

Healthy kids, strong parents,  
WIC works wonders!



## WINDOW OF OPPORTUNITY

# STATEWIDE MEETING 2018

What: Oregon WIC Statewide Meeting

**Window of Opportunity: RENEWing WIC**

When: May 9- 10:00- 5:00

May 10- 8:30- 3:00

Where: [Sheraton Portland Airport Hotel](#)

Who: Required for all WIC staff. Information about travel reimbursement can be found on our Statewide Meeting webpage.

We will be featuring two nationally known speakers:

- Jodi Pfarr, MDiv- Bridges Out of Poverty
- Jane Heinig, PhD, IBCLC- Responsive Parenting and Feeding

### Ways to get involved:

- ✓ Submit a Local Agency Showcase
- ✓ Coordinators: Attend OWCA- May 8, 1:00pm- 5:00pm
- ✓ Dietitians: Attend LAWN- May 9, 8:30am- 9:30am
- ✓ Folks with official Breastfeeding roles: BF and BFPC Coordinator meeting- May 9, 8:30- 9:30

### Ways to stay connected:

- ✓ Statewide Meeting web page [here](#).
- ✓ 2018 Statewide Meeting closed Facebook page. Join [here](#)

### Ways to get ready:

- ✓ Discuss the monthly RENEW review moment with your team!
- ✓ Certifiers: attend the Oregon WIC in person face to face training focused on RENEW in March 2018
- ✓ Complete the Online Adverse Childhood Experiences Module



### Shopping Tip

## Tips for staff to share with WIC Participants!

It's OK to keep WIC items separate!

Large, mixed basket transactions can make it difficult to figure out which foods were covered by WIC. The State WIC Vendor Team recommends that all new WIC shoppers and any shoppers having a difficult time at the store, keep WIC items separate until they get it down. This will help them identify which foods were covered and which ones weren't.

### Need help finding specialty WIC foods?

If you hear of shoppers having a hard time finding specialty WIC foods such as low-fat goat milk, soy beverage, or yogurt, call a State WIC Vendor Team member. They can help identify what stores in your area carry specific products. The Vendor Team can be reached by calling (877) 807-0889.

## I'm glad you asked!



“Why can't I get almond/coconut/hemp/rice milk with my food package?”

-WIC participants across Oregon

Questions about milk alternatives is a common question in WIC Clinics. Here are some suggestions on how to provide a participant centered response based on the [parameters](#) we have within the current food list.

- Ask some probing questions about what the individual has heard about milk alternatives. It's important that participants feel heard before we offer answers that are related to dietary standards, food package regulations and cost.
- Offer the alternatives that exist within our current food package options. [Recent](#) research has strengthened the case that the healthiest alternative milk is soy—which is an option for several of our food packages.
- Ask if you can offer them some education about the nutrition and cost comparisons between milk options. Some good information can be found on an infographic [here](#), and an article from the American Academy of Pediatrics [here](#).
- The WIC Federal Regulations and cost are factors that influence how the food package is established. Currently the regulations prevent many milk alternatives from being on the approved food list.
- Every two years the State WIC office updates the WIC Food List. This process includes a nutritional review of the foods, participant input on cereal options, a check on the cost and statewide availability of the foods, and feedback from Local Agency staff. Because of your experience teaching participants about the foods, using the food list and hearing participant comments, you have lots of valuable information for the State Food Review Committee. Currently you have an opportunity to share with us your thoughts about the foods and food list.

[Survey Link](#)



## Did you know that the State Office has a new Communications Coordination Team?

Yep! Our focus is to coordinate communication efforts across WIC and thereby create a continuity of messaging across all platforms and audiences. Over the past year we worked on fine tuning our WIC Values, incorporating the National WIC Association Branding and using the new WIC Photo Library. If you haven't already done so, download the Photo Library from [Shopfiy](#) to get spectacular images of WIC families from across the state.

Another resource that we have for you is the Oregon WIC 101 PowerPoint template; use this standard template for any presentation needs you and your agency have. It's available on our website for downloading, under the Coordinator's page, with other marketing tools. You can find it [here](#).

[Here](#) is the link to our survey for the WIC Food List. Please complete this survey by February 28, 2018. Results will be used as we work on the next food list due out next fall or early 2019.

## What is unconscious bias and what can we do about it?

Mavel Morales, Office of Equity and Inclusion, Oregon Health Authority



Most people believe that they are open-minded, fair, and not influenced by differences that do not matter: We evaluate and react to those around us without regard to race, age, gender disability status, or other characteristic. But do we?

Maybe. However, most people do not realize that our biases and preferences—unconscious or not—are part of who we are, the decisions we make, and the actions we take.

What is unconscious bias? As [this article in The Atlantic](#) points out, "it's possible to act in prejudicial ways while sincerely rejecting prejudiced ideas." That's the definition of unconscious bias. The fact that you have unconscious bias does not mean you are good or bad, prejudiced or unprejudiced, fair or unfair.

But the results can be unfair. Studies demonstrate bias across nearly every field and for nearly every group of people:

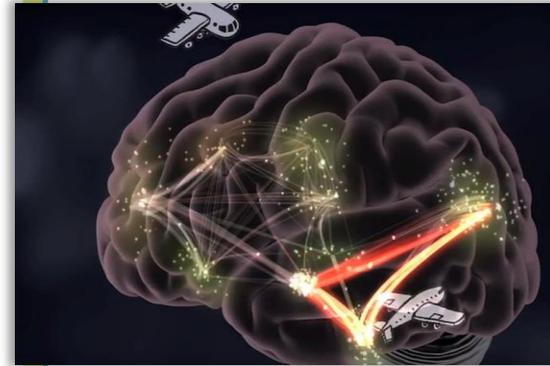
- If you're Latino or Latina, you'll get less pain medication than if you're a white patient.
- If you're an elderly woman, you'll receive fewer life-saving interventions than if you're an elderly man.
- If you are being evaluated for a job as a lab manager, you will be given more mentorship, judged as more capable, and offered a higher starting salary if you're a man than if you are a woman.
- If your child is obese, their teacher is more likely to assume they are less intelligent than if they are slim.
- If you are a black student, you are more likely to be punished for the same behavior than if you are a white student.

The term itself can trigger reactions. It is sometimes misunderstood or miscast as "political correctness." But everyone has unconscious bias; that does not mean that everyone is prejudiced or a bigot. The good news is that just because we have it now, doesn't mean we can't address it. We can and should. Mindfulness of the following actions may have a profound impact:

1. Become aware of one's unconscious bias.
2. Be concerned about the consequences of the bias.
3. Learn to replace the biased response with non-prejudiced responses—ones that more closely match the values you consciously believe and want to hold.

Resources

## Building Core Capabilities for Life



Every day we take on the ordinary, sometimes challenging, tasks of work, school, parenting, relationships, and managing our busy lives. How do we navigate these tasks successfully? What can send us off course? This new 5-minute video explores the development and use of core capabilities—known as [executive function and self-regulation](#) skills—from early childhood into adolescence and adulthood.

[View the video](#)

## Unconscious Bias Resources

### Self-Assessment

[What can I do about bias?](#) An "implicit association" test from Kirwan Institute

[Harvard's Project Implicit](#) An implicit association test from Harvard University.