

GROWING HEALTHY FUTURES

A Message from Sue Woodbury, Oregon WIC Director

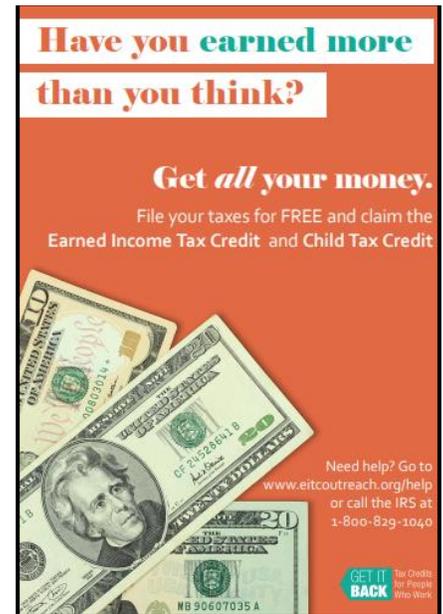


Most people are happy if they can work in a job they like, maybe even enjoy. A few, rare people find a job sometime in their career that they love. I am one of those lucky few. I love my job. I love the people I work with in the state office and in every WIC clinic across the state. I love knowing my work in some way has helped young families live healthier lives and have access to nutritious food.

Fifteen years ago, I was hired as your state WIC director. I had never worked in government. Most of what I knew about WIC I had learned as an undergraduate nutrition student years earlier. My knowledge of public health was limited. You welcomed and encouraged me and helped whenever I reached out with a question or request. I can't tell you how much that has meant to me. I hope that I have lived up to your expectations.

I want to share my latest news. I will retire on March 31st. I'm ready to take the next steps in my personal journey. I plan to focus on my personal health and to spend more time with my husband, finally doing those things we have talked about for so many years. This is a bittersweet decision for me. It's really hard to leave a job that I truly love, even when the time is right. However, I am confident that I am leaving the program on sure footing with a talented and dedicated team at the state WIC office and clinics.

It has truly been an honor to work with and serve you through the years.



Spread the word about Earned Income Tax Credit

Offer participants information about free tax sites and the Earned Income Tax Credit (EITC). The EITC is a refundable, federal income tax credit for lower and moderate-income households. Millions of dollars of EITC go to Oregon families every year and many eligible families do not claim this credit. In fact, Oregon is ranked 3rd lowest in the nation for EITC usage! Let's make sure our WIC families know about claiming the EITC.

Bookmark these sites for quick reference:

- [Earned Income Tax Credit Estimator](#) (eligibility and flyers)
- [Cash Oregon](#) (find free tax aid sites)
- [My free taxes](#) (file for free)
- [Free tax filing resource](#)

Obesity Declines for Toddlers in WIC From CalWICA e-Newsletter

New [findings from the CDC](#) indicate that the obesity rate among 2- to 4-year-olds enrolled in WIC from 2010-2016, decreased from 15.9 percent to 13.9 percent. The decline was statistically significant across all racial and ethnic groups studied. The study noted that in 2009 WIC state agencies were required to update their food packages to better align with the Dietary Guidelines for Americans and infant feeding practice guidelines of the American Academy of Pediatrics. Despite these recent decreases in obesity among children enrolled in WIC, obesity prevalence remained high in most states in 2016. The CDC cited recommendations made by other groups ranging from improving physical activity and food and beverage environments, better nutrition standards and more walkable neighborhoods.

Preschoolers That Get More Screen Time Have Different Brain Development From CalWICA e-Newsletter

Preschoolers who spend more time in front of a screen have [lower structural integrity](#) of white matter in areas of the brain - or brain wiring that relates to language, literacy, imagination, and executive function such as self-regulation, according to a [new study published in JAMA Pediatrics](#). Researchers found that 16 to 56 per cent of those areas of the brain were negatively affected by higher screen use. Other studies have advised limits on screen time for children and teenagers to help boost their well-being. The study found that wiring in the brains of children whose families practiced screen habits that aligned with [AAP recommendations](#) were more well-developed. In other words, the connections were stronger between different networks in those children's brains. Researchers noted that this type of study does not prove causality, since it does not show whether screen exposure causes these measures of the brain to be lower, but does show an association that merits further study.



Shopping Tip



Tailoring your shopper education

Do you ever find yourself rolling out your “shopper education spiel?” You get started with what you always say about shopping, regardless of what is happening with the participant.

Tailoring your shopper education means that you find out what the cardholder needs to know before you offer any information. Here are some ideas for how to tailor your shopper education.

- Ask the cardholder what they already know about shopping for WIC benefits before you start.
- Rather than telling the participant everything they need to know about a food such as cereal, ask them which cereals they usually use, and focus on what they need to do to successfully get those cereals.
- Find out what store the cardholder usually shops at, then tell them about the WIC approved foods that store carries.
- Show them a page on the food list, ask them to point out which type of that food they might want to try, then tailor the info to that item. For example, if they never buy frozen veggies - skip that part.

Introducing New State Staff: Debi, Maddy, and Julia

Debi Barr

In December, I started working as a Nutrition Consultant and job-sharing the Breastfeeding Coordinator position with Kelly. I have a long history with Oregon WIC - for the past 20 years I have been working on TWIST and other training projects. I started with Oregon WIC way back in 1995 and was the Breastfeeding Coordinator for a few years back then. I have two young adult kids, who both recently moved to Canada, so that's where I'll be spending my vacations!



Maddy Cuyler

I am the new Management Administrative Specialist for WIC. I have a background in health and food studies and am excited to join Oregon WIC in working to reduce barriers to food access among Oregonians. When not at work I enjoy spending time listening to music, exploring the Pacific Northwest, and playing with my dog, Leo.



Julia Turner

I am the new contracts administrator for the Oregon WIC Program. I gained my experience working for the Lawrence Berkeley National Laboratory in the environment, energy and technology division, and at the University of California, Berkeley, in The Institute of Urban and Regional Design research unit. As well, I have written grants for education, dance, art, and at-risk youth non-profits, and done accounts payable for several tech start-ups. I'm pleased to be a part of the WIC Program and look forward to working with you all.



Voter Registration in an Election Year

More attention is focused on voter registration rules during an election year. So, don't forget:

- Registration forms must be sent to elections within 5 days, and in the month before an election, you should send them in daily.
- You can't wear or post anything at work that shows your personal opinion about a candidate or issue.

Oregon tries to make it easy for everyone to vote.

- Offer voter registration to everyone over 16 years old.
- In Oregon homeless people can register, even if they have to use the Elections office as their address.
- Oregon allows convicted felons to vote if they are out of custody.

Check out the [2020 NVRA Agency Manual](#) or [Policy 480](#).



New [WIC Shopper App Flyer!](#)

Check out the updated version of the flyer on how to install and use the WIC Shopper App. Print a copy to use when you are showing participants how to set it up on their phone.