

WIC NEWS

IN ALABAMA

WINTER 2007 • Vol. 13, No. 2

2006 Annual WIC Conference and Awards

- Breastfeeding, 5 A Day and Fit WIC displays and bulletin boards



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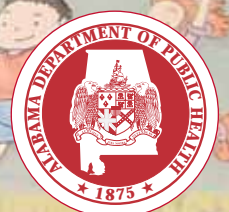
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From Wendy Blackmon, WIC Director Alabama Department of Public Health

By an overwhelming consensus, the 19th Annual WIC Training Conference has been declared the greatest WIC conference ever by area, county, and state staff alike! Twanna Brown and the rest of the WIC staff—state, county, and area—are to be commended for

organizing a conference that not only informed us and challenged us but changed us as well. Additionally, we are very pleased that so many of you could attend, and we thank you for taking back what you've learned to your respective bases and sharing with the ones that were unable to attend.

Also, I am pleased to announce that the Alabama WIC Program reached a new plateau this year. Our WIC participation for the month of August was 127,756, the highest it has been in thirty-two years! I want to thank each and every one of you for this could not have happened without all of your efforts and hard work.

We in the State Office hope each of you enjoyed a joyful and blessed holiday season.



WIC toll free number

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WIC
News
IN ALABAMA

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WIC Training Conference

2006 Annual WIC Training Conference

Auburn University Montgomery was the host for The Nineteenth Annual WIC Training Conference again this year. The three day conference, October 18-20, 2006, was a tremendous success from every standpoint. Representatives from every WIC area and county were in attendance. The conference theme for this year, “WIC – Leading the Way to Better Health” reiterates the prevailing mission of the WIC program in Alabama—to provide nutritious foods and nutrition education to all eligible women, infants, and children for healthier eating, plus provide breastfeeding counseling to new mothers, expounding on the rewards which includes giving their babies an early advantage for better current health and a happy, healthy future.

Each year we devote a significant part of the WIC Training Conference to an event that is very special to us here at the State WIC office—the awards presentations: **The Diana Segars WIC Clerical Excellence Award, the Public Health Nutrition Associate of the Year Award, Public Health Nutritionist of the Year Award, the James M. Richard WIC Excellence Award, and the Best Fit WIC Team Award.** The State WIC office takes great pleasure in acknowledging the outstanding efforts of both individual clinic staff and group clinic staff efforts. Thank you for all you do! ∞

Diana Segars WIC Clerical Excellence Award

The Diana Segars WIC Clerical Excellence Award originated in 1991. This award was organized and established in memory of one of the Alabama WIC Program's very first clerks, Diana Segars. Diana was a person who always had a smile on her face. She would go “beyond” the call of duty to help anyone. The award is presented annually to the clerk who exemplifies exceptional



∞ **LISA BOWNAN**
“Diana Segars WIC Clerical Excellence Award”

performance in his/her duties and who furthers the goals of the WIC program just as Diana Segars did. The recipient of this year's

award is Lisa Bowman of Baldwin County. Lisa is described as always maintaining a very professional and positive attitude. She is an individual who is very conscientious and does not allow the stress of the job to get the best of her. She does an excellent job of keeping the special formula closet that has approximately 32 different types of formula organized and ordered as needed. She is also responsible for a WIC caseload of approximately 2800 participants which includes a significant number of Hispanic participants. She is so well thought of by her co-workers that they set aside a special day in her honor to show how much they loved and appreciated her. We are proud to congratulate and recognize Lisa Bowman as this year's Diana Segars WIC Clerical Excellence Award winner!

Public Health Nutrition Associate of the Year Award

The Public Health Nutrition Associate of the Year Award is given annually to the Nutrition Associate that practices excellence as well as exhibits leadership, commitment to the mission of ADPH, and perform outstanding contributions appropriate to the level of practice. The Public Health Nutrition Associate of the Year Award winner was nominated by her Area Nutrition Director. Our winner this year, Sara McCurry of Russell



∞ **SARA MCCURRY**
“Nutrition Associate of the Year Award”

County, was described in the nomination letter as being very involved in her

community by participating in local health fairs, by doing interviews with the local television station promoting WIC, and by petitioning the community to get a local town on the map.

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Sara is also described as having “a wonderfully creative mind”. For example, she and her mother made breastfeeding cover-up blankets for each breastfeeding mom who attended a breastfeeding shower she had in the clinic. She creates her own pamphlets with low calorie recipes and education packets with information on the importance of physical activity. She also does creative bulletin boards on physical activity and other subjects. She is praised by her Area Nutrition Director for being a team player in the clinic, helping with immunization and flu clinics, ready to answer questions regarding WIC issues, and being very receptive to mentoring other providers and students. She is an excellent counselor and is always receptive to allowing other providers and students to observe her counseling techniques. Finally, the Area Nutrition Director stated that she is always willing to go the extra mile for WIC or ADPH and her time is not based on the clock, she works until the job is done. Also, as witnessed by a co-worker, she often gives up part of her lunch hour to see WIC patients that cannot come back at any other time.

Accordingly, another co-worker describes Sara as a caring and kind person who is always willing to help a fellow employee if the need arises. Congratulations to Sara McCurry, our 2006 Public Health Associate Award winner, for going above and beyond in her contributions to the WIC Program in Russell County! ∞

Public Health Nutritionist of the Year Award

This year’s winner of the Public Health Nutritionist of the Year Award, Sharon Eiland, RD, LD of Baldwin County, has many

outstanding qualities and attributes as outlined in her Area Nutrition Director’s nomination letter. She is described as having excellent case management skills. Her Area Nutrition Director also listed her dedication to her patients, especially her high risk patients. She has a large

number of very high risk patients, often with very complicated formula requirements. Sharon does an excellent job with following up and following through with these high risk patients which requires frequent communication with physicians, hospitals, and agencies. She keeps a black calendar book of when her high risk

patients and newborn breastfeeding infants are to return for follow-up WIC visits. All of this is accomplished while serving as WIC Coordinator for both the Baldwin County WIC clinic sites which encompasses a caseload of approximately 2,800. In addition, she does not hesitate to get involved to help resolve the medical and nutritional needs of her patients. She has an excellent rapport with the medical community and with the Department of Human Resources. Sharon’s work with children and infants gives the WIC Program a positive image. She is also a member of the county Child Death Review Team. She is active in the community by being on the committee that writes a quarterly newspaper article about the health department and/or nutrition topics for the Sunday edition of a major newspaper. Her community participation also includes being involved with the numerous Health Fairs in her county on Saturdays. Sharon is also described as being creative with her participants and her co-workers. Sharon’s bulletin board of breastfeeding infants that is displayed in the front lobby sparks more than just casual interest from WIC participants as well all other visitors of the Health Department. She was instrumental in promoting the Fit WIC philosophy with her co-workers by having a monthly pot luck luncheon, exercising to an exercise video, and creating a bulletin board with tips for increasing physical activity, weight loss, and healthy recipes. She works to try and improve clinic efficiency. She is heralded by both supervisor and co-workers as being extremely dedicated even to the point of calling the clinic from a cruise ship while on vacation to follow up on a patient. We congratulate and salute Sharon Eiland as the 2006 Public Health Nutritionist of the Year! ∞

James M. Richard WIC Excellence Award

The award was established in 1997 by the USDA Southeast Region in memory of and to honor James M. Richard, who served as Alabama’s WIC Program Director from 1981 to 1997. The award is given annually to the WIC clinic that goes above and beyond every day duties to fulfill the goals and ideals of the WIC Program. This year’s recipient of the James M. Richard WIC Excellence Award, Shelby County Health Department, is described as an asset to the Alabama Department of Public Health. They do an excellent job in meeting their in-need numbers. They met 93.9% of the in-need population whereas the state average is 71.8%. The Shelby County Health Department has an excellent direct cost rate. Their breastfeeding rate was 46.5% for the quarter ending June 2006 whereas the state average is 37.6%. They had a zero percent exception rate on their audit for eligibility determination. The clinic staff at Shelby County Health Department has worked hard to improve clinic efficiency by having the providers print their own food instruments which has decreased wait time in the clinic and improved patient satisfaction making the patients more receptive to listening to the provider. The clinic has three contract interpreters and one nutritionist that speak a little Spanish; therefore, enabling the clinic to accommodate 230 more Hispanic patients in 2006 than in 2005. The clinic is now sending out appointment reminders in Spanish and is working with local the Children’s Policy Council to further address the needs of their Hispanic patients for doctors who provide interpreter services.



∞ SHARON EILAND
“ Nutritionist of the Year Award ”

Continued... on page 5

The clinic also relocated a satellite clinic to a larger facility with more privacy and faster service this past year. The Area Administrator stated that because of this move, a greater number of the citizens in this county have more convenient access to the department. The Area Nutrition Director stated that all staff worked together as a team in making this move. The Area Clerical Director stated that the staff of Shelby County Health Department goes out of their way to provide exceptional customer service. She said caseload has increased tremendously and the clinic staff is always willing to work hard and work in patients that miss appointments. The patients are greeted with a smile, treated with kindness, concern, and politeness at every visit. All of this was accomplished because each member of the staff truly is a team player. Congratulations, Shelby County Health Department, the 2006 James M. Richard WIC Excellence Award recipient! ∞



SHELBY COUNTY
"James M. Richard WIC Excellence Award"

Best Fit WIC Team Award
Fit WIC Teams All Winners

The Madison County WIC program was the winner of the Best Fit WIC Team Award presented at the 19th Annual WIC Training Conference on October 18, 2006. Assistant State WIC Director Carolyn Battle presented clinic representatives with a Best Fit Team plaque and a check for \$1,000. The money is to go for purchasing nutrition education materials to use with WIC participants. "The money came from MCH funds," Ms. Battle said, "and we are very appreciative to Dr. Miller, Assistant State Health Officer for Personal and Community Health, for making it available to our Best Fit WIC Team."

At the conclusion of the Fit WIC Team award presentation, members of the Madison County Fit WIC Team led the audience in a choreographed rendition of their original Fit WIC Cheer.

Fit WIC Teams are made up of WIC staff and other health department staff. The purpose of the teams is to lend support to the staff as they strive to reach their personal fitness goals and to provide positive modeling of healthy behaviors to WIC participants. Although the Fit WIC Teams focus more on healthy behaviors than weight loss, four teams reported total pounds lost. Together these four teams - with a combined 53 members - lost 293 pounds. That's two whole people!

All of the Fit WIC Teams were recognized at the WIC Conference with a certificate honoring their achievement for going above and beyond their normal work duties to form a team and to participate in team activities. "We are so proud of the five clinics that formed Fit WIC Teams this year" Ms Battle said. "They are all winners. In addition to the many health benefits, these teams boost staff morale and promote teamwork."

Certificates were awarded to the following clinics:

Autauga County
Dale County
Crenshaw County

Hale County
Madison County
Pike County



MADISON COUNTY
"Best Fit WIC Team Award"



**The Smart Idea
for Better Health!**

THE NUTRITION PROGRAM
FOR WOMEN, INFANTS, AND CHILDREN
from
THE ALABAMA DEPARTMENT OF
PUBLIC HEALTH



State Office News

◆ Nutrition Services

October 1, 2007 (FY 2008) will bring exciting changes in the way WIC providers conduct nutrition assessments and assign dietary related nutrition risks! Value Enhanced Nutrition Assessment (VENA) was developed by nutritionists from Food and Nutrition Service of USDA, the National WIC Association, and state and local WIC agencies to improve nutrition services in the WIC Program. Dietary Risk Criteria Revision 8 is a policy change from USDA in the assignment of dietary risks (400 series) at certification.

An Alabama WIC Committee including Area Nutrition Directors Renee Cole (Area 3), Dianne Lollar (Area 1), and Cindy Templeton (Area 6); WIC Coordinators Teresa Alexander (DeKalb County), Mandy Jones (Talledega County), and Jane Neill (Hale County); and state nutritionists are writing policies and planning procedures for the implementation of VENA and Dietary Risk Criteria Revision 8 in the Alabama WIC Program. New procedures and nutrition assessment forms are being piloted in DeKalb, Talledega, and Hale counties and at the Eastbrook Training Clinic January 16 through February 16, 2007.

Statewide training for WIC providers is planned for August and September, 2007. Details to follow!

◆ WIC Training

WIC Comprehensive and WIC refresher training classes are being conducted on a monthly and as needed basis at the Eastbrook WIC Training Clinic. Attendees receive classroom and hands-on training on certification procedures, income assessment, PHALCON, breastfeeding, nutrition education, printing/use of various WIC reports and any other WIC policies.

Since Eastbrook WIC Training Clinic is one of the sites for piloting the electronic signature, attendees receive training on this future enhancement. All training attendance is coordinated and scheduled by your Area Nutrition Director.

◆ Data Management

Alabama WIC Helping to Lead the Way

As many of you already know, the Alabama WIC Program is involved with a USDA funded project called SAM, which means State Agency Model. We are part of a four state consortium with North Carolina, Virginia, and West Virginia, which is working to develop a model WIC data system. In an effort to contain administrative WIC costs nationwide, USDA is funding the design and creation of three separate WIC data systems, by three different consortiums. Out of numerous applications submitted to the USDA, Alabama WIC was chosen as one of the states to develop a new data system. Once these data systems are completed, every other WIC program in the country will have to choose one of the three as it's method of conducting WIC business.

What does that mean for us? Eventually, the WIC portion of PHALCON will be replaced with the new system, which will have greater functionality than we have now. Alabama WIC has the unique opportunity to be a part of this consortium and in a position to help shape it's future. This project is an enormous endeavor, and will take several years for completion. However, with the opportunity to help mold our own "computer system future," it's worth the wait!

◆ Nutrition Education

Beach balls - For the six month period beginning April, 2007, WIC providers will be distributing beach balls to children ages 1-5 as they talk with parents about the importance of daily physical activity for the whole family. The beach balls are the second in a series of four incentive items that will be distributed for a period of six months each as part of the FY 2007-FY 2008 Nutrition Education Plan to prevent obesity. Currently WIC providers are distributing pedometers to postpartum and breastfeeding women on WIC.

March 2007 is National Nutrition Month (NNM). Be on the lookout for NNM promotional materials that will be arriving at clinics in late February.

Coming soon: A new *Fit Families* series of brochures will be coming to clinics soon. Titles in the series are:

- Effortless Exercise
- Get Wise to the Right Serving Size
- Fast Food Doesn't Have To Be Fat Food
- How Does Your Grocery Shopping Style Stack Up?

◆ Breastfeeding

The Alabama WIC Program celebrates the month of August as Breastfeeding Awareness Month. The World Breastfeeding Week 2007 theme from WABA will be used this year. "Breastfeeding: The 1st Hour-Save ONE million babies!" is the theme.

Initiation of breastfeeding within the 1st hour of birth is the first and most vital step towards reducing infant and under-five mortality, by reducing the overwhelmingly high neonatal mortality rate. Save one million babies- beginning with one action, one hour support and one message. During July, each clinic will receive a packet of information with suggestions on how to promote breastfeeding. WBW 2007 materials can also be downloaded at www.worldbreastfeedingweek.org

Please send any plans and photos of breastfeeding events held in your clinic or local community so that they can be shared in the next WIC Newsletter.

Breastfeeding continued... on page 7

Breastfeeding...continued

Plans are underway to expand the Breastfeeding Peer Counselor Program to three more clinics in 2007. Research indicates that Breastfeeding Peer Counselor Programs help increase breastfeeding rates. Currently Blount, Eastbrook Training Clinic and Mobile's Women's Center clinics have Breastfeeding Peer Counseling Programs that were started as pilot programs in September 2005. The WIC breastfeeding rate in Blount County has increased from 57.3% to 63.6%. Eastbrook Training Clinic rate has increased from 38.6% to 43.5%. Mobile's Women's center breastfeeding rate has increased from 31.3% to 35.2% since the program started.

◆ Vendor Management

Welcome to Tesa Brown, Barbara Mack and Tamekia Reynolds who joined Vendor Management in 2006, and to Andy Ducker who joined Vendor Management in January 2007.

We extend our best wishes to Charles "Buddy" Stewart who retired in June, and to Debra Brooks who accepted a position with the Department of Youth Services in July. We'll miss you, Buddy and Debra!



Area News

AREA 1

Rhoda Plain, B.S., L.D., Nutrition Associate, for Colbert County WIC Programs retired effective January 1, 2007. Mrs. Plain will be missed by WIC participants and staff at the Colbert County Health Department. She served 30 years as WIC Coordinator and provided dedicated, caring service to the citizens of the Shoals area. We wish her the very best in her new adventures!

AREA 2

The staff used this informative tree to encourage five fruits and vegetables a day. Dr. Robey, our forever support, purchased the ornaments, while the staff decorated and encouraged participants to

enjoy it during the Christmas season.

The Morgan County Health Department WIC Clinic clerks designed and painted the walls to make the area more child friendly.

Congratulations to Madison County for winning the Best Fit WIC Team Award presented at the 19th Annual WIC Training Conference.



MADISON COUNTY WIC Fruit & Vegetable Christmas Tree



MADISON COUNTY WIC Train

AREA 3

Area 3 opened up a satellite clinic in Maude Whatley Health Center at the end of October and hired a new employee for that clinic, Latoya Shannon.

Greene county is getting a new health department, and the expected move date is January 2007.

Area 4

Anne Hentz, Senior Nutritionist, Birmingham Central clinic, represented WIC at UAB Early Head Start Program's Health Fair Day at the Birmingham Zoo. This event took place Friday, October 6, 2006. The UAB Early Head Start program serves families with children from birth to 3 years of age in Jefferson, St. Clair and Walker counties. The festivities ran from 8:30 a.m. until 12:00 p.m. Attendance was very good. There were approximately 50 families in attendance.

Area 4 continued... page 8

Several services and agencies participated including police and fire departments, teaching safety concerns, Medicaid, dental screenings, vision and hearing screenings, Kid-one transport, JCDH disease control and many others. Anne Hentz did outreach for WIC but also brought nutrition and physical activity to families as a fun family experience. Her display table was bright and colorful. She used, Smart Ideas For Healthy Kids, as handouts to get families talking



ANNE HENTZ
at Jefferson County Health Fair Day
at the Birmingham Zoo

about eating concerns. She gave away WIC pens, crayons, coloring books, and WIC referral forms. Anne's eight year old daughter, Elizabeth, was in charge of play.



ANNE HENTZ'S 8 YR. OLD DAUGHTER
ELIZABETH at the Health Fair

They even brought their own very big orange exercise ball. Elizabeth supervised young children and parents playing, climbing, and rolling on the giant ball. At the end of the day, Kim Dees, UAB-EHSP health coordinator said that the ball play was the center of attention for the families. Every one had a great time and the children loved playing with Elizabeth. Additionally, Kim also told

Anne she had heard a mom ask Elizabeth how did she have such beautiful long hair. Elizabeth responded that she ate her vegetables.

The Jefferson County Morris Health Center celebrated August-Breastfeeding Awareness Month by providing a display in the waiting area with pamphlets and articles with information about the many benefits of breastfeeding. This increased interest and questions about breastfeeding. If more people are talking about breastfeeding as the norm, maybe we can get more mothers to try breastfeeding.



MORRIS HEALTH CENTER
Celebrating August-Breastfeeding
Awareness Month

Area 5

Two aides Pam Andrews and Blanca Garza of the Dekalb County Health Department created two bulletin boards to celebrate and promote both Fit WIC and 5 a Day promotions. The bulletin boards were an attractive, attention grabbing addition to the Dekalb County Health Department lobby.



CLINIC AIDES
Pam Andrews and Blanca Garza
created a Get Fit Bulletin Board

Area 5 continued...page 9



CLINIC AIDES
Pam Andrews and Blanca Garza
also created a Food Rainbow

The clinic aides went above and beyond to help promote our Fit WIC and 5 a Day campaigns.

Congratulations to Shelby County for winning the James M. Richard Excellence Award presented at the 19th Annual WIC Training Conference.

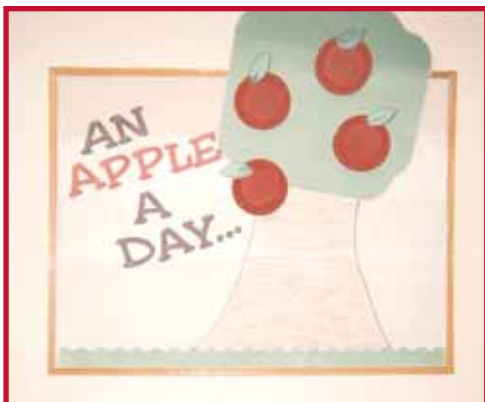
Area 6

One unusual fruit or vegetable was featured at the SNE classes this summer in Calhoun County. Nutrition information and ways to use these foods were discussed with class participants.

Karla Lanford, Nutrition Associate began employment July 2006 with the Chambers County WIC Program. She is a recent graduate of Auburn University. War Eagle!!

Mandy Jones, RD, Nutritionist with the Sylacauga WIC Program was selected to participate on the statewide VENA committee.

Bulletin boards were used in Coosa and Tallapoosa counties to promote breastfeeding and good nutrition.



COOSA
COUNTY'S
Appletree
Bulletin
Board



TALLAPOOSA COUNTY'S
Two Bulletin Boards Celebrating Breastfeeding



Area 7

Area team members from Public Health Area 7 and Public Health Area 9 have formed a Clinic Management Review subgroup to look at clinic program effectiveness in conjunction with county staff in selected counties in Areas 7 & 9. From a WIC program standpoint, the group is looking at caseload trends, staffing, cost accounting, scheduling and outreach opportunities. The goal of this clinic management review is for the county staff to work with the Area staff to identify ways to increase WIC caseload and improve clinic efficiency while increasing WIC participant satisfaction.

Area 8

Kathy Ricks, RD, was invited to the Kindercare Daycare in Prattville to instruct the preschoolers in nutrition education. Kathy read the GO, Glow, and Grow booklets with the children and talked about "sometimes" food compared to "everyday" food. The 5 A Day coloring booklets were passed out and discussed. The Smart Snacker game was played. Healthy snacks were discussed using the Candy Man Crocodile and Nutrisaurus puppets. Dental hygiene was also discussed with children using the Candy Man Crocodile, pointing out cavities in his large crocodile teeth. There were 10 four year olds and 7 three year olds in attendance.

On November 3, 2006, the Bullock County Health Department participated in the Annual Southern Springs Health and Rehab Community Wide Health Fair.

Area 8 continued... page 10

The Health Fair was held on the Southern Springs Health and Rehab Campus, located at 754 Southern Springs Road in Union Springs, Alabama. The Bullock County Health Department was represented by Ms. Aleacha Manuel (social worker), and Ms. Dolly Caldwell (WIC Clinic Coordinator).

Tina Allen represented Montgomery County WIC clinic at the United States Postal Service at the Alabama District's Employee Health Fair at Winton Blount Blvd. on August 18, 2006.

Alisa Champion, Tasha Hayes, and Kathy Ricks had a booth at the Central Alabama Electric Coop 2006 Member Appreciation Day and Annual Meeting.

On April 7, 2006, the Macon County Health Department held their third Annual Health Fair. Dolly Caldwell, Sanquenetta Foster, and Cynthia Wynsley represented the Macon County Health Department at the Health Fair in Tuskegee, Alabama.



MACON COUNTY
Cynthia Wynsley, Dolly Caldwell and
Sanquenetta Foster at Health Fair
in Tuskegee, Alabama



MACON COUNTY
Health Fair in Tuskegee, AL

Sara McCurry participated in an interview about the WIC Program with WBRL TV (Channel 3) at the Russell County Health Department on August 10, 2006. Sarah talked with them about the over all WIC Program as well as the breastfeeding aspect of the WIC Program. Congratulations go out to Sara McCurry and Russell County Health Department! Sara McCurry was the winner of the Public Health Nutritionist Associate Award which was presented at the 19th Annual WIC Conference.

Area 9

Congratulations go out to Baldwin County for receiving both the Public Health Nutritionist of the Year and the Diana Segars awards at the 19th Annual WIC Conference, October 18-20, 2006. Sharon Eiland, RD, LD was the winner of the Public Health Nutritionist of the Year Award, and Lisa Bowman was the winner of the Diana Segars WIC Clerical Excellence Award.

Area 10

Area 10 welcomes Peggy Williams back to Barbour County as a Clinic Nurse. We also welcome Patty Rushing as the new Clinic Coordinator for Crenshaw County and Sonya Wheeler as the new Office Manager for Crenshaw County.



PIKE COUNTY
Staff Made
Gift
Baskets

Coffee and Pike County Staff made gift baskets for the OB and Pediatric Offices for Breastfeeding Awareness Month to show the doctors and their staff that WIC supports breastfeeding.



COFFEE COUNTY'S
5 A Day
Bulletin
Board

Dale County staff continues to try new outreach ideas. WIC information and income guidelines are placed in "Welcome Bags" given out by the Ozark Chamber of Commerce.

Geneva County Staff continues with their outreach efforts by again having WIC displays at the Geneva River Festival and Slocomb Tomato Festival.

Area 10 continued... page 11

Henry County is undergoing renovations for their Abbeville office. Staff moved into and set up offices in the old school building. They hope to move back into their building in the spring.

Houston County WIC helped to sponsor a Breastfeeding Workshop that was held at Flowers Hospital for staff from the hospital physicians' office and the health department.

Area 10 staff said good bye and enjoy your retirement to Joyce Rutledge, Lavenia Tompkins and Russell Killingsworth.

Area 11

Elizabeth Lucille (Luci) Smith was born on November 21, 2006! Congratulations to Area Nutrition Director, Elizabeth and husband Charles Smith for the wonderful new addition to the Smith household.

