



February 2017
Volume 12, Issue 2

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

We love Oregon's new look ❤

Did you notice the new logo? (Look up!)

Oregon is participating in a national campaign, joining many other states to adopt a modern logo and look. Every Oregon WIC local agency has access to their own new logo and lots of other graphic elements on the [National WIC Association website](#).

Check out the great graphic to use in a social media post. Would this grab your attention and make you smile?



How about a supergraphic
to add punch to materials ➔



Have you seen the national campaign ads in
magazines like Parent or Ser Padres?



Problems at the store 😞

We are hearing that a few of the new foods added in October and formulas added in January have been tricky for some folks to find or buy. In some situations it was that stores weren't "flagging" the new foods as WIC foods. Sometimes it is confusion about specific foods.

Tips for 19 calorie formulas:

- Make sure it is the 12 ounce can rather than the larger tubs;
- Make sure families know which label to look for (not the "non-GMO").

Tips for yogurt:

- Brand, flavor, and fat content all have to be right;
- Not allowed - organic, Greek, or light (which has artificial sweeteners).

We ❤️ UPCs or food photos when we try to fix problems.

Top 10 Mistakes in Behavior Change

By Dana Sturtevant, M.S., R.D. at [Be Nourished](#)

Behavior change is a process, and people often approach change from all the wrong angles. BJ Fogg, a Stanford University professor, talks about 10 mistakes people make when trying to change their behavior:

1. Relying on willpower for long-term change. Imagine willpower doesn't exist. That's step #1 to a better future.
2. Attempting big leaps instead of baby steps. Seek tiny successes, one after another. No need to check all the boxes.
3. Ignoring how environment shapes behavior. When context changes, lives can change.
4. Trying to stop old behaviors instead of creating new ones. Focus on the addition of new behaviors, not avoidance.
5. Blaming failures on lack of motivation. Solution: Make the behavior easier to do.
6. Underestimating the power of triggers. No behavior happens without a trigger.
7. Believing that information leads to action. We humans aren't so rational. We are emotional beings with a history of surviving and coping. Trust the wisdom in the room.
8. Focusing on abstract goals more than concrete behaviors. Abstract goal: move more. Concrete behavior: walk for 15 minutes today.
9. Seeking to change a behavior forever, not for a short time. A fixed period works better than forever.
10. Assuming that behavior change is difficult. Behavior change is not so hard when you have the right process. Lead with kindness and compassion.

One thing we notice is how people (and health care providers) get hung up on #7. We think if we read another book, or if someone tells us what to do, that will help us change. And while knowledge is important in the change process, it is not enough. Transformation doesn't happen in the head.

For example, you can read every book ever written about playing the guitar and you still can't play the guitar. You can talk to your therapist about how badly you want to be able to play that guitar, and it doesn't mean you can play the guitar. You have to pick the guitar up, and play it. And at first, it is messy, clunky, and it sounds like crap. But if you keep picking up the guitar and practicing, it gets easier over time. The same is true for becoming an intuitive eater. It takes time and practice.



New codes in TWIST

Several codes are being added to TWIST on 3/1/2017. These were selected based on input from local agencies.

New Issuance Hold Codes:

These are available on the Family Summary Screen to limit the number of months of benefits being issued.

- IE- Missed Individual Education
- GE- Missed Group Education
- FD- Missed High Risk Education
- WEB- Missed Online Education
- BFPC- Missed Breastfeeding Peer Group
- NOTES- See WIC Notes

New Milk Template:

Templates available on the Food Package Assignment Screen can be forecast to future months.

- S-C-T - Soy + cheese + tofu



WIC Staff News



Deschutes County WIC – Winter 2017



Climate and Health Equity videos feature Washington County WIC

Oregon Public Health Division developed a video series for public health professionals called [Building Oregon's Climate Resilience - Climate and Health Equity](#).

Tara Olson and Washington County WIC are featured in the video on [Food Systems and Community Resilience in Washington Co.](#)

Check out this cool resource and learn how you can impact health equity in your community.



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They look happy, don't they?



Susan Greathouse (on left), Nutrition and Local Services Manager for the State WIC Program, is retiring after 28 years in various WIC programs. Her last day at work is 2/17/2017.

Niani Dunner's, last day at WIC was 1/31/2017. She has served as Public Health Educator, Training Module Coordinator, and NEWS group co-lead for WIC.

We are looking for great people to fill their shoes. If you know anyone who is interested you can review jobs on the [Oregon State Jobs website](#), keyword search WIC.

Happy ❤ Month Quiz

How many times does the heart icon from the NWA campaign show up in this newsletter?

Answer - 8