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Texas

WIC NEWS

Special Supplemental Nutrition Program for Women, Infants and Children

November 1998
Volume 7, Number 10



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New Training Opportunities at Texas WIC

Replacing FID cards, removing obsolete forms, following policy when facing inconsistencies

By Anita Ramos-Granados
Acting Director, WIC Policy and Communication

The Information and Response Management liaisons at Texas WIC's Policy and Communication section want to share their answers to some of the questions that are coming in from Texas WIC local agencies across the state. Recent questions have involved replacing FID cards and dealing with inconsistencies between WIC forms and WIC policies.



Q: Now that WIC Policy CS: 02.0, "Identification of WIC Applicant," has been revised, if a recipient has lost her WIC Family Identification (FID) card, must she use a picture identification listed in Section I of this policy in order to receive a duplicate FID?

A: No. Different policies address lost or stolen cards and cards that have simply been forgotten. WIC Policy CS: 06.1, "Issuance of Duplicate Family Identification Cards," is the policy which addresses the form of identification required when a participant or a food-voucher recipient has reported a *lost or stolen* FID card.

To receive a *duplicate* FID card, any one of the items listed in Section I of Policy CS: 02.0 should be provided by the participant or food voucher recipient as proof of identification.

Picture identification must be used when the recipient has *forgotten* his or her FID, as stated in last month's "Policy Perspectives" column.

Q: WIC Policy CS: 03.6, "Collection and Use of Social Security Numbers," does not reference form WIC-30, WIC Affirmation Statement. What happened to this form?

A: Use of Form WIC-30 was discontinued when revised Policy CS: 03.6 went into effect on Dec. 1, 1995.

However, some local agencies continue to use this form. If your local agency still uses it, your WIC director should instruct staff to stop

using this form and to remove it from stock and all clinic sites.

Q: On the breastfeeding-assessment form, risk condition 220 under "Evidence of Iron Deficiency" is inconsistent with the description of the same risk condition in WIC Policy CS: 04.2, "Criteria for Identifying Nutritional Risk Conditions."

On the form, the wording that describes the risk condition is "hematocrit of 36.1 percent and inadequate dietary pattern."

However, the policy's wording differs, stating: "hematocrit of 36.1 percent to 37 percent and inadequate dietary pattern."

Which is correct, the breastfeeding assessment form (36.1 percent) or the policy (36.1 percent to 37 percent)?

A: The policy has the correct statement. Whenever you identify a difference between the wording on an assessment form and Policy CS: 04.2, or any policy for that matter, *always* adhere to the policy.

The forms are updated frequently and are sometimes incorrectly changed. The state agency does not know why this happens, but is trying to correct the problem.

So, remember to follow policy whenever you encounter contradictions in official statements. And, please contact Anita Ramos at the number below if you find other differences between policy and our forms.

If you have any questions about this column, contact Anita Ramos at (512) 406-0777, ext. 218.

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Project 53

Pleasanton staffers gather donations for Del Rio flood victims

Staff members at Texas WIC Project 53 and the Atascosa Health Clinic in Pleasanton collected food and other non-perishable items from co-workers for their colleagues in flood-stricken Del Rio. Project 53 staff spearheaded the collection in late August and early September.

The staff members' collection drive was featured in an article in the local Pleasanton newspaper.

The donated items were taken to the Salvation Army in San Antonio, and then transported to Del Rio. "We were just so sympathetic and concerned for the people who were flooded out in Del Rio," says Project 53 director Connie Trevino.

Del Rio was heavily damaged by flooding in August after Tropical Depression Charley dumped 17 inches of rain in the Rio Grande

Valley, about as much rain as the region usually sees in the course of an entire year.

Nine people were reported killed, dozens more were injured, and hundreds were left homeless. The administrative offices and clinic of WIC Project 44 were destroyed by the flood.

WIC on parade

Everyone loves a parade, and everyone in Pleasanton loves to see Project 53's WIC van in the annual Cowboy Homecoming Parade.

This year's parade, held Aug. 15, featured the WIC van festooned with colorful balloons and decorated with large lettering that read "WIC brings a lot to the table."

Courtesy of the 'Pleasanton Express'



Staff members from the Atascosa Health Clinic in Pleasanton who collected food and other items for flood victims in Del Rio are, from left, Idalia Cumpian, Nicole Martin, Mary Coronado, Meredith De La Pena, Jeanie Jones, Patsy Thomson, Deana Zulaica, Claudia Leyva, Anna Martinez, Patty Martinez, Irma De La Rosa, Rachel Hernandez, director Connie Trevino, Eva Herrera, and Gloria Gallegos.

Along the route, parade watchers waved and cheered, calling out, "All right WIC!" as the van drove past.

The van's raised tailgate revealed a large display of WIC-approved foods that reinforced the message. The display was developed by WIC staffers and Project 53 administrative coordinator Rachel Hernandez.



Rachel Hernandez, Project 53's WIC administrative coordinator, shows off the WIC van, especially decorated for the annual Cowboy Homecoming Parade with lettering proclaiming 'WIC brings a lot to the table,' and a display of WIC-approved foods.

"It's a very rewarding feeling to see on the parade so many people who are happy to see us coming,"

says WIC director Connie Trevino. "They are people whose lives we have touched."

Project 53 director Connie Trevino can be reached at (830) 569-2388.

Project 32

Health expo marks World Breastfeeding Week in Bryan

More than 20 health-care providers, human-services agencies, and providers of children's activities attended a maternal/child health expo on Aug. 8 at Post Oak Mall in College Station.

Sponsored by WIC staff from Project 32 in Bryan, the health expo highlighted the importance of breastfeeding, in keeping with World Breastfeeding Week. Rachel Bramson, M.D., a local physician made a presentation on breastfeeding. WIC peer counselor Donna Logan, R.D., nutritionist Tresa Kellner, and nutrition educator Nikki Kelsey led a children's activ-

ity called "I can eat a rainbow." In this activity, children sampled fresh fruits and vegetables, and then colored a picture of their favorite food item to glue onto a poster-sized rainbow.

Local merchants donated door prizes that were awarded to expo attendees.

"We wanted a big event to celebrate World Breastfeeding Week," says Project 32 breastfeeding coordinator Cathy Lester. "We thought the mall, on the weekend before school started, seemed to fit the bill."

Other WIC staff members who

brought the expo to life were peer counselors Leigh James, Margy Porter, and Anna Vitale, community-service aides Nakisha Lewis, Mary Moreno, and Bertha Sandoval. "All the people we invited to display at the expo were very excited about the turnout," says Lewis, "so I expect this is something we will do again."

Project 32 breastfeeding coordinator Cathy Lester can be reached at (409) 268-5555.



Project 1

WIC joins Austin agencies for back-to-school immunization clinics

WIC staffers from Project 1 in Austin joined more than 50 volunteers to ensure that children returning to school had up-to-date immunizations. Between July 20 and Aug. 14, approximately 3,800 children and adults were immunized with the full range of vaccines. Some of the adults were immunized to meet work requirements.

Project 1 director Phyllis Day, R.D., L.D, and *Texas WIC News* assistant editor Karen Robin were among the volunteers who screened immunization records, assisted with patient flow, or administered shots. Licensed vocational nurses from Project 1 giving vaccines were Leticia Eureste, Stephanie Long, Gloria Martinez, Alice Monroy, Delores Salinas, and Lucia Ysla. Administrative technicians serving as screeners were Kristie Davis and Sandy Guerrero.

The immunization drive was sponsored by the Austin/Travis County Health and Human Services Department. Shots were administered on a first come, first served basis at Northcross Mall, Far South Health Center, South Austin Recreation Center, and Northeast Austin Health Center.

"We work closely with the city/county immunization program," Day says. "They provide training to make sure that our L.V.N.s are current on their quality-assurance standards for administering shots. It was the least we could do to help with the back-to-school program."

The clinics also provided an opportunity to reach the community with information about WIC, Day says. WIC nurses wore their "Ask me about WIC" buttons, and many families went home with brochures that explain the program, and provide local contact information.

"The racket was amazing at times, with up to 18 children squalling about getting poked," says Robin. "I met a number of nurses who

work with WIC or who had been with WIC in the past and had transferred to other human-services agencies in town. It was a great opportunity to see these men and women working with the kids, some of whom were pretty unhappy customers."

Volunteers from area Rotary clubs, several TDH departments, the Retired and Senior Volunteer program, school-district nurses, and more gave nearly 300 hours of their time to make the clinics a success as the deadline to update immunizations loomed with the start of school.

"It's very rewarding to see volunteers from the community come together during an effort like this," says Rita Veazey, health educator in the city/county immunization program. "People from all kinds of agencies and organizations unite for these clinics because they care about the children in Austin and Travis County. Their efforts make all the difference in the world."

Project 1 director Phyllis Day can be reached at (512) 473-4104.

Project 42

Williamson County acquires new army of breastfeeding peer counselors

Two groups of breastfeeding peer counselors were trained in April and August at Project 42 in Williamson County. Seventeen new peer counselors are now helping to relieve the three peer counselors who had been filling daily shifts at local hospitals.

Tracy Erickson, R.D., L.D., breastfeeding coordinator for Project 42, trained 11 counselors in

April and six more in August, when additional discretionary funds were provided by the USDA. The new counselors have enabled Erickson to keep the local hospitals staffed on a daily basis and to increase the use of peer counselors in the clinics.

In addition to easing the workload of other WIC staff members in the clinics, the first class of counse-

lors helped prepare for the second class. They assembled hospital packets, solicited food donations, and delivered food during the training. Three of the new peer counselors are already making plans to celebrate World Breastfeeding Week in a big way next year, and WIC director Tina Horkey is considering hiring some of them as part-time clerical workers.

The peer counselors are also highly valued at local hospitals, where administrators and staff often express their appreciation to the WIC program for providing peer-counselor services. At the hospitals, the peer counselors reduce the nurses' workload, and doctors have asked the counselors for their business cards.

In addition to their WIC activities, some peer counselors find time to volunteer their counseling expertise in the community. For example, long-time peer counselor Anita Solis was asked to be the breastfeeding resource contact for a large medical clinic in Round Rock. Solis says she receives several phone calls each month from their clients and counsels them, free of charge. "I can't go into the grocery store now," she says, "without being recognized by people who thank me for my help and show off their healthy breastfed babies."

Project 42 breastfeeding coordinator Tracy Erickson can be reached at (512) 260-4241.



At Project 42's graduation celebration for 11 new breastfeeding peer counselors in April are, from left, Angela Johnson, breastfeeding coordinator Tracy Erickson, Sandi Halstead-Bohac, Misty Kracy, Sheila Holiday, Cindy Lennartson, Jeanine Garcia, Rebecca Ashenafi, Shawna McKay, LaVetta Salisbury, Williamson County and Cities Health District director Karen Wilson, Andrea Bostick, WIC director Tina Horkey, and Stephanie Wiggers.



Six more counselors graduated in August: from left, Robin Schneider, Kim Figueroa, breastfeeding coordinator Tracy Erickson, Christina Amaro, Jennifer Eddings, Kelly Moghaddasi, and Eliza Boyd.

Nigerian black-eyed peas mark special occasions

By Dorcas Adeleye
 Site manager, Southwest WIC clinic
 Texas WIC Project 26



Project 26 senior nutritionist Dorcas Adeleye models the traditional robe and headdress of Nigeria's Owo people.

This is the fourth in a series of articles about some of our international co-workers. Dorcas Adeleye joined WIC in 1993. She was born in Owo, Nigeria, and lived there for about 22 years. In March, she participated in an international pageant at Project 26 to celebrate National Nutrition Month. Below, she shares a special recipe from her native culture.

Owo is a town in Ondo State in the western part of Nigeria. The Owo people are part of the Yorubas, one of the major ethnic groups in the country. The cultural foods known to the Yorubas are diverse and transcend beyond one ethnicity. Some ceremonial foods are served to entertain dignitaries at special occasions.

Ceremonial foods are customarily served during weddings, christenings, burials, and other special events. Some distinctive dishes include jollof rice (similar to Spanish rice), moi-moi (a baked, spicy black-eyed pea dish), pounded yam (sometimes called "fofoo"), and soup dishes. Soups are popular and include choices such as egusi (made with watermelon seeds), ila (an okra soup), and a collard-greens soup.

Meats prepared to complement these soups are usually fresh poultry cuts, but other meats such as goat and beef are preferred.

There are numerous ways to prepare these dishes. The one below is my recipe for akara, a unique dish that is popular

in Owo. Akara is made with black-eyed peas and is usually served for breakfast during important occasions or to impress a special guest.

Akara

- 2 cups dried black-eyed peas
- 2 beaten eggs
- ¼ cup red bell pepper
- ¼ cup green bell pepper
- 1 tsp. salt
- ¼ cup chopped onion
- vegetable oil (enough for a pool about 2 inches deep in your pan or fryer)
- ½ cup lukewarm water

Soak the black-eyed peas for about 30 minutes and then rub the beans to remove the skin coats. Combine the peas, eggs, red pepper, green pepper, salt, onions, and water in a bowl. Blend the mixture until smooth. It should have the consistency of a paste. In a heavy sauce pan, electric skillet, or deep fryer, slowly heat the vegetable oil to 370 degrees. Gently drop dollops of the mixture, a little larger than a tablespoon, into the heated oil. I usually drop 5-6 in the oil at a time. When they rise to the surface of the oil, turn them over with a slotted spoon or tongs. Turn them away from your body to avoid burns from oil that may splatter. Fry until golden brown, about 4-5 minutes. Lift the akara out and place on absorbent paper to remove excess oil.

Serve plain, with fresh baked bread, or with cream of wheat.

For variety, dried shrimp or fish may be substituted for the eggs.

(Serves 6-8 people.)

Project 26 senior nutritionist Dorcas Adeleye can be reached at (713) 794-9095.

El Paso celebrates Breastfeeding Awareness Month

August hadn't even arrived yet, but WIC staff members in El Paso were already celebrating Breastfeeding Awareness Month. An all-staff meeting on July 30 included a presentation by breastfeeding peer counselors on findings from the November 1997 WIC Infant Feeding Practices Study. The presentation focused on issues that were most likely to result in mothers deciding to breastfeed their babies. The peer counselors also explained how they would alter their advice to clients, based on the study's findings, in order to increase breastfeeding rates in the El Paso area.

At the meeting, staff also received Breastfeeding Month ribbons to wear throughout August. All WIC moms were given the ribbons and asked to wear them throughout August to help increase public awareness of breastfeeding.

Bulletin boards at each Project 33 site featured the breastfeeding

poster, *Another Satisfied Customer*. All of the children who came to the centers throughout

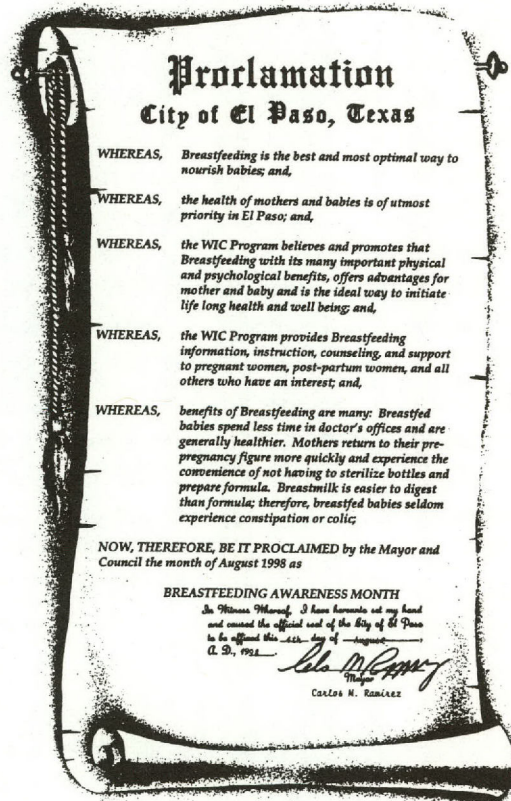
August were given "Born to be breastfed" coloring pages and stickers.

On Aug. 4, El Paso Mayor Carlos M. Ramirez proclaimed the month of August as Breastfeeding Awareness Month. Color copies of the proclamation were sent to the 32 WIC sites for display.

To educate others about the benefits of breastfeeding, copies of the proclamation and Breastfeeding Month ribbons were sent to the El Paso City-County Health and Environmental District staff members and board.

Breastfeeding posters were displayed just outside of Thomason General Hospital's cafeteria. A special breastfeeding display was installed in the cafeteria itself on Aug. 22 and 23, which coincided with a state agency-sponsored "Breastfeeding Mini-Conference" held at the hospital for health-care providers in the community.

Project 33 nutrition services supervisor Donna Kay can be reached at (915) 771-5850.



Project 13

Health commissioner's visit tops Laredo's summer of breastfeeding events

Late July and early August were busy as the staff of Project 13 in Laredo celebrated Breastfeeding Awareness Month.

The highlight came Aug. 12 as William R. Archer III, M.D., state commissioner of health, attended a breastfeeding baby shower which also served as a press conference. A panel of experts answered questions from the audience and local media about breastfeeding.

Besides Archer, the panel members were Maurice A. Click, M.D., the health authority for the City of Laredo Department of Health; Victor Treviño, M.D., a local family practitioner; Pedro Castañeda, M.D., a local pediatrician who also represented the Laredo Community Access to Child Health (CATCH) program; Janet Rourke, Texas Breastfeeding Initiative coordinator; Laurie Coker, TDH breastfeeding-promotion specialist; and Project 1 WIC director Beatrice Duarte, who is also the City

of Laredo's chief of public-health nutrition services.

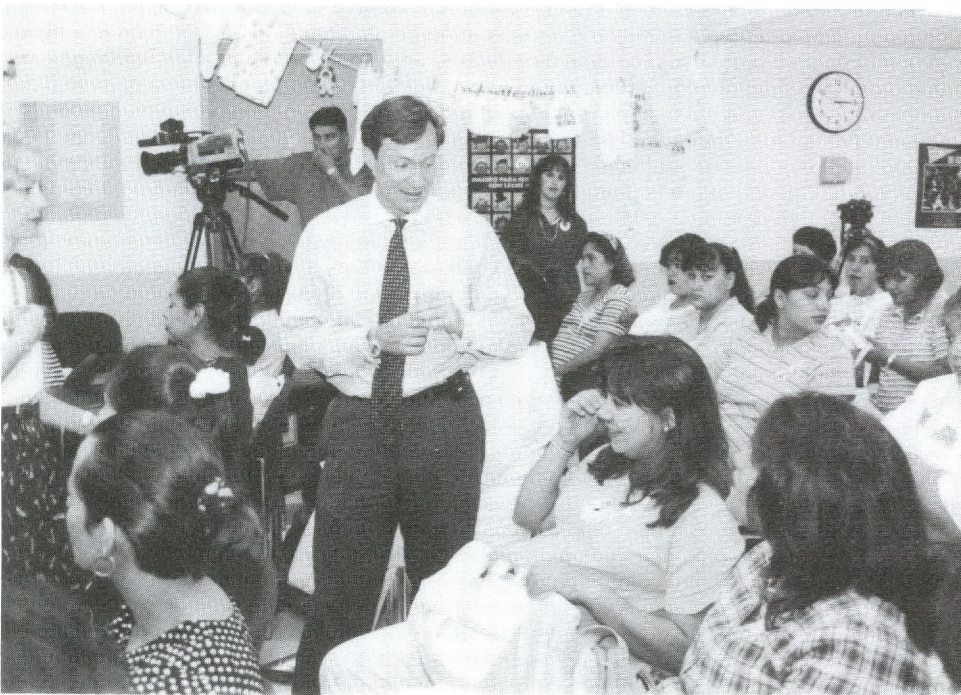
The health department's auditorium was filled to "standing room only," reports Project 13 outreach coordinator Guillermo Walls, as the panel participants answered questions in Spanish or had their answers translated into Spanish.

The pregnant and breastfeeding mothers who attended the baby shower were awarded prizes—such as breastpumps, baby clothes, burping pads, or nursing pillows—for answering questions about breastfeeding. Archer also presented the mothers with canvas shoulder bags, filled with literature about breastfeeding. Their children were kept busy nearby in a special day-care room set up for the event.

TV interviews, baby showers

The commissioner's visit to Laredo topped more than a month of activities. Breastfeeding Awareness Week was proclaimed in Laredo on July 28. The proclamation event was held at the City of Laredo Health Department auditorium, and was led by department director Jerry Robinson, who was joined by Laredo's mayor, Elizabeth G. Flores, and WIC director Beatrice Duarte, R.D., L.D.

On July 29, Project 13 breastfeeding coordinator Nora Guerra hosted a breastfeeding baby shower at the health department's auditorium. It was attended by some



William R. Archer III, M.D., Texas commissioner of health, chats with a pregnant WIC participant during a breastfeeding baby shower in Laredo as Project 13 celebrated Breastfeeding Awareness Month.

50 pregnant WIC participants from Laredo and the surrounding community in Webb County. Day care was offered to those moms who brought their children. Duarte and breastfeeding peer counselor Grizelda Gonzalez shared information about the benefits of breastfeeding. After the presentations, the moms-to-be answered breastfeeding questions to win baby-shower prizes.

On July 30, Guerra, who is a WIC nutritionist as well as breastfeeding coordinator, gave an interview on the local NBC affiliate television station, KGNS-TV. The interview, during a noon talk show, was an opportunity for Guerra to share the benefits of breastfeeding with all of the Spanish-speaking viewers in Laredo.

Breastfeeding rooms judged

Throughout August, Project 13 rewarded children who participated in coloring activities with gift certificates for a free ice-cream cones from Dairy Queen. While

they waited for their parents to sign for vouchers and attend nutrition-education classes, the children colored images of the many different faces that adorn the *Born to be Breastfed* posters that promote breastfeeding.

Each of Project 13's eight WIC clinics also participated in a breastfeeding-room contest. Each clinic decorated its breastfeeding room according to the following criteria: education, decoration, and relaxing atmosphere. The Cedar Clinic was declared the winner by judges Jesse Gonzalez of the Laredo Children's Museum; Monica Mendoza, a nutritionist with the Texas Migrant Council; and Marissa Limon,



Commissioner Archer visits with children who joined in day-care activities during a breastfeeding baby shower in Laredo.

nighttime news anchor with the Telemundo affiliate station, KLDO-TV.

And, as if these events weren't enough already, somehow WIC staffers also found time to participate in La Leche League's Second Annual Walk for Breastfeeding on July 25 at Mall del Norte.

WIC outreach coordinator Guillermo Walls can be reached at (956) 723-2051, ext. 257.

Project 40

Beaumont WIC teaches Head Start youngsters about milk

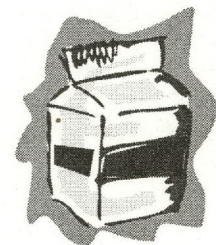
Nearly 100 4-year-olds in the Head Start summer program at Southerland School in Beaumont learned from WIC where milk comes from, which foods contain milk, and the importance of calcium in growing strong bones.

Project 40 clerk JoAnn Keeler and nutritionist Tonia Holland turned to the Kid's Club hand puppet, "Wicky Waccon," to help make the learning fun for the children at the June presentation.

The youngsters got a clear understanding of the importance of nutrition to ensure good bones and health, thanks to the hands-on activities. Holland and Keeler also made banana milk shakes for the children to enjoy afterwards. Many of the children are WIC participants

"The kids had a great time," says Project 40 nutrition supervisor Fern Roberts, R.N., "and the school nurse was really impressed." The Head Start staff was so pleased with the

nutrition education that they sent Project 44 a thank-you note and an open invitation for future visits.



Project 40 supervisor Fern Roberts can be reached at (409) 832-4000.



Project 72

Sweetwater celebrates World Breastfeeding Day with informative radio show, reception

World Breastfeeding Day started early on Aug. 3 in Sweetwater as a local radio morning talk show focused on breastfeeding. Project 72 breastfeeding coordinator Esther Duran was interviewed on the show, joining breastfeeding WIC mom Vicki Foust and former WIC clinic staffer Emma

Montoya to answer questions from listeners and to talk about breastfeeding.

Later that day, the clinic continued its celebration with a special reception for breastfeeding WIC moms.

The event included prizes donated by local businesses and given to the moms. Three speakers made presentations on different benefits of breastfeeding.

Linda Richardson, the WIC breastfeeding coordinator for Project 34 in Abilene, spoke as a lactation consultant and a La Leche League representative about how a community benefits from breastfeeding.

Rolling Plains Hospital breastfeeding coordinator Lynn Herm, R.N., spoke about the health benefits of breastfeeding.

And Montoya, who now works for the Texas Department of Human Resources, spoke on breastfeeding in the workplace.

A week earlier, Sweetwater's city commissioner, Glenn Worthham, had signed a



Lactation consultant Linda Richardson, left, breastfeeding coordinator at Project 34 in Abilene, joins Lynn Herm, R.N., breastfeeding coordinator at Sweetwater's Rolling Plains Hospital, to share their knowledge as WIC moms celebrate World Breastfeeding Day at Project 72 in Sweetwater.

proclamation designating Aug. 3-7 as Breastfeeding Awareness Week in the town.

Project 72 breastfeeding coordinator Esther Duran can be reached at (915) 235-8455.

Project 59

Staffers raise breastfeeding awareness in San Antonio

Project 59 staff in San Antonio went all out for their August breastfeeding-awareness celebration built around the theme of "Invest in the Health of your Baby! Breast-feed!" or "Invertir en la Salud de su Bebe! De Pecho!" The celebration also served as a mini-health fair.

Preparations began several weeks in advance. Staff members raised funds for the celebration by selling breakfast tacos for a month before the event. Employees of the Barrio Comprehensive Family Health Care Center donated household items for a yard sale, and the clinic itself contributed \$150.

Four to six weeks in advance, invitations were given to WIC participants and prospective clients in all of the Barrio Center clinics. About 100 people attended the celebration, which was held on Aug. 20. Representatives from several agencies participated in the health fair and shared information about their programs: Medicaid eligibility worker Debby Costilla, STARR representative Hortencia Castano, Texas Health Steps representative Kathryn Gunnae, and Barrio Perinatal Department representatives Adriana Moreno, Barbara Rangel, and Daisy Villarreal.

"They all had a great time," says Project 59 coordinator Elisa Ruelas-Perez. "All the moms got pinned with beautiful corsages, and each received a gift bag." Chicken-salad sandwiches, vegetables and dip, soft drinks, and cake were served as refreshments. Singer/songwriter Rachel Velasquez provided entertainment.

"There definitely was a good turnout, and many dads attended too," Ruelas-Perez says. "Everyone has commented on all the fun they had and all the great gifts they received." Local businesses were asked to donate door prizes, and they responded with a wide range of certificates: a \$15 certificate from Walgreen's Drug Store, dinner for two at Alamo Cafe, two free hair stylings from Dynasty Beauty, a \$10 gift certificate from HEB, and a large pizza from Pizza Hut.

Games for the moms included "Breastfeeding Bingo" and "Pin the Baby on the Breast." Their infant children participated in crawling and walking contests, and the little winners were awarded trophies.

Door prizes went to children in age categories: 0-5 months, 6-18 months, 1½-2 years, as well as to the youngest baby (at 10 days) and to the oldest child who was still nursing.

Project 59 coordinator Elisa Ruelas-Perez can be reached at (210) 434-3121.

A WIC mom is blindfolded before joining a game of 'Pin the Baby on the Breast' at Project 59's breastfeeding celebration.



WIC mom Maria Emma Estrada nurses her 2-week-old daughter Ruby at the breastfeeding celebration. She also breastfed her daughter Esmeralda, now 4.



Project 87

Palestine fair promotes family fitness

WIC Project 87 staffers in Palestine participated in a family fitness health fair Aug. 29 in conjunction with Memorial Mother Frances Hospital.

“As TDH is the state sponsor for Family Fitness Day USA, and since Memorial Mother Frances plans a health fair each year at the end of August,” says WIC nutritionist Beth Lloyd, R.D., L.D., “we joined our efforts to promote family fitness.”

Other community organizations that participated in the fair included Ready Teddy,

Tropy the clown, the YMCA, the Boy Scouts of America, the Palestine Public Library, and Sparky, the mascot at Palestine’s fire department.

Texas Health Steps gave away toothbrushes, and TDH nurses screened for immunizations. Free juice, soda, and popcorn were given away. Approximately 100 people attended the event.



Among the displays at the Family Fitness USA health fair was this one prepared by nutritionist Susan Bennett on childhood obesity. Project 87 nutritionist Beth Lloyd, left, and technician Demi Herod are particularly interested in the health of the children they are expecting.

Project 87 focused on childhood obesity, using ideas from the WIC nutrition-education lesson entitled “Childhood Obesity—Lily Faces a Problem.”

The staff made colorful copies of “activity recipes” and photos of food, and laminated them to create a give-away booklet. They also demonstrated the milk-jug toss. “We wanted the milk jugs to look nice so we spray-painted them,” Lloyd says. “After actively playing with the milk jugs for about an hour, we noticed that the paint was starting to chip off. In hindsight, I do not recommend painting the jugs, but suggest decorating them with WIC stickers.”

The milk-jug toss went over well with the children at the fair, Lloyd says. “It helped keep their minds off of getting their vaccines, and it attracted attention to the display.”

A display showing five pounds of muscle and fat offered a strong visual comparison of the two substances. “This got a lot of attention and raised awareness that it’s not always what you weigh, but how fit you are that counts,” Lloyd says.

Children left the health fair with WIC stickers, and two “Get Fit for Healthy Life” T-shirts were given away in a drawing.

“Health fairs are a great way to increase community awareness of WIC,” Lloyd says. “We reached professionals as well as potential WIC clients.”

Lloyd says she focuses on nutrition education at the health fairs. “I work really hard to promote WIC as

a nutrition-education program, not just a place to get free nutritious foods," she says.

It's working too. "At the health fair," she says, "representatives from the YMCA asked us to present an after-school nutrition class, and the Wellness Center asked for copies of pamphlets, children nutrition books, and a puzzle of the food-guide pyramid that was displayed."



Project 87 breast-feeding coordinator Shannon Tankersley, R.D., L.D., waits her turn to play the milk-jug game at the Family Fitness Day USA health fair in Palestine.

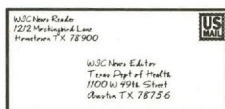
San Antonio staffers best serve WIC customers by 'smiling for someone special'

The WIC staff at Project 59 in San Antonio make customer service their highest priority, and it shows in the compliments that they receive from happy clients.

If it's possible to find a drawback, says Project 59 coordinator Elisa Ruelas-Perez, perhaps it's that "patients keep bringing goodies, staffers continue eating them, and some weight problems are beginning to occur."

The following are two short notes sent in to the Project 59 Texas WIC staff at the Barrio Comprehensive Family Health Care Center. The first is a picture postcard from Portland, Ore.

"At Project 59," says Ruelas-Perez, "our motto is this: When a patient enters the WIC clinic, smile like you would smile to someone very special in your life. Your day will be a better one all the time!"



LETTERS
TO THE EDITOR

To WIC Staff:

I'm writing these few lines to thank your staff for all your help and support. I will never forget San Antonio. Hope you like this postcard. Oregon is a beautiful state.

Love always,

Bertha Gomez
Portland, Ore.

Dear Project 59:

Well, first I'd like to start off by saying that I and my daughters have always been treated to the best of everyone's ability. This year I was deciding where I could go to WIC—nearby my home or to stay where I am currently—and I decided to leave my kids where they were. I'm just so used to the people, as are my daughters.

Sincerely,

Monica Meadows
San Antonio

No longer face-to-face

'Distance learning' among new training options

By Patrick L. Ogle, M.S.
Training Specialist

TRAINING EXPRESS

Travel budgets are tighter than they used to be. It's getting harder for state-agency trainers or local-agency staff to travel for training, but the training is still necessary.

To deliver high-quality training throughout the state, we use a number of methods today to provide "distance learning." More methods are sure to follow in the near future. Let's take a brief look at each.

Training today

◆ Locally facilitated training

Locally facilitated training occurs when the state agency "franchises" some training activities out to local-agency staff. The state agency develops and provides the training materials, along with an instructor's guide. The instructor's guide is customized for each training and provides a structure for a local-agency staff member to follow in conducting the training. A good example of this kind of training is *Answering the Telephone, Module II*, released earlier this year.

◆ Self-paced training guides

We encounter a true case of "do it yourself" training with our self-paced training guides. At the state agency's training section, self-paced guides are developed in accordance with principles of adult education to ensure that you get the most out of your training time.

Self-paced training guides are self-contained units, providing all that you need to reach the understanding and proficiency-level goals of the training.

WIC Food Package and Food Issuance is one such self-paced training package.

◆ Training by satellite transmission

Satellite training is a relatively recent innovation in delivering training at Texas WIC. Sometimes called "narrowcasting" or "distance learning," satellite transmissions deliver televised training to WIC personnel at specific, properly equipped sites throughout Texas.

The training program is up-linked from a site in Austin to a communications satellite orbiting high above the Earth, then down-linked to training locations with satellite receiver dishes.

Supplementary printed materials are provided at each downlink site, and a local facilitator welcomes trainees, distributes related materials, and handles registrations and other administrative matters.



High-tech as it is, training by satellite transmission is mostly “one-way training,” as trainees don’t have the same opportunity to interact with the trainer as they would if the trainer were present in the training room.

If planned ahead, limited feedback to the trainers in Austin is possible during the training session by telephone, e-mail, or fax. *The Magic of Excellent Customer Service* was satellite training offered in May 1998.



◆ Video teleconferencing

Video conferencing adds the critical dimension of live interaction between trainees and trainers to distance learning.

Unlike conventional satellite downlinks, video teleconferencing creates a “virtual training room” in which trainees and trainers can see, hear, ask questions, and talk to each other in real time, regardless of how many hundreds of miles physically separate them.

On the down side, video teleconferencing is limited by the number of remote sites that can be simultaneously connected. Also, to allow trainees a decent chance to interact with the trainers, each teleconference site must limit itself to about 10 trainees. As video teleconferencing develops as a technique and technology, these limitations are likely to diminish or disappear.

Training tomorrow

◆ Computer-based training (CBT)

One training option that is already seeing widespread use in the private sector and is likely to become one of WIC’s training options within the next three years is computer-based training (CBT).

You could think of computer-based training as a kind of high-tech version of today’s self-paced study guides—but it’s a lot more than that.

When CBT comes to WIC, a local-agency staff member who desires or requires training will use a computer at work or at home. The training programs themselves may be on CD-ROM disks distributed to the local agencies by the state agency, or they could be accessed on the Internet or on state or local intranets.

Computer-based training programs can cater to many different learning styles, as they offer text, illustrations, video segments, and sound. Illustrations in CBT training modules can be animated so that segments of the pictures move or change to aid understanding. CBT also makes use of hypertext, a highlighted word or phrase in the text materials that can be mouse-clicked to take the learner to more information about that subject.

A CBT course in financial management, for example, could have hypertext links to specific

WIC forms used to calculate and record depreciation of equipment at local agencies.

Quizzes, reviews, and other mastery measures can be taken directly on the computer, with the responses transmitted instantly and securely over the Internet or via e-mail for grading or feedback.

Summing up

The goal of state agency’s training section is to provide the best WIC training programs and materials in the most effective ways.

We already use several different distance-learning techniques, and we welcome the challenge of developing and delivering great training in the future.

Nutrition education helps lower kids' cholesterol

A study conducted by the University of North Carolina and funded by the National Institutes of Health showed positive results in children's cholesterol levels through simple nutrition education and an exercise program.

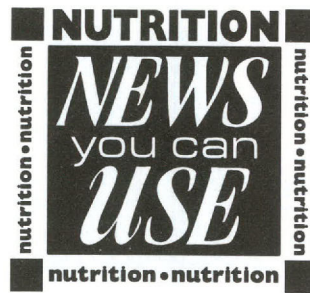
The study looked at 422 obese third- and fourth-graders who performed little physical activity or who had high cholesterol. The children were divided into three groups.

One group received information about healthy nutrition habits twice a week. The children in this group engaged in an activity three times a week that kept them moving for 20 minutes.

The second group was the "control" group. It received routine health and physical-education classes, which included little aerobic activity.

The third group of children was taken out of a regular class to receive daily individualized instruction from a nurse, plus vigorous exercise.

The group with the most drop in cholesterol levels (12 points) was the first group: those children who received classroom-based nutrition education. Kids who received individualized instruction had a drop of 10 points. The control



By Charlotte Frey
Nutrition Intern

classes had a drop of two points.

So, the best way to improve cholesterol levels in kids is to include a classroom-based program and fun, high-aerobic activities like relay races and tag instead of boring sit-ups.

Bigger babies grown at WIC

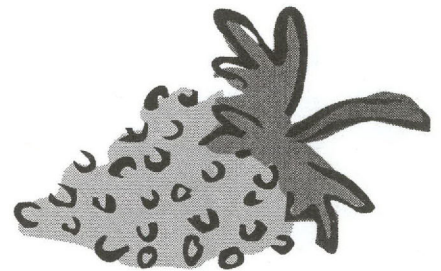
The likelihood of small-for-gestational-age births decreases with increased length of enrollment in WIC, says a study conducted by the national Centers for Disease Control and Prevention. The study looked at pregnant women in Michigan who participated in WIC programs, as well as non-clients who were income-eligible.

Records of both the WIC and non-WIC study participants were reviewed to identify gestational age and birthweight. The length of prenatal WIC enrollment was determined, and each participant's exposure to WIC was classified as high (before 12 weeks of gestation),

medium (after 12-20 weeks of gestation), or low (after 21-37 weeks of gestation).

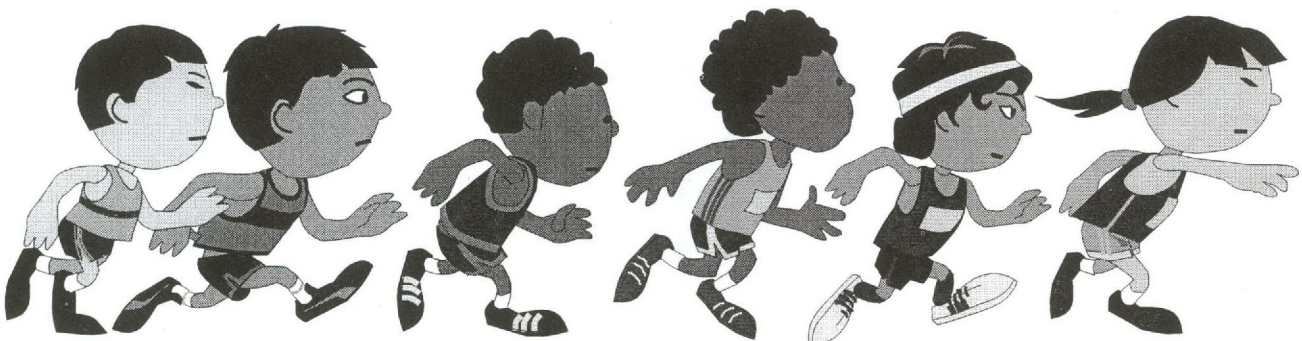
The longer a woman participated in WIC during her pregnancy, the heavier her baby was likely to be at birth and the less likely she was to deliver a small-for-gestational-age baby. In fact, high-exposure WIC participants were 45 percent less likely than non-WIC participants to deliver a small-for-gestational-age baby. Babies born at a lower birthweight can have many more health problems than a normal-birthweight baby.

This study strongly suggests the importance of WIC enrollment during pregnancy and the significant beneficial pregnancy outcome with early enrollment in WIC.



Good foods help preserve vision

Adding color to your diet can help protect against macular degeneration, a common age-related disorder that is the leading cause of blindness in older Americans. The macula is the area in the eye's delicate inner lining, or retina,



Always call an event's contact person before finalizing any travel plans.

where light is focused for central vision.

Macular degeneration is the slow loss of central vision. Peripheral vision, or side vision, remains unaffected by macular degeneration. Loss of central vision makes reading and close work difficult or impossible.

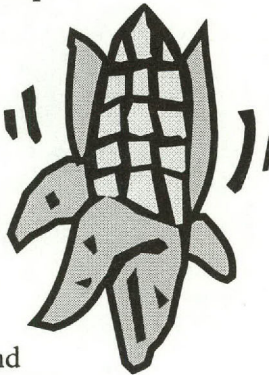
Previous research suggests a diet rich in dark green leafy vegetables could pro-

tect against macular degeneration. In addition, vegetables such as corn, orange peppers, red grapes, and other fruits and

vegetables are good sources of two important antioxidants in the macula, lutein and zeaxanthin. These antioxidants help disarm free radicals which cause a variety of age-related diseases like macular degeneration.

A study by the University of Heidelberg Medical School in Germany found that corn contained the greatest amount of lutein, while orange pepper was the richest source of zeaxanthin.

Other good sources of lutein and zeaxanthin are kiwi fruit, orange juice, zucchini, and other squashes. The study also found that eggs were an excellent source of these antioxidants. Thus, eating eggs can also help protect against macular degeneration.



November

Nov. 9-11 — Intensive Course in Breastfeeding, Phase I, Corpus Christi. Three-day course prepares health-care providers to promote and support breastfeeding. \$45. For more information, call Missy Hammer at (512) 406-0744.

Nov. 10 — Lactation Management Workshop for Physicians, Corpus Christi. Four-hour workshop to improve physicians' skills at managing breastfeeding problems and special circumstances and assessing medications for nursing mothers. Call Missy Hammer at (512) 406-0744.

Nov. 17-18 — Presentation Skills Training at TDH Austin's Shoal Creek office. For more information, call Judith Cayton at (512) 406-0700, ext. 257.

December

Dec. 3 — "Surveillance" video-conference training in immunizations. Call (800) 252-9152 for more information.

Dec. 3-4 — "Honoring the Human Rights of Immigrants and Refugees," 5th annual conference of the Texas Immigration and Refugee Coalition, UT-El Paso. To register, call Laura Valdez in El Paso at (915) 577-0724 or Sarah Swenson in Dallas at (214) 946-1156.

Dec. 9-11 — Intensive Course in Breastfeeding, Phase II, Tyler. Two and a half days of in-depth training following up on concepts introduced in three-day Phase I session. \$60. For more information, call Missy Hammer at (512) 406-0744.

Dec. 9-11 — "Are We Closing the Gap? A Community Perspective," 1998 Texas Sixth Minority Health Conference, Hilton Airport Hotel, San Antonio. Registration costs \$75. For information, call Eva Holguin at (512) 458-7629.

1999

January

Jan. 5-7 — Peer Counselor Trainer Workshop, Austin. For breastfeeding coordinators to learn how to train breastfeeding peer counselors and to plan a peer-counselor program. \$30. Call Jewell Stremler at (512) 406-0744.

Jan. 13-15 — Intensive Course in Breastfeeding, Phase II, Houston. Two and a half days of in-depth training following up on concepts introduced in three-day Phase I session. \$45. For more information, call Missy Hammer at (512) 406-0744.

February

Feb. 10-12 — Intensive Course in Breastfeeding, Phase I, Edinburg. Three-day course prepares health-care providers to promote and support breastfeeding. \$45. For more information, call Missy Hammer at (512) 406-0744.

March

March 3-5 — Intensive Course in Breastfeeding, Phase II, San Antonio. Two and a half days of in-depth training following up on concepts introduced in three-day Phase I session. \$45. For more information, call Missy Hammer at (512) 406-0744.

March 25-26 — Association of Texas Professional Educators, 19th annual state convention, Austin Convention Center, Austin. For more information, call (512) 467-0071 or send e-mail to meetings@atpe.org.

If you'd like to include an event in this calendar, call Shelly Ogle at (512) 406-0700, ext. 262#.

Start planning now to 'take a fresh look at nutrition'

By Lynn Silverman, M.A., R.D.
Nutrition Education Consultant

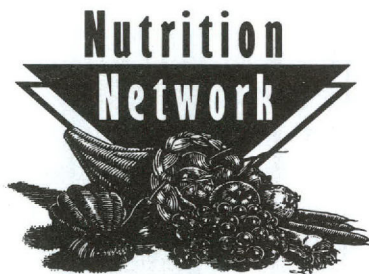
National Nutrition Month comes in March 1999, and it will spring upon Texas before you know it. With it comes a great opportunity to take WIC nutrition education to your community. This year's theme, developed by the American Dietetic Association, is "Take a Fresh Look at Nutrition." It's not too soon to start planning now!

Creative ways to take a fresh look at nutrition include bulletin boards, displays, or food demonstrations featuring fresh fruits and vegetables grown in Texas, specifically in the areas around your local agency. You can prepare your participants for farmers' market days next year by featuring displays about local farmers, their produce, and recipes using that produce.

Community food resources

Some communities have "gleaning" projects, often sponsored by the Texas A&M Agricultural Extension Service. Gleaning projects provide an opportunity for low-income families to go to commercial farm fields to pick what is left after the harvest.

If your community has a gleaning project, display an area map in your clinic or at a community center. Place food models on the map to indicate where the fields are, and include the phone numbers of places where clients can get more information about gleaning. Families that glean food from the fields can keep the produce for themselves or can donate it to the local food bank.



Create a bulletin board showing all of the food resources in your own community. Include grocery stores, farmers' markets, community gardens, food banks, WIC clinics, Food Stamps offices, homeless shelters, and soup kitchens. Provide phone numbers so that people who would like to volunteer can help provide food to others or so that people who need help getting food can get the help and get the food.

Make a display showing different foods and the ways these foods lead to better health. For example, your display can pair up carrots with better night vision, oranges with better iron absorption or wound healing, and skim milk with better bone strength or better teeth formation in babies and children.

Inspiration from last year

The ADA promoted 1998's National Nutrition Month with the theme, "Make Nutrition Come Alive!" Many Texas WIC clinics participated in the celebration. Let's look at the unusual and exciting National Nutrition Month activities that three local agencies offered their communities last March.

In Houston, Project 26 put on a multicultural pageant. WIC staffers dressed in the colorful finery of their homelands and offered samples of their traditional dishes (see page 4 in August 1998 issue of *Texas WIC News*, plus monthly follow-ups since). Staff members presented food and clothing from Nigeria, El Salvador, Guatemala, India, Iran, Mexico, Nigeria, and Vietnam. Other local agencies could offer such a multicultural pageant and taste-testing as a food demonstration for WIC participants showing how WIC foods can be used in international recipes.

Project 76 created grocery-store displays by using the "WIC—Your Nutrition Headquarters" Nutrition Month bulletin-board materials produced by the state agency. The displays were exhibited in 22 Texas towns including Dumas, Seymour, Waxahachie, and Weatherford. WIC staff handed visitors recipe cards with fruits and vegetable dishes on them. They also prepared dishes from the recipe cards for people to taste.

The bulletin-board display not only attracted potential participants to WIC, it also inspired WIC clients to check out the fruits and vegetables in the grocery store. Grocers were excited by increased sales of fruits and vegetables on the days when WIC staffers were displaying in their store.

In fact, the grocers were so happy with the results, reports Project 76 nutrition-education coordinator

Ann Latham, R.D., that they keep calling to invite WIC staffers back to do more displays. Relationships between the vendors and the WIC clinics have really improved, she says.

In Amarillo, Project 100 began its monthly "nutrition carnivals" during 1998's National Nutrition Month. Area grocers and food-supply companies donated food and prizes to the event, and WIC staff offered nutrition education in the form of different booths featuring a specific nutrition activity or game. The first carnival in March featured 12 nutrition-education booths:

- ◆ Nutrition Jeopardy
- ◆ Healthy-Snack Walks
- ◆ Food-Models Concentration
- ◆ Puzzle Mania with the Food-Guide Pyramid
- ◆ Food-Pyramid Dart-Ball Game
- ◆ Wheel of Fortune
- ◆ Healthy-Snack House
- ◆ Let's Make a Meal
- ◆ Exercise + Nutrition = A Healthy You
- ◆ Nutritious-Foods Bingo
- ◆ The Extension Service Milk-Mustache Booth
- ◆ Sight, Smell, and Touch

WIC clients received a prize at each booth as well as a grand prize for completing all 12 booths. The Amarillo Chamber of Commerce donated plastic bags for participants to fill with their prizes. Margaret Payton, director of Project 100, reports that clients enjoyed the National Nutrition Month carnival, commenting to



her that "It's like Halloween having these bags full of goodies," and "Well, this is pretty cool! I might just start coming to this!"

The enthusiastic response of clients—both children and adults—led Payton to continue these nutrition carnivals as monthly events, each one unique and each one counting as a full nutrition-education credit for the clients who attend. Although donated prizes are not available at the monthly carnivals, participants can enjoy taste-testing booths and food demonstrations. Topics for upcoming carnivals include:

- ◆ November—Food Safety and Sanitation
- ◆ December—Christmas Festival, featuring homemade food gifts, nutritious treats, and low-fat holiday foods
- ◆ January—One-Pot Meals, featuring cooking demonstrations on nutritious and low-cost one-pot meals
- ◆ February—Heart Health, featuring information on anemia and low-fat cooking
- ◆ March—National Nutrition Month: "Take a Fresh Look at Nutrition"
- ◆ April—Lifestyles of the Fit and Fabulous, featuring high fiber, low fat, and exercise.

"Our whole staff is excited about the carnivals," says Payton. "It's an awful lot of work, and we're all tired when it's over, but it's so rewarding because we get such positive feedback, and that makes it all worthwhile."

Planning ahead

To find out more about the different ways to approach nutrition education at WIC for National Nutrition Month, you can call the American Dietetic Association at (800) 877-1600 for materials.

For information from the Texas WIC local agencies spotlighted above, contact:

- ◆ Mara Draais at Project 26: (713) 794-9095
- ◆ Ann Latham, R.D., at Project 76: (940) 888-2017
- ◆ Margaret Payton, R.D., at Project 100: (806) 371-1121

If your local agency does something special in 1999 for National Nutrition Month, and if you would like to share your ideas with other WIC local agencies, call nutrition-education consultant Lynn Silverman at (512) 458-7440. Be sure to take pictures—in either color or black and white—to be included in the *Texas WIC News*.

Local-agency staffers deserve credit for successful expansion

By Jewell Strempler, C.I.E.
Peer Counselor Coordinator

WIC staff members across the state have put a tremendous effort into getting the most out of our recent opportunity to expand peer-counselor services. The opportunity was made possible by discretionary funding received from the USDA for federal fiscal year 1998, which ended Sept. 30. Thanks to the hard work of many dedicated WIC staffers, we pulled off a substantial increase in peer-counselor services in an amazingly short period of time.

Everyone, from the directors to the clerks and accounting staff, deserves a big round of applause for all of the work they put into getting the job done so well.

We urge all local agencies to maintain their efforts at expanding their peer-counselor programs. We've submitted a request to USDA for \$500,000 in discretionary

Mom to Mom

About 350 breastfeeding peer counselors work in 61 Texas WIC local agencies and in 57 hospitals in Texas. This column is written for, by, and about them and the work that they do.

funding for federal fiscal year 1999, but we won't know until sometime this month whether we'll get that funding.

In the meantime, local agencies participating in the expansion of their peer-counselor programs will continue to receive funding from the state agency to support their programs at the levels reported in September.

Progress reports

Progress reports came in from 44 Texas WIC local agencies that were able to use the discretionary funding to start a peer-counselor program or to expand their existing programs. Between March and

September, 214 new breastfeeding peer counselors were trained at these 44 local agencies, and 207 of them have become WIC employees.

Local agencies reported that their new peer counselors' work hours are approximately equivalent to the work hours of 70 full-time employees. Using the USDA discretionary funding, local agencies were also able to increase the hours of already employed peer counselors by the approximate equivalent of the work hours of 15 full-time employees.

Only about a third of the new counselors had completed their training by the end of June, with most of the rest finishing in July and August, and a few still in training in September. Therefore, the new counselors' impact on increasing Texas WIC breastfeeding

rates is just now beginning to be seen. Nevertheless, 27 of the 44 participating programs increased breastfeeding rates among their born-to-WIC infants between February and July.

Training wasn't limited to new peer counselors. Forty-six others—Texas WIC staff members and program-partner staffers from hospitals where breastfeeding peer counselors work— were trained: 26 clerks, eight nurses,



Graduates of the August peer counselor training at WIC Project 42 in Williamson County form a 'circle of light' as part of their graduation. As each new graduate's candle is lit, she shares something she valued from the training that she plans to share with the mothers she will counsel. When completed, a new circle of friendship and support has been formed.

seven nutritionists, three peer counselors who took it as a refresher, one clinic supervisor, and one breastfeeding coordinator.

In addition to adding more work hours in clinics and hospi-

tals already being served by the program, peer counselors began serving mothers in many previously unserved WIC and maternity clinics, teen clinics, doctors' offices, and hospitals. Peer counse-

lors are now serving 13 new hospitals, maintaining regular hours in six of them and being on call when needed in seven smaller ones. The peer-counselor program was also re-established in two previously served hospitals, bringing the current total of served hospitals to 57.

Many directors of local agencies that have started new peer-counselor programs have made the same comment: They just don't know how they had ever gotten along without their invaluable peer counselors.

WIC breastfeeding peer counselors ...

- ◆ encourage and support pregnant and breastfeeding mothers.
- ◆ help new mothers breastfeed their babies in the hospital.
- ◆ teach breastfeeding classes.
- ◆ provide telephone counseling.

New national website created for WIC staff

By Wendy Hazelwood

Editor, *Food&Family Magazine*

A new website, WICBFNET, provides an electronic communications forum for WIC breastfeeding coordinators to share ideas and concerns. At the site, they can swap solutions to problems encountered in counseling pregnant and postpartum moms. This new website complements the LACTNET website, familiar to many Texas WIC breastfeeding coordinators. However, WICBFNET is more WIC-specific, and LACTNET is aimed at a more general audience of professionals interested in breastfeeding.

Some of the discussion topics on WICBFNET include:

- ◆ advice to and from other WIC staffers across the nation who are concerned with breastfeeding.
- ◆ case histories of WIC clients.
- ◆ promotional ideas to encourage breastfeeding to WIC customers.

Ilene Fabisch, I.B.C.L.C., a WIC breastfeeding coordinator in Massachusetts and a La Leche League leader, created the WICBFNET website to help breastfeeding coordinators with the challenges of organizing breastfeeding education and promotion programs at the local level. Members include state coordinators, local coordinators, certified lactation consultants, La Leche League leaders, registered nurses, and peer counselors. Begun in mid-September, Fabisch's site now has 37 members.

The website is not a chatroom. Instead, it is a forum for exchange of e-mail questions and answers. Fabisch collects breastfeeding questions from members, solicits answers from other members, and posts the results as informative e-mails sent daily to each member.

"WICBFNET is not intended to increase your breastfeeding knowledge base, although it may," says

Fabisch. "It was created to explore different ways to use the knowledge we already have. We discuss issues predominantly concerning WIC, the administration of breastfeeding-promotion programs, and the problems we encounter."

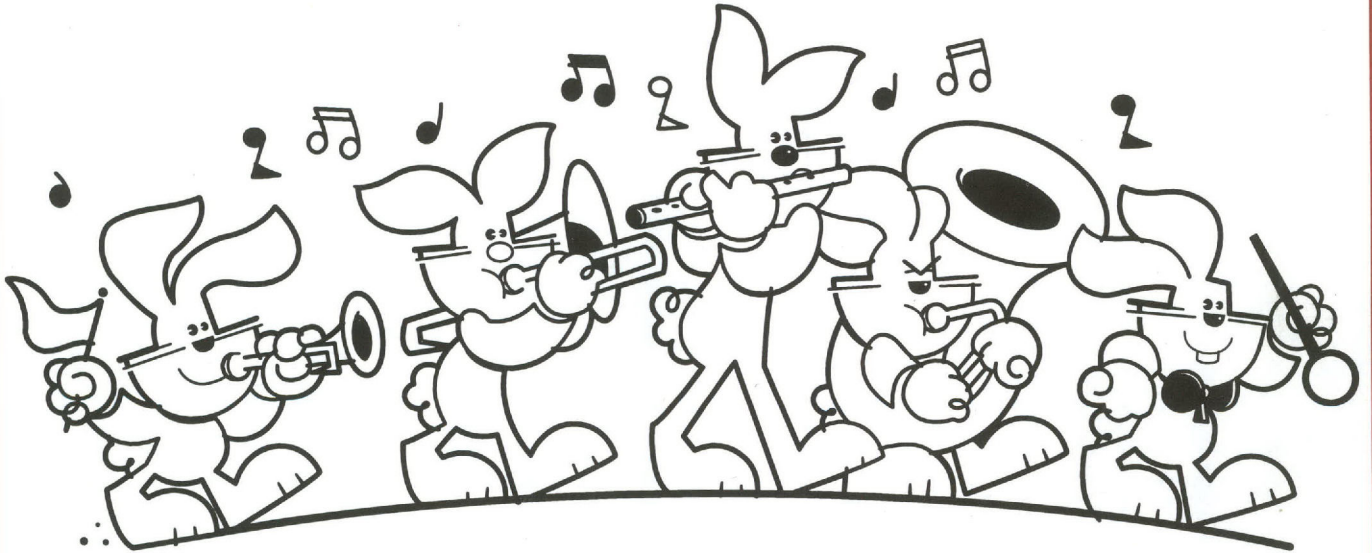
"Everyone is invited to join," she says, "if they have a position in WIC."

If you'd like to join, send an e-mail to ifab@earthlink.net or to wicbfnet-subscribe@egroups.com. Include your full name, your WIC position and location, and your e-mail address.

Fabisch is also working on a new web page for WICBFNET. It contains information about WICBFNET and provides links to many web pages of interest to WIC professionals.

The web page can be reached at <http://www.geocities.com/hotspots/resort/3855>.

Take a Fresh Look at Nutrition!



March 1999 is National Nutrition Month

See page 20 for planning tips to make yours the best ever!



WIC, Bureau of Clinical and Nutrition Services
Texas Department of Health
1100 W. 49th St.
Austin, TX 78756

PERIODICALS