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Texas

WIC NEWS

Special Supplemental Nutrition Program for Women, Infants & Children

February 1995

Volume 4, Number 2

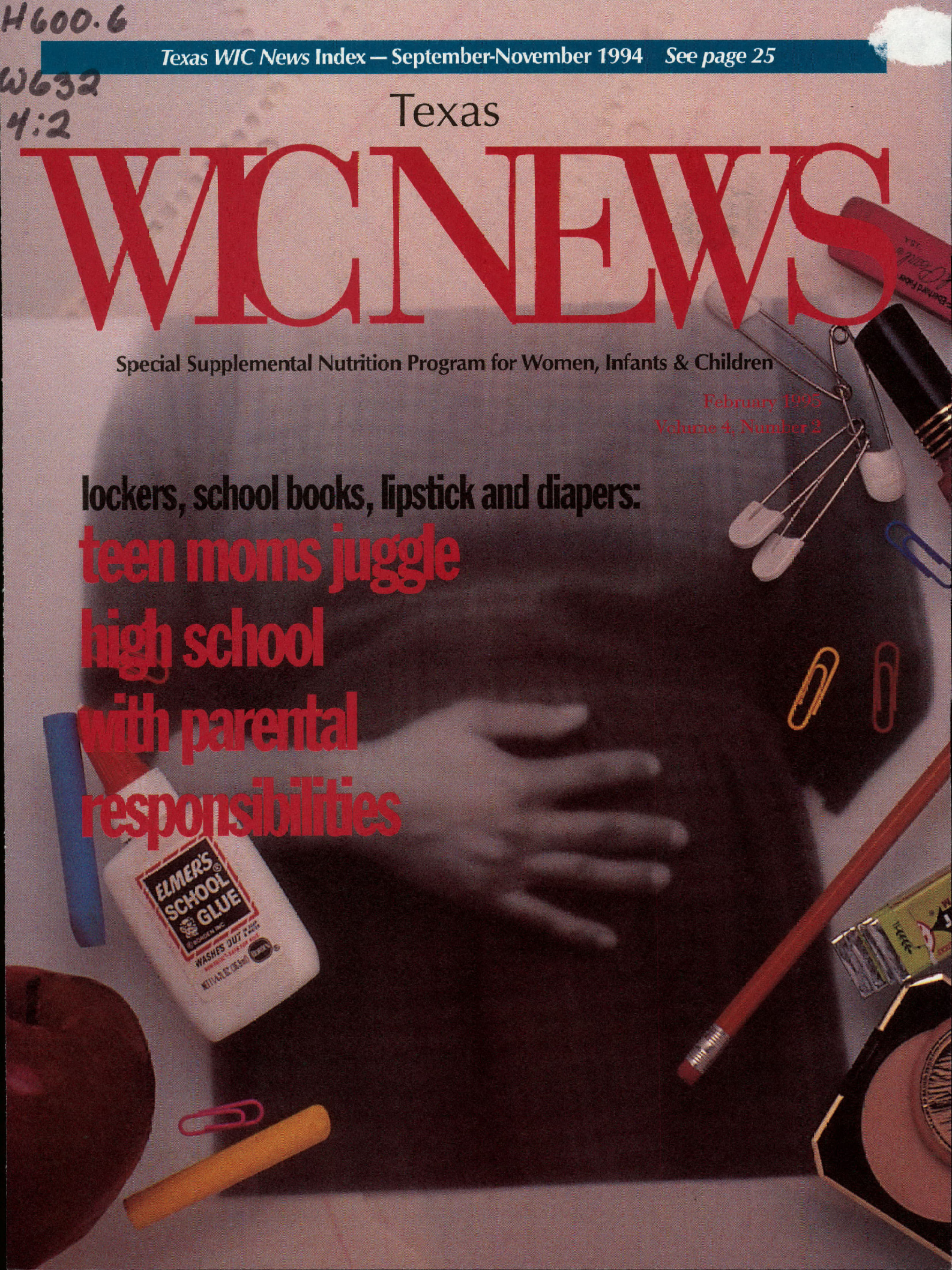
lockers, school books, lipstick and diapers:

teen moms juggle

high school

with parental

responsibilities



From the chief

First year ends with much done, much to do

By Dennis H. Bach, Chief
Bureau of Nutrition Services



IN THE FEBRUARY 1994 issue of the *Texas WIC News*, you were introduced to the new chief of the TDH Bureau of Nutrition Services. It seems hard to believe that I have already been in Austin for a year. It's been an interesting experience. Let me share a few reflections on the past year and some insights on what we can

expect for the coming year.

I have continually been impressed by the dedication, innovation, and plain hard work that I have seen. This is true of the local-agency staff whom I have met and seen in action, as well as the state-office staff I work with every day. You have built a WIC program that we can all be proud of, and one that now serves a majority of our eligible population.

Personally, I have had a steep learning curve, which is only now beginning to flatten out a little. During this past year, while I have been learning the ropes, you have accomplished much. You increased monthly participation by 8 percent and provided an average of 50,000 immunizations per month to children who probably would not have received them otherwise.

We have also had some

disappointments. We had the funds to allow much greater growth than we actually achieved. As long as there is a hungry young child anywhere in the state, our goals have not been met. We invested heavily in "infrastructure," from renovation and purchase of facilities to new computers and network software, to enable us to continue growing and serving our clients better. We picked up the pieces of an aborted effort to develop new software for our clinic operations. But, while we have a clear direction to our automation efforts and have made a lot of progress, we still don't have a new data system in place.

So, what's in store for the next year? Some of our priorities will sound familiar. First, we need to continue, and redouble, our expansion efforts. The goal of full funding and full participation is finally in sight, and we need to push as hard as we can to reach it. We will implement much of what we learned from the social-marketing study to make the rest of the eligible population aware of our services and to make those services more desirable and customer-friendly.

Second, we will finish and implement the new data system which will bring you much-needed relief in the clinics. This system will save staff time in your clinics, and the new vouchers will make us a much more customer-friendly program.

Third, our special immunization initiative, while successful, is expensive to

maintain the way it is currently structured. We will look at ways to continue providing this service, only more cost-effectively.

Fourth, we will finish the development of a new formula for allocating funds. It will use objective criteria to assure that all agencies receive an equitable share of our limited resources.

My final goal is to develop a new and improved partnership with the Texas Association of Local WIC Directors. While we have had a good working relationship in the past, I want to move on to a new level. We need to be working as equal partners in planning the long-term development of the Texas WIC program. We will work individually with local agencies, but we also need to hear the collective voice of all of you. TALWD needs to do more than review new operating policies and procedures; it needs to help define the future of WIC in Texas.

As changes occur in the health-care delivery system we work within, we will have to adapt. New types of agencies will play a role in providing WIC services, and the role of traditional agencies may change significantly. Part of our responsibility in the state office is to determine our strategic direction for the program; however, it is those of you working in the local agencies and clinics who are the real experts in WIC. It will take the combined efforts of all of us to move successfully into our third decade.

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Texas

WIC NEWS

Special Supplemental Nutrition Program for Women, Infants & Children

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Cover photo by Jennifer VanGilder.

Outreach section visits Medicaid doctors in Houston

By John Koloen
Staff Writer

OUTREACH STAFF FROM THE STATE agency spent the first two days of December visiting Medicaid physicians in Houston. The visit was the first time the state agency has sent employees into the field to solicit cooperation from health-care professionals.

The outreach group was split into four two-person teams, each making at least three visits daily. All of the visits were by appointment.

In addition to providing general information about the WIC program, the teams distributed WIC literature to the doctors and discussed several options available to physicians to incorporate WIC into their medical practices.

The options included:

- Asking the doctors to co-locate their practice with a WIC clinic.
- Developing a strong appointment and referral system with a nearby WIC clinic. This involves sending the doctor's patients directly to the WIC clinic so that the doctor's lab work could be used to certify the participant on the same day.
- Providing space in the doctor's office for a Registered Dietitian and assistant provided by WIC to handle nutrition education and to issue food vouchers.

Outreach staffers reported that most of the doctors expressed interest in working more closely with the WIC program. All of them were referred to local-agency staff for additional information.

The initiative was the result of a directive from Dr. David R. Smith, commissioner of health. Smith wants WIC to expand its efforts in Harris



Shawna Jackson and her totally breastfed baby, Deiondre, are ready to take home their new breastpump loaned out by Project 74.

WIC breastpump helps teen mom return to school

By Georgia Harris
WIC Director, Project 74

PENS, NOTEBOOKS, HIGHLIGHTERS, A backpack and a breastpump! That's what Shawna Jackson, 16, is starting her school year with. And it's all thanks to a new breastpump-rental program with Medela Inc., that enables Brownwood's Project 74 to increase the number of electric pumps made available to at-risk breastfed babies.

Jackson, starting her junior year now at Brownwood High School, gave birth to Deiondre (pronounced Dee-on-dray) on Aug. 11 at Harris Hospital in Fort Worth. There, the staff encouraged her to breastfeed her tiny 3-pound, 11-ounce son. Jackson says two lactation consult-

ants, Julie Reichert and Ida Nichols, also supplied her with an electric breastpump.

Jackson's mother, Traci Jones, was also very supportive of Jackson's breastfeeding. She had breastfed all three of her children and knew what her grandbaby needed to get a good start.

Before Jackson came home to Brownwood from the Fort Worth hospital, her mother came to our office to see what they could do about getting a breastpump. It was comforting for her to find out that they would be able to get a pump just like the one they had used in Fort Worth.

County by visiting Medicaid doctors and Food Stamps and Medicaid offices. Also targeted by Smith are El Paso, Dallas and Bexar counties. Outreach teams may be visiting these counties during 1995.

Faye Walker, WIC director for Project 26 in Houston, had asked that the

outreach teams concentrate on visiting physicians during the two-day campaign.

Project 77

Nutritionist informs pediatric-care providers

From the University of Texas Medical Branch at Galveston, Project 77 WIC director Bonnie Horton reports that Project 77 nutritionist Cindy Galvez, M.S., R.D., L.D., recently gave a talk on WIC's special formulas. Galvez addressed a group of pediatricians, pediatric nurse practitioners and pediatric nurses Nov. 2 at the annual UTMB Regional Maternal and Child Health Workshop.

Galvez explained WIC policies and procedures regarding formula selection, approval for children older than 1 and issuing special formulas and exception formulas. In addition to discussing feeding problems that healthy term infants may have, she addressed the appropriate formula selections in cases of lactose intolerance, malabsorption and milk hypersensitivity.

Galvez also prepared a formula reference guide to be used by pediatricians.

Horton reports that Project 77's Pearland clinic, which opened April 1, recently surpassed 1,000 certifications. The staff celebrated Dec. 6 with a cake for the clinic.



Lupita Guerrero

Project 13

WIC clerk named Employee of the Month

The City of Laredo Health Department named a WIC Project 13 employee, Lupita Guerrero, as its Employee of the Month for November. Guerrero, a health aide and breastfeeding educator, was selected from more than 200 employees for her courtesy, belief in excellence and willingness to work hard.

"Clients often ask for her by name because of her friendly attitude with them," says Elisa Ruelas Perez, director of Project 13. Guerrero says the award would not have been possible without the steady assistance of her fellow staff members.

Project 23

Walker County nurses put breastfeeding training to use

The WIC program in Huntsville recently offered a six-hour breastfeeding conference at the local hospital for long-term employees who hadn't received breastfeeding training at earlier opportunities. Nurses received six hours of certification credit.

Sixteen trainees attended, including clerical and immunization staff from WIC Project 23. Two well-known breastfeeding experts, Judy Hopkinson and Cathy Liles, presented the information.

Jody Lovell, R.D., breastfeeding coordinator at Project 23, reports that the conference was well received. "At first," she says, "we heard all kinds of comments from the nursing staff, such as, 'What can you talk about for six hours on breastfeeding?' But, by the end of the six hours, they were saying they didn't have enough information and would like more."

Just a week later, Lovell ran into one of the nurses who'd attended the conference. She heard how the nurse had been able to put her breastfeeding training to work while helping a new mom in the hospital. "Now we find we have more cooperation with the hospital personnel than ever before," says Lovell. "Maybe someday soon, we will be able to get a peer-counselor program going at the hospital."

Packet to mark Nutrition Month

Local agencies are encouraged to support National Nutrition Month in March. The state office will be supplying a packet of press releases and suggestions for activities that local agencies may want to use to mark the event. This year's theme is "Discover Nutrition — Anytime, Anywhere!"

In addition to the packets, which were mailed in mid-January, a statewide video news release will also be produced.

National Nutrition Month is sponsored by the American Dietetic Association.

Project 13 clerks Sylvia Carrales, left, and Elsie Banda program messages into their clinic's new electronic message board.



Project 13

New electronic message board piloted

Project 13 in Laredo has set up a new information system in its Cedar clinic, the largest of the local agency's five sites. The system consists of an electronic message board capable of storing 26 messages and automatically displaying them at different times. The message board, which has a viewing range of 110 feet, displays information on clinic regulations, procedures, services, schedules, nutrition and outreach. It was introduced in November.

Project 81 breastfeeding coordinator Teri Sherry, L.D., and breastfeeding educator Cathy Liles, I.B.C.L.C., left, welcome Region 7's new peer counselors: Fayette County's Sarah Boethel and Lee County's Gina Barboza and Janet McGuire. New peer counselor Kristy Stebens from Burleson County is not pictured.



Project 81

Peer counselors graduate

Project 81 in Central Texas got its peer-counselor program off to a good start in October with the graduation of its first class of breastfeeding peer counselors. A graduation reception was held Oct. 27 at the Burleson Memorial Hospital in honor of the new peer counselors.

Project 42

Hospital donates clinic space to WIC

At Project 42 in Williamson County, health-care delivery has long been integrated and co-located. Now it's become part of an even larger interagency coordination.

Lenora Doerfler of the Williamson County & Cities Health District reports that Project 42 has benefitted from its relationship with Seton Hospital. For more than a year, Project 42 had been providing WIC services at the Seton Teen Parent Center, which served as a clinic site for WIC clients living in southwestern Williamson County. When the teen center closed in October, Diane Resnic at Seton invited WIC to join its Good Health School. Rent-free space for a WIC clinic was offered at the school, located next to the Seton Northwest Hospital.

Project 42 provided input in remodeling the space, and Seton funded the remodeling, helped with the move and even provided a telephone line complete with voice mail. "It was like Christmas," says Doerfler, "and it was only October."

Project 42's director, Tina Horkey, has worked out a system with Phyllis Day, director of Austin/Travis County's Project 1, to save their participants' time, effort and money. WIC clients residing along the county line between Williamson and Travis counties can now choose to visit whichever of the two local agencies' clinics is most convenient to them.

Project 41

San Antonio celebrates grand opening

Election Day was a day of celebration at San Antonio's Project 41, where 250 people joined WIC staffers at the grand opening of the local agency's newest clinic on the city's northwest side. Emceed by WIC director Charles Pruski (see *Transitions*, page 11), the grand opening included talks by city councilman Roger Perez and Dr. Fernando A. Guerra, director of the San Antonio Metropolitan Health District. A congratulatory letter from Congressman Henry B. Gonzales was also read.

Most of the grand opening was focused on the children who attended. They were given balloons, had their faces painted, joined a "fun foods" demonstration and met some interesting characters. "The Coyote," the mascot of the San Antonio Spurs basketball team, joined McGruff the Crime Dog and Commander KO, a local TV personality, in introducing themselves to the children.

The highlight of the grand opening came when the vegetable-people sang. Seven VISTA volunteers dressed as fruits and vegetables entertained the crowd by singing the *Food Pyramid Rap Song*.

Two local TV news programs covered the event, as did the *San Antonio Express-News*.



VISTA volunteers give a rousing performance of the *Food Pyramid Rap Song*.

Project 51

Breastfeeding moms celebrate

Lupe Guzman, L.V.N., site supervisor of Project 51's clinic in Sinton, reports that a "belated breastfeeding celebration" was held Oct. 21 at the clinic. The party, set up by peer counselors and WIC staff, was a chance for the local agency's breastfeeding moms to celebrate World Breastfeeding Month (August).

Two guest speakers addressed the 25 moms who attended. Edith Rollison, L.V.N., who works in family planning at the San Patricio County Health Department, spoke on different methods of birth control. Eutie H. Burnett, R.N., a lactation specialist from Stork and Baby Resources, discussed the benefits of breastfeeding and how pregnancy changes women's bodies. A question-and-answer session followed the talks.

Party guests were served sandwiches, chips, a vegetable tray and a refreshing drink made from orange juice, crushed ice and milk. Local merchants donated door prizes.

Project 74

Halloween brings out 'WIC-ked' witches

Brownwood WIC held a special walk-in clinic on Halloween. Participants had been mailed "spooky" postcards, says Georgia Harris, Project 74 director.

The postcards invited clients to the appointments-free day and warned them, "Don't trick WIC! Bring your WIC ID." Staffers dressed up as witches, even down to the chin moles and broomsticks.

A "witches' brew" made from blood-red punch, pineapple juice and ginger ale was provided by the Brownwood chapter of Healthy Mothers, Healthy Babies.

Harris says the costumes and celebration were good for staff morale. "It also makes a friendlier environment for the clients," she adds.



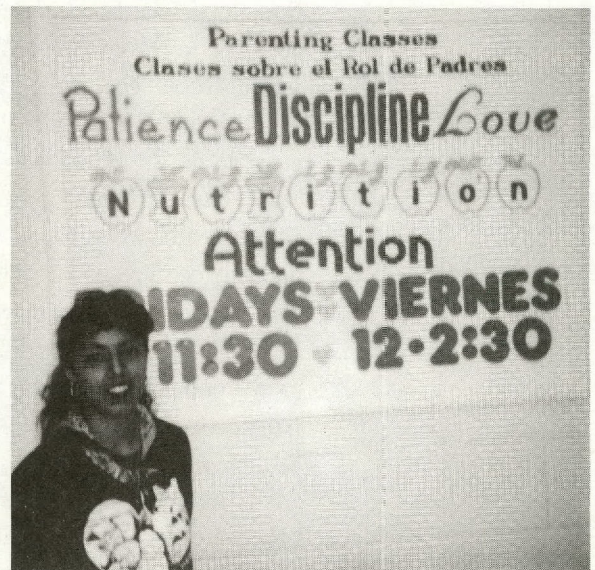
WIC witches
Sherry Ferguson,
L.V.N., left,
nutritionist Kim
Threet and clerk
Anna Hernandez
prepare to ride
their broomstick.

Project 74

WIC mom adds zest to her job as clerk

In Brownwood, WIC clerk Anna Hernandez keeps the office organized and looking good. Hernandez, a WIC mom of 2-year-old Joshua, began working at WIC a year ago after Georgia Harris, Project 74 director, encouraged her to apply for an opening.

In addition to her regular duties, Hernandez puts her creativity to work in designing bulletin boards. The waiting room has three large ones which she redecorates every couple of months. Two will carry the same information, one in Spanish, one in English. The third bulletin board usually displays information on community interests, such as parenting or immunizations. Hernandez's current bulletin board explains new food policies at WIC, such as the addition of mozzarella cheese to the food card and the elimination of the requirement that peanut butter always be the least-expensive brand.



Anna Hernandez

Project 1

Fire destroys WIC clinic

Project 1's site in Manor, the East Rural Community Center, was destroyed by fire Dec. 11. Fire investigators suspect a faulty heating unit as being the cause.

"The place is completely gone," says Selena Martinez, R.D., L.D., supervisor of Project 1's travel team. "The walls are still standing, but everything inside is destroyed. The roof's going to be torn down so people can go inside safely to get their stuff." WIC's supplies in the burned building include file cabinets, storage cabinets, formula, patient files, hematocrit supplies and a measuring board.

The center had provided clinic space to WIC on alternate Mondays. It also provided general health services, a senior's luncheon program and community caseworkers for a food pantry and clothing. Meals were prepared at the center for distribution through Meals on Wheels. Elderly volunteers staffed many of the center's activities.

WIC services will continue in the vicinity, across the parking lot at Child Inc., a day-care program. Services were to move into Project 1's new mobile van upon its arrival in January. Nutrition-education classes may continue at Child Inc. while certifications are done in the mobile clinic.

Project 63

Hardin County WIC not deterred by flood

The heavy rains that brought flooding to East Texas in October couldn't stop Project 63 staffers from serving their clients.

The staff in Kountze risked the possible closing of highways to take WIC vouchers to participants in Silsbee, across the flooded Village Creek. One highway had already been closed, and the other was near flood stage. Once the staff got to Silsbee, they couldn't set up shop in their usual site, a community room in a housing project. The room was serving as a shelter for the housing project's evacuated residents. Instead, WIC vouchers were distributed at Silsbee Doctors' Hospital.

After two days of isolation, WIC participants living in Batson and Sour Lake were reached. WIC staffers brought formula and bottled water to clients who couldn't get to Kountze, including some staying at the Red Cross shelter in Sour Lake.

Earlier in October, Project 63 staff participated in a health fair sponsored by the Kiwanis Club and Silsbee Doctors' Hospital. Information on WIC was distributed, and immunizations were provided.



Project 63 staffers Jackie Anders, Angela Mayo, Karen Duvail, Dannah Broughton and Melissa Barclay and director Mary Adams helped WIC clients during flooding in October.

Corrections

November 1994

edition: The photo that appeared on page 5 was unrelated to the accompanying story. See page 4 in this edition.

Clarification: In the 'Policy Perspectives' column that appeared in the November issue of *Texas WIC News*, the answer to question No. 3 was somewhat misworded. The question asked, "How can a local agency assist a client when the price of formula exceeds the amount on the formula card?"

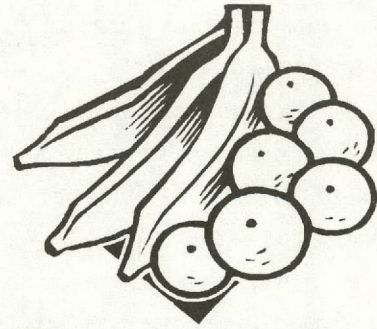
The answer should be: "Vendors can elect to refuse to accept the card absorbing the cost difference, but should never offer the client a lesser number of cans of formula than the full amount indicated on the WIC food card. If participants come to the clinic complaining that they were shorted by a vendor, counsel the participants so they understand they should never again accept a lesser number of cans than the full amount. Then report the vendor abuse to the state office and, if possible, make up the difference with sample formula. If the local agency has not yet received cards with a higher price, it may want to check with its WIC vendors to find out where the formula can still be purchased without exceeding the card maximum."

Project 12

Hidalgo County believes in fruits and vegetables

In the Valley, Project 12 staffers helped launch the "5 A Day for Better Health" program in September. The local agency joined in a coloring contest for children, passing out coloring sheets at WIC clinics and nearby schools. The sheets, which showed various fruits and vegetables, were then displayed in the produce section of the local K Mart Super Center.

Project 12 director Norma Longoria appeared on *Aida's Kitchen*, a local TV show, to discuss the importance of adding fruits and vegetables to the diet. She shared with the viewers a healthy and tasty recipe for banana slush. Longoria also accompanied nutrition-education coordinator Diana Cardona to a farmers' health fair held on the beach at South Padre Island. They distributed information about WIC and displayed food models.



Banana slush

3 medium bananas, mashed
1/2 cup sugar
1 20-oz. can of crushed pineapple, undrained
1/4 cup lemon juice
2 cups undiluted frozen orange-juice concentrate
2 cups diet ginger ale

Combine bananas and sugar, blend well. Stir in remaining ingredients and freeze until firm.

To serve, thaw slightly. Makes 6 to 8 servings.

Transitions

Project 41: Charles Pruski, director of Project 41 in San Antonio for the past four years, left WIC Dec. 12 to become the executive assistant to the director of the San Antonio Metropolitan Health District.

Project 89: Three new clinics have opened at San Antonio's new Project 89. All have varied hours and days of operation, and all share the same mailing address: Santa Rosa WIC, 519 W. Houston St., San Antonio, Texas 78207. On Nov. 10, the Adelante Academy clinic opened at 601 N. Flores. Its phone number is (210) 212-4541. The Peacock Center opened Nov. 14 at 2802 W. Ashley. Its phone number is (210) 732-8182. The Catholic Family clinic opened Nov. 16 at 2903 W. Salinas. Its phone number is (210) 433-3256.

Project 91: This new local agency, the Texas Community Access to Children's Healthcare, serves Dallas County. It's headed by Aaron Kreisler, M.D., who can be reached at (214) 686-6400. It's located at 3500 I-30, Building B-130, Mesquite, Texas 75150. Staff includes office manager Cheryl Henson and WIC clerk Carmen Jimenez. They can be reached at (214) 686-0765. Its clinic, which opened Nov. 14, serves clients Mondays through Fridays from 8:30 a.m. to 5 p.m. and on Saturdays from 9 to 11 a.m.

To the editor

Re: *Texas WIC News* (October 1994), "Breastfeeding unaffected by some contraceptive methods"

Artificial contraception and natural family planning (NFP) are as different as formula and breastmilk. As a NFP practitioner and user, I know two main differences. One difference is that the use of a contraceptive is a singular method — the responsibility for its use is borne either by the man or by the woman. Secondly, a contraceptive is used solely to avoid pregnancy. Chan McDermott's article mentions artificial and natural methods, and implies that natural family planning is a contraceptive method. Natural family planning can never be narrowly defined as a contraceptive method because it is designed to achieve pregnancy as well as to avoid pregnancy.

The behavioral concept in the use of an artificial vs. natural method is dramatic. To contracept means that the couple must *do something* to attempt to stop conception. There are many artificial options on the market that are discussed in the article. When NFP users, who chart their signs of fertility/infertility, want to avoid pregnancy, they do not have intercourse during a fertile time. Since they are doing nothing, they do not "contracept." Try applying this concept to an engaged couple preparing the invitation list for their wedding. They come across a person whom they do not want to invite. What do they do? They simply do not send that person an invitation. Contracepting is like the engaged couple sending the uninvited person a note saying, "Please do not attend our wedding." There is a big difference, don't you agree?

NFP depends upon the woman making accurate observations. However, it is not just the woman who uses the method. It takes two to achieve a pregnancy and it takes two to avoid one. NFP requires the man's participation for best results. This provides a wonderful opportunity for the husband to better understand his wife and take responsibility for his fertility. Skill in observing, charting and interpreting fertility occurs best under the supervision of an experienced professional NFP practitioner.

Can NFP be used effectively during the breastfeeding situation? NFP is effective to achieve or avoid pregnancy throughout the entire reproductive life of the couple. Since the primary sign of fertility is the cervical mucus which appears prior to ovulation, NFP breastfeeding users can use the method successfully to avoid pregnancy. Successful use of NFP does not depend upon temperature, as stated in the article. Breastfeeding instruction takes into account the woman/couple's return to fertility.

Gina Almon
Austin, Texas

The above letter was condensed by the editor.

WIC now linked with telephone interpreter service

BEGINNING WITH THE NEW YEAR, WIC local agencies across Texas have access to an interpreter service that will enable them to communicate with clients in 140 languages. A 10-minute instructional video and cover memorandum sent out in December explain the procedures for using the AT&T Language Line.

To prepare for the Language Line's arrival, local agencies have been buying speaker phones and telephones with conferencing capabilities. "The projects could use the conferencing phones if they get a call from someone speaking a language they can't understand," says Valerie Wolfe, supervisor of the state agency's information and response-management section. "They'll call up the Language Line and the interpreter there will join a three-way conversation with them."

Wolfe says speaker phones will be useful in situations when non-English-speaking applicants walk in and need general information about WIC. "With Language Line, we could use the interpreter to explain the basics," says Wolfe. "We could set up a time for the person to come back when we can get someone from the community to come in and translate for us." Because of the expense, Wolfe discourages local agencies from either relying solely on Language Line or using it in lengthy conversations, such as a certification procedure.

Callers to WIC's 1-800 line can also be served by Language Line. Interpreters, who are on duty 24 hours a day, seven days a week, are usually available in just moments.

Discretionary monies to fund innovations

By John Koloen
Staff Writer

THE U.S. DEPARTMENT of Agriculture has given preapproval to a number of innovative projects that could have an impact on Texas WIC over the next several years. The projects are paid for through discretionary funds.

The projects cover a variety of areas, such as infrastructure, client services and advanced planning. A listing of the projects budgeted for FY 1995 that will directly affect local agencies follows.

• **Advanced planning:** Includes clinic equipment for WIC expansion, software upgrades and a computer consultant to evaluate the business requirements of WIC's automated systems.

• **Mom's Place:** Provides operating expenses for FY 1995. Mom's Place serves as a breastfeeding resource center for WIC staff across the state.

• **Client services:** Included here are a number of projects, such as continuation of the Homeless Project in Travis County, an additional year of funding of VISTA workers for community outreach and continuation of the rent-incentive offer to contracted agencies in which the state agency pays the rent of new clinic sites for the first six months of operation. A

second incentive program, in which the state agency pays all non-salary operating costs for the first six months of operation of a new site, was also funded.

Other client-service projects funded for FY 1995 are:

• **Local-agency infrastructure monies:** These are funds which local agencies may apply for to cover the cost of infrastructure development.

• **Peer buddies:** A project to train and pay WIC participants to help other participants, similar to the successful breastfeeding peer-counselor program. This will be piloted in two sites, one rural and one urban.

• **Child-friendly clinics:** This project will fund 10 clinic sites in El Paso to provide a special area for children with toys, snacks and nutrition-education activities.

• **Corporate/government outreach:** The goal of this project is to enlist the aid of Texas businesses and agencies to promote WIC to their employees.

• **Asian outreach:** This project targets Asian women, infants and children who are eligible for WIC but not receiving WIC benefits.

• **Social-marketing evaluation and assistance:** Funds to evaluate eight pilot

projects that will test the new community organizer's kit, use the permanent data-collection system and receive new training programs in customer service and nutrition education.

A number of nutrition-education projects were also funded. Included are:

• **Food&Family magazine:** An eight-page publication used as a nutrition-education and outreach tool that will be distributed through WIC clinics and places where WIC-eligible persons congregate.

• **Nutrition Minute:** A radio program to deliver nutrition education in an alternative way, especially to rural and small-town residents. It is designed to promote WIC to potential eligibles.

• **Dallas project:** The City of Dallas WIC program will provide community-based nutrition education at grocery stores.

• **Early enrollment of pregnant women:** This effort involves placing advertising on the screens of "dollar" movie theaters in four metropolitan areas. The ads would be placed on a rotating basis in Austin, Dallas, Houston and San Antonio for 52 weeks. Another part of this project is placement of ads in the Yellow Pages to promote easy access to local WIC clinics for all projects in the four metropolitan areas.

Also funded were:
• A regional training center in the Dallas-Fort

Worth area to provide training and continuing education for staff in north-central Texas.

• A pilot program to locate satellite dishes at 25 local agencies for training and meetings.

• A study aimed at recruiting more culturally diverse nutritionists into WIC and to expand educational opportunities for dietetic interns.

• A study to determine if there is a decrease in hemoglobin levels in 1-to-2-year-old clients.

• A study to determine cultural food preferences.

What do you think?

Share your thoughts and opinions with our readers. Texas WIC News welcomes your letters to the editor as well as letters you may have received from WIC participants. Send them in to John Koloen or Shelly Ogle at Texas WIC News, 1100 W. 49th St., Austin, Texas 78756.



Top photo: Students' concerns at Health Special High School range from mid-terms and proms to the serious task of raising a future generation.

Dallas high school prepares teen moms

Story and photos
by Jennifer VanGilder
Staff Writer

OPEN ANY HIGH SCHOOL teenager's locker, and you'll find assorted biology books, love notes, gum, makeup and gym clothes. Open a locker at Health Special High School in Dallas, and you are just as likely to find diapers, pacifiers and baby bibs!

This inner-city school serves 248 pregnant teens from all over Dallas. In operation for 20 years, Health Special offers regular courses such as history, math, science and English. But it also offers prenatal, child-care, parenting, cooking and sewing classes. Dallas WIC staffers from Project 7 have found a special niche at Health

Special, serving just over 50 percent of the school's estimated eligibles.

WIC nutritionists Nadirah Shepherd-McCoy and Nishtiman Zibari, clerk Cathy Norwood and breastfeeding counselor Diedra West travel every Friday to the school to administer WIC services. They issue WIC food cards, encourage the teens to breastfeed and conduct classes about nutrition.

Project 7 director Marie Zaczkowski said that Pearly Wallace, principal of Health Special, approached her nine years ago about resolving students' poor attendance at WIC and other health-care appointments outside the school. Zaczkowski suggested

that WIC offer services at the school one day a week, which cut down on missed WIC appointments and increased class attendance. Zaczkowski said it has taken two things to make the program work: the opportunity to serve provided by Health Special, and a great WIC staff that really understands its clients.

Teens attend Health Special while pregnant and receive prenatal care at the school nurses' office. After their baby is born, the young moms can return to their home school or choose to finish out the semester at Health Special.

Principal Wallace says the school offers a safe environment for girls who

may experience difficulties in their own schools during their pregnancies. Not only are they around other teens who are pregnant, but they are also lovingly supported by educators who understand their special needs as young mothers.

Individual as well as group counseling is available, covering topics such as family dynamics, relationships and substance abuse. Academic counselor Nita Moorehead says the girls "have all they can handle — we're here to help them get a new start and we don't judge."

Students can also receive academic counseling and take standardized tests such as the TAAS, PSAT and SAT. Wallace says Career Day, held every Friday, is an opportunity for the teens to meet with business and community leaders. This forum encourages the teens to talk with professionals about their own goals and aspirations after high school.

The students look forward to the arrival each week of the friendly WIC team. They tease and laugh easily with the staff as they pick up their vouchers or talk about names for their babies. Nutritionist Zibari frequently gives presentations in classrooms about WIC services, and nutrition classes are offered once a month. Breastfeeding counselor West says she must deal with overcoming resistance at the high school to breastfeeding, where many girls consider it

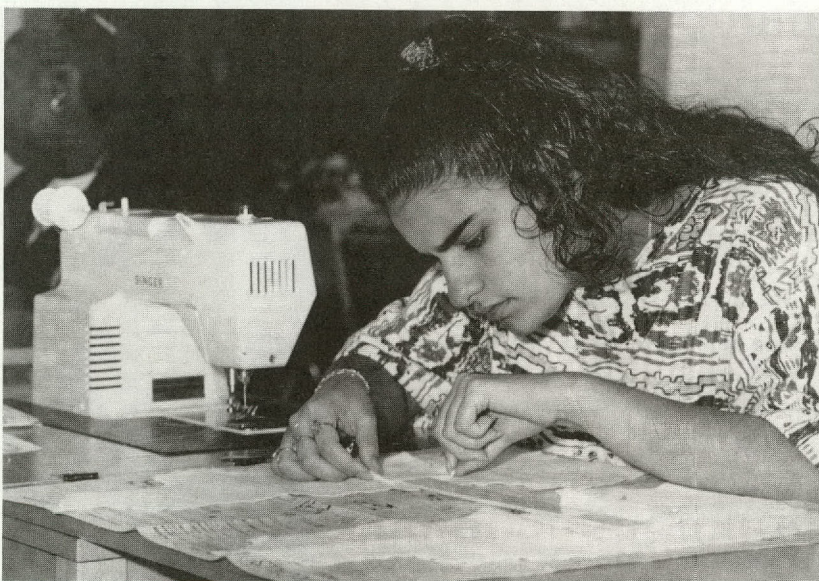
embarrassing or too much work.

The WIC team tries to communicate with the teen moms in *their* world, which still involves proms, slumber parties and cotton candy at the State Fair of Texas. Clerk Norwood said she tells the girls that the money they spend per month on infant formula, approximately \$75, could be spent on Reeboks, Nikes or Guess jeans if they breastfeed instead.

One teen said she would not breastfeed because her

"man's gonna take care of the milk for his baby." The reality, however, is that very few of the fathers are involved with the prenatal care, birth or parenting of their children. While the fathers are still playing football and going to homecoming dances, these teen mothers are finding it hard to believe they will soon be looking for babysitters instead of taking on babysitting assignments for themselves. Health Special currently has no programs for fathers.

Health Special teachers emphasize the importance of self-reliance for these young mothers while providing them with parenting and occupational skills. WIC's nutritional counseling and healthy foods round out the special effort being made in downtown Dallas for teens and babies.



Top photo: Natoya Allison cuddles her 2-month-old son, Kevonte, during a break between classes.

Bottom photo: Dacia Curiel acquires the new skill of sewing clothing for her baby and for herself.

Strategies for keeping dropouts to a minimum

By Mark Clardy
Staff Writer

EVERY LOCAL AGENCY has clients who come in once or twice but never return. There are several reasons for “dropouts,” as these cases are called, but it most often comes down to customer service. “Customer service” means something different to everyone, but you can improve it simply by making things a little easier for your clients. Some specific suggestions are listed below.

Keeping appointments

Many people forget appointments, especially if it’s been two or three months since they had last come in.

- About 10 days before each appointment, send the client a postcard showing the scheduled time and date. The card shown here is available from the state office.

- Get a rubber stamp with your clinic’s hours and phone number. Then stamp this information on every card that you send.

- An easy way to keep up with reminder cards is to make a large envelope for each week of the year. Have the client fill out her next postcard while she is at the clinic. Figure out which week the card should be mailed and put it in the correct envelope for that week. When that week arrives, take all of the cards out and mail them.

- If the client has already missed an appointment, send a card letting her know she can still come in. Be sure to include a clinic phone number that she can call.

- It is a good idea to use a telephone answering machine when the clinic is closed. On

the recording, first say (in English *and* in Spanish) that the message will be repeated in Spanish. Give the clinic hours and, finally, ask the caller to leave her phone number so you can call back. Be sure to call everyone who leaves a message.

- The holiday season often results in missed appointments. Plan ahead next year to triple-issue for established clients starting in October. This keeps them on the program during a busy time of the year and gives them extra time for the holidays.

- Try *noi* to triple-issue the *first* time a client gets her cards. She needs to come to the clinic two or three times before she feels “at home.” She probably won’t come back if her second appoint-

ment is three months after her first visit.

Paperwork

- Many new WIC clients quit coming because there is too much paperwork. When a client comes for certification but has forgotten some papers — for example, her paycheck stubs — do as much of the certification as possible since you already have the time set aside. The client must return with the stub to get her cards, but all you’ll have to do then is quickly check the salary before she can begin signing her cards.

Remember to smile

- Take the time to show new clients where to sign their cards. Briefly explain how the cards work and what the clients should expect at the grocery store.

- Do everything you can to make clients feel welcome, whether it’s their first visit or their tenth. Say “hello” when they come in, and remember to say “please” and “thank you.” Treat all clients with respect.

- When a person is angry or rude, she probably has many other problems on her mind. If you respond with anger, her anger will just increase. You will gain her respect if you respond instead with kindness.


More than anything else, you can reduce dropouts by making people feel good about WIC. It’s the little things that count, and the results are worth the effort!

A friendly reminder! _____, you have:

A visit with the nutritionist.

A card pick-up.

Other _____

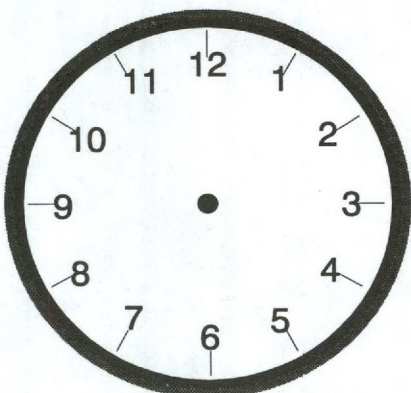


Please call us at _____ if you can not keep your appointment.

Thank you.

Please come to _____

at: Time: _____ Date: _____



Learning about TQM/CQI

'What does TQM mean to me?'

By Jeannie Weaver
TDH Quality Coordinator

*I hear about TQM/
CQI all the time, but I
never see any real
practice of it in my
own daily work.
How will it ever
become common-
place at our
worksites?*

*Who will be trained?
When? What are the
plans?*

*How does this affect
me? What can I do?*

One of the first steps in changing an organization is the communication of the new vision — letting employees know what is anticipated and expected. So, the fact that you are hearing about continuous quality improvement is good.

The fact that CQI is not yet commonplace in our worksites is a function of just how difficult real change — personal and organizational — can be. Real change is like turning a luxury liner around in mid-journey; it's a slow, often laborious process. Dr. David Smith, Texas commissioner of health, describes our initial efforts at achieving a quality-driven culture as running a marathon, an effort that is based on pacing and endurance rather than flat-out speed.

The Department of Health has plans to provide ongoing training in the elements of CQI. It should be available after March 1995 and will be taught by the TDH Management Training staff. Classes will be available to all TDH employees.

We are now in our second year of contractor-provided training. Including last year's group of TDH trainees and those in this year's class, we have trained approximately 500 employees in the fundamentals of process improvement. Many more employees have participated by being members of process-improvement teams. There was nothing magic or formulaic in choosing who the first training participants would be. The only criteria has been to choose a group of employees that represent all associateships, hospitals and regions in the Department of Health.

If we could fully communicate with everyone at once, or train everyone at the same time, we would certainly do it. However, educating more than 6,000 employees around the state — not counting all of the many health-care providers associated with TDH — is a lot like eating an elephant. It must be done one bite at a time.

One of the results of this cascading of training and information is that some folks know things before others do. There is nothing sinister in this — just the reality of the logistics of implementing full-scale organizational change.

We will get to the point in our organization when quality is a part of everybody's job description. That is, every employee, from line staff to executives, will be expected to demonstrate how what they do is customer-driven, based on real data, and involves the input of those employees most closely associated with the output or service.

Until we can provide each person with specific training in quality, you can involve yourself in the agency's efforts by serving on a process-improvement team, volunteering to help with a TQM Expo or talking to those who have been involved in the initial CQI classes. Once you become aware of quality, you will see evidence of it everywhere — in television commercials or reported in professional journals, household magazine articles and newspapers.

There are hundreds of books in every bookstore on quality, organizational change and re-engineering. We have quite a collection in the TDH Library. These books can be checked out by TDH employees anywhere. For a bibliography of available books and journals, please call the library at (512) 458-7559.

The most important thing you can do is to maintain a tolerant attitude while we, as an agency, try on new behaviors and philosophies. Over time, we will get the "fit" just right.

Next: TQM/CQI and your customers.



By Rachel Jule
Nutrition Education Specialist

USDA dietary guidelines and your diet

The U.S. Department of Agriculture has produced a set of eight bulletins, creatively illustrated, two-color throughout and packaged in a printed envelope. Each one focuses on one of the dietary guidelines, complete with recipes, practical tips for food selection and how-tos for modifying existing recipes. The set is a wonderful resource for staff, for clients' waiting rooms or for use in developing your own participant lessons and newsletters.

One cautionary note: Although these bulletins were designed for consumers, they're written at a fairly high reading

level. So, if you incorporate the information into a participant newsletter or handout, be sure to adjust the wording, type size, white space, etc. for a lower-literacy audience.

To order your set of eight bulletins, send a check or money order for \$6.50 per set, payable to the "Superintendent of Documents," to:

Superintendent of Documents
U.S. Government Printing Office
Washington, D.C. 20402

Ask for stock No. 001-000-04598-9. The printing office's phone number is (202) 512-1800.

You can help prevent accidental iron poisoning

Did you know that iron is the most common cause of U.S. child deaths due to poisoning? Iron causes about 2,000 poisonings a year, mainly in young children taking their mothers' prenatal supplements.

The number of young children poisoned by iron has more than doubled since 1986. From 1986 through 1992, more than 110,000 children younger than age 6 accidentally swallowed iron tablets, according to reports made to poison-control centers. Many of the children were hospitalized, and 33 died. Those who died had swallowed possibly as few as five to as many as 98 tablets. In some cases, toddlers found the tablets left within their reach, in uncapped or loosely capped containers. In other cases, young children managed to open the containers.

Since iron is a nutrient normally found in foods, many women taking iron

supplements might not think of these pills as medicine that can poison their children when taken in excess amounts.

As a WIC staffer, you can help by educating participants about the danger of leaving iron supplements within the reach of children.

National Nutrition Month '95

"Discover Nutrition — Anytime, Anywhere!" That's the theme for this year's National Nutrition Month. And in keeping with that theme, we'd like to help participants realize that they can follow a healthful eating style, no matter where they eat or buy food.

In January, local agencies received a packet full of resources and ideas. We encourage you to work with other groups or organizations in your area, such as local dietetic associations, to do a special activity in your clinic or community.



1994 a good year for improvements

By Ann Sullivan, M.P.H., R.D.
Nutrition Education Specialist

AT THE BEGINNING OF 1994, THE staff at Project 73 in San Antonio made a commitment to improve their nutrition education. Now that 1995 has arrived, director and nutrition-education coordinator Karen Finstuen can proudly look back at all the changes and innovations they've incorporated during the past year. Here are just a few examples:

- Pictures of breastfeeding moms and their babies are now in the main waiting room along with messages from these same moms about the reasons they chose to breastfeed.

- Child-sized tables and chairs have been added to the waiting rooms and classroom, along with puzzles and games.

- Videos are now shown in the waiting room on a continuous basis, including a series of *Eating Healthy* videos available from CNN.

- In waiting rooms and classrooms, chairs have been rearranged, plants added and bulletin boards with nutrition information put up.

- After finding that participants in the children's classes were the hardest to motivate, food demonstrations and taste tests were added. For example, in the Smart Shopping class, staff served

February 1995

- Feb. 13-16** — Certified Professional Authority training, Austin. Call Dawn Everett at (512) 406-0740 for information.
- Feb. 13-17** — Intensive Course in Breastfeeding, Phase II, Austin. An in-depth week of training following up on concepts introduced in three-day Phase I session. For more information, contact Jeanne Fisher at (512) 719-3010.
- Feb. 15-17** — Vendor training (Projects 41, 49, 53, 56, 59, 70, 73 and 83), San Antonio. Call Dawn Everett at (512) 406-0740 for information.
- Feb. 21-24** — New Local Agency Directors' Orientation, Austin. Call Dawn Everett at (512) 406-0740.

March

- March 6-9** — Seven Habits of Highly Effective People, Tyler (PHR 4). No registration fee. Call Dawn Everett at (512) 406-0740 for information.
- March 6-10** — Intensive Course in Breastfeeding, Phase II, Austin. An in-depth week of training following up on concepts introduced in three-day Phase I session. For more information, contact Jeanne Fisher at (512) 719-3010.
- March 15-17** — Vendor training (Projects 45, 52, 74 and 81), Brownwood area. Call Dawn Everett at (512) 406-0740 for information.
- March 27-30** — Certified Professional Authority training, Austin. Call Dawn Everett at (512) 406-0740 for information.
- March 29-31** — Intensive Course in Breastfeeding, Phase I, Mother Frances Hospital, Tyler. Three-day course designed to prepare health providers to promote and support breastfeeding. Contact Missy Hammer at (512) 458-7440.

April

- April 3-7** — Intensive Course in Breastfeeding, Phase II, Austin. An in-depth week of training following up on concepts introduced in three-day Phase I session. For more information, contact Jeanne Fisher at (512) 719-3010.
- April 9-12** — "1995 Annual Conference: WIC — The Next Generation," hosted by NAWD and the NAWD Training Institute. Omni Shoreham Hotel, Washington, D.C. Call (202) 234-0700 for reservations.
- April 17-20** — Seven Habits of Highly Effective People, Houston (PHR 6). No registration fee. Call Dawn Everett at (512) 406-0740 for information.
- April 19-21** — Vendor training (Projects 28, 33 and 83), El Paso. Call Dawn Everett at (512) 406-0740 for information.
- April 24-27** — Certified Professional Authority training, Austin. Call Dawn Everett at (512) 406-0740 for information.

May

- May 8-12** — Intensive Course in Breastfeeding, Phase II, Austin. An in-depth week of training following up on concepts introduced in three-day Phase I session. For more information, contact Jeanne Fisher at (512) 719-3010.
- May 10-12** — Vendor training (projects 10, 57, 62, 65, 71 and 87), North Texas. Call Dawn Everett at (512) 406-0740 for information.
- May 15-18** — Certified Professional Authority training, Austin. Call Dawn Everett at (512) 406-0740 for information.
- May 22-25** — Seven Habits of Highly Effective People, Corpus/Harlingen (PHR 11). No registration fee. Call Dawn Everett at (512) 406-0740 for information.

samples of store-brand fruits and/or popcorn along with samples of the brand-name versions. Participants were pleasantly surprised to learn that higher price didn't necessarily mean higher quality. And to encourage participants to buy frozen juice instead of the more expensive canned juices, staffers served samples of both canned fruit juice and juice made from frozen concentrate.

• In May and June, in conjunction with issuance of farmers' market cards, the staff prepared spaghetti squash with tomato sauce. Participants were very excited about this unusual vegetable, and children in the classes even asked for second servings.

• Also in conjunction with issuance of farmers' market cards, Project 73 held a recipe contest. All recipes had to contain at least one WIC food or a fresh vegetable. They were judged based on nutrition criteria. After the contest, copies of the winning recipes were made available to participants.

Keeping in touch

Since you don't want to miss out on any issues of Texas WIC News, be sure to let us know if you are changing your address. Notify John Koloen or Shelly Ogle at Texas WIC News, 1100 W. 49th St., Austin, Texas 78756. Or, you can choose to call in your change of address to us at (512) 458-7444.

Health professionals learn about teen parents

By Anna Maria Martinez
Outreach Intern

"Changing Times: Meeting New Challenges" was the theme for the 1994 Texas Association Concerned with School-Age Parenthood conference held in El Paso in October. The conference sought to enhance the effectiveness of individuals and organizations to respond to the needs of pregnant adolescents, school-age parents and their children. It provided opportunities to further develop professional skills and expand networks of professional colleagues.

State-agency staffers Diane Salem and Anna Maria Martinez exhibited WIC materials and attended several workshops. One was about children hurting children. It gave an overview of teens at risk for abusing their children: what they need, what services are available and what can be done to prevent or break the cycle of child abuse. Another session studied physical violence during teen pregnancy. Twenty-six percent of pregnant teens reported physical abuse by the men they were involved with, and 40 percent to 60 percent said the battering had begun after their boyfriends knew they were pregnant. Another workshop was about HIV. Nearly 20 percent of all people living with AIDS were infected as teenagers.

I-Team's work continues

By Shelly Ogle
Staff Writer

AT ITS NOVEMBER MEETING, THE Implementation Team was visited by Jackie McDonald, standing in for bureau chief Dennis Bach. McDonald is director of Texas WIC's Division of Nutrition, Education, Outreach and Training.

McDonald commended the work teams and their proposals for improving Texas WIC. She discussed which proposals would be implemented, continued, modified or, in a few cases only, rejected. A thorough report on these proposals and their timelines is forthcoming.

Permanent data-collection system

Work is progressing well on setting up an ongoing system of feedback on staff satisfaction, client satisfaction and first-time-client satisfaction. After being reviewed by 15 local-agency directors, the feedback survey is being shortened from 40 items to 25.

The survey will be given in one of three forms: over the phone, led by an instructional video after nutrition classes or filled out on a fill-in-the-bubble Scantron sheet. It should take five to seven minutes to complete and will be filled out by clients only twice a year during certifications. Answering the

surveys will not be mandatory, but it's been learned that WIC participants enjoy the chance to give input. Directors should share their survey findings with clinic staff and post them for clients to see.

Training

Best Start Inc. is working on a script and a users' manual for a training video for grocery-store cashiers. The resulting video should be produced by Texas WIC in both English and Spanish. Early work is also being done on customer-service modules.

The training package for nutrition-education providers is now in its sixth revision. Its original idea was to focus on teaching adult learning techniques to nutrition educators. But its emphasis has shifted to teaching basic skills in speaking and presentation. WIC and Best Start are still deciding which format to choose.

Pilot sites

Clinics in eight local agencies will act as pilot sites or control sites for implementing the permanent data-collection system, new training and the community organizers' kit. The eight local agencies are Projects 3, 7, 26, 31, 33, 56, 76 and 87.

New Texas WIC logo



1995 directory of Texas WIC local agencies

Project 1

Austin Health & Human
Services-Travis County Health
Department
327 Congress, Suite 500
Austin, TX 78701
Phyllis Day, R.D., L.D., WIC
Program Director
Sherree Scudder, M.A.,
R.D., L.D.,
Breastfeeding Coordinator
(512) 476-0634, Ext. 30
FAX: (512) 476-5435

Project 3

Cameron County Health
Department
186 North Sam Houston Blvd.
San Benito, TX 78586
Yvette Salinas,
WIC Director/Nutritionist
Mary Luisa Saldivar,
Breastfeeding Coordinator
(210) 399-6649
FAX: (210) 399-0906

Project 4

Su Clinica Familiar
4501 South Expressway 83
Harlingen, TX 78550
Mona Hollander, L.D.,
WIC Coordinator
Elsie Graham,
Breastfeeding Coordinator
(210) 428-4345
FAX: (210) 689-5937

Project 5

Driscoll Children's Hospital
400 E. Main St.
Robstown, TX 78380
Monica Stender, M.A., R.D.,
L.D., WIC Project Director
Sharon Swize, M.S., R.D.,
Breastfeeding Coordinator
(512) 767-7777
FAX: (512) 387-3987

Project 7

City of Dallas Department
of Environmental & Health
Services
Lancaster-Kiest Shopping
Center
3200 Lancaster Road
Suite 230-A
Dallas, TX 75216
Marie Zaczkowski, M.S., R.D.,

L.D., WIC Manager
Nadirah McCoy-Shepherd and
Deborah Parnell, L.D.,
I.B.C.L.C., Breastfeeding
Coordinators
(214) 670-0550
FAX: (214) 670-0583

Project 9

Community Action Council of
South Texas
111 Pete Diaz Jr. Avenue
P.O. Drawer 98
Rio Grande City, TX 78582
Joel Salinas, WIC Director
Patricia Peña, Breastfeeding
Coordinator
(210) 487-2585
FAX: (210) 487-2871

Project 10

Grayson County Health
Department
515 North Walnut
Sherman, TX 75090
Jo Ellen Ticknor, R.D.,
WIC Director
Carolyn Johnson, L.V.N.,
Breastfeeding Coordinator
(903) 893-0131
FAX: (903) 892-3776

Project 11

Galveston County Health
District
2010 Texas Avenue
Texas City, TX 77590
Theresa Bette, L.V.N.,
WIC Program Manager,
Acting Breastfeeding
Coordinator
(409) 643-8317
FAX: (409) 643-8325

Project 12

Hidalgo County Health
Department
1422 E. University Drive
Edinburg, TX 78539
Norma L. Longoria, L.D.,
WIC Project Director
Elizabeth Cardenas, B.S.,
Breastfeeding Coordinator
(210) 383-5320
FAX: (210) 380-4056

Project 13

City Of Laredo Health
Department
P.O. Box 2337
Laredo, TX 78040
Elisa R. Perez, WIC Director,
Breastfeeding Coordinator
(210) 723-2051
FAX: (210) 726-2632

Project 15

Montgomery County Health
Department
701 E. Davis
Conroe, TX 77301
Kathy Bennett, Nutritionist,
WIC Director
Carmen Fulbrigg,
Breastfeeding Coordinator
(409) 539-3260
FAX: (409) 539-4668

Project 17

UT Health Science Center
at Houston
2525 Murworth, Room 208
Houston, TX 77054
Karen Gibson, R.D., L.D.,
WIC Director
Peggy Adams, Breastfeeding
Coordinator
(713) 432-1895
FAX: (713) 432-1978

Project 18

Community Council of
Bee County
510 W. Crockett
Beeville, TX 78102
Mary J. Cano, L.V.N., WIC
Project Director,
Breastfeeding Coordinator
(512) 358-1865
FAX: (512) 358-8800

Project 19

Vida y Salud-Health Systems
308 S. Third Avenue
Crystal City, TX 78839
Ofelia Juarez, WIC Project
Director
Ofelia Caballero,
Breastfeeding Coordinator
(210) 374-2349
FAX: (210) 374-3364

Project 20

South Plains Health Provider
Organization Inc.
2807 West Seventh
Plainview, TX 79072
Barbara Khaleeq, M.S., R.D.,
WIC Director, Breastfeeding
Coordinator
(806) 293-0182 & 0183
FAX: (806) 293-7354

Project 21

Wichita Falls-Wichita County
Public Health District
1700 Third St.
Wichita Falls, TX 76301
Susan Zubik, R.D., L.D.,
WIC Project Director
Janna Kaelin, Breastfeeding
Coordinator
(817) 761-7800
FAX: (817) 767-5242

Project 22

Waco-McLennan County
Public Health District
225 W. Waco Drive
Waco, TX 76707
Carolyn Scott, Ph.D.,
R.D., L.D., WIC Director
Julie Helleck,
Breastfeeding Coordinator
(817) 750-5474
FAX: (817) 750-5663

Project 23

Walker County WIC
119 Highway 75 North,
Suite 15
Huntsville, TX 77340
Carolyn Hanselman,
Administrator of WIC
Program
Margaret (Jody) Lovell, R.D.,
L.D., Breastfeeding
Coordinator
(409) 295-7046
FAX: (409) 295-4257

Project 24

United Medical Centers
243 Bliss
Eagle Pass, TX 78852
Guadalupe Fuentes, L.V.N.,
WIC Director
Rachel Rodriguez, L.V.N.,
Breastfeeding Coordinator
(210) 773-1105
FAX: (210) 773-1419

Project 25

Fort Worth Department of Public Health
1800 University Drive
Fort Worth, TX 76107
Louella J. Williams, M.S., R.D., L.D., WIC Director, Breastfeeding Coordinator
(817) 871-7219
FAX: (817) 871-7335

Project 26

Houston Health and Human Services Department
8000 North Stadium Box 19
Houston, TX 77054
Faye Walker, R.D., L.D., M.S., WIC Program Director
Vera Petteway-Nyormoi, R.D., Breastfeeding Coordinator
(713) 794-9090
FAX: (713) 794-2903

Project 27

South Plains Community Action Association Inc.
P.O. Box 610
Levelland, TX 79336
Pat Smithwick, Nutritionist, WIC Program Coordinator, Acting Breastfeeding Coordinator
(806) 894-6104
FAX: (806) 894-5349

Project 28

Centro de Salud Familiar La Fe Inc.
700 South Ochoa St.
El Paso, TX 79901
Marie E. Guzman, Acting WIC Director
Elena Garza, Breastfeeding Coordinator
(915) 545-4550, Ext. 36
FAX: (915) 545-2564

Project 29

Fort Bend Family Health Center Inc.
400 Austin St.
Richmond, TX 77469
Betty Hill, Director of WIC Services
Jeannie Lober, R.N., C.L.E., Breastfeeding Coordinator
(713) 342-4530
FAX: (713) 342-3832

Project 30

Port Arthur City Health Department
530 Waco
Port Arthur, TX 77640
Ernestine Wade, R.N., WIC Director
Bernadine Crockett, Breastfeeding Coordinator
(409) 983-8800
FAX: (409) 983-8889

Project 31

Bell County Public Health District
116 W. Avenue G
Temple, TX 76501
Evelyn Jez, Nutritionist, WIC Program Manager
Christine Lindner, Breastfeeding Coordinator
(817) 778-1511
FAX: (817) 778-6914

Project 32

Brazos Valley Community Action Agency
3400 S. Texas Ave., Suite 7
Bryan, TX 77802
Kristine Spillers, WIC Director
Kathy Lester, L.V.N., I.C.C.E., Breastfeeding Coordinator
(409) 779-7443
FAX: (409) 846-2409

Project 33

El Paso City-County Health District
1148 Airway Blvd.
El Paso, TX 79925
Donna T. Seward, WIC Director
Deborah Salisbury, Breastfeeding Coordinator
(915) 771-5850
FAX: (915) 772-0389

Project 34

Abilene-Taylor County Public Health Department
1949 Santos
Abilene, TX 79608
Rita Portlock, WIC Director
Ann Bell, R.D., L.D., Breastfeeding Coordinator
(915) 692-1680
FAX: (915) 692-8300

Project 35

Denton County Health Department
306 North Loop 288, Suite 183
Denton, TX 76201
Bryanne Jones, R.N., WIC Director
Mary C. Bryant, Breastfeeding Coordinator
(817) 565-8569
FAX: (817) 565-8621

Project 36

City of San Marcos
630 East Hopkins
San Marcos, TX 78666
Eddie Ortega, WIC Director
Laurie Terrell, Breastfeeding Coordinator
(512) 353-5303
FAX: (512) 396-7471

Project 37

Victoria City-County Health Department
2205 E. Lone Tree Road
Victoria, TX 77901
Patricia Patterson, L.V.N., WIC Administrator
Deborah Perry, L.V.N., Breastfeeding Coordinator
(512) 578-2884
FAX: (512) 578-6627

Project 38

Corpus Christi-Nueces County Public Health District
1702 Horne Road
Corpus Christi, TX 78416
Annette Sultemeier, R.N., Acting WIC Supervisor
Deborah Escobar, Breastfeeding Coordinator
(512) 851-7200
FAX: (512) 855-0792

Project 39

Smith County Public Health District
601 E. Valentine Street
Tyler, TX 75702
Cassi Boucher, Nutritionist, WIC Project Director
Barbara Faye, Acting Breastfeeding Coordinator
(903) 592-7635
FAX: (903) 535-0097

Project 40

Beaumont City Health Department
950 Washington

Beaumont, TX 77701
Fern Roberts, WIC Director
Janelle Anderson, Breastfeeding Coordinator
(409) 832-4000
FAX: (409) 832-4270

Project 41

San Antonio Metropolitan Health District
332 W. Commerce Street
San Antonio, TX 78285
Diane Pfeil, Interim Program Coordinator
Mary Diana Montañó, Breastfeeding Coordinator
(210) 225-1828
FAX: (210) 226-2356

Project 42

Williamson County and Cities Health District
100 W. Third St.
Georgetown, TX 78627
Tina Horkey, R.D., L.D., WIC Program Director, Breastfeeding Coordinator
(512) 930-4386
FAX: (512) 930-3110

Project 43

Gonzales County Health Agency Inc.
312 St. Francis
Gonzales, TX 78629
Emma Garza, WIC Coordinator, Breastfeeding Coordinator
(210) 672-7083
FAX: (210) 672-6430

Project 44

City of Del Rio WIC Program
200 Bridge St.
Del Rio, TX 78840
Esther Giron, WIC Director
Elva Reyna, L.V.N., Breastfeeding Coordinator
(210) 774-8701
FAX: (210) 774-8795

Project 45

Cross Timbers Health Clinic Inc.
Drawer 30
DeLeon, TX 76444
Theresa Aguerro, WIC Project Director, Breastfeeding Coordinator
(817) 893-5895
FAX: (817) 893-5222

Project 46

Brazoria County Health Department
1108-C E. Mulberry
Angleton, TX 77515
Debbie Dunn, L.V.N.,
WIC Director
Linda Patrick, B.S.,
Breastfeeding Coordinator
(409) 849-5711
FAX: (409) 848-2780

Project 47

Dallas Inter-Tribal Center Inc.
209 E. Jefferson
Dallas, TX 75203
Sharon Belindo, R.D., L.D.,
Director of Nutrition Services
Rebecca Wilson,
Breastfeeding Coordinator
(214) 941-1050
FAX: (214) 941-6537

Project 48

Harris County Health Department
2223 West Loop South
Houston, TX 77027
Victoria Bowie, M.S., R.D.,
WIC Program Director
Nancy Jane Pate,
Breastfeeding Coordinator
(713) 439-6000
FAX: (713) 439-6060

Project 49

Frio County - WIC
505 Power Plant
Pearsall, TX 78061
Esperanza Zapata, WIC
Co-Director/Office Manager
Judy Weiblem, WIC
Co-Director/Nutritionist,
Breastfeeding Coordinator
(210) 334-8652
FAX: (210) 334-2224

Project 51

San Patricio County Health Department
313 N. Rachal Street
Sinton, TX 78387
Evelyn Sinast, R.N., WIC
Director/Coordinator
Dominga Martinez, L.V.N.,
Breastfeeding Coordinator
(512) 364-6204
FAX: (512) 364-4518

Project 52

Cause Inc.
P.O. Box 438
Hillsboro, TX 76645
Rita Taylor, L.V.N.,
WIC Director
Guadalupe Garcia, L.V.N.,
and Carolyn Bilderback,
Breastfeeding Coordinators
(817) 582-3423
FAX: (817) 582-8266

Project 53

Atascosa (RHI) Health Clinic
310 W. Oaklawn Road
Pleasanton, TX 78064
Penny Quintanilla, L.V.N.,
WIC Program Director,
Breastfeeding Coordinator
(210) 569-2388
FAX: (210) 569-8538

Project 54

Tarrant County Health Department
1800 University Drive,
Room 108
Fort Worth, TX 76107
Ann Salyer-Caldwell,
M.P.H., R.D., WIC Director
Terry Hajny, M.S., R.D.,
L.D., Breastfeeding
Coordinator
(817) 871-7571
FAX: (817) 871-7335

Project 56

San Angelo-Tom Green
County Health Department
72 W. College
San Angelo, TX 76903
Nancy Escalante, WIC
Program Director
Sue Lamb, R.N., I.B.C.L.C.,
Breastfeeding Coordinator
(915) 657-4214
FAX: (915) 658-7180

Project 57

Community Health Service
Agency Inc.
4907-A Stonewall
Greenville, TX 75401
Viola Ozuna, L.V.N.,
WIC Director, Breastfeeding
Coordinator
(903) 455-5994
FAX: (903) 454-4621

Project 58

Angelina County and Cities
Health District
202 South Bynum
Lufkin, TX 75901
Angela Quillin, WIC Director
Mary Ann Deboyd, L.V.N.,
Breastfeeding Coordinator
(409) 632-1139
FAX: (409) 632-2413

Project 59

Barrio Comprehensive Family
Health Care Center
1102 Barclay St.
San Antonio, TX 78207
Gloria Muniz, WIC Director
Vacant, Breastfeeding
Coordinator
(210) 434-3122
FAX: (210) 434-0402

Project 60

Matagorda County Hospital
District
1115 Avenue G
Bay City, TX 77414
Mildred Hawkins, L.D., WIC
Director, Breastfeeding
Coordinator
(409) 245-9848
FAX: (409) 245-1525

Project 61

Jasper-Newton County Public
Health District
139 W. Lamar St.
Jasper, TX 75951
Anne Williams, L.V.N.,
WIC Director
Rebecca Jordan, L.V.N.,
Breastfeeding Coordinator
(409) 384-6829
FAX: (409) 384-7861

Project 62

Paris-Lamar County Health
Department
P.O. Box 938
Paris, TX 75460
Barbara Francis, R.N., WIC
Director, Breastfeeding
Coordinator
(903) 784-1411
FAX: (903) 784-1442

Project 63

Hardin County Health
Department
Hardin County Courthouse
P.O. Box 2079
Kountze, TX 77625
Mary Adams, L.V.N.,

WIC Director, Breastfeeding
Coordinator
(409) 246-5188
FAX: (409) 246-3277

Project 64

Medina County Health
Department
3103 Avenue G
Hondo, TX 78861
Linda Fillinger, R.N., WIC
Director, Breastfeeding
Coordinator
(210) 741-6144
FAX: (210) 741-6149

Project 65

Texarkana-Bowie County
Family Health Center
902 W. 12th St.
Texarkana, TX 75504
Candis Mauldin, L.V.N., WIC
Coordinator, Breastfeeding
Coordinator
(903) 798-3250
FAX: (903) 793-2289

Project 66

Orange County Health
Department
2014 N. 10th St.
Orange, TX 77630
Cynthia Willhoit, R.N.,
WIC Director
Louise Robinson, L.V.N.,
Breastfeeding Coordinator
(409) 883-6119
FAX: (409) 883-3147

Project 67

Corsicana-Navarro County
Public Health District
P.O. Box 518
Corsicana, TX 75110
Cindy Griggs, R.N., WIC
Director, Breastfeeding
Coordinator
(903) 872-6754
FAX: (903) 872-7215

Project 68

Community Council of
Southwest Texas Inc.
713 E. Main St.
Uvalde, TX 78802
Sharon Pannell, L.V.N.,
WIC Director, Breastfeeding
Coordinator
(210) 278-6268
FAX: (210) 278-4281

Project 69

Community Council of South
Central Texas Inc.
205-A East Court Street
Seguin, TX 78155
Susan Murphy, WIC Director
Beverly A. Barrett,
Breastfeeding Coordinator
(210) 372-3570
FAX: (210) 372-5354

Project 70

Chambers County Health
Department
Courthouse Annex
P.O. Box 670
Anahuac, TX 77514
Glenda Pearce, R.N.,
WIC Director
Nell Northcutt, L.V.N.,
C.P.A., Breastfeeding
Coordinator
(409) 267-8356 & 8357
FAX: (409) 267-3962

Project 71

Collin County Health Care
Services
825 N. McDonald
McKinney, TX 75069
Denise Wolf, Nutritionist,
WIC Coordinator,
Breastfeeding Coordinator
(214) 548-5500
FAX: (214) 548-5579

Project 72

People For Progress Inc.
301 W. Arkansas
Sweetwater, TX 79556
Elaine Rascoe, L.V.N.,
WIC Director
Elaine Rascoe and Esther
Duran, Breastfeeding
Coordinators
(915) 235-8455
FAX: (915) 235-4950

Project 73

El Centro Del Barrio
123 Ascot
San Antonio, TX 78224
Karen Finstuen, R.D.,
WIC Director
Guadalupe Gaona,
Breastfeeding Coordinator
(210) 924-6004
FAX: (210) 924-6039

Project 74

Brownwood-Brown County
Health Department
P.O. Box 1389

Brownwood, TX 76801
Georgia Harris, I.C.B.L.C.,
WIC Director, Breastfeeding
Coordinator
(915) 646-1514
FAX: (915) 643-8157

Project 76

Outreach Health Services
724 South Polk, Suite 700
Amarillo, TX 79101
Frannie Nuttall, R.D.,
WIC Director/Nutritionist
Shari Davenport, R.N.,
B.S.N., and Debbie Farquhar,
R.D., L.D., Breastfeeding
Coordinators
(806) 371-9446
FAX: (806) 371-9515

Project 77

University of Texas Medical
Branch at Galveston
2503 S. Main, Suite B
Stafford, TX 77477
Bonnie Horton, R.D., L.D.,
WIC Director
Mary Ellen Walheim, R.D.,
L.D., M.P.H.,
Breastfeeding Coordinator
(713) 499-3004
FAX: (713) 261-7140

Project 78

Amarillo Hospital District
411 S. Austin
Amarillo, TX 79106
Margaret Payton, R.D.,
M.B.A., WIC Director
Cindy Dockery and Margaret
Payton, R.D., M.B.A.,
Breastfeeding Coordinators
(806) 371-1121
FAX: (806) 372-3941

Project 79

St. Elizabeth Hospital
830 N. 11th Street
Beaumont, TX 77702
Kathy Adams, R.D., WIC
Coordinator, Breastfeeding
Coordinator
(409) 899-8161
FAX: (409) 899-8185

Project 80

East Texas Community
Health Services Inc.
1401 S. University Drive
Nacogdoches, TX 75961
Kathy Conyer, WIC Director,
Breastfeeding Coordinator

(409) 568-9067
FAX: (409) 560-3928

Project 81

Region 7 WIC Program
2408 S. 37th St.
Temple, TX 76504
Jacquelyn Cother, WIC
Program Manager
T. J. Sherry, L.D., C.L.E.,
Breastfeeding Coordinator
(817) 778-6744
FAX: (817) 778-4066

Project 83

Regions 9 and 10
WIC Program
2301 North Big Spring,
Suite 300
Midland, TX 79705
Judith Harden, WIC
Program Director
Virginia Greer, M.S., R.D.,
L.D., Breastfeeding
Coordinator
(915) 683-9492
FAX: (915) 684-3932

Project 84

Region 6 WIC Program
10500 Forum Place, Suite 423
Houston, TX 77036
Veronica Brown, M.S., R.D.,
L.D., WIC Program Director
Veronica Brown and Lois
Grant, L.D., Breastfeeding
Coordinators
(713) 995-1112
FAX: (713) 414-6496

Project 87

Regions 4 and 5 WIC Program
Texas Department of Health
1517 W. Front St.
Tyler, TX 75702
Susan Bennett, R.D., L.D.,
WIC Director
Shannon O'Quin,
Breastfeeding Coordinator
(903) 595-3585
FAX: (903) 593-4187

Project 88

Region 11 WIC Program
601 W. Sesame Drive
Harlingen, TX 78552
Cindy Moore, R.D., L.D.,
WIC Director
Gloria Rodriguez,
Breastfeeding Coordinator
(512) 888-7762
FAX: (512) 888-7766

Project 89

Santa Rosa Children's
Hospital
315 N. San Saba, Suite 1210
San Antonio, TX 78207
Timothy Russell,
Executive Director
Liz Espinosa, I.B.C.L.C.,
Breastfeeding Coordinator
(210) 704-4180
FAX: (210) 704-4189

Project 90

Los Barrios Unidos
Community Clinic Inc.
3316 Sylvan
Dallas, TX 75212
Sharon Turcotte, Consultant,
WIC Director
Maria Arroya, L.V.N.,
Breastfeeding Coordinator
(214) 651-8691
FAX: (214) 651-9514

Project 91

Texas Community Access
to Childrens Healthcare
3500 I-30, Building B-130
Mesquite, TX 75150
Aaron Kriesler, M.D.
Vacant, Breastfeeding
Coordinator
(214) 686-0765
FAX: (214) 686-6391

Remember to include release forms with photos

As a sign of respect
to our clients, Texas WIC
must receive written
permission from partici-
pants before we can print
their name or photo in the
Texas WIC News. Clients
need to sign a simple
photo-release form for
themselves and their
children. We can fax the
form to you in a flash if
you call Shelly Ogle or
John Koloen at (512) 454-
4307.

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Texas health facts

Texas health security

Here is a quiz about health care in Texas. The answers appear at the end of the article.

Every month next year, how many Texans will lose their health insurance for a month or more?

- A. 7,500 B. 14,000 C. 175,000

Texans were charged an average of \$2,325 per family for health care in 1980. How much were we charged per family last year?

- A. \$3,524 B. \$4,983 C. \$7,547

In 1980, Texas families spent 9 percent of their income, on average, for health-insurance premiums, prescription drugs, eyeglasses, doctor visits and other health care. What percentage of their yearly income, on average, did Texas families spend on health care last year?

- A. 7 percent B. 11 percent C. 14 percent

Americans are charged more for health care than any other people on the face of the Earth. Are we getting our money's worth? Where does the United States rank among all countries in protecting our infants from death?

- A. 1st B. 3rd C. 10th D. 18th

Answers: C, C, C, D

Source: Families USA, 1334 G Street NW, Washington, DC 20005 via TACAA Food Journal

Postpartum depression may just be exhaustion

According to a University of Wisconsin study of 500 women, many new mothers mistake postpartum exhaustion for depression. Upwards of 85 percent of new mothers complain

of feeling blue and out of sorts for a few days after giving birth and typically describe it as depression.

"Today's active woman gets upset that she's not full of energy and enjoying her baby right away and assumes she must be depressed," says researcher Janet Hyde, Ph.D. "But birth is extremely stressful. Women should realize it's normal to feel lousy after pregnancy."

Some 10 percent to 20 percent of mothers actually suffer from textbook postpartum depression, which can last up to three months or longer. One possible cause is the sudden drop in the hormones that surge during pregnancy.

Source: *Redbook*

New book teaches children about fetal alcohol syndrome

Fetal alcohol syndrome can have devastating consequences on an unborn child. Teaching other children about it is important to raise awareness of the problem. *A Baby Brother is Born to _____*, written by Luci Tapahonso and illustrated by Sam English, does just this, making the child a part of the story.

The book, which is written in both English and Spanish, tells a story about a child who helps her mother avoid drinking during pregnancy. The interactive story reinforces knowledge and stimulates family involvement in the learning process, allowing the child to personalize the story and making her the hero. The book uses a "story/workbook" model that was tested with high-risk, clinic-referred families. Results of the government-funded testing showed high effectiveness rates as children learned the target behaviors.

The book is priced at \$7.95, plus \$3 shipping and handling. To order, write to the National Organization of Fetal Alcohol Syndrome; 1815 H Street, NW, Suite 1000; Washington DC 20006; or call (202) 785-4585.

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