

# Nutrition & WIC Update

KANSAS NUTRITION AND WIC SERVICES



## Mothers in Motion

Ashley Hart, MS, RD, LD, Wyandotte County

I really enjoyed attending the 2016 Nutrition Education and Breastfeeding Conference in Denver, Colorado. As the Nutrition Services Coordinator for the Wyandotte County WIC office, I am always looking for new ways we can provide nutrition education and better train our staff to facilitate that nutrition education. I learned a lot about different resources available to WIC staff, which would be great tools to provide that nutrition education. One tool that really struck me as useful were video lessons focused on motivational interviewing (MI) interactions in the WIC office, called "Mothers in Motion." Researchers from Ohio State University and the state of Michigan WIC program came together to create a series of 13 videos training staff on how to effectively facilitate MI. These videos provide practical tips on how to apply MI in difficult situations, for example when a client is silent or giving the response, "everything is fine." I feel like these videos would be a great tool to visually see how to implement MI and they provide great examples of outcomes they have seen as a result of implementing this type of counseling.

The "Mother's in Motion," video series is available to WIC staff and I have requested they be sent to our WIC in Wyandotte County. I plan to share these videos with KDHE staff so we can disseminate them across the state. I am excited to show these videos to my staff in order to help better train them on MI, which will help them better facilitate the nutrition education conversation in our WIC clinic.

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## Harvey County Uses Sign to Advertise its WIC Clinic

Harvey County now has WIC clinic services available in Halstead as well as McPherson. They have acquired a new sign which helps clients and new applicants find the clinic and know when WIC staff are available. Great idea!

## “Four-Way Method for Ethical Decision Making”

Jan Albrecht, RD, LD WIC Coordinator  
Saline County Health Department

At the recent National WIC Association meeting I attended a presentation entitled “Ethical Decision Making for Nutrition and Breastfeeding Professionals” by Richard Kyte. He has developed the “Four-Way Method for Ethical Decision Making” model. He states most decisions are made by one of four ways:

1. Truth (What are the Facts? What is the policy? What are the solutions to the problem?);
2. Consequences (Who is affected? How are they affected? Which solution will be most beneficial and/or least harmful to the affected?);
3. Fairness (Does the solution treat others the way you want to be treated? Does the solution treat those involved with respect and dignity?); and
4. Character (Can the solution be enacted compassionately & wisely? Can the solution be implemented so a trusting relationship is built?).

Most of us make simple decisions without a lot of thought, and conflict can result when the decision is complex and people are using different methods to make decisions (i.e. you make a decision based on truth, but a co-worker makes a different decision based on consequences). He recommends when a complex issue arises to think through all four types of decision making. His model is available in his book “An Ethical Life”.

## The Human Microbiome

Aarynne Struble, RD, LD Saline County Health Dept.



I attended a lecture at the NWA conference on the human microbiome and learned some interesting points that I would like to share. First of all, 95% of the microbiome is located in the GI tract, and this bacteria usually amounts to about five pounds of weight. The microbiome protects against pathogens and aids in digestion and metabolism. When the microbiome is not working correctly, it is known as dysbiosis, which makes one more susceptible to pathogens and inflammation.

Birth method and infant feeding are critical in establishing a healthy microbiome. C-section deliveries have been linked to microbiota dysfunction, so vaginal deliveries should be chosen whenever appropriate. Breastmilk has a microbiome of its own and contains oligosaccharides, prebiotics, and probiotics. This gives us one more reason to promote breastfeeding to our clients...it helps the infant establish a healthy gut that will reduce their risk for numerous health-related conditions, including (but not limited to) obesity, diabetes, CVD, and cancer.



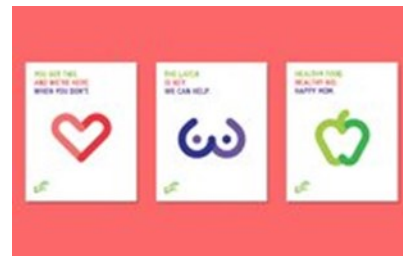
## NWA Announces WIC Brand at Conference

Jane Freyenberger, MD, RD, LD, Riley County WIC Program

I attended the Denver NWA Nutrition Education and Breastfeeding Conference. I signed up to attend a small group session about the new WIC identity developed by the Sullivan agency working for the National WIC Association. The thinking behind this project is that “families are more transient than ever”...and...“a consistent identity across the regional agencies will help those families recognize WIC as a go-to resource and build relationships with a unified WIC brand.” States are not obligated to adopt the new identity; however, Kansas is on board with it, so it will be exciting to see more about it in the coming months.

The project developers explained that they went to a great deal of effort conducting research and interviewing stakeholders in focus groups throughout the development process. They learned that moms didn't want someone judging them or telling them specifically what to do. The messages with the new brand convey moms as heroes, with WIC being there to support and empower them.

The new brand uses attractive, simple, colorful, active, fluid visuals in its marketing materials and logo. Three words used in branding are optimistic, strong, and open. There will be a media campaign later this year to roll this out. Some of the graphics can be seen below.



## Kansas WIC Participates in National WIC Association Recruiting and Retention Campaign

Dave Thomason, Director, Nutrition and WIC Services

*Note: A digital campaign launch will occur on November 15, 2016. See Webinar announcement at the end of this article.*

The Kansas WIC program will be an active participant in the National WIC Association's recruiting and retention campaign. The campaign includes printed and electronic materials available for local and state agencies to use in branding and communicating WIC's purpose and benefits to clients and other stakeholders.

The materials are modern, colorful and resonate with today's WIC clients. We are excited to participate in this effort. As most of you know, WIC participation has been declining in the past few years. Currently (2016) Kansas participation averages 58,955 clients per month. This is about 6% lower than during 2015 and about 17% lower than participation during 2013 which was 70,615 per month.

Here are two examples of the new WIC logo. In addition to these, there are other icons and colors that represent concepts related to moms in the WIC program.





## Kansas Participates in NWA Recruiting and Retention Campaign (continued)

As we receive more information and materials from NWA, the state agency will coordinate with local agencies in maximizing their use and effectiveness. Throughout the roll out, we invite your ideas and feedback.

The campaign is a three-year outreach and advertising campaign developed and designed with NWA partners, Sullivan and Meredith. The purpose of the campaign is to:

- Increase enrollment of WIC eligible moms,
- Improve perception of the WIC program, and
- Retain moms in the WIC program longer.

The agency contracted by NWA to create the logo is Sullivan. Sullivan Creative Director Meg Beckum provided the following comments in a media post written by Larissa Faw. For the complete article click here: [check it out](#)

The new campaign is designed to convey WIC's message about being there for moms at each step of their journey. The imagery is meant to say that WIC listens when they talk, understands what they need, and offers the advice and expertise acquired from decades of helping moms before. WIC is mom's trusted friend, her knowledgeable guide and her caring support community.

"The logo is the heart of the visual system. Its custom letterforms are active and fluid, signifying WIC's continuous, personalized support at every step of a mom's journey," says Beckum. "It is complemented by a bright, optimistic color palette, bold typography, and straightforward iconography. We selected photography that feels genuine and candid, showing a realistic depiction of modern motherhood. The images capture those real mom moments—the highs (giggles and smiles) and the lows (spit-up and tears)."

The new branding effort will be supported by a media campaign rolling out later this year, which will have a robust digital component supplemented by placements in a variety of parenting magazines, and out-of-home settings.

"The new identity will make it easy for moms and their families to recognize WIC wherever they are in the nation and have greater confidence in the quality services WIC provides," says Douglas Greenaway, president/CEO, National WIC Association.

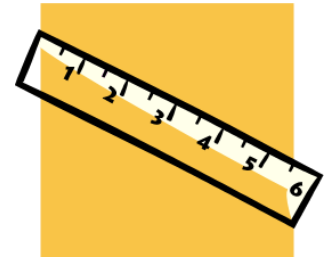
We anticipate using the logo and other materials to highlight and market the program. The state will not retire its own logo, but will move the new logo to the front and center of materials that are developed. In developing their own materials, local agencies will be able to use the logos as they see fit. Stay tuned for additional information and guidance.

The NWA hosted an orientation webinar on October 5, 2016. A recording of the webinar is [available here](#) and the slides are [available here](#). I encourage you to review the webinar and/or slides if you weren't able to see the presentation at the Nutrition Education & Breastfeeding Promotion Conference or attend the webinar. In addition, webinars on October 27 and November 1 provided additional information about the brand guidelines and messaging. Information on these webinars were sent to local agencies in a recent l-memo.



# How Does Your Clinic Measure Up?

Patrice Thomsen, WIC Program Consultant



Here are some common observations from Management Evaluations. Read them and see how your clinic measures up.

**Topic:** Risk factors – Part 2 (continued from September). **Reference:** Nutritional Risk Factor Manuals. [http://www.kansaswic.org/local\\_agencies/risk\\_factors.html](http://www.kansaswic.org/local_agencies/risk_factors.html) (This observation is from one particular clinic but these are commonly identified as problem risk factors in other clinics.)

*Observation 1:* While it is recognized that it is difficult to identify all applicable NRF, they should be screened for and assigned to each client per USDA requirement. These are some commonly missed risk factors that were noted from information on diet questionnaires, including:

1. Inadequate Vitamin/Mineral Supplementation (especially related to Vitamin D – such as Exclusively Breastfed Infant not being given a vitamin D supplement).
2. Consuming Foods That Could Be Contaminated and Feeding Foods That Could Be Contaminated
3. Inappropriate Handling of Formula or Breastmilk (e.g. puts what is left in bottle back in refrigerator for later),
4. Inappropriate Use Cups/Bottles (e.g. carries it around).

**Correct Procedure:** Please read the definitions in the Nutritional Risk Factor Manuals for each of these risk factors. [http://www.kansaswic.org/local\\_agencies/risk\\_factors.html](http://www.kansaswic.org/local_agencies/risk_factors.html)

Documentation for risk factors such as these could be in a risk note or regular KWIC note. Or for “Consuming Foods That Could Be Contaminated” and “Feeding Foods That Could Be Contaminated”, it might be just noted on the Diet Questionnaire, e.g. “cold lunch meat” although it would be great if it was in a risk note. Here is a great example of documentation for a child related to Inadequate Vitamin/Mineral Supplementation. Remember that this is one of those odd risk factors that we assign but we wouldn’t counsel to increase milk to a quart to meet the vitamin D recommendation – too much milk that would crowd out other food.

Recorded	<input type="text" value="03/09/2016"/>
Risk Assigned	<input type="checkbox"/> Based on MD Diagnosis
	<input type="text" value="Inadequate Vitamin/Mineral Supplementation"/>
Note	<input type="text" value="only 16oz milk, no vit d supplement"/>
Auto-Calc	<input type="text"/>

Counseling: Remember that counseling should be targeted to the client’s needs and interests so there is not always counseling on every risk factor. Regarding “Consuming Foods That Could Be Contaminated” and “Feeding Foods That Could Be Contaminated”. After assigning this risk factor, consider the client and situation. The risk of miscarriage from listeriosis for a pregnant woman is a major concern so a professional would probably provide anticipatory guidance. (This CDC website is a great source of information about listeria. <http://www.cdc.gov/listeria/index.html> .) The risk for listeriosis for an older child is less of a concern, so might not be mentioned. And of course, the definition includes foods that might cause problems other than listeriosis.





# The First 1,000 Days: Understanding the Long-term Impact of Maternal and Young Child Nutrition

Presenter: Lucy Sullivan NWA Nutrition and Breastfeeding Conference, Sept 8-10, 2016

Christy Rogers, RD, LD, Cloud County WIC Program

The P/B-24 Project. Sounds like intrigue. Lucy Sullivan is a lobbyist in Washington, D.C. and she is fighting for funding for more equal beginnings for children from pregnancy thru their second birthday and in doing so is fighting for programs like WIC.

While we have the “Dietary Guidelines for Americans” from the USDA, the P/B 24 Project (Pregnancy and Birth through 24 months) is the development of dietary guidelines from conception to 24 months of age. We all know that good nutrition and prenatal care is important during a pregnancy, however, there is considerable evidence that an obese pregnant mom or a mom with too much weight gain during pregnancy impacts the future health in terms of chronic disease for her infant. A pregnant woman with iron deficiency impacts the brain development of her infant.



Lucy also discussed the important issues of a good beginning for infants and toddlers which included exclusive breastfeeding, responsible feeding of toddlers, introduction of the right foods at the right time, the importance of water and other healthy beverages, food security, and a society that invested in the well-being of babies & toddlers. Sounds a lot like what we are doing every day.

A couple of the big take-homes from this presentation was the continued effort to provide government paid leave for breastfeeding success. Wouldn't that be great! The importance of WIC client retention past 1 year was also addressed, because nutrition early in life has far-reaching impacts on a child's cognitive development and lifelong health. So, keep up the good work and keep in mind how very important those first 1,000 days are in the life of a child.

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