

**Healthy kids, strong parents,  
WIC works wonders!**



## Putting the “W” Back in WIC: Why talking with Moms at the Postpartum Mid-Cert is Critical for Improving Women’s Health

*“My aunties, they get mad at me because they tell me you gotta take care of yourself in order to take care of them (your kids), and it’s hard to do. And then um...I just... I don’t know it’s hard for me to, to put me first, it’s somethin’ that I have a hard time doing. And ...I know I gotta work on that.”-Oregon WIC participant*

Being a mother of a newborn isn’t always easy. That is why family, friends, and WIC put an extra emphasis on supporting moms in the first few months after they bring their baby home. But after those initial months go by, many moms still struggle to find the time or may even feel guilty about wanting to take time to care for their own health and well-being. Yet with more than half of all of our postpartum moms being classified as overweight, 20% having a low hemoglobin measure, 11% having relapsed with smoking, and 5% having gestational diabetes, our moms are accumulating health risk that may follow them not only to the next pregnancy but for the rest of their lives. Eighty-eight percent of moms who have one birth on WIC will be on WIC for their next birth, and data clearly demonstrates these same risks are present when she returns as a new pregnant participant and tend to worsen with each pregnancy. The new Postpartum Mid-Cert Health Assessment for women opens the opportunity for you to engage mothers about their own self-care practices. Specifically designed to support women’s health and not just mother-baby health, the new assessment is a welcome step towards putting the “W” back in WIC.

### Getting started with the Oregon Health Plan (OHP)<sup>1</sup>

- 1 Apply.**  
Go to [OregonHealthCare.gov](http://OregonHealthCare.gov) to see your options for applying. If you need help, contact an OHP-certified community partner.<sup>2</sup> To find one:  
• Visit [OregonHealthCare.gov](http://OregonHealthCare.gov)  
• Call OHP Customer Service at 1-800-699-9075 (TTY 711).
- 2 See if you qualify.**  
OHP will process your application. You will get a letter if OHP needs more information. If you have not heard if you qualify within 45 days, call OHP Customer Service at 1-800-699-9075 (TTY 711).
- 3 Use your benefits.**  
If you qualify, you can see a doctor, get emergency care, and fill prescriptions right away—even before you get your OHP ID card. You will get an approval letter and then a coverage letter from OHP. They will have important information about your coordinated care organization (CCO),<sup>3</sup> your OHP ID and more. If you have an urgent health problem or if you do not have a CCO, call the OHP Nurse-Advice Line at 1-800-562-4620 (TTY 711) to find a doctor who accepts OHP. If you have questions about a CCO, call OHP Customer Service at 1-800-699-9075 (TTY 711).
- 4 Connect with your CCO.**  
A week or two after your OHP coverage begins, you will get a welcome packet from the CCO managing your health care. Call your CCO:  
• If you do not receive the welcome packet.  
• To find a doctor.  
Call OHP Client Services at 1-800-273-0557 if:  
• You need help reaching your CCO.
- 5 Renew**  
each year. You need to renew your OHP every year so you don't lose coverage. OHP will send you a letter when it is time to renew.

<sup>1</sup>The Oregon Health Plan (OHP) is an insurance program for people of all ages who cannot afford to pay for health care on their own. The Oregon Health Authority manages OHP. <sup>2</sup>Community partner: A local organization trained to help people apply for OHP. <sup>3</sup>Coordinated care organization (CCO): A group of doctors, dentists, counselors, hospitals, health plans and community organizations that care for people on OHP. To request this document in other languages, large print, braille or a format you prefer, call OHP Customer Service at 1-800-699-9075.

## New OHP flyer!

We recently let your coordinator know about a new flyer from OHP. The **Getting Started with OHP** flyer can be used when you are referring participants. It helps participants figure out what to do to get on OHP.

This new flyer is available in several different languages: English, Spanish, Arabic, Chinese, Korean, Russian and Vietnamese.

To view the OHP flyer, go to the [DHS/OHA Publications page](#), and then enter 9042C in the form number search box. Click the search button. Results will list “Getting Care Poster - Version 2” in the Form Name column, with the various languages listed in the next column.

You might learn something new when you take-a-look.



# I'm glad you asked!

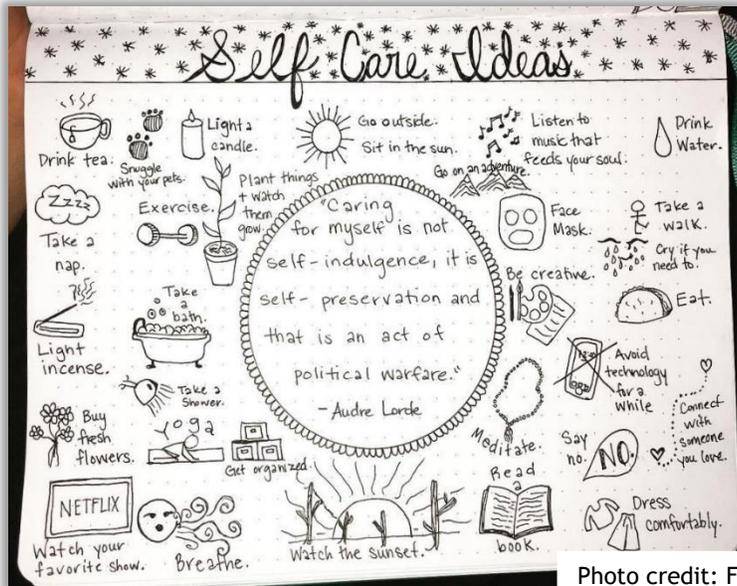


Photo credit: Feliz Baca

Question: *Around this time of year I feel overwhelmed with all the “shoulds”, I should be exercising more, I should know more about this whole new diet trend, I should spend less time on facebook, I should be more consistent about taking vitamin supplements, I should be budgeting better... and so on. How do I get myself on stable ground with these thoughts and still support WIC participants in identifying and achieving their goals?*

First and foremost—give yourself some grace. We are often more harsh and cruel to ourselves than we would ever be to someone else. Treat yourself like you would treat a good friend—with kindness, care and concern. Neuroscience tells us that we are more likely to change when we are feeling safe and stable. How do you get yourself there, let alone someone else?

The answer might lie in the concept of practicing mindfulness, a topic covered in last month’s WIC Link. As you practice mindfulness it is natural to experience judgement of yourself. What self-compassion encourages is acknowledging your own feelings and practicing kindness during those painful moments. Self-compassion researcher Dr. Kristin Neff [explains](#), “You may try to change in ways that allow you to be more healthy and happy, but this is done because you care about yourself, not because you are worthless or unacceptable as you are. Perhaps most importantly, having compassion for yourself means that you honor and accept your humanness.”

More information to come about self-care, resilience and self-compassion! Enjoy the video clip below



## This Month's Shopping Tip

### Empower shoppers to ask a manager if they have a problem

1. Shoppers can ask to have a food rung up, even if the checker thinks it is not WIC eligible. The mid-transaction receipt will let them know if it is WIC eligible or not.
2. Shoppers can ask to talk to the manager if the transaction doesn't go through like they think it should.
3. Shoppers can ask the manager to have a food removed or voided from their order if it is not WIC approved.
4. Similac Sensitive is not a minimum stock requirement, so stores may not have it. Shoppers can ask the manager about ordering it if it is not available on the shelf.
5. Shoppers can ask the manager to see if the grocery department or the pharmacy might be able to order formula. Most with pharmacies should be able to get formulas within 72 hours.



## The App of the Month



The Centers for Disease Control and Prevention just launched *CDC's Milestone Tracker* - a free app for tracking every child's development in a fun and easy way. This app adds to the popular suite of free, family-friendly materials available through CDC's [Learn the Signs. Act Early.](#) program.

"Skills like taking a first step, saying those first words, and waving 'bye-bye' are developmental milestones all parents anticipate and celebrate," said CDC Director Brenda Fitzgerald, M.D. "This CDC Milestone Tracker app gives parents tips to help their child learn and grow, a way to track developmental milestones, recognize delays, and the ability to share this information with their healthcare provider."

The new app offers

- Interactive milestone checklists for children ages 2 months through 5 years, illustrated with photos and videos
- Tips and activities to help children learn and grow
- Information on when to act early and talk with a doctor about developmental delays
- A personalized milestone summary that can be easily shared with the doctor and other care providers
- Reminders for appointments and developmental screening

Learn more and get information on downloading the app at [CDC's Milestone Tracker website](#). The app is available in the [App Store](#) and on [Google Play](#).

This app isn't just for parents! You can use it to engage families in monitoring their child's developmental progress.

## 2 eWIC Cards 2 Dates of Birth



When one of our participants tries to set their PIN or calls customer service at the eWIC banking provider, they are asked for the date of birth of the cardholder for that card.

Common problems:

- They give the child's birthday rather than the cardholders.
- They give their birthday, rather than the birthday of the other cardholder.
- They can't remember the birthday assigned.

What can you do?

- When there are 2 cards issued, write a 1 and 2 on the cards to indicate which goes with each cardholder.
- Emphasize what to enter when setting the PIN.

## Staying Healthy During the Holidays

You will hear lots of ideas about what you "should" do to stay healthy during the holidays. Much of what we hear just makes us feel guilty. What would happen if we took a mindful approach to health during the holidays, rather than a guilty one?

[The Nutrition Source](#), from Harvard's T.H. Chan School of Public Health, offers some evidence-based suggestions for staying healthy.

Check out [3 Strategies to prevent overeating](#) to get started being mindful about eating this holiday.

