



# News in Alabama

**New! Fresh Fruits  
& Vegetables  
page 22**

**Promoting Healthy Women,  
Infants and Children in Alabama**

**what's inside:**

- State WIC Director
- WIC Central Office News
- WIC Area News
- Special Article - Challenge Met!

## Alabama State WIC Director Carolyn Battle



What a busy and exciting year 2009 has been for the WIC Program! A big accomplishment for everyone at the local, area and state level has been the implementation of the new WIC food package on September 28, 2009. The best thing about the new WIC food packages is the benefit the participant receives from being able to choose and purchase healthier foods for the family. Women and children are now able to purchase fresh fruits and vegetables with WIC food instruments for the first time ever and new foods such as whole grain breads, brown rice, and other foods have been added to the food packages. Infants now receive infant foods instead of juice and the infant food packages have been designed to more strongly support and encourage breastfeeding as the preferred method of infant feeding. The new food packages have been well received by our WIC participants.

I would like to express my appreciation for the great job that all staff has done in implementing the new food packages. A big thank you goes out to all of the local clinic staff for the hard work they have done in educating our participants about the new food packages and making the transition work so well. I would also like to thank all of the State WIC staff and the Food Package Committee for the hard work that they have done in developing and designing the new food packages, developing training materials for local staff and vendors, and providing training to the Area Nutrition Directors. This was a huge task for all branches at the state level – Nutrition, Vendor and Operations. The Area Nutrition Directors provided training to all the clinic staff in their Areas and either provided or worked with local staff to provide training to vendors. I would like to thank them for the tremendous job they have done in providing this training, which was no small feat, and for continuing to be such a valuable resource to local and state staff.

We could not have implemented the new food package without the staff and resources of the ADPH Information Technology Division. The new food packages required a total rewrite of PHALCON for the food packages, most WIC reports and some financial reporting. The IT staff deserves a huge thanks for all their hard work in revising PHALCON to make the new food package a reality. Many extra hours at nights and on weekends were put in by our IT staff.

Some other big projects underway at the State WIC Office is the State Agency Model (SAM) Crossroads Consortium project and the Electronics Benefit Transfer (EBT) Planning Grant. These projects are under the supervision of the WIC Operations Branch and are discussed in that section. The future looks bright for the Alabama WIC Program.

Thank you to all of the local and Area staff for increasing outreach efforts and working hard to increase our WIC caseload. Because of your efforts, the WIC caseload reached an all time high of 145,510 in August 2009. Working together we can continue to reach out to our communities to get the word out for all those who might be eligible. In these trying economic times, the WIC Program provides a tremendous benefit to promote healthier Alabama families. Keep reaching out!



*L to R: Barbara Small, Tameka Allen-Nix  
WIC Administrative Support Staff*

# Nutrition Services

## Jean Fulton, Director

The Nutrition Services Branch welcomed Mandy Jones Darlington as a state office nutritionist this summer! Mandy came to the State Office from Talledega County (Sylacauga) where she was the WIC Coordinator. Mandy's primary responsibilities involve expanding our Value Enhanced Nutrition Assessment (VENA) initiative.

Gail Mask chaired the New Food Package Committee and provided great leadership both in development of materials for participants and training for WIC clinic staff. Gail currently is working on expanding participant nutrition education opportunities on the web.

Michell Grainger continues to coordinate our breastfeeding efforts and is developing plans for expanding the Peer Counseling Program.

In addition to her responsibilities with WIC training, Twanna Brown is acting as a subject matter expert for the Crossroads Consortium (SAM Project).

The WIC Quality Assurance responsibilities are being met by Pat Vick's diligent work and guidance.

Roshanda Gaddis serves both participants and trainees at the Training Clinic while developing nutrition education classes that will be made available to clinics. While the staff has defined responsibilities, everyone works together to meet the needs of our clinics statewide!

## NUTRITION EDUCATION GAIL MASK

New web-based lessons are being developed on infant feeding, fruits and vegetables, and other exciting new topics. The lessons can be accessed from home and library computers, and plans are underway to make them available from computers located in health department clinics. Let your Area Nutrition Director know the topics you need covered!

## BREASTFEEDING MICHELL GRAINGER

Breastfeeding Awareness was celebrated during the month of August 2009. The theme, "Breastfeeding: A Vital Emergency Response-Are You Ready?" focused on the importance of supporting breastfeeding before, during and after an emergency happens.

Peer Counselors are providing mothers with breastfeeding education and support in six counties. Plans for expansion of the Peer Counseling Program are underway.

New changes in the WIC food packages help WIC more actively promote and support breastfeeding. There is no routine issuance of formula during the first month to infants who are partially breastfed. Also, WIC mothers who are fully breastfeeding receive the most variety and largest quantity of food.

STATE

Back Row: Christine Long, Twanna Brown, Jean Fulton, Pat Vick, Gail Mask  
Front Row: Cassandra Glover, Michell Grainger, Roshanda Gaddis, Mandy Darlington



WIC Website  
[www.adph.org/wic](http://www.adph.org/wic)

## TRAINING TWANNA BROWN

WIC Comprehensive training dates have been scheduled for the next three months. We are looking forward to an exciting fun-filled time as we explore the different areas in WIC. Topics discussed will include certification, vendor management, nutrition education, breastfeeding and others. Attendees will also have an opportunity to get hands-on training by working in the clinic. They will also get a Clinic Orientation Training Manual to use when they return to their clinics.

## TRAINING OUTREACH ROSHANDA GADDIS

On Saturday, October 24, 2009, Twanna Brown, MS, RD, LD and Roshanda Gaddis, RD, LD (Eastbrook WIC Training Clinic) participated in a health fair. The health fair was held at Maggie Street Baptist Church in Montgomery, AL. The health fair targeted women and their total health. Several WIC nutrition education brochures were distributed. This included education materials for women regarding breastfeeding, folic acid, general nutrition, and physical activity. WIC outreach cards were provided with WIC's 1-800-number. There were approximately 100-150 people in attendance.

## VENA MANDY JONES DARLINGTON

New for WIC workers is the VENA Views newsletter! This newsletter is designed for WIC providers and clerks to get the latest training and information on how to best serve our participants by using a time-saving, goal-oriented, positive approach to nutrition education. VENA Views contain some clinic questions and many tools and tips that will surely enhance our WIC services as well as our job satisfaction. Check it out! Go to the WIC website, [www.adph.org/wic](http://www.adph.org/wic). Click on "VENA" under WIC pages and Enjoy!

WIC Toll-free Number  
1-888-WIC-HOPE  
1-888-942-4673



L to R: Roshanda Gaddis, Twanna Brown

# WIC Operations

## Amanda Martin, Director

Last year marked the beginning of some new and positive changes within the Operations Branch. The first change was in title only when the branch formerly known as Data Management became the Operations Branch. This name encompasses the mission of the Branch and is a true descriptor of the relationship between the Counties, Clinics, and State Office. During the same time period the Branch lost Rob Boyles as the Director of the Data Management Branch. Rob left a strong legacy of knowledge and personnel allowing for a smooth transition for the new Operations Branch Director, Amanda Martin.

### CROSSROADS SAM

In August 2009, the Crossroads State Agency Model (SAM) kicked-off in the lead state of North Carolina. Crossroads SAM is a collaboration between WIC programs in the states of Alabama, North Carolina, Virginia, and West Virginia. The goal of Crossroads is to create a web-based WIC Information System that is more efficient and user friendly for WIC clinics throughout the nation. To date the Consortium has participated in design sessions covering the topics of Applicant and Participant Services, Food Benefit Issuance, Scheduling, and Vendor Management. Future design session topics include Redemption, Settlement, and Reconciliation; Financial Management; Caseload Management; Operations Management; Systems Administration; Interfaces; and Data Conversion. Demonstrations of the system design will begin in

February of 2010. The design stage is scheduled to end in the summer of 2010 when development of the system will begin.

The design of the new Crossroads SAM became an essential function of the Operations Branch in the spring of 2009. Not only did SAM find a home in Operations but the Branch also gained two new employees to help with its management at the state level. In May of this year Jimmy Tucker joined Alabama WIC as the Project Coordinator for SAM in Alabama. Jimmy brings to the program many years of experience with Information Technology Program Management. In October, the program grew again with the addition of April Golson as the Project Lead for SAM in Alabama. April began working with Alabama WIC as an Administrative Assistant in Lowndes County. She later transferred to the State Office to serve as the Administrative Assistant for the Nutrition Services Branch. April is a strong asset to the program due to her experiences with WIC at the state and local levels.

### ELECTRONIC BENEFITS TRANSFER (EBT) FEASIBILITY STUDY

The implementation of Crossroads SAM will also present an opportunity for Alabama WIC to pursue Electronic Food Benefits Transfer (EBT) as a method of food benefit issuance. Alabama WIC applied for and received American Recovery and Reinvestment Act (ARRA) funds to conduct an EBT feasibility study beginning in October of 2009, and ending September

*Back Row: Jim Koenig, Phil Tucker, Larry Harris, Jimmy Tucker  
Front Row: April Golson, Amanda Martin, Geneva Hunter*



30, 2011. The main components of this study will be to conduct a technology assessment and to create a readiness guide. This study will review current WIC food benefit issuance and redemption process as well as new technologies available through EBT



*Ben McGhee*

and Crossroads SAM. Alabama WIC is partnering with the Bureau of Information Technology (IT) to conduct the study and create the feasibility document. Ben McGhee, an employee with the Bureau of Information Technology, accepted the position of EBT Project Manager.

Ben has many years of IT and technology experience within the private sector.

### OUTREACH

In May 2009, the State Office began working with the Alabama Department of Public Health's Social Marketing Division to design new outreach materials. Postcards were created for clinics to distribute



*WIC Outreach Postcard*

throughout their communities encouraging potential WIC participants to learn more about the program. These postcards are still available for distribution and can be ordered through the Public Health Inventory System. The Operations Branch is currently

updating business cards for clinics to distribute throughout their communities.

### FARMER'S MARKET NUTRITION PROGRAM

The 2009 Farmer's Market Nutrition Program (FMNP) was a success this year with many thanks to the thirty-four participating clinics. There were 28,000 coupon booklets issued, each with a value of \$20.00. Because of suggestions from clinics for managing booklet issuance, all booklets were issued and

reconciled by September 2009. Participant feedback from the FMNP surveys overwhelmingly noted their appreciation for the program. Thank you to all the clinics that participated for your dedication in making this year a success.

### CIVIL RIGHTS

We are in the process of revising the annual Civil Rights Training. We are moving away from the Power Point Presentation to a more interactive type of training similar to how you did your HIPPA Training. You will now read a paragraph then answer questions pertaining to what you just read. We will try to make it a little more enjoyable, while at the same time make you think about civil rights. As with HIPPA Training, the questions will be multiple choice, and you will need to answer all questions correctly to pass. After you have successfully completed the test, an acknowledgement form will come up for you to print, sign, and give to your Civil Rights Coordinator. And as always remember our motto "If it ain't civil, it ain't right".

# Vendor Management

## Stacey Neuman, Director

### VENDOR NEWS

#### BARBARA MACK

Some administrative and management changes occurred during 2009 in the Vendor Management Branch. Dana Driscoll, Vendor Management Director, transferred to a new position effective October 16, 2009. She is now working with the Bureau of Children's Health Insurance Program. We wish her well in her new position and thank her for all of her hard work in WIC for the past 5 years. Good luck, Dana!

Effective December 1, 2009, Stacey Neumann became the new Vendor Management Director. Ms. Neumann was promoted to an HSA II for this position and has previously been working in the Bureau of Family Health Services as a Social Worker III as director of the Medicaid TFQ Project. We look forward to working with her. Welcome, Stacey, to the WIC Division!

During FY 2009, the WIC Vendor Management Branch maintained a manageable number of grocery vendors through qualification requirements, regular store monitoring, and effective compliance investigations. There were over 740 authorized vendors participating in the WIC Program as of September 2009.

Training on the new food package was provided to vendors through a videotaped presentation and updated vendor materials. Vendors received training

on the new food package in August and September. Vendor Management appreciates the clinics help with training vendors to successfully implement the new food package.

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L to R: Patty Geiger, Donald Bird, Kathy Law, Barbara Mack, Maxine Hawthorne, Brenda Mooney, Stacey Neumann, Andy Ducker  
Not shown: Susan Ward

WIC Website  
[www.adph.org/wic](http://www.adph.org/wic)

WIC Toll-free Number  
1-888-WIC-HOPE  
1-888-942-4673

The State WIC Office takes great pleasure in showcasing some of the many and varied duties that are being performed every day by the very capable and dedicated area and county staff via the WIC Newsletter. Although, the duties of the local WIC clinics are wide-ranging, this newsletter will only enable us to take a quick glance at just a few of their many and diverse day to day duties. The area and county WIC staff are the ones that are actually interacting one on one with each of our participants continually. They are the very backbone of The Alabama WIC Program. We are also very pleased at how the WIC clinics have wholeheartedly embraced and

become so quickly acclimated with all of the new additions to the WIC food package. It is refreshing to see how the area and clinic staff all share in the expectation that the implementation of the new WIC food package, and the increase in the overall food choices will be the catalyst for the women, infants and children of our state to not only become healthier individuals, but to become healthier families. We especially thank you, our area and county WIC staff, for your dedication to attaining these goals as well as performing all of your other day to day WIC activities.

## DIANNE LOLLAR – AREA 1 NUTRITION DIRECTOR

### LAUDERDALE COUNTY WIC

Amanda Thompson, Dietetic Intern from Utah State University worked with Danna Rutz, RD, at Lauderdale County Health Dept. during her community rotations. (pictured left to right: Amanda Thompson and Danna Rutz) August Breastfeeding Month 2009



*L to R: Amanda Thompson and Danna Rutz*

### WALKER COUNTY WIC

Walker County Health Department celebrated Registered Dietitian Day with a healthy salad luncheon. Dianne Lollar Area 1 Nutrition



*L to R: Dianne Lollar and Leigh Colvin*

Director and Leigh Colvin, WIC Coordinator were honored. (pictured left to right: Dianne Lollar and Leigh Colvin)



## SHELIA OSBORN – AREA 2 NUTRITION DIRECTOR

### JACKSON COUNTY WIC

Jackson County Health Fair - Friday, Oct. 23, 2009. The latest outreach project in Jackson County included a wide range of information and services, in addition to nutrition messages and WIC promotion.

On Friday, Oct. 23, area health care professionals gathered for their annual health fair at the scenic Lakeside Senior Center in Scottsboro. Skin cancer screenings, bone density tests, blood cholesterol and blood glucose tests, as well as screenings for high blood pressure, were just a few of the benefits available.

Approximately 150 visitors enjoyed mini-massages from local massage therapists and learned about diabetes care, the All-Kids program, local physical therapy options, and numerous other health care-related programs in the Scottsboro area. Door prizes are offered by most of the vendors to add a bit of fun.

The annual health fair is organized and hosted each October by Jackson County WIC Coordinator Nita Nichols, R.D., L.D., and Jackson County Council on Aging Director Rita Williams.



*Pictured left to right are Nita Nichols, RD, LD, WIC coordinator for Jackson County, and Shelia Osborn, MS, RD, LD, Area 2 Nutrition Director.*



*Pictured above Olivia Holloway of MMI Breast Center in Scottsboro is performing a bone density test as she explains the importance of bone health and regular mammograms.*



*Gina, a dietetic intern manned the registration desk at the health fair*



*Local massage therapist Amanda Necklaus (background) gives a relaxing mini-massage to a potential client as she converses with other health fair participants and visitors.*

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 1-888-942-4673

## MORGAN COUNTY WIC

Decatur Breastfeeding Fair - The breastfeeding fair was held at Decatur General Hospital on August the 27, 2009, from 1 p.m. until 4 p.m. The prenatal and breastfeeding WIC participants in Morgan County really enjoyed the breastfeeding fair.

We invited all of the prenatal and breastfeeding women from Morgan County WIC by using a baby shower invitation that was made in the clinic. Flyers were also distributed to all of the OBGYN offices in Decatur by Ashley LouAllen.

The Children's Hospital set up a booth on car seat safety, a lactation consultant from Decatur General set up a booth with various kinds of information, and Glenni Lorrick, IBCLC, a certified lactation consultant and editor of Valley Babies magazine came and set up a booth with magazines and other Medela information. The 30 attendees were provided valuable breastfeeding information by Ms. Lorrick, the hospital lactation consultant.

In addition, PACT was there giving out baby buggies to their patients in attendance, and a few La Leche leaders from North Alabama came and set up a table as well. There were a total of 30 people in attendance. Door prizes and food were also provided. The Big Door prize was a Medela Swing Breastpump donated by Area 2 Nutrition Director Shelia Osborn.



*An intern from Childrens Hospital and Teresa Pope, RN, IBCLC for Decatur General Hospital*



*Glenni Lorrick a lactation consultant who is also a Medela distributor. Glenni is also the editor and publisher of Valley Babies magazine*



*Team leaders from the La Leche League in Huntsville*



*The PACT table and one of their employees*



*Ashley LouAllen at the WIC table. The little girl is Natalie Grimes. Natalie and her brother Drezden came with their mom Karen and her mother. Karen breastfeed both of her children for 18 months and wanted to come participate in the fair.*

**RENEE COLE – AREA 3  
NUTRITION DIRECTOR**

**BIBB COUNTY WIC**

On August 21, 2009, the Bibb County WIC Program held a baby shower in recognition of National Breastfeeding Month. The hostess for the event was Nutrition Associate, Sandy Wilson,

The target audience consisted of all WIC Prenatals and Breastfeeders. There were a total of twenty-one in attendance. They were all invited by personal invitation.

Eloise Temple, from the Extension Office, reviewed “The Benefits of Breastfeeding your Baby” for approximately twenty minutes. The food served at the celebration included BBQ meatballs, cubed cheese, chips and dip, pigs in a blanket, cake and punch. Several games were played in which all of the attendees participated: “Finish the Baby Rhyme”, “Guess the Baby Animal name”, “Baby Shower left/right game”, and “Baby shower edible match”. They also had to guess as to how many diapers were in a pail. There were several gifts presented to the winners of the various games whereby each winner received at least two to three gifts. In addition, all of the guests received a door prize for attending the baby shower.

Takita King was the winner for being the closest to guessing the correct number of diapers in the pail. Marshae Howard won the grand prize of an infant convertible car seat. In addition, all in attendance later received a baby cooler filled with goodies provided by the State Lactation Coordinator in honor of National Breastfeeding Month.

WIC Website  
[www.adph.org/wic](http://www.adph.org/wic)



*Baby Shower Attendees*



*Sandy Wilson, Hostess*



*Baby Shower Attendees*



*Eloise Temple, Extension Office & Attendees*



*Baby Shower Attendees*



*Baby Shower Attendees*



*Baby Shower Attendees*



*Baby Shower Attendees*

# AREA 3

WIC Toll-free Number  
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A big thank you goes to the WIC Clerk and Social Worker for registering the attendees, decorating, serving the food, and for taking the photos.

Overall, the Bibb County National Breastfeeding Month celebration was a great success!

## TUSCALOOSA COUNTY WIC

The milk moustache activity was held on August 31, 2009, at the WIC Annex in Tuscaloosa Co. Sandy Wilson and Gloria Lewis presented information to participants about the "moving to low-fat or fat free milk" campaign. They read *Carlos and Clarice* to the children and did some exercises with the children. A station was set up for the milk moustache contest. Each child participating made a moustache and had their photo taken. A prize was given to each child (coloring book, toothpaste, toothbrush, and stickers). Two grand prizes were given to the best boy and girl moustache. They even had a milk sampling station for parents with samples of 1%, fat free, Lactaid 1%, and Lactaid fat-free. Recipes were given to parents.



L to R: Sandy Wilson and Gloria Lewis



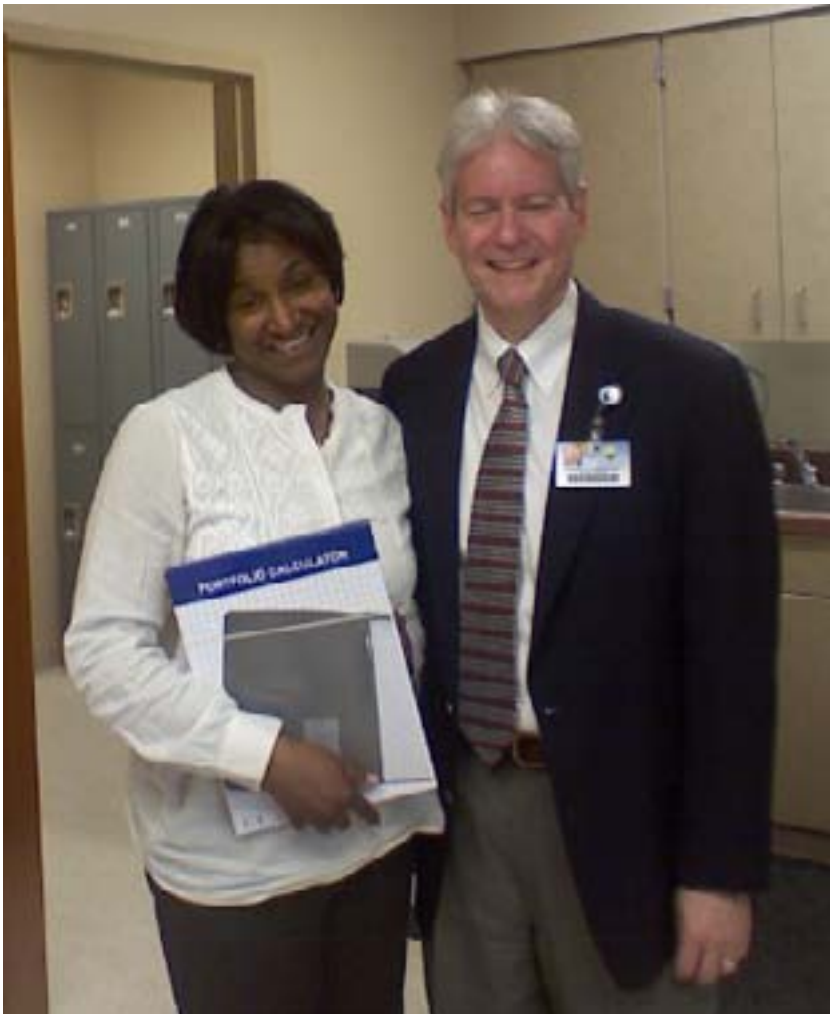
# AREA 3

**JEANNE BAKER – AREA 4  
 NUTRITION DIRECTOR  
 NORTHERN HEALTH  
 CENTER WIC**

WIC Medical Clerk, RiJeka Howard, received recognition from Dr. Fleenor,

Health Officer from Jefferson County Department of Health, for excellent service. The Pride Award was given as a result of a participant’s mother calling the area office to report how helpful RiJeka was during the certification process. This participant’s mother works in a medical office and is

knowledgeable about good customer service and wanted to speak to RiJeka’s supervisor and give her a compliment.



*L to R: Rijeka Howard and Dr. Fleenor*

# AREA 5

WIC Toll-free Number  
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## REBA BRANNAN – AREA 5 NUTRITION DIRECTOR

### SHELBY COUNTY WIC

Shelby County welcomes Laura Griffin, RD, LD to the WIC program. Laura is a graduate from Samford University, and did her internship at University of Alabama at Birmingham. We are very glad to have her!



*Laura Griffin*

### DEKALB COUNTY WIC

Dekalb County welcomes Mary Elizabeth Meadows, NA, to the WIC program. Mary Elizabeth is a graduate of Auburn University, War Eagle!!!



*Elizabeth Meadows*

# AREA 5

**CINDY  
TEMPLETON – AREA 6  
NUTRITION DIRECTOR**

We want to welcome the newly hired Nutritionist, Seniors to PHA 6. They are Marguerite Gorman, RD, Talladega Co, Sylacauga Clinic; Jana Bryant, RD, Calhoun County; and. Karla Chastain, RD, Chambers County. With their help we are increasing WIC caseload.



L to R: Marguerite Gorman, Jana Bryant and Karla Chastain

**CHAMBERS COUNTY WIC**

Chambers County met its target caseload in August. They are the first to reach their goal in PHA 6. A pizza party was given to celebrate this accomplishment. Congratulations Chambers County and keep up the excellent work!!



Chambers County (left to right) Vivian Nelloms, Lakeesha Sims, Macy Whorton, Tracy Taylor, Tammy Green, Karla Chastain, (not pictured Lynn Bearden)

**CALHOUN  
COUNTY WIC**

At a recent nutrition staff meeting, the Calhoun County nutritionist provided the group with an apple tasting activity. A variety of apples were available for staff to enjoy and note favorites. This activity, best use for the type of apple and recipes, may be used in SNE classes along with nutrition information.



(L to R) Back row: Karla Chastain, Becky Dawson, Jana Bryant, Cindy Templeton  
Front row : Candy Harkins, Jenny Knox, Cathyrn Bates, Anna Keith, Marguerite Gorman, Jenny Adams.

**TALLADEGA COUNTY WIC**

Anna Keith, RD, served as a preceptor for Blair Sims, Dietetic Intern. During her rotation Ms. Sims developed a bulletin board for the clinic, gave a presentation to health department staff regarding sugar and sugar substitutes and made a display for vendor training on the new child’s food package.



Bulletin Board Picture - Talladega County

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## DENISE POPE – AREA 7 NUTRITION DIRECTOR SUMTER COUNTY WIC

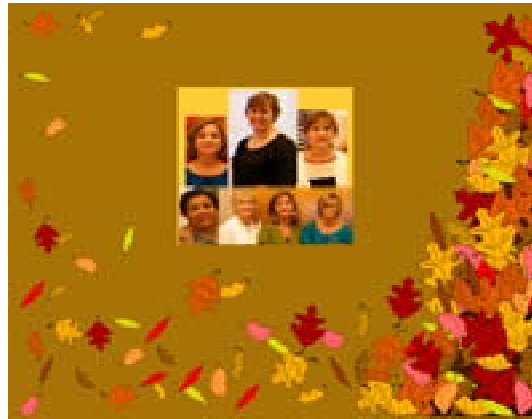
In September 2009 two students, Sophie Trainor and Erin Hogue from the University of Alabama, completed their community nutrition rotation with Jane Neill, RD. Sophie's home is Memphis, Tennessee, and Erin is from Atlanta, Georgia. Both enjoyed working with children and checking their heights and weights. These students developed three lesson plans for infant feeding that will be used on the nutrition education kiosks. The technical staff is putting the finishing touches on the lesson plans and they will soon be available for use. In November 2009, Jane had two more students. They are Kathy Graves from Columbus, Mississippi, and Leanne Farmer from Linden, Alabama.

## HALE COUNTY WIC

In early 2010, the Hale County Health Department plans to open a new WIC site in Moundville, AL. The Moundville United Methodist Church has agreed to allow WIC use of their Family Life Center to see clients. This satellite clinic will provide easier access to WIC services in northern Hale County. The initial plan is to offer WIC services one day a month.



*Area 7 & 9 WIC Coordinators and Nutrition Staff met recently to receive program updates.*



*Area 7 Nutrition Staff Top Row: Rebecca Stewart, Denise Pope, Jane Neill  
 Bottom Row: Alice Lyles, Pat Steadman, Rachel Todd, Tina Parker*





Breastfeeding Class Attendees



Breastfeeding Class Attendees

**ALISA CHAMPION –  
AREA 8 NUTRITION  
DIRECTOR**

**MONTGOMERY COUNTY WIC**

August Breastfeeding Month 2009 - Montgomery county WIC in conjunction with Today’s Mom had their annual breastfeeding class for Breastfeeding month on August 26, 2009. We had 13 participating with ten prenatals and three current and previous breastfeeders combined. Refreshments and gifts were provided for everyone in attendance. The topic was Breastfeeding in Emergency Situations. A handout on common misconceptions affecting breastfeeding in emergencies was given and discussed.

It was a great time of fun and encouragement, support and fellowship.

**MACON COUNTY WIC**

Outreach - On Saturday, April 12, 2009, the Macon County Health Department held its 7th Annual Health Fair. The Health Fair was held on the premises at 812 Hospital Road in Tuskegee, Alabama from 9 a.m. until 1 p.m.

Many health agencies and vendors participated providing a wealth of services and information. WIC provided several hand-outs which included: How WIC Works; Less Salt in Your Diet; You Need Iron, Calcium, Folic Acid; Tips for a Healthy Plate; Special Tips on Losing Weight, and Smart Ideas for Fit Families.

In addition, WIC provided many give-aways, such as tooth brushes, dental floss, dental tip cards, medicine spoons, coloring booklets, crayons, book markers, emery boards, cups, ink pens, and plastic bags.

The Health Fair was a great success!

# AREA 9

WIC Toll-free Number  
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Area 7 & 9 WIC Coordinators and Nutrition Staff met recently to receive program updates.

## NANCY JOHNSON – AREA 9 NUTRITION DIRECTOR

### BALDWIN COUNTY WIC

In July 2009, the Baldwin County Health Department in Bay Minette moved to a different location. This site will provide more space for SNE classes! In August 2009, the Baldwin County Health Department welcomed Liane Overton, RD, on board as a Senior Nutritionist at their Robertsdale clinic. Also this past summer, the Baldwin County WIC staff was preceptor for 3 college interns that were from Brigham Young University Idaho, University of Alabama, and Oakwood College.

### BUTLER COUNTY WIC

The Butler County Health Department was busy this past summer participating in numerous health fairs promoting the Alabama WIC Program.

### CLARK COUNTY WIC

Cynthia Turberville, RD, of Clarke County, Margaret Parnell, RN, of Washington County, and Avis Whitworth, RN,

of Escambia County provided WIC outreach and nutrition information at recent town hall meetings with Congressman Jo Bonner.

### ESCAMBIA COUNTY WIC

Mary Arnold, RN, of Conecuh County and Phyllis Redmon, NA, of Escambia County, have been busy with putting up cute bulletin boards in their clinics promoting our “Moove to Lowfat Milk Campaign”.

### MONROE COUNTY WIC

The Monroe County Health Department has recently partnered with their local hospital in promoting breastfeeding. This increased availability of support to WIC moms promises to have great outcomes for our WIC families in Monroe County.

### POARCH BAND OF CREEK INDIANS WIC

The Poarch Band of Creek Indians WIC Program recently welcomed Shelly Chavira as their new WIC clerk.

### COVINGTON COUNTY WIC

At the beginning of October 2009, Teresa Marshall, RN, of Covington County was interviewed by the local newspaper concerning the new WIC food package. And, congratulations to Edna Cunningham, NA, of Covington County/Monroe County who recently received an Excellence Award from the Today’s Mom Program!! As you can see, the Area 9 counties were extremely busy in 2009!



Area 9 Nutrition Staff - Top Row: Lori Nesmith, Edna Cunningham, Nancy Johnson, Mary Arnold, Nitzia Matthews  
Second Row: Avis Whitworth, Phyllis Redmon, Margaret Parnell, Liane Overton, Cynthia Turberville  
Bottom Row: Teresa Marshall, Sheila Burkett, Rosemary Frost, Jill Lee

# AREA 9

**DEBBIE CURRAN –  
AREA 10 NUTRITION  
DIRECTOR**

Michell Grainger and Debbie Curran were speakers at the 4th Annual Supporting Breastfeeding In Your Community Workshop held August 31 at Southeast AL Medical Center. Information on eligibility for WIC and the new food packages for breastfeeding women were presented.

Area 10 had numerous changes with staff during the past year.

**BARBOUR COUNTY WIC**

Barbour County welcomes two new staff members - Michelle Knight, Nutrition Associate, and Stacy Anderson, RN

**CRENSHAW COUNTY WIC**

Crenshaw County welcomes Brenda Newton, ASA

**COFFEE COUNTY WIC**

Coffee county welcomes three new staff members - Connie Darby, ASA; Nina Segars, ASA, and Holly Hall, ASA

**DALE  
COUNTY WIC**

Barbara Parr, RN - retired after 30+ years. Her primary responsibility was Family Planning, but she also did WIC certifications

**GENEVA COUNTY WIC**

Linda Owens, ASA transferred from Coffee County to Geneva County

**HOUSTON COUNTY WIC**

Houston County welcomes two new staff members - Bertie Welch, RN, and Annette Doyle, ASA

**PIKE COUNTY WIC**

Pike County welcomes new staff Kelly Johnston, RN

Ann Miller, ASA was selected for the WIC floater position for Area 10. This position was established to help counties while other clerical staff members are on leave and also to help with the outreach for the WIC clinics on increasing caseload.



Houston County Bulletin Board in lobby.



Ann Miller, floater, WIC clerk showing kiosk.



Bulletin Board at Work Station by Penny Graddy – Houston County Health Department



Clovice Carnes, Expanded Food and Nutrition Education Program (EFNEP) Agent assists Coffee County Health Department with SNE classes.

# AREA 10

WIC Toll-free Number  
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1-888-942-4673

## PIKE COUNTY PEER COUNSELORS

The Pike County WIC Program has been fortunate to have Breastfeeding Peer Counselors available to our Prenatal and Breastfeeding clients for the past year and a half. The peer counselors contact all prenats interested in breastfeeding each month and promote the benefits of breastfeeding along with answering any questions the client may have regarding breastfeeding. In 2008, we conducted breastfeeding classes and had a breastfeeding support group meeting for Breastfeeding Awareness Month, August 2008. Things have been a little slower for 2009 but we plan to start our breastfeeding classes again and provide a breastfeeding support group meeting quarterly.

Pike County has seen an increase in the breastfeeding rates over the past year and a half. In January 2008, our breastfeeding rate was 28.8% and as of July 2009 our rate was 33.8%. The highest percentage rate we have had so far was 35.5% in April 2009. Our goal is to continue to increase our breastfeeding rates and provide adequate follow up to all moms and prenats who want to be successful breastfeeding moms.



*The Peer Counselors for Pike Co. L to R Laura Cortes and Tamara Brown.*

# AREA 10

**ELIZABETH SMITH –  
AREA 11 NUTRITION  
DIRECTOR**

**MOBILE COUNTY WIC**

The Women’s Center WIC Program held a breastfeeding celebration for prenatal and breastfeeding mothers enrolled in the Program on August 25, 2009. Tammy Doherty, Lactation Consultant with the University of South Alabama Children and Women’s Hospital, and Adrienne Tricksey, Alabama Tobacco Coalition, were speakers for the event.

Congratulations to Meridith Gardner for becoming International Board of Lactation Consultant Examiners certified.

Mobile County plans to expand the peer counseling program to the Keeler Clinic.

We are pleased to announce, Nancy Roman, RD, LD has joined Area 11.

Area 11 would also like to commend Ken Wear on fifty years of service with the American Dietetic Association. Ken was recognized at the National American Dietetic Association Annual Meeting in Denver.



*(Back Row) Karen Bryars, Pat Aplin, Sabrina Kelley  
(Front Row)- Adrienne Tricksey, Tammy Doherty, Angelia Cunningham, Gina Clark*

# Challenge Met!

**The Alabama WIC Program successfully met the challenge of implementing the first major change in the food package since WIC was begun in 1974.**

## **Jean Fulton, Assistant WIC Director**

**T**he new food package better meets the 2005 Dietary Guidelines for Americans and infant feeding guidelines of the American Academy of Pediatrics. In addition, the package promotes and supports breastfeeding by providing additional quantities and types of food for breastfeeding mothers and providing less formula to partially breastfed infants.

Major changes to the WIC food package include:

- the addition of fresh fruits and vegetables, whole grain breads, and infant foods;
- reduced quantities of juice for children and women and elimination of infant juice;
- reduced quantities of milk and cheese for children and women;
- reduced quantities of infant formula for partially breastfed infants and infants six months of age and older.

The work by the State WIC office and the ADPH support branches alone did not ensure a smooth transition for our participants. A great deal of credit goes to individual WIC clinics around the state for successful

implementation of the New Food Package! WIC clinics deserve praise for embracing the challenges and making the New Food Package a reality for Alabama WIC participants.



WIC Toll-free Number  
1-888-WIC-HOPE  
1-888-942-4673