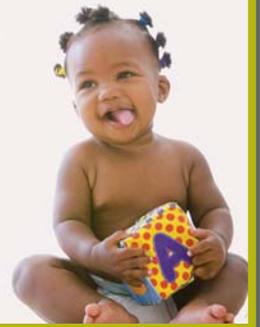




# Colorado WIC News

An Update for Colorado WIC Agencies



Volume 23 | Issue 4

July/August | 2012

## Celebrate World Breastfeeding Month 2012! Reflect and Imagine...



The Colorado WIC Program's theme for World Breastfeeding Week, the annual breastfeeding awareness campaign traditionally held August 1 through 7, is World Breastfeeding Month: *Reflect and Imagine*. The local/state agency advisory committee (representing staff from Boulder, Denver, Jefferson, Pueblo and Tri-County WIC Programs and the state office) devised this thoughtful and concise theme which looks at breastfeeding as evolving over time. The committee also believes we should adopt a month to demonstrate to agencies the exact week is not as important as being able to celebrate when it works!

In our busy lives, it is important to take time to *reflect* and look at our past to plan our future. Going back to our roots, breast milk has remained constant over the years while styles and trends have continually changed. Breast milk always has been and always will be the perfect food for human babies. It is also important to take time to *imagine* the possibilities in a world where more infants receive this perfect food. Children with less morbidity, higher IQ levels, a cleaner environment with less waste and healthier families are only a few of the positive changes that would result.



The *Reflect and Imagine* theme is an alternative to the World Alliance for Breastfeeding Action's (WABA) theme of "Understanding the Past - Planning the Future: Celebrating 10 Years of WHO/ UNICEF's Global Strategy for Infant and Young Child Feeding." The Global Strategy outlines actions to protect, promote, and support breastfeeding (<http://worldbreastfeedingweek.org/>). ILCA's theme, "The Road to Lifelong Health Begins with Breastfeeding" builds on the WABA theme by highlighting the impact of breastfeeding in a child's lifelong health and the impact of advocacy in bringing about needed policy and practice changes (<http://www.ilca.org/i4a/pages/index.cfm?pageid=3306>).

The messages of all three themes are interrelated and inspire a variety of ways to celebrate. Local agency WIC breastfeeding coordinators will receive an email with several documents providing more information and ideas for how to celebrate.

The State Office Nutrition Services Branch staff recently reflected on the theme, and shared some poignant thoughts on how their thinking about breastfeeding has changed over time. Staff filled in the blanks to this statement: *I used to think \_\_\_\_ about breastfeeding, now I know/think \_\_\_\_.*

Here are some of their reflections:

- I used to think breastfeeding was only for babies up to six months old, now I know it is one of the best things for babies for more than one year!
- I used to think breastfeeding was about bonding with baby, now I know it contributes to good health of the mother and baby.
- I used to think only moms could breastfeed, now I know dads can help with pumped milk.
- I used to think working moms couldn't breastfeed, now I know they can with support from the employer.
- I used to think breastfeeding was about saving money on formula, now I know it is about baby's health.
- I used to think breastfeeding is easy, now I know it is a learned art!
- I used to think breastfeeding was only a private activity, now I know it is acceptable to breastfeed in public and talk openly about it.
- I used to think breastfeeding was the best way to feed my own baby for many reasons, now I know it is not just about me but affects everyone on a national level (e.g., health care savings).

The staff also imagined a breastfeeding-friendly Colorado! It would be evident by women breastfeeding everywhere;

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## Celebrate World Breastfeeding Month 2012!

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in all buildings there would be a room labeled, "Lactation" located near the men's and women's restrooms; and child care centers will have little formula on the shelves and a refrigerator full of human milk!

Take time this August to reflect on how your views have changed or expanded and imagine what your breastfeeding-friendly Colorado would look like.

Join the nation in encouraging families to take the journey to better health through breastfeeding!

### Promoting, Protecting, Supporting Breastfeeding: Colorado WIC Food Package Policies (Part II)

By Jennifer Dellaport, RD, MPH

The last issue of the Colorado WIC News reviewed Colorado WIC policies, USDA's definition of breastfeeding, and how to respond to breastfeeding mothers who request formula. We will continue to focus on putting WIC policies into practice; the goal being that it shouldn't matter to which staff person a mother talks, a mother will receive the information and support she needs to make informed infant feeding decisions.

First, let's check your understanding of the last issue's article on this topic. If you answer any of these questions incorrectly, please reread the article and discuss questions you have with your breastfeeding coordinator, program director, or your state nutrition consultant.

1) True or False: USDA defines breastfeeding as the practice of feeding a mother's breast milk to her infant(s) every day.

2) True or False: A Breastfeeding mother whose infant is receiving the full formula package is not categorized as

breastfeeding.

3) True or False: The only mandatory (required) time to update the breastfeeding information on the Infant interview in Compass is during the certification and recertification appointments.

4) True or False: An infant who is certified at one month age, who breastfed for the first two weeks of life and stopped, is described as "no longer BF" on the Nutrition Interview screen.

5) True or False: It is just as beneficial to the normal healthy infant to be partially breastfed for 3 months as it is to be exclusively breastfed.

6) True or False: A mother tells you she is supplementing her 5 day old breastfeeding infant and wants formula. The first thing you tell her is that WIC doesn't provide formula to breastfed infants in their first month of life.

7) True or False: I know what to say to mothers to help them make informed decisions. If I need information I know where to go.

Answers: 1) F, 2) F, 3) F, 4) T, 5) F, 6) F, 7) T

#### Policy States:

*Educate all mothers throughout the prenatal and early postpartum period about the benefits of exclusive breastfeeding. Make them aware of the policy that Colorado WIC does not routinely provide formula to breastfed infants who are younger than one month of age.*

#### Good Education and Counseling: Discussions During Pregnancy

Many staff are concerned mothers will say they aren't breastfeeding so they can get formula. As one local agency breastfeeding coordinator put it so well: *We can try to prevent situations like this with good education and counseling and if that situation does happen, we cannot control it.* This is not a reason to avoid policy.

#### Certification Visit:

The goal of this visit is to get the mother talking about breastfeeding, and to discuss her questions or concerns. There

is no need to discuss the benefits of breastfeeding unless the mother does not know any. This is not the time to bring up WIC's formula policy, however, feel free to answer formula related questions if the mother asks.

There are essentially three elements:  
*Learn, Address, and Inform*

1. Learn mother's breastfeeding intentions. Open the dialogue with a question to help begin the conversation: What have you heard about breastfeeding? What have you thought about breastfeeding with this pregnancy? What was your breastfeeding experience like with your previous baby? What was the best thing about breastfeeding? What was most challenging? Use techniques such as extending (e.g., tell me more about that...), clarifying (e.g., so you have concerns about milk supply because you did with your first baby...), and reflecting (e.g., it seems like your boyfriend has some issues with breastfeeding) to develop the conversation.

2. Address mother's concerns about breastfeeding.

3. Inform and promote to mother how WIC supports breastfeeding. Review extra food, breastfeeding education groups/classes and support groups, mother and baby are certified through first year, breast pumps available for certain needs, and breastfeeding peer counselors (if available).

#### Second Prenatal Visit:

The goal of this visit is to continue to address mother's concerns and offer education and support.

There are essentially three elements:  
*Follow-up, Address, and Provide Anticipatory Guidance*

1. Follow up on the previous discussion. Questions you may want to ask: Have you thought any more about breastfeeding? Have you made a decision about breastfeeding? What questions or concerns do you have about breastfeeding? (Examples might include returning to work/school, separation from baby, etc.)

*Continued on Page 6*

### July & October 2012 Breastfeeding Coordinator Conference Call

July 26 and October 25  
9:00 am - 10:30 am  
Denver Metro: 720-279-0026  
Toll Free: 1-877-820-7831  
Participant Passcode: 173985

### October LARC Conference Call Information

Tuesday, Oct. 2nd at 8:30 am &  
Thursday, Oct. 4th at 2:30 pm  
Phone Call-in #: 1-877-820-7831,  
Code/Room #: \*381274\*

### July BF Peer Counselor Conference Call

Tuesday July 24th, 9:30am to 10:30am  
1-877-820-7831  
Participant Passcode: 561368#

## Administrative Update and other important information

### FOLLOWING YOUR SUCCESS TOWARD WIC COMPETENCY

Congratulations to the following staff who have received Level I, Level II, or Level III certificates in the last few months. TERRIFIC WORK!

**Denver**

Kaile Bouma, Level I, II & III  
Nora Lynch, Level III  
Elizabeth Myrick, Level II & III

**Jackson**

Kim Hutchison, Level I

**Summit**

Whitney Smith, Level II & III

**Northeast**

Daniela Carasco, Level II

**Pitkin**

Brisia Salias, Level II

**Tri-County**

Lucy Bossert, Level I, II & III  
Steven Echard, Level I, II & III  
Melanie Morrison, Level III  
Leanne Pylkas, Level I, II & III  
Mindy Stewart, Level II & III  
Alexandra Wicks, Level I & II

**Valley-Wide Health Systems**

Joann Kunugi, Level III

### Colorado WIC Program Materials Order Form

In attempts to simplify our business practice, the (2) forms used to order *Nutrition Education Materials and Administrative Forms* have been consolidated into one form, **Colorado WIC Program Materials Order Form**. The most recent version of this order form is posted on the Colorado WIC web site, under Resources for Agency Staff, Tools and Guidance.

**ATTENTION:**

The following items have been sent to all local agencies since the last issue was published. If you are not aware of an item on this list, please contact your director and/or nutrition consultant to request a copy.

Mailings and/or emails to Local Agency Directors:

- ~CO WIC FY12 Policy Letter #1: **Violation to Try to Sell WIC Benefits**
- ~CO WIC FY12 Policy Letter #2: **WIC Income Eligibility Guidelines**
- ~Email announcing revised **Colorado WIC Program Materials Order Form**
- ~Stickers to affix to: **And Justice For All** posters

### Now Available! Eat Healthy • Be Active Community Workshops

Six one-hour workshops, based on the Dietary Guidelines for Americans, 2010 and 2008 Physical Activity Guidelines for Americans are now available. Each workshop includes a lesson plan, learning objectives, talking points, hands-on activities, and handouts. The workshops are designed for community educators, health promoters, dietitians/nutritionists, cooperative extension agents, and others to teach to adults in a wide variety of community settings. Each of the following one-hour workshop includes a lesson plan, learning objectives, talking points, hands-on activities and handouts:

- Enjoy Health Food that Tastes Great
- Quick, Healthy Meals and Snacks
- Eating Healthy on a Budget
- Top Tips for Losing Weight and Keeping it Off
- Making Healthy Eating Part of your Total Lifestyle
- Physical Activity is Key to Living Well

For more information and to download the Community Workshops go to [www.health.gov/dietaryguidelines](http://www.health.gov/dietaryguidelines)



### what It Means to Be an American

To believe in the promise of a better tomorrow, and stand united in our efforts to give a peaceful nation to our children...  
To honor each other's differences and cherish the richness of our history, even as it continues to unfold from sea to shining sea...  
To love deeply our friends and family, day by day, and never take for granted the privilege of calling ourselves American.  
America - we are more than a people, we are a family.  
Happy 4th of July

### 30 MyPlate Steps to a Healthier You



Alice Henneman, MS, RD, UNL Extension Educator

USDA's MyPlate symbolizes a personalized approach to healthy eating and physical activity. It reminds us to make healthy food choices and to be active every day. Here are some tips from <http://choosemyplate.gov> to help you take steps to a healthier you. This is a peer reviewed publication.

1. On the Internet, go to <a href="http://choosemyplate.gov">http://choosemyplate.gov</a> to calculate your personalized "Daily Food Plan."	2. Choose a vegetable pizza with toppings like mushrooms, green peppers, and onions and eat for extra veggies.	3. Eat fruits. Swap out sugary snacks for "hidden sugars." Naturally occurring sugars such as those which are in milk and fruits do not count as added sugars.	4. Drink, or eat most of your fruit, or eat most of your veggie, or eat most of your protein, or eat most of your grains. For the benefits of dairy fiber, choose whole milk.	5. Make most of your protein from lean meats, poultry, fish, beans, tofu, and eggs. Limit red meat, processed meats, and salty meats.	6. Limit sodium. Choose low-sodium products. Read labels for sodium content. Limit sodium to less than 2,300 mg a day.
7. Make half your plate fruits and vegetables. They give you full and essential vitamins, minerals, and fiber.	8. Try to make half your plate fruits and vegetables. They give you full and essential vitamins, minerals, and fiber.	9. Choose a vegetable pizza with toppings like mushrooms, green peppers, and onions and eat for extra veggies.	10. Drink, or eat most of your fruit, or eat most of your veggie, or eat most of your protein, or eat most of your grains. For the benefits of dairy fiber, choose whole milk.	11. Make most of your protein from lean meats, poultry, fish, beans, tofu, and eggs. Limit red meat, processed meats, and salty meats.	12. Limit sodium. Choose low-sodium products. Read labels for sodium content. Limit sodium to less than 2,300 mg a day.
13. Choose a whole grain, such as whole wheat, oat, or barley. Add a little oil or butter to help it cook.	14. Choose a whole grain, such as whole wheat, oat, or barley. Add a little oil or butter to help it cook.	15. Choose a whole grain, such as whole wheat, oat, or barley. Add a little oil or butter to help it cook.	16. Choose a whole grain, such as whole wheat, oat, or barley. Add a little oil or butter to help it cook.	17. Choose a whole grain, such as whole wheat, oat, or barley. Add a little oil or butter to help it cook.	18. Choose a whole grain, such as whole wheat, oat, or barley. Add a little oil or butter to help it cook.
19. Choose a whole grain, such as whole wheat, oat, or barley. Add a little oil or butter to help it cook.	20. Choose a whole grain, such as whole wheat, oat, or barley. Add a little oil or butter to help it cook.	21. Choose a whole grain, such as whole wheat, oat, or barley. Add a little oil or butter to help it cook.	22. Choose a whole grain, such as whole wheat, oat, or barley. Add a little oil or butter to help it cook.	23. Choose a whole grain, such as whole wheat, oat, or barley. Add a little oil or butter to help it cook.	24. Choose a whole grain, such as whole wheat, oat, or barley. Add a little oil or butter to help it cook.
25. Choose a whole grain, such as whole wheat, oat, or barley. Add a little oil or butter to help it cook.	26. Choose a whole grain, such as whole wheat, oat, or barley. Add a little oil or butter to help it cook.	27. Choose a whole grain, such as whole wheat, oat, or barley. Add a little oil or butter to help it cook.	28. Choose a whole grain, such as whole wheat, oat, or barley. Add a little oil or butter to help it cook.	29. Choose a whole grain, such as whole wheat, oat, or barley. Add a little oil or butter to help it cook.	30. Choose a whole grain, such as whole wheat, oat, or barley. Add a little oil or butter to help it cook.

Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska-Lincoln, cooperating with the Counties and the United States Department of Agriculture. Extension's educational programs abide with the nondiscrimination policies of the University of Nebraska-Lincoln and the United States Department of Agriculture.

# Cavity Free by Three

## A Pediatric Guide to Children's Oral Health Flipchart

Laura Jacob with the Oral Health Unit at CDPHE has been traveling the state this summer delivering "[A Pediatric Guide to Children's Oral Health Flipchart](#)" to many of our Colorado WIC Clinics. The flipchart is a wonderful visual to support WIC educators discussing Oral Health with expectant and new mothers.

Primary, or baby teeth, are so critical for a child's overall health. Obviously, the primary function of teeth is chewing. Healthy strong teeth enable the child to comfortably and effectively chew nutritious food. Teeth also work with the lips and tongue to formulate speech. Speech is essential for a child's education success. Also, a child's self image is tied to a healthy, happy, confident smile. When teeth are healthy and strong, it is easy for children to show off their smiles!

Sharing and using this flipchart represents a positive collaborative between the MCH, WIC and the Oral Health Unit. Together, we are gaining momentum toward the Winnable Battle of Oral Health by eliminating Early Childhood Caries. Crystal Brandt, pictured below also has been trained in the [Cavity Free by Three](#) program and champions the message of Oral Health with her WIC clients.

Let's work together to stop Early Childhood Caries! Dental caries is the number one chronic disease in children and is easily preventable. It is much more cost effective to prevent ECC than it is to treat it. If you have questions about your using your Flipcharts, contact Laura at 303-692-2529.

Laura Jacob, CDPHE (left) with Crystal Brandt, RN at the Clear Creek County WIC Clinic

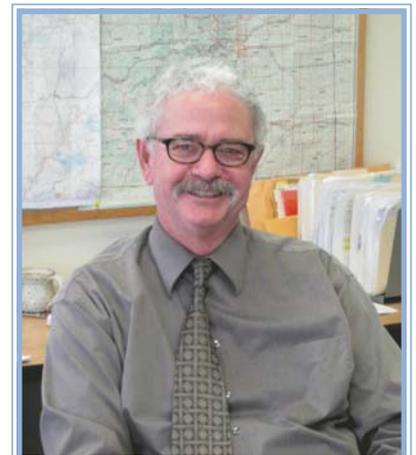


Phil Waggoner, Administrative Services Manager for the Nutrition Services Branch, announced his retirement, effective July 31, 2012.

In over 24 years of service to the Colorado Department of Public Health and Environment he has contributed greatly to the success of the Branch and particularly to the WIC Program. Over that time Phil has held several positions, including WIC Fiscal Officer, IT Unit Manager, WIC Fiscal Administrator and since 2007, Branch Administrative Services Manager. Phil has provided significant leadership for the Branch and assisted both state and local WIC staff through a number of complex issues over the years.

It is no stretch to say that Phil literally gets along with all people and can find a way to solve most any problem. His vast knowledge, managerial skill and calming presence will be greatly missed.

We wish him well with this new chapter of his, and his family's, life!



# Compass Connection

by Vanessa Hodack, RD, Nutrition Consultant

The Compass Connection is a section of the Colorado WIC News highlighting hot topics related to the Colorado WIC computer system.

## Where to Direct Your Compass functionality questions and Policy Questions

**Compass Functionality:** First, consult your Quick Reference Guide in the "How Do I..." section of your Mini Manual. The Quick Reference Guide gives step-by-step instructions for how to complete everyday tasks in Compass (e.g., exchanging formula, recertification appointments, changing a participant's category, etc.). If you need additional assistance or need to report possible issues/defects with Compass, contact the Colorado WIC Help Desk.

**Policy:** Contact your supervisor and/or WIC Director with policy questions. If the supervisor/director has additional questions, they may contact your agency's Nutrition Consultant.

## Informing participants of the CED prior to signing the signature pad

Remember when you click the signature button on the certification screen, the participant is signing the signature pad acknowledging the Colorado WIC Program

Participant Rights and Responsibilities document as well as their certification end date. Please show them the Rights and Responsibilities document and tell the participant their certification end date BEFORE collecting their signature.

## Editing pregnancy record to add birth outcome information

When a participant returns to be recertified from a pregnant woman to a breastfeeding/non breastfeeding woman, it is critical that the current pregnancy record be updated by clicking "Edit" to enter the postpartum information and attach the infant to the mom. Do not create a new pregnancy record!

## Keep Compass Secure! – Deactivating User IDs

Supervisors, remember to submit the Secure User ID Form when an employee leaves the WIC Program. It is important for the State Office to deactivate the employee's User ID for security purpose.

You can find the Secure User ID form on the Colorado WIC website at [www.coloradowic.com](http://www.coloradowic.com).

## MICR Font Line Verification – Reminder!

Please remember to check the MICR font line. The font line appears as the bank's

routing number and checks number. The bank may reject the check if the font line is incorrect.

## MICR Printer Cartridges – Reminder!

Only Troy Toner Cartridges can be used and installed in the MICR printers, any other toner will void the printer's warranty and create an unreadable MICR line.

There are two types of cartridges to order. The Standard Yield Cartridge yields approximately 6,000 pages with 5% coverage, while the High Yield Cartridge yields approximately 12,500 pages with 5% coverage. Both cartridges have a one year shelf life which means the ink cartridges are only good for one year from the date of purchase! Make sure your ink cartridge is not more than a year old! If it is, please put a new ink cartridge in your MICR printer!

Please use these numbers to estimate the best toner for your needs. WIC Checks are packaged in boxes of 2,000 pages or 6,000 checks. One standard yield cartridge would be able to print three boxes or approximately 18,000 checks. While one high yield cartridge would print six boxes or approximately 37,500 checks.



## Help from a WIC Educator

In October 2011, Maria Valenzuela deMartinez, WIC Educator for Larimer County Health WIC Program, saw her Spanish speaking client Ana Perez\* for a pregnancy weight check.

Ana told Maria she wasn't feeling well today. They discussed the foods that she was eating; she said she was eating okay for the most part. She said that the prenatal vitamins prescribed by her doctor were making her sick. Maria asked what were they called and if she had them with her. Ana did have the prenatal vitamins with her so she showed Maria the bottle. Maria immediately noticed the prescription bottle was for

Vicodin and not prenatal vitamins.

Maria explained to Ana that the prescription she was taking was not prenatal vitamins. Understandably Ana became upset and started crying. Ana does not speak English and she trusted her pharmacist to provide her with the correct prescription. Maria spoke with an RDs, who spoke with the WIC Director. The WIC Director talked to both Ana's Pharmacy and doctor.

A pharmacy representative personally came to the clinic to pick up the Vicodin and apologized for the confusion. The WIC Director reported the incident to the

Community Health Department Director who informed her that the client could file a complaint with the State Pharmacy Board. Maria helped Ana file a negligence report the same day.

Maria saw Ana again in November 2011, and she was feeling better and the conversation about prenatal vitamins created no concern. If Maria had not taken the time to learn more about Ana's prenatal vitamins, there could have been a potentially harmful outcome to both mother and baby. This one example shows how WIC plays such an important part in assuring good health care.

\*the participants name has been changed



## Promoting, Protecting, Supporting Breastfeeding: Colorado WIC Food Package Policies (Part II) *Continued*

2. Provide anticipatory guidance. Assess for support to prepare her supporters. Ask if the mother has support for breastfeeding (e.g., baby's father, friends, family, coworkers). She may not have supportive friends or family. Encourage the expecting mother to invite a friend or family member to join her at her WIC appointments or a WIC group/class to learn more about breastfeeding. Provide information about breastfeeding classes or support groups.

3. Educate on how to establish an adequate milk supply so that mother and baby can gain all the benefits of breastfeeding. The key to successful breastfeeding is establishing a good milk supply. It takes around four weeks. Explain supply and demand principle and that exclusive breastfeeding during the first month is crucial to establishing a good milk supply.

WIC wants mothers to be successful with breastfeeding so for this reason, WIC does not provide supplemental formula in baby's first month of life.

### Third Prenatal visit:

The goal of this visit is to have mother prepared for her time in the hospital through her first postpartum WIC visit.

There are essentially three elements: *Prepare, Resources, and Milk Supply*

1. Prepare mother for her hospital visit by informing her on and promoting the five hospital practices of the Colorado Can Do 5! which are important to initiating breastfeeding well. Use the crib card, and explain practices to help build milk supply.

2. Provide a resource and referral list for new mothers to use once they leave the hospital. Give a list of phone numbers and highlight the most relevant. If possible, ask for permission to call mothers after delivery.

3. Discuss how to know if the baby is getting enough milk. Mention availability of breast pumps and teach hand expression using either a video or handout.

### **Stay Tuned!**

In the next issue we will review the support through the postpartum period.

Do you have ways of talking with mothers/parents about exclusive breastfeeding that have brought you success? Share them with Jennifer at

[Jennifer.Dellaport@state.co.us](mailto:Jennifer.Dellaport@state.co.us) or 303.692.2462 for the next issue of the WIC News!



## Nutrition Education Counseling Guide

### aka WIC Protocol Manual

Posted on Colorado WIC Website

The WIC Nutrition Education Counseling Guide (formerly The WIC Protocol Manual) has been updated and is now posted on the Colorado WIC website at [www.coloradowic.com](http://www.coloradowic.com). As mentioned in the May/June Colorado WIC News, the Guide is an expansion of the counseling points listed in Compass and is designed to assist with training staff, standardized assessment and counseling, and provide a streamlined method of nutrition education documentation.

The Guide may be printed directly from the website for those who desire a paper copy. Newly hired WIC employees will receive paper copies as part of their New Employee Training. Updates to the Guide include:

- Revision of the "General" section, with updated listing of approved acronyms and abbreviations; updated visit protocols; addition of visit protocols for Mid-cert visit, Follow-up/Follow-up with Anthros, Add baby, Transfer, Breast pump issuance; updated protocols for high risk counseling; updated listing of Medical Conditions
- Additional counseling points addressing prevention of overweight, such as physical activity, limiting juice and sweetened beverages, adequate sleep, limiting convenience and fast food, adult role modeling for healthy eating.
- Addition of an "All Participant Categories" section, matching the listing in Compass. The sub-topics include the following: General Nutrition Education, High Risk Counseling Points in Care Plan, Orientation, and Other. Note that when "High Risk Counseling Points in Care Plan" and "Other" are chosen, staff are required to document in the Compass Care Plan the specific counseling provided.

