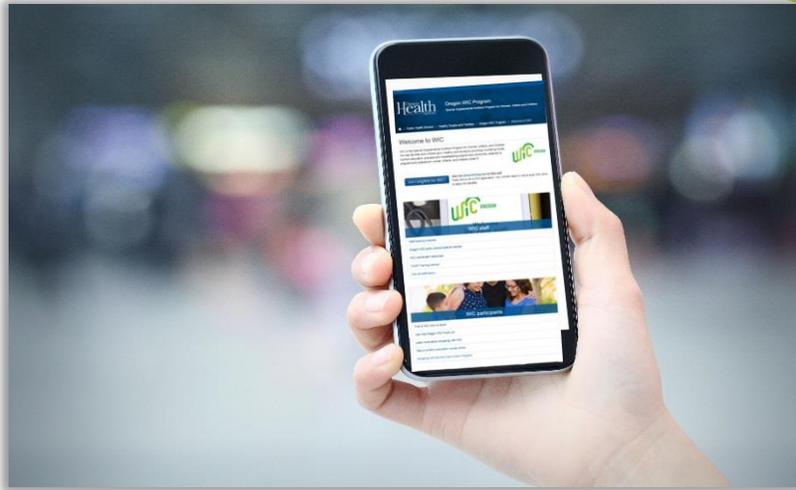


Healthy kids, strong parents,
WIC works wonders!



WIC Website goes Mobile!

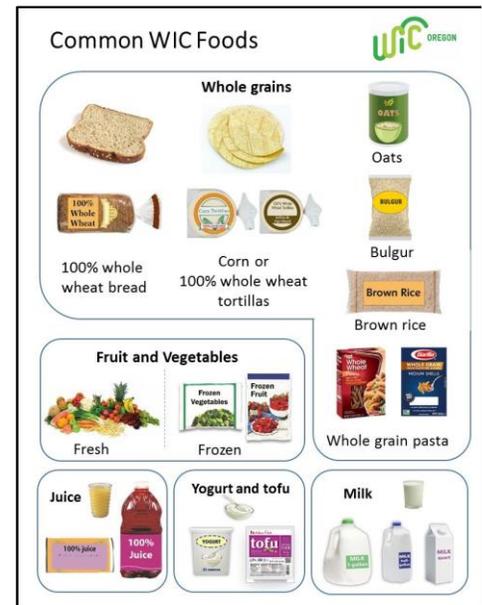
The Oregon WIC website is getting a makeover this summer, along with the rest of the Oregon Public Health Division website. On June 14 our website is changing, but your links will still work. As before, healthoregon.org/wic still works to get you to our homepage.

We wanted to let you know about some changes you *can* expect:

- The site will have a new look that is more current AND more compatible with both mobile devices and ADA requirements.
- We've added some new tools, such as searchable tables, that will help you find and access information more easily.
- We have new "friendly" URLs for our local agency staff and stores that will take you right to the content that is most likely to be of interest to you.
 - <http://www.healthoregon.org/wicstaff>
 - <http://www.healthoregon.org/wicvendor>

For a sneak peek at some of the new layouts and features, see the attached PDF.

On June 14 take some time to check out the new website and find all your old favorites.



Explaining the Benefits List to anyone with limited English skills

We must make sure every WIC participant understands the benefits they have been issued. So what do you do if they can't read the Benefits List?

You must:

1. Offer them the [Common WIC Foods handout](#)
2. Use a translator to explain what foods they can get
3. Write a phone number (and email if available) on the Benefits List where they can call and ask questions

Note: Remember translator services must be provided free of charge. See [Policy 452](#) for more info.

In the News!



AAP Updates Juice Recommendations

From California WIC Association Flash e-Newsletter

A [new recommendation](#) from the American Academy of Pediatrics' (AAP) advises parents to [stop giving fruit juice](#) to children in the first year of life and to restrict fruit juice to four oz. per day for 1-3 year olds and 6 oz. per day for 4-6 year olds. Previously, parents were told to avoid 100 percent fruit juice for babies younger than 6 months. AAP changed their recommendation after concluding that juice offers no nutritional benefits early in life, and should not replace breast milk or formula that contain the protein, fat and minerals that babies need. Whole fruit is still appropriate for babies who are old enough for solid foods, as it has more fiber than juice and is less likely to cause tooth decay. The new AAP recommendations align with [WIC's food package](#), which has not included juice for children under age 1 since 2009.

Workplace Lactation Accommodation Campaign Launch

From California WIC Association Flash e-Newsletter

MomsRising has launched the "[You Pumped Where?!?](#)" campaign to raise awareness about workplace breastfeeding accommodations. Individuals are invited to order a limited edition #IPumpedHere sticker and share images and personal stories about where they have pumped breast milk on social media to show other families that they are not alone.



This Month's Shopping Tips

1. In some stores formula (e.g. Similac Total Comfort) may be at Customer Service, not on the shelves.
2. All [Market of Choice](#) stores use stand-beside terminals for WIC purchases. WIC shoppers must separate their WIC foods and look for signs showing which lanes accept eWIC. This is not a complaint situation, it is just how they do WIC business.
3. WIC shelf tags are not required and often get accidentally moved to the wrong foods. This is not a complaint situation, but a great chance to provide shopper education.



Don't forget!

If you participated in the shopping experiment, complete [the survey](#) by June 30.



Need inspiration? Check out these videos!

[Heartbutton Counseling](#) has produced 4 wonderful videos on how counseling in the WIC program has the power to change lives. Scroll to the bottom of the page to watch:

- The WIC Story
- Wake the Dream
- Palindrome
- The Power of WIC



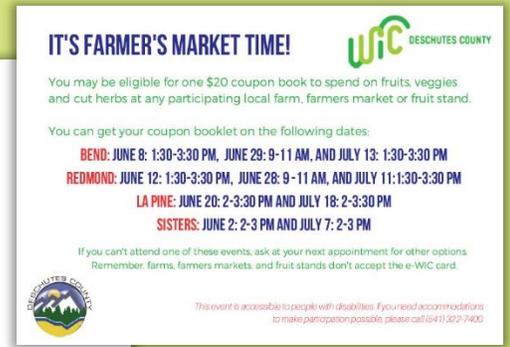
Linn Co. is doing group MC appointments

By [Cindy Cole](#)

Linn County WIC has started a MC class (MC appointments conducted in a Nutrition Fair setting). The children and parents move through various stations to accomplish all the MC appointment goals. Our stations include:

1. Welcome and instructions. Here we complete check in and update demographics. At this time, we give a diet survey to parents to complete.
2. Ht/wt/hgb check
3. Nutrition education: This month's theme is Apples!
 - a. Coloring station: apple pictures, etc.
 - b. Craft project station: identifying the parts of an apple
 - c. Tasting station: circle the color of apple you liked the best. This was also a take-home book marker.
 - d. Pick apples from the apple tree felt board.
4. Check out: Parents are directed to go to all stations in any order and give us the survey at the last station they visit. The CPA discusses the info on the form with the parent and then enters the data into TWIST later that day or immediately if needed for food package changes.

The first time we did the class we scheduled mostly 3-5 year olds. We are doing the class again and plan to offer to all ages. We'll see how it continues to evolve!



Deschutes uses the new logo By [Janet Harris](#)

We thought it would be fun to share some of the materials we have developed (with assistance from our County Public Information Officer) using the new WIC logos. We have also been using them on our Facebook page (<https://www.facebook.com/Deschutes.WIC/>).

These flyers were developed as part of a QI project we have been doing to increase show rates and caseload.

