



Local Agency WIC
Nutritionists
(LAWN) quarterly meeting

May 23, 2023

A photograph of a clear glass vase filled with water, containing several stems of small, light pink flowers. The flowers are densely packed and have a delicate, five-petaled structure. The vase is set against a soft, light blue background. A dark, semi-transparent rectangular box with a white border is centered over the middle of the image, containing the text "Local Agency Updates" in white, sans-serif font.

Local Agency Updates



**WIC
Community
Innovation
and Outreach
Project (CIAO)
Grants
Awarded**

- The U.S. Department of Agriculture (USDA), through a cooperative agreement with USDA's Food and Nutrition Service (FNS) and the Food Research & Action Center (FRAC), has awarded \$16 million into 36 projects aimed at testing innovative outreach strategies to increase participation and equity in WIC
- Two of the 36 projects were awarded to Lincoln County and Confederated Tribes of Warm Springs



Lincoln
County WIC
Community
Innovation
and Outreach
Project:
\$220,088

- The project aims to reduce disparities and increase WIC enrollment for Hispanic and Indigenous Guatemalan participants in Lincoln County
- The project will strengthen partnerships between healthcare providers and community-based organizations, employ innovative outreach strategies that include expansion of satellite clinics, offer dental services monthly to WIC clients, increase the number of Certified/Qualified Medical Interpreters, and create multilingual radio and television ads, as well as ads on relevant platforms such as WhatsApp
- Lessons learned from streamlining communication and referral processes between community-based organizations and professional healthcare organizations can be adapted to other priority populations



Confederated
Tribes of Warm
Springs WIC
Community
Innovation and
Outreach Project:
\$270,348

- The project aims to increase awareness within their community about WIC's benefits and services and to increase enrollment and retention of eligible participants living in rural areas in or around the Warm Springs reservation
- Strengthen knowledge about the WIC program through a social media, radio, and newspaper messaging campaign.
- Strengthen Tribal food systems and rural WIC enrollment and outreach efforts via partnering with the Tribally-run food bank and Indian Health Services to conduct remote mobile WIC clinics. Educational, culturally appropriate, and motivational WIC billboards will also be installed in the nearest town of Madras
- This project will adapt known outreach strategies (billboards, media campaigns, mobile WIC clinics, and community events) to best reach The Confederated Tribes of Warm Springs' diverse community
- Lessons learned from this project can be adapted by other Tribally-run WIC clinics nationwide

Other local
agency news?





State Updates

- State staff news
- Continuing education
- Formula updates
- Future meetings





Laura Spaulding – Oregon WIC is a better place because of YOU ♥

Konrad Bruszczak

WIC Administrative Assistant



Fun Facts!

Born in Elblag, Poland.

Love to read and write self-help related content in my free time!

Spent two years working at Senior Helpers of Portland.

Huge fan of *any* and *all* SWEETS!

Love Animals.

University of Minnesota Maternal Nutrition Intensive Course

8 hours of CEU

Sept-Dec 2023



- Implementing the new AAP guidelines for children and adolescents with obesity
- Weight inclusive approaches to MCH Nutrition: Review of literature
- Weight inclusive practices in food and nutrition assistance
- Using positive deviance concepts to improve WIC counseling
- Early Child Nutrition: From birth to five years
- Cannabis use in pregnancy and lactation
- Moving towards a whole-child approach: incorporating social emotional learning into youth programming

More information to come, including registration information

Formula Updates: Similac Sensitive RTF

The temporary rebate for the 32-ounce bottle of Similac 360 Total Care Sensitive Ready-to-Feed ends May 31, 2023

Similac 360 Total Care Sensitive RTF in the 32-ounce bottle will be **removed** from TWIST and will not be available to buy starting June 1, 2023.

Participants assigned **Similac Sensitive Ready-to-Feed (RTF)** in TWIST now have the following two options:

- Similac Sensitive Ready-to-Feed (RTF) 32-ounce bottle
- Similac 360 Total Care Sensitive RTF six pack of 8-ounce bottles

Options to offer participants:

- Transition off the RTF to Similac Sensitive powder, when possible.
- Similac Sensitive RTF in a 32-ounce bottle.
- Similac 360 Total Care Sensitive RTF in the 8 oz bottles





Looking ahead:

August 22, 2023

Joint meeting of dietitians and
breastfeeding coordinators

November 28, 2023

Medicaid processes for medical
formulas/Meeting Ombuds team

*Please let me know if you are missing these appointments
on your calendar*