twenty-five to thirty prenatal and breastfeeding women. The door prizes and food were provided by area businesses, and Decatur General Lactation Consultant, Brittney Hood, was on hand to present information about the benefits of breastfeeding and to answer questions. Stacey Dunn, dietetic intern, developed and placed breastfeeding posters in the WIC waiting room for the Morgan County Health Department to provide encouraging messages regarding this natural and healthy form of providing infant nutrition.

Marshall County

Marshall County Nutritionist, Casey Partain, Registered Licensed Dietitian, and the Breastfeeding Peer Counselors put together a basket loaded with baby items. The breastfeeding moms and the prenatal WIC participants were entered into a drawing for the basket. The drawing was held at the end of August 2011.

Cullman County

WIC participants were able to taste some fresh veggies during September classes held in Cullman County. Some of the vegetables included radishes, yellow and red peppers, celery, broccoli, and carrots.



Casey Partain, R.D., L.D., in charge of setting up fresh vegetable tasting event for WIC participants.



Fresh vegetable cups with salad dressing.

Some of the other Area 2 counties set up breast pump demonstrations, provided refreshments, and gave away door prizes. Incentive items provided by WIC were also distributed and, most important of all, education, printed information, and encouragement for breastfeeding moms was freely disseminated.

AREA2NEWS



Renee Cole

Area Nutrition Director

Bibb County

Sandy Wilson, Nutrition Associate, hosted the Bibb County baby shower on June 17, 2011. Sandy purchases all of the breastfeeding-goodies and breastfeeding incentive items throughout the year in anticipation of hosting this annual baby shower for her participants. They played games, participated in a nutrition presentation, enjoyed refreshments, and won prizes. The top prize giveaway was a carseat. The games that were played included: - How well do you know your Old Wives Tales?, Baby Word Scramble, Baby Shower Bingo, and the Right Family Poem Game. As always, the 2011 baby shower was a great success!



Sandy Wilson, Nutrition Associate, Bibb County



Bibb County baby shower goodies/gift



Bibb County baby shower cake



Bibb County baby shower goodies/gift

Bibb County (cont.)

Bibb County Breastfeeding Baby Shower Pictures (cont.)



Caroline Gates, University of Alabama dietetic student



Table with Breastfeeding gifts for give away



WIC participants in attendance at Breastfeeding baby shower



WIC participants in attendance at Breastfeeding baby shower



Sherri Cash, WIC Clerk, Bibb County Health Department



WIC participants in attendance at Breastfeeding baby shower



Bibb County Health Department

Tuscaloosa County

Tracy Schofield, AllKids Representative and Elizabeth Mize, WIC Outreach Coordinator, with a display at the West Alabama Fair in Tuscaloosa County.



Tracy Schofield, AllKids Representative and Elizabeth Mize, WIC Outreach Coordinator

AREA 3 NEWS

AREA NEWS

Jeanne Baker

Area Nutrition Director



Area 4

August 2011 was a very busy month for the Jefferson County WIC program. Renovations began on the Guy Tate building, which houses the Central Health Center in downtown Birmingham. Renovations to the building continues to move along at a steady pace. The renovations are expected to be nearing completion shortly after the beginning of 2012. Upon completion, the WIC office will be considerably larger allowing for additional seating and more storage space. The nutrition providers will also have their own new and separate office space as well as work up areas. On August 16, 2011, the health department management team and city officials broke ground for a new \$15 million health department facility to be built in Midfield which will replace the Western, Bessemer, and West End Clinics. It was announced last month that the Bessemer Health Center will close its doors on December 30, 2011. When the new Midfield clinic is built and the western clinics are combined, there will also be additional space in anticipation of adding more staff if needed.

Also, last month a retirement incentive was announced which has been accepted by seventy-one employees, including six members of our WIC staff, two of which are Senior Nutritionists. The retiring WIC staff will continue working through December 2011. We are all very busy trying to prepare for the changes that are inevitable for Jefferson County in January 2012!

Despite all of the chaos going on around us, the WIC staff continues to serve the participants and have also found the time to participate in outreach activities and celebrate National Nutrition Month within the clinics.

On August 25, 2011, the WIC staff and the WIC Peer Counselors at West End Health Clinic (WEHC) celebrated National Breastfeeding Awareness Month by placing a breastfeeding information table and bulletin board in the patient waiting area. The WIC peer counselors invited pregnant and breastfeeding moms to the clinic for refreshments and to share breastfeeding experiences with each other. The turnout was great. Several of the breastfeeding moms came to meet their peer counselors for the first time, and they decided to form a breastfeeding support group that would meet monthly. Marguerite Gorman, Registered Dietitian, IBCLC, was on hand to answer specific questions from the group.



Left to Right: Jewel Gulley, Medical Clerk; Lauren Christy, Peer Counselor; Suman Madan, Senior Nutrition Consultant; Rachel Kenney, Peer Counselor; Nora Seals, Registered Dietitian, and Marguerite Gorman, RD. - West End Health Center Staff



Lauren Christy, Peer Counselor; Lauren Christy, Peer Counselor; Marguerite Gorman, Registered Dietitian, and WIC Participant - West End Health Center.



West End Health Center Peer Counselors, Lauren Christy and Rachel Kenney, on far end with group of breastfeeding moms.

Area 4 (cont.)

The Area 4 WIC staff met for an all day training session on August 26, 2011. The day began with Tashema Batch, Senior Nutrition Consultant, from the Jefferson (Central) clinic presenting an excellent review of customer service basics to get our morning off to a great start. Mandy Darlington, WIC Vena Coordinator, was present to provide a Value Enhanced Nutrition Assessment (VENA) refresher course for the provider staff, and the WIC clerks received a refresher for both the income assessment and the completion of the CHR 2 and 3. After enjoying lunch from Chappy's Deli, an outreach representative from the Birmingham Public Library came to update us on the "Born to Read" program that is in partnership with the Jefferson County WIC program. She also provided an overview of all the wonderful benefits the library has to offer and encouraged the staff to suggest the library and its resources to our participants when appropriate. The theme of our meeting was "WIC: You Make the Difference." We ended the day with a delicious cake expressing the meeting theme and a big thank you to all.



Tashema Batch, Senior Nutrition Consultant, Jefferson Central



Mandy Darlington, WIC Vena Coordinator, State Office



Area 4 staff meeting/training



Area 4 cake with theme and thank you

AREA4NEWS



Reba Brannan

Area Nutrition Director

DeKalb County

DeKalb County promoted fresh fruit and vegetable month by having staff bring their favorite fruit and vegetable snacks on September 23, 2011. Everyone was encouraged to try out a new or favorite dish.

St. Clair County

On August 20, 2011, Stephanie Lowery and Ashley Langley helped to promote WIC at a Health Fair at the Springville Walmart. Information on WIC and other health department programs was provided.

Cherokee County

Cherokee County's Christina Barkley, Social Worker, represented WIC at the Fall Festival in Centre, Alabama on October 1, 2011. She distributed 150 bags with WIC information, crayons, and bracelets. We really appreciate her help in spreading the news about WIC!

Shelby County

The University of Alabama intern, Rainey Carter, developed a display promoting Fresh Fruit and Vegetables, More matters month. She created a recipe by using the new whole wheat tortillas with cream cheese, cinnamon, and shredded carrots. She provided samples and the recipe for both WIC participants and the WIC staff to try. She also served raw vegetables with low fat ranch dressing.

Michelle Rybacki, Nutrition Associate, developed a bulletin board to help promote Fall fruits and vegetables for our participants.



Fall fruits and vegetables bulletin board created by Michelle Rybacki, Nutrition Associate, for Shelby County Health Department - WIC.





Cindy Templeton

Area Nutrition Director



Area 6

Candy Harkins, Nutrition Associate, Tallapoosa County, and Jenny Adams, Registered Dietitian, Cleburne and Clay Counties, recently celebrated anniversaries with the Health Department. Candy has been with the WIC program for fifteen years and Jenny for ten years. Pins were presented at a recent staff meeting. Thank you ladies for your contributions to the Alabama WIC program. Because of you WIC Works!

Cindy Templeton, Area 6 Nutrition Director, asked the two nutritionists that are celebrating anniversaries one question each concerning being a WIC nutritionist. Attached are the questions and their replies:

Question to Candy: What do you like most about being a WIC nutritionist?

Answer: Candy enjoys working with families as they learn about improving their lifestyles through physical activity/exercising, and eating healthier. Her creative nature allows her to design eye catching bulletin boards that reinforce the nutrition messages.

Question to Jenny: What is the most important change you have seen in WIC?

Answer: Jenny said, "The most significant WIC change is our VENA approach to nutrition assessment and counseling. I have put my nutrition "crown" aside and try to teach what the participant really wants to know. I feel that I am giving information to our participants that is most important to them and no longer overload them with information and pamphlets."



Left to Right: Candy Harkins, Nutrition Associate, Tallapoosa County, and Jenny Adams, Registered Dietitian, Cleburne and Clay Counties

Area 6 (cont.)

Tallapoosa County

Several clinics displayed bulletin boards in August 2011 for Breastfeeding Awareness Month. Candy Harkins designed a bulletin board for the Alex City clinic using breastfeeding gift boxes from several years ago and making it new with a birthday theme.



Tallapoosa/Alex City breastfeeding awareness bulletin board designed by Candy Harkins, Nutrition Associate

Calhoun County

Calhoun County's Breastfeeding Peer Counselor designed a bulletin board for the Anniston clinic.



Calhoun/Anniston breastfeeding bulletin board designed by Peer Counselor

Cleburne County

A bulletin board to encourage the use of Cash Value Vouchers (CVV) is displayed in Cleburne County by Jenny Adams, Registered Dietitian.



Cleburne/Heflin Cash Value Voucher designed by Jenny Adams, Registered Dietitian

AREA 6 NEWS



Denise Pope

Area Nutrition Director

Area 7

Public Health Area 7 is excited to announce the new and extended WIC clinic service times in three of our satellite clinic sites. The Hale County satellite clinic site will now be open twice a month in order to accommodate the increase in participants as well as allow for potential growth. This satellite clinic is located in the Moundville United Methodist Church in northern Hale County. The Marengo County and Perry County satellite clinic sites will now be open two days per week. The additional day will be used for overflow WIC appointments and pick-ups as well as immunizations and family planning.

The past few months have proven to be a busy time for outreach in the Area 7 counties. The launch of the new public school year and the resumption of the Head Start programs in the area have provided opportunities for our staff to partner and work closely with the Head Start directors and the school counselors to promote WIC to both the high school age and the pre-kindergarten age children. Several other programs and organizations are kicking off their annual health fairs and have invited WIC to participate by setting up various informational booths. We have also had the opportunity to attend various speaking engagements to inform and educate the local communities about WIC.

Area 7 had its Nutrition Staff meeting on August 26, 2011, at the Marengo County Health Department in Linden. The staff received training on the new food packages and the vendor changes that was implemented in the new fiscal year.



Front (Left to Right): Alice Lyles, Jane Neill, Barbara Shoemaker, Tina Parker, Rebecca Stewart, Rachel Todd. Back (Left to Right): Amy Lightfoot, Julie Till, Nikki Sanford, Denise Pope, and Pat Steadham

Hale County

Two Dietetics students, Alexa Constantine and Lauren Clendenon, from the University of Alabama are currently working with Jane Neill, Registered Dietitian, in Hale County, to complete their Public Health rotation. In support of the September “Fruit and Vegetables Month”, the students attended the Farmers Market, and set up a WIC nutrition booth.



Left to Right: Alexa Constantine and Lauren Clendenon set up Farmers Market booth.

Marengo County

Marengo County Health Department displayed a “Fruits and Vegetables - More Matters” sign on the electronic display board to bring awareness of the campaign and the importance of eating healthier to the community.



Fruits and Vegetables - More Matters campaign message displayed on Marengo County's electronic sign

Perry County

Due to funding cuts, both Hale and Perry County will no longer offer Baby TALK. Baby TALK is a program that is funded by the University of Alabama in partnership with various communities to teach parents how to interact with their young children and how to provide developmentally appropriate activities for their children. The program also encourages parents to read to their children starting at birth and teaches them different ways to have positive parent-child interaction. Both Rhonda Martin and Elaine Miller have done an outstanding job with the Baby TALK program and will be missed by the WIC participants and staff of both Hale and Perry counties.

AREA 7 NEWS

AREA NEWS

Alisa Champion

Area Nutrition Director



Area 8

Area 8 had two Nutrition Associates to retire during 2011. Dolly Caldwell from Macon and Bullock County Health Departments and Sarah McCurry Niette from the Russell County Health Department. Dolly retired after twenty-one years and Sarah had thirty-one years of service. We cannot thank them enough for their many years of dedicated and faithful service to the Macon, Bullock, and Russell County WIC participants. They will be truly missed by their respective WIC clinics as well as statewide. Thanks, Dolly and Sarah.



Dolly Caldwell, Nutrition Associate, Macon and Bullock County Health Department



Sarah McCurry Niette, Nutrition Associate, Russell County Health Department

Lister Hill Health Center

During Breastfeeding Awareness month August 2011, Lister Hill Health Center discussed the breastfeeding food package and

breastfeeding incentives for our participants. They also decided to have a Breastfeeding Baby Shower and invited prenatals from the Chisholm and Gunter WIC clinic sites in addition to our own Lister Hill prenatals.

The Breastfeeding Baby Shower was held on Friday, September 16, 2011. Approximately thirty women were in attendance as State lactation Coordinator, Michell Grainger, led a discussion on the advantages of breastfeeding. The discussion was open ended which allowed for audience participation. Ms. Grainger asked the question, "What have you heard about breastfeeding?" The Baby Shower was a great success! Ninety-nine percent of the women in attendance indicated that they planned to breastfeed. Breastfeeding incentives and breastfeeding pumps were also discussed, and each prenatal received a gift bag.



Michell Grainger, MSN, RNC, IBCLC, State Lactation Coordinator



Lister Hill Health Center Staff (Left to Right): Edwina Lawrey, Amber Hunt, Beverly Williams, Doris Harden, and Melinda Gordon

Lister Hill (cont.)

Lister Hill Health Center celebrated Fruit and Veggies: More Matters month by participating in the following promotional activities. Each participant received one or two of the following: Pamphlets - "Munching Matters-the secret to Smart Snacking" and "Fruit and Veggies--T.A.S.T.E. Guide" and/or Bookmarks - "Think Sweet...Sweet Potatoes are Super" and "Fruit and vegetables will take you above and beyond!" They also provided colorful veggie snacks. The snack included potatoes, tomatoes, and spinach.



Lister Hill WIC participant at promotion for Fruit and Veggies: More Matters



Lister Hill WIC participant at promotion for Fruit and Veggies: More Matters

Elmore County Outreach

On May 18 - 20, 2011, Alisa Champion, Area 8 Nutrition Director, provided WIC outreach information at the Emergency Disaster Nutrition Assistance Program (DSNAP). The WIC outreach forms were distributed with the Elmore County Health Department contact number as well as ALL Kids information and applications for all participants applying for DSNAP. Many of the participants were very receptive. Most participants who met WIC

qualifications were already on the WIC Program. They had secured their food instruments throughout the tornadoes and had used their food instruments. Over 1,493 DSNAP applications were completed in the three day event.

In addition to providing outreach information to participants, WIC information was provided to the fifty-eight Department of Human Resource (DHR) social workers from other counties throughout the state. The Alabama map listing all the counties, their contact numbers, and the corresponding Area Nutrition Directors were given to each Department of Human Resource (DHR) social worker. This was provided as a communication mechanism for outreach with all WIC clinics in Alabama. Other agencies such as FEMA, Red Cross, and church/community service organizations provided handouts, supplies and/or support.

Macon County

Tracey Mindingall, Outreach Coordinator, attended a Nutrition Health and Physical Activity fair sponsored by the Tuskegee University Department of Food and Nutritional Sciences on September 17, 2011, at the Tuskegee Medical and Surgical Center in Tuskegee, Alabama. The Alabama Collaboration for Cardiovascular Equality (ACCE) and the Nutrifoods Group were partners in this event. This is an annual event and is part of an on-going initiative to reduce cardiovascular disease, diabetes, cancer, and other chronic diseases greatly affecting Macon County and other communities with a high population of African-Americans. Tracey passed out WIC information, as well as WIC outreach materials as well.

On August 8-10, 2011, Tracey Mindingall attended the Tuskegee/Macon County Head Start/Pre-K orientation in Macon County. There were six different sessions held by the six different Head Start sites in Macon County. Each day included a morning and afternoon session. Tracy also carried more WIC information to the local day care centers, pediatrician offices, and the Macon County Department of Human Resources (DHR). The information Tracey passed out included the WIC Approved Foods brochure, new WIC income guidelines, Macon County Health Department business cards with contact information, and WIC Outreach cards.

The second half of the Area 8 clerical staff will be featured in the next WIC Newsletter--Macon, Bullock, and Russell county's clerical staff.

AREA 8 NEWS

AREA 9 NEWS

Nancy Johnson

Area Nutrition Director



Area 9

The Area 9 office is moving! Our office is being relocated from the Baldwin County Health Department in Robertsdale to available office space in Bay Minette. This move will allow for the Baldwin County clinic staff to expand their WIC clinic to improve clinic flow and have more space to better serve their WIC customers. The new Area 9 office will be located in the Baldwin County Annex IV building on 103 West 3rd Street in Bay Minette.

Covington County

On August 1, 2011, Linda Dubose, ASA III, retired after thirty-four years with the Covington County Health Department in Andalusia. Linda's dedication to working in the WIC Program for all of those years will be greatly missed, but we wish her the best in her retirement.

Outreach

During the summer, Deborah Hoffman from the Area 9 staff continued to promote WIC with outreach activities and incentive items to various organizations and events such as Art in the Park in Daphne, Prodissee Pantry in Spanish Fort, Gift of Life, libraries, local churches, physicians, housekeeping services in Gulf Shores and in Orange Beach, and with the BP oil spill recovery fairs. Also, WIC income guidelines were included in the packets of information given to Baldwin County citizens participating in a CDC CASPER survey concerning the British Petroleum (BP) oil spill.

Baldwin County

The Baldwin County Health Department WIC staff has been busy promoting breastfeeding among their WIC moms. Goodie bags were given to all breastfeeding moms during the month of August 2011 in honor of World Breastfeeding Awareness Month. The Bay Minette WIC Clinic just recently hired Keri Raley and Chastity Sullivan as breastfeeding peer counselors. Baldwin County is the first county in Area 9 to have the Breastfeeding Peer Counseling Program and they are proud to now have 4 peer counselors to work in their clinics in Robertsdale, Foley, and Bay Minette.



Bulletin board in Alana Salter's office promoting Breastfeeding Awareness Month.

Butler County

In August, the Butler County Health Department participated in the “Talk to Me! Breastfeeding - A 3D Experience” campaign to promote breastfeeding among their WIC prenatals. The clinic personnel hung a banner and set up a display table with information on breastfeeding and gave incentive bags to all of the prenatal moms to encourage them to breastfeed. Each incentive bag included a bottle of hand sanitizer, a pack of tissue, WIC emery boards, WIC pens, certificate of excellence, WIC sippy cup, WIC bib, Healthy Beginnings night light and a tote bag. Betty Dawson, LBSW, and Shelia Burkett, RN County WIC Coordinator, set up the Butler County clinic for the breastfeeding campaign.



Betty Dawson, LBSW, and Shelia Burkett, RN, County WIC Coordinator



Display table with Breastfeeding-A 3D Experience campaign goodie bags

Breastfeeding Awareness Month

Alice Lyles, Nutrition Associate for Choctaw, Clarke, and Sumter Counties, and Cheryl Cody, WIC Clerk for Clarke County, updated their WIC bulletin board for Breastfeeding Awareness Month. The glass encased bulletin boards were purchased with the additional WIC funds received last year for all Area 9 clinics. The bulletin boards have been a wonderful asset in keeping our WIC participants current with various WIC happenings!



Left to Right: Alice Lyles, NA, and Cheryl Cody, Clerk

New WIC Kiosks

Edna Cunningham, Nutrition Associate for Covington and Monroe Counties, and Teresa Marshall, Registered Nurse, Covington County WIC Coordinator, set up their new kiosk for WIC families to complete their SNE lessons. Throughout the Area 9 counties, WIC participants have been very excited about having the kiosks available for their convenience since they can't always make a SNE class due to school or work and don't have access to a home computer.



Seated: Edna Cunningham, NA, and Standing: Teresa Marshall, RN

AREA 9 NEWS



Debbie Curran

Area Nutrition Director



Area 10

Area 10 welcomes on board two new Area Staff - Marie Hughes as Area Clerical Director and Pam Williams as Area Nursing Director.

Congratulations to Amy VandeLune who became Amy Howell on August 6, 2011. We wish you and Brent much happiness! To help Amy celebrate and establish her new home, staff from the Coffee and Dale County Health Departments showered Amy with gifts. The WIC Coordinators from Area 10 gave Amy a cookbook of their recipes and helped her stock her pantry.



Left to Right: April Messer and Amy Howell

We have several additions to the families of Area 10. Stacy Anderson, Barbour County, and family welcomed a son, Joshua Kyle, on June 25, 2011. Renea Faulkner and her family welcomed a son, Lucas Faulkner, on April 13, 2011. Renea is a Contract Nurse for Dale County. Amber Espy and family also welcomed a son, John Amason (Mason), on May 9, 2011. Amber works WIC at Coffee County and the Headland clinic at Henry County. Congratulations to all of these families!

Crenshaw County

Congratulations to the staff at the Crenshaw County Health Department who met their caseload goal for the months of July and August 2011. Keep up the good work!!!!

Geneva County

We welcome on board Bridgett White, Registered Nurse and Beth Hall, Registered Nurse. Bridgett is a staff nurse and Beth is a Contract Nurse at Geneva County.

Houston County

This bulletin board is on display at Houston County Health Department and was created by Morgan Love, an intern from Oakwood College. The bulletin board uses Elmo to promote Fruit and Veggies - More Matters Month. Morgan stated that her goal was to make these "not so common food items" seem more appealing and fun.



Houston County Breastfeeding Bulletin Board

The first Baby Bonanza event for Houston County was hosted by Penny Graddy, the Nutrition Associate, and Brittany Sanchez, the Breastfeeding Peer Counselor, on Tuesday, September 27, 2011. This event will be held hereafter on the last Tuesday of every month in the large auditorium at the health department in order to accommodate all of the breastfeeding moms and their family members--babies, dads, brothers, sisters, etc. This comfortable, relaxed, and informal gathering will, hopefully, encourage the guests to freely ask questions during the sessions. At the initial Baby Bonanza event, snacks were provided and games were played. Brittany read a statement and her audience responded with either true or false followed by Brittany giving the correct answer and then expounding on the answer to teach some breastfeeding facts.

Houston County Baby Bonanza (cont.)

This proved to be very informative and provided for some great interaction. They also invited a Lactation Counselor from Southeast Alabama Medical Center (SAMC) to answer any questions and give advice. A total of six people were in attendance with two of those being dads. The participants were very eager to learn and asked several questions. Two of the women that were not planning to breastfeed when they arrived decided to at least try breastfeeding by the end of the session. Each participant received a gift bag before leaving which contained a few items to show appreciation for their attendance and participation. It is safe to say that Baby Bonanza is off to a great start!



Houston County Baby Bonanza Bulletin Board

Pike County

The National Breastfeeding Month display board was created by Amy Gladwell, Breastfeeding Peer Counselor, to celebrate National Breastfeeding Month and was displayed in the waiting room for the month of August 2011. The Fruit and Veggie display board was created by Jody Lee, Registered Dietitian, to celebrate Fruit and Veggie Month and was displayed in the waiting room for the month of September.



Pike County Breastfeeding Awareness Display Board designed by Amy Gladwell, Breastfeeding Peer Counselor



Pike County Fruit and Vegetable Display Board designed by Jody Lee, Registered Dietitian

Barbour County

Helena Johnson-Spikes and Jessica Belcher are the two new Breastfeeding Peer Counselors that joined Barbour County Health Department this past June 2011. They have really been an asset to the Area 10 WIC Program by being enthusiastic, supportive, and helpful to the WIC prenatal participants. Helena Johnson-Spikes is a mother of two boys, Rajah-Akeru and Hezekiah ages seven and two. She stated, "I wanted to be a peer counselor for the WIC Program because I am so passionate about the natural and nutritional process of breastfeeding." Helena is thankful to be a part of such a positive program. Jessica Belcher is mother of an eighteen month old son, Gabe. She stated, "I enjoy being a breastfeeding peer counselor because I am able to help other mothers enjoy their experience as they give the greatest gift of all to their babies." Jessica is thankful to share her passion about breastfeeding because she will always cherish her time she spent breastfeeding her son.



Left to Right: Helena Johnson-Spikes and Jessica Belcher are the new Barbour County Peer Counselors

During the month of August 2011, Area 10 displayed signs with messages in support of breastfeeding. Some of the messages/slogans that were used are as follows:

World Breastfeeding Week - Aug 1 - 8 - "A gift only a mother can give"

August is National Breastfeeding Month - "Give your baby the best start"

August is National Breastfeeding Month - "Loving Support Makes Breastfeeding Work"

Celebrate !! August is National Breastfeeding Month - "Breastfeeding is the best start to a healthy and happy baby"

AREA 10 NEWS



Elizabeth Smith

Area Nutrition Director

Area 11

Mobile Keeler

The WIC Breastfeeding Peer Counselors celebrated Breastfeeding Awareness Month at the Mobile County Keeler clinic. The Peer Counselors also attended a meeting to discuss the positive impact that Breastfeeding Awareness Month made in the Mobile area. It was an enjoyable and rewarding time for the Peer Counselors to interact and discuss some of the positive experiences as well as some of the challenges in promoting breastfeeding. They also discussed and exchanged some of their communication and training techniques when working with the various moms. The Peer Counselors hope to continue to share breastfeeding education with more women in our area by expanding the Peer Counseling Program to the pregnant and breastfeeding women at the Mobile Semmes Clinic in the near future.



Left to Right: Andrea Portis, Lillian Portis, Emmie Powell, Silas Powell, Amy deHaart, Magdalena deHaart, Margaret Miller, Natalie Miller and Meridith Gardner, IBCLC

Mobile Teen Center

Breastfeeding Awareness Month was also celebrated by the Mobile Teen Center. Angelia Cunningham, International Board Certified Lactation Consultant (IBCLC), Peer Counselor Coordinator and Rhonda Ward, Peer Counselor, gave a presentation to pregnant WIC participants during the month of August 2011. Breastfeeding mothers and grandmothers were also present to share some of their wonderful experiences with the pregnant mothers.



Left to Right: Rhonda Ward, Breastfeeding Peer Counselor, and Angelia Cunningham, IBCLC

Mobile County Outreach

Over the past few months, Minette Elder, Registered Licensed Dietitian, and Sommerlyn Mitchell, Outreach Coordinator, have been working with the Early Head Start Program to educate the parents and staff about the WIC Program. Minette Elder worked with the Early Head Start Director to develop a survey to be passed out to the parents to gauge their interest in the WIC Program. A total of eighty-four surveys were completed. Fifty-four of the completed surveys were from participants that was already actively enrolled in the WIC Program, and thirty of the surveys indicated an interest in enrolling in WIC. Sommerlyn Mitchell contacted all of the interested participants to set up appointments for the children at the Mobile clinic of their choice. The clinics did a follow up with all of the applicants from Early Head Start to make sure their appointments were kept. Overall, this has been a successful outreach project and it is planned to continue this project with other Early Head Start facilities in the county.

Mobile Keeler Clinic

The Mobile Keeler WIC clinic has a caseload of 5,344. Anyone that has ever visited the Keeler clinic, knows that the WIC clinic area was divided between two floors. We are excited to announce that we are finally all on one floor! Thanks to the immunization clinic, we were able to house the entire WIC clinic on the second floor. Our staff and participants are so happy. The new WIC intake area that use to be housed on the first floor of the Keeler building.



Left to right: Sandra Meggs, Cassandra Coleman, and Vernell James

Mobile County has upgraded to a new Voice over Internet Protocol (VOIP) phone system. Gina Tucker is sporting the new hands-free headset used to improve customer service.



Gina Tucker is using the new hands-free headset of the new VOIP telephone system.

AREA 11 NEWS

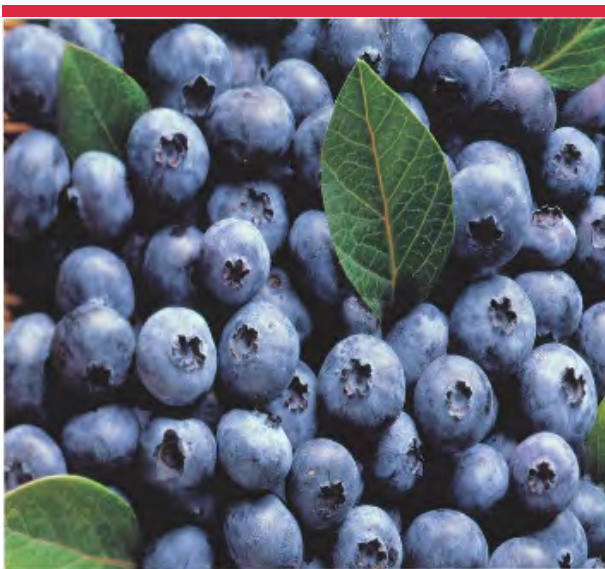


WIC TIPS

FEATURING SUMMER FRUIT AND VEGETABLE
RECIPES



BLUEBERRIES



Sweet Blueberry Quesadillas

These are great for a twist on breakfast, an afternoon snack, or an after dinner dessert!

This is one of our own Fruits & Veggies—More Matters™ recipes. It meets the Centers for Disease Control and Prevention’s strict nutrition guidelines as a healthy recipe.

Category: Main Dishes

Think Variety; Think Color:
Preparation time: 30 minutes

Serves: 4

Cups of Fruits and Vegetables per Serving: ½



Ingredients:

- 10 oz Blueberries, frozen
- 1 cup Apples, chopped
- 2 Tbsp Sugar
- ¼ cup Blueberries, fresh
- 4- 8 inch Tortillas, whole wheat
- ½ cup Mozzarella cheese, part skim
- ½ cup Ricotta cheese, fat free
- 1 Lemon, grated peel

In saucepan combine frozen blueberries, apples and sugar. Bring to a boil over medium-high heat.

Once you have reached a boil, reduce heat and simmer until fruit is soft (about 10 minutes).

Puree fresh blueberries.

Spread 1 Tbsp blueberry spread over each tortilla, leaving 1/2 inch border around.

In bowl, combine cheeses with lemon peel.

Spread 1/4 of cheese mixture of one half of each tortilla. Add 2 Tbsp blueberry mixture to each quesadilla. Fold each tortilla over to enclose the filling.

Heat large skillet over medium-high heat. Add quesadillas and cook until crisp and lightly browned on bottom. Turn and crisp on second side.

To serve, place quesadillas on plates and top with remaining blueberry mixture.

Nutritional Information per Serving

Calories: 320	Carbohydrates: 51g
Total Fat: 7g	Cholesterol: 15mg
Saturated Fat: 2.5g	Dietary Fiber: 6g
% of Calories from Fat: 20%	Sodium: 570mg
Protein: 12g	

WIC Toll-Free Telephone Number: 1-888-942-4673 / WIC website: www.adph.org/wic



WIC TIPS

FEATURING SUMMER FRUIT AND VEGETABLE
RECIPES



ZUCCHINI



Extreme Zucchini

This is one of our own Fruits & Veggies—More Matters® recipes. It meets the Centers for Disease Control and Prevention’s strict nutrition guidelines as a healthy recipe.

Category: Side Dishes

Think Variety; Think Color:
Preparation time: 30 Minutes

Serves: 4

Cups of Fruits and Vegetables per Serving: ½



Ingredients:

1 cup zucchini, with skin, cut into 1” cubes

1 medium tomato, chopped into 1” chunks

¼ cup yellow bell pepper, diced

¼ cup onion, diced

½ tablespoon low-fat mayonnaise

Combine first 4 ingredients in a small sauce pan.

Cook on MEDIUM-LOW heat until vegetables are tender, about 20 minutes, stirring occasionally.

Remove from stove top and mix in the mayonnaise.

Add salt and pepper to taste (optional).

Each serving provides: An excellent source of vitamin C.

From the Cool Fuel Cookbook for Kids

Credit: Recipe is courtesy of Produce for Better Health Foundation and Shoney’s, Inc. This recipe meets PBH and Centers for Disease Control & Prevention (CDC) nutrition standards that maintain fruits and vegetables as healthy foods.

Nutritional Information per Serving

Calories: 19	Carbohydrates: 4g
Total Fat: 0.4g	Cholesterol: 0mg
Saturated Fat: 0.1g	Dietary Fiber: 1g
% of Calories from Fat: 16%	Sodium: 22mg
Protein: 1g	

WIC EXTRA

CERTIFICATE OF APPRECIATION AWARDED TO THE ALABAMA WIC PROGRAM

Donald E. Arnette, United States Department of Agriculture, Regional Administrator, Food and Nutrition Service, Southeast Region, awarded the state of Alabama a Certificate of Appreciation for the great outreach and delivery of the Alabama WIC Program services to Alabamians following the April 2011 storms.

Carolyn Battle, Alabama WIC Director, graciously accepted the award on behalf of all of our area and county WIC staff. Ms. Battle stated that this award belongs to each and every one of you (area and county staff) for the unselfish, relentless hard work that was performed by each of you in and around the affected counties.

We thank you Alabama area and county WIC staff for always going above and beyond to make our Alabama WIC Program the best!



United States
Department of Agriculture

Certificate of Appreciation

Awarded to

Alabama WIC Program

For innovative outreach and delivery of WIC services to
Alabamians following the April 2011 storms.

Date

October 31, 2011

DONALD E. ARNETTE, Regional Administrator
Food and Nutrition Service, Southeast Region

Donald E. Williamson, M.D.,
State Health Officer

Thomas M. Miller, MD, MPH,
Deputy Director for Medical Affairs

Grace H. A. Thomas, M.D., F.A.C.O.G.,
Assistant State Health Officer for Family Health Services

Chris Haag, Deputy Director,
Bureau of Family Health Services

Carolyn Battle, Director,
Division of WIC, Bureau of Family Health Services

Geneva Hunter, Editor and Graphic Designer,
WIC Operations,
Division of WIC, Bureau of Family Health Services

Contributing Resources,
Development Media Branch, Bureau of Health Promotion and Chronic Disease



This is a publication of the Alabama Department of Public Health, Bureau of Family Health Services, Division of WIC. In accordance with Federal law and U.S. Department of Agriculture (USDA) policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability. To file a complaint of discrimination, write USDA, Director, Office of Adjudication, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call toll free (866)632-9992 (Voice). Individuals who are hearing impaired or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339; or (800) 845-6136 (Spanish). USDA is an equal opportunity provider and employer.