

Welcome!

We are so glad you are here!

We will get started shortly.
In the meantime, we invite you to intentionally enter this space.



Silence your cell phone



Stretch



Close the door



Take a few deep breaths



Close browser windows



Emotionally release your to-do list



Check your audio and video



Take a bio break

Healthy Start & the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)

Monday, August 2, 2021 || 2 pm to 3:30 pm ET





Healthy Start & the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)

August 2, 2021



Agenda

Housekeeping	Lisa Hong, NICHQ
Welcome & Speaker Introductions	Kenn Harris, NICHQ
Greetings from the WIC Program	Sarah Widor, USDA-FNS
Greetings from the Division of Healthy Start and Perinatal Services	Lee Wilson, DHSPS
WIC 101	Patricia MacNeil, USDA-FNS
Grantee Success Story	Mary Schultheis, Crescent City Family Services
Facilitated Discussion	All
Closing	Piia Hanson, NICHQ

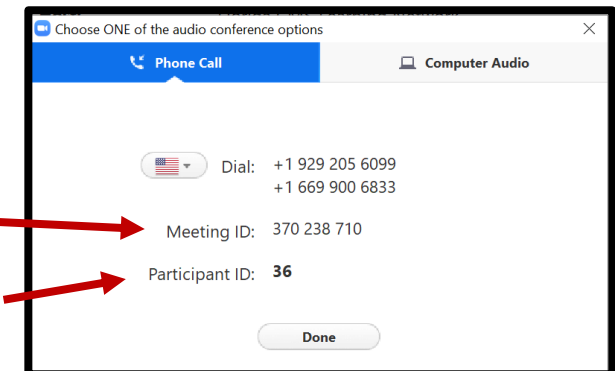
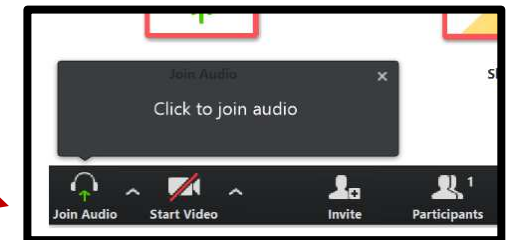
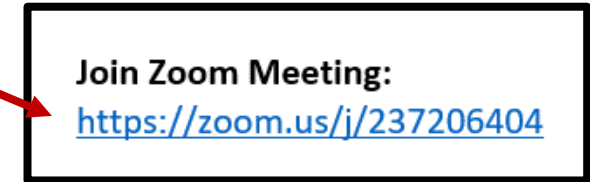
Meeting Logistics



- This session is being recorded.
- All participants are muted upon entry. We ask that you remain muted to limit background noise.
- Members are encouraged to participate in the discussion by typing your comments or asking questions using the chat box.

Connecting to the Audio Conference

- Join the Zoom Meeting by **clicking the Zoom Meeting link** & launching the Zoom application
- An audio conference box will appear
 - If you do not see the box, click '**Join Audio**'
- From the audio conference box, select '**Phone Call**' or '**Computer Audio**'
 - If using the phone:
 - Dial one of the given numbers next to "**Dial**"
 - You will be prompted to enter the **Meeting ID**
 - Then you will be prompted to enter the **Participant ID**



How to Chat

The image shows a Zoom Meeting window with a dark theme. At the bottom, there is a toolbar with icons for Unmute, Start Video, Participants, Chat, Share Screen, Record, and Reactions. A red box highlights the Chat icon. To the right, a sidebar is open, showing a 'Chat' header and a text input field with a 'Type message here...' placeholder. A dropdown menu is set to 'Everyone'. A red box highlights the input field. Three numbered callouts in red circles with white text boxes provide instructions: 1. 'Click the **Chat** button at the bottom of the Zoom window.' with an arrow pointing to the Chat icon. 2. 'A sidebar will appear where you can chat to all participants.' with an arrow pointing to the Chat sidebar. 3. 'Chat here to everyone!' with an arrow pointing to the chat input field.

- 1 Click the **Chat** button at the bottom of the Zoom window.
- 2 A sidebar will appear where you can chat to all participants.
- 3 Chat here to everyone!



Welcome & Speaker Introductions

Kenn Harris

Executive Project Director
Healthy Start TA & Support Center
National Institute for Children's
Health Quality (NICHQ)





Welcome!

Today's Speakers



Sarah Widor

Director,
Supplemental
Food Programs Division,
United States Department of
Agriculture Food & Nutrition Service



Lee A. Wilson

Director,
Division of Healthy Start and Perinatal
Services, Maternal and Child Health
Bureau, Health Resources and Services
Administration



Patricia MacNeil, M.S.

Nutritionist,
Nutrition Services Branch,
Supplemental Food Programs
Division, USDA-FNS



Mary Schutheis

President and CEO,
Crescent City Family Services





Greetings from the WIC Program

Sarah Widor
Director of the Supplemental
Food Programs Division,
United States Department of
Agriculture Food & Nutrition Service





Greetings from DHSPS

Lee A. Wilson,
Director,
Division of Healthy Start and Perinatal
Services, Maternal and Child Health
Bureau, Health Resources and Services
Administration





WIC 101

Patricia MacNeil, M.S.
Nutritionist, Nutrition Services Branch,
Supplemental Food Programs
Division, USDA-FNS



Special Supplemental Nutrition Program for Women, Infants and Children (WIC)



Administration

- ▶ Administered federally by the Food and Nutrition Service (FNS) in USDA
- ▶ Managed by the Supplemental Food Programs Division (SFPD)
- ▶ Administered locally by State health departments and Indian Tribal Organizations (ITOs)

Where is WIC?

- ▶ 50 States
- ▶ District of Columbia
- ▶ Puerto Rico
- ▶ U.S. Virgin Islands
- ▶ Guam
- ▶ American Samoa
- ▶ Commonwealth Islands of the Northern Marianas
- ▶ 33 ITOs

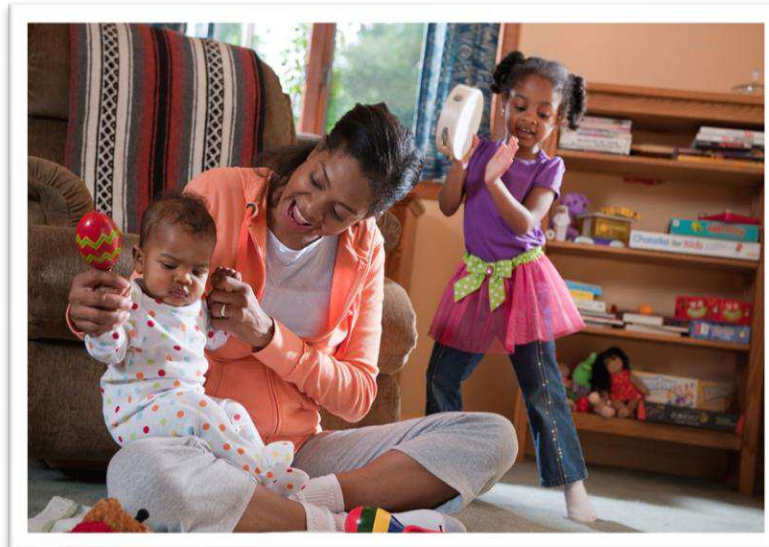


Populations WIC Serves

- ▶ Women
 - ▶ Pregnant
 - ▶ Postpartum (up to 6 months)
 - ▶ Breastfeeding (up to 1 year)

- ▶ Infants (up to 12 months)

- ▶ Children (up to 5th birthday)



WIC Eligibility

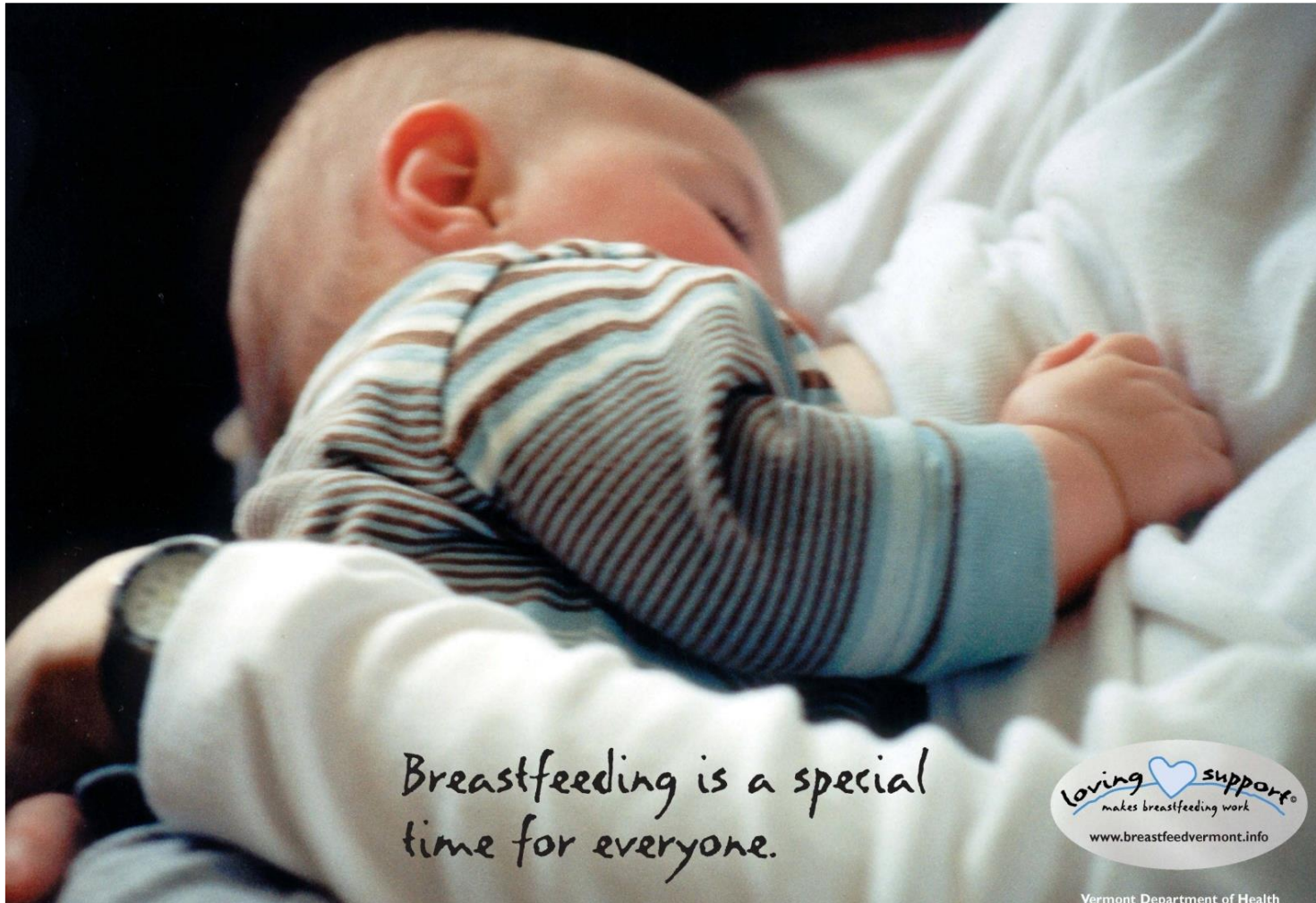
- ▶ Applicants must meet all of the following eligibility requirements:
 - Categorical
 - Income
 - Residential
 - Nutritional Risk

WIC Nutritional Risk

- ▶ Medically based (e.g., low hemoglobin/hematocrit; underweight; history of poor pregnancy outcome, etc.)
- ▶ Dietary-based (e.g., inadequate dietary pattern)

Breastfeeding Is a Priority in the WIC Program

Healthy Start & the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is hosted by the Healthy Start TA & Support Center at NICHQ.



Program Benefits

- ▶ Supplemental food
- ▶ Nutrition services:
 - ▶ Nutrition and risk assessment
 - ▶ Nutrition education and counseling
 - ▶ Breastfeeding promotion
- ▶ Referrals to other health and social services
 - ▶ Prenatal
 - ▶ Well-child care
 - ▶ Medicaid
 - ▶ Immunization providers.

WIC Supplemental Foods

Healthy Start & the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is hosted by the Healthy Start TA & Support Center at NICHQ.



WIC Referrals

- ▶ Prenatal/well-child care services
- ▶ Immunization providers
- ▶ Public assistance programs:
 - ▶ Temporary Assistance for Needy Families (TANF)
 - ▶ Medicaid (including EPSDT)
 - ▶ Food Stamps
 - ▶ Alcohol, tobacco, and other drug counseling programs
 - ▶ Lead screening
 - ▶ Child care
 - ▶ Healthy Start
 - ▶ Others

Healthy Start & the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is hosted by the Healthy Start TA & Support Center at NICHQ.

WIC Resources

<https://wicworks.fns.usda.gov/>

ABOUT RESOURCES TRAINING CONTACT PUBLICATION ORDERING

Welcome to the WIC Works Resource System

The WIC Works Resource System is an education and training center for the staff of the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC).

I'm looking to **TAKE A WLOL COURSE** ▾

New Resources



WIC Resources

<https://wicworks.fns.usda.gov/resources/maternal-infant-and-early-childhood-home-visiting-program>

Maternal, Infant, and Early Childhood Home Visiting Program

Health and Wellness

Help from health, social service, and child development professionals

Did you know that WIC and the [Maternal, Infant, and Early Childhood Home Visiting \(MIECHV\) Program](#) share a common goal -- to improve maternal and child health outcomes? In state and local MIECHV programs, trained home visitors meet regularly with expectant parents and families with young children living within at-risk communities. Home visitors evaluate families' strengths and needs, connect families to resources, and partner with parents to set and attain goals for their family. This two-generation approach has been shown to improve the health and well-being of parents and children by preventing child abuse and neglect, supporting positive parenting, and promoting child development and school readiness.

Among the services home visitors provide are:

- Teaching positive parenting skills and promoting positive parent-child interactions.
- Promoting early learning in the home, with an emphasis on strong communication between parents and children to stimulate early language development and literacy.
- Providing support to mothers on breastfeeding and caring for their babies.
- Screening children for developmental delays and facilitating early diagnosis and intervention for autism and other developmental disabilities.



Developed by: U.S Department of Health and Human Services, Health Resources and Services Administration, Maternal and Child Health Bureau

 Collaboration Between WIC and MIECHV Programs

Tribal Home Visiting

Healthy Start & the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is hosted by the Healthy Start TA & Support Center at NICHQ.

Eye on Nutrition: Folate and Folic Acid

- Food Packages
- Health and Wellness
- Nutrition Education
- Pregnancy

A key nutrient during pregnancy

WIC food packages and nutrition education are the chief means by which WIC affects the dietary quality and habits of participants. Did you know that these two benefits are among the [top reasons for continued participation in WIC](#) (in addition to the work of WIC personnel!), and that consistent 4-year participation in WIC was associated with [better diet quality](#)?

Eye on Nutrition brings focus to the foods and nutrients in the WIC food packages to shine a light on their importance to WIC participants. Given how critical folic acid is for all women of reproductive age and pregnant women, so much so that there's a [national observance week](#) dedicated to it, this nutrient deserves a closer look.

Be sure to check out [folate-rich recipes](#) WIC staff have shared with us.

- [What is Folate?](#)
- [Why is Folate Important?](#)
- [What WIC-Eligible Foods Provide Folate of Folic Acid?](#)
- [Is Folate in the Nutrition Facts Label?](#)
- [Education Resources](#)

What is Folate?



Developed by: Mayo Clinic
HHS, CDC, National Center on Birth Defects and Developmental Disabilities
HHS, Centers for Disease Control and Prevention
HHS, Food and Drug Administration
HHS, National Institutes of Health

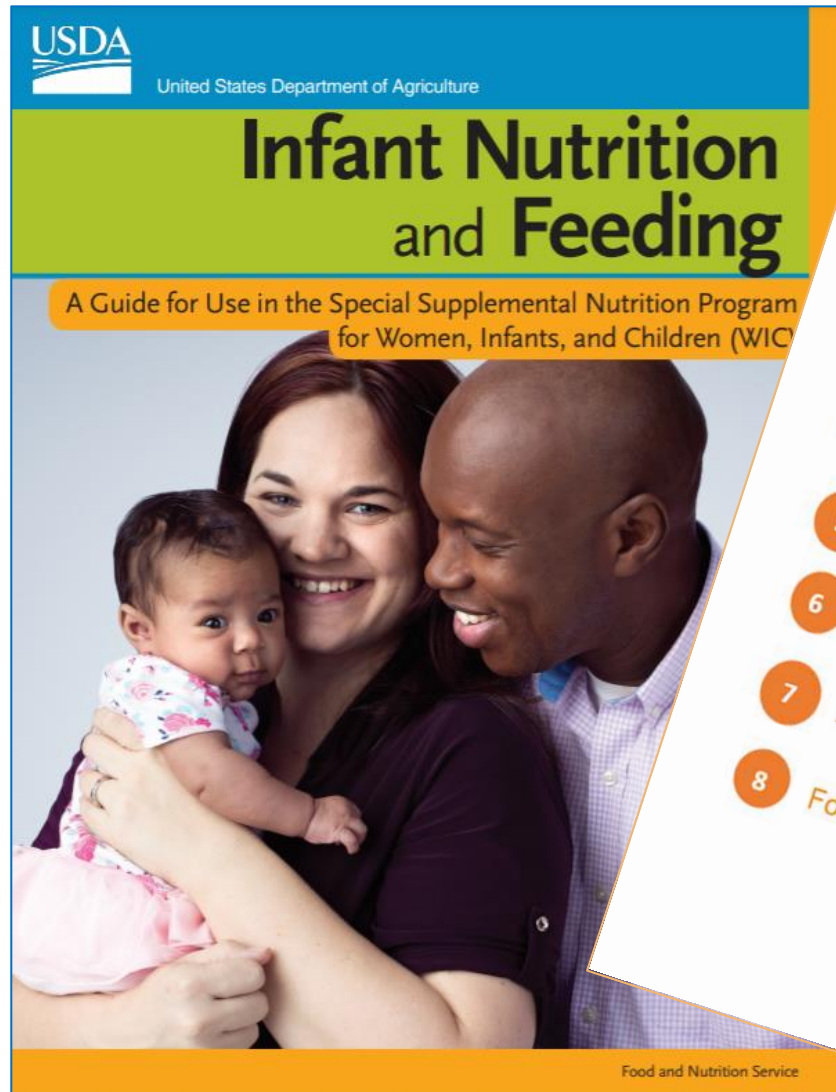
WIC MOM: Focus on Folate

WIC Meals of the Month Series

Eye on Nutrition Series

<https://wicworks.fns.usda.gov/resources/infant-nutrition-and-feeding-guide>

Healthy Start & the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is hosted by the Healthy Start TA & Support Center at NICHQ.

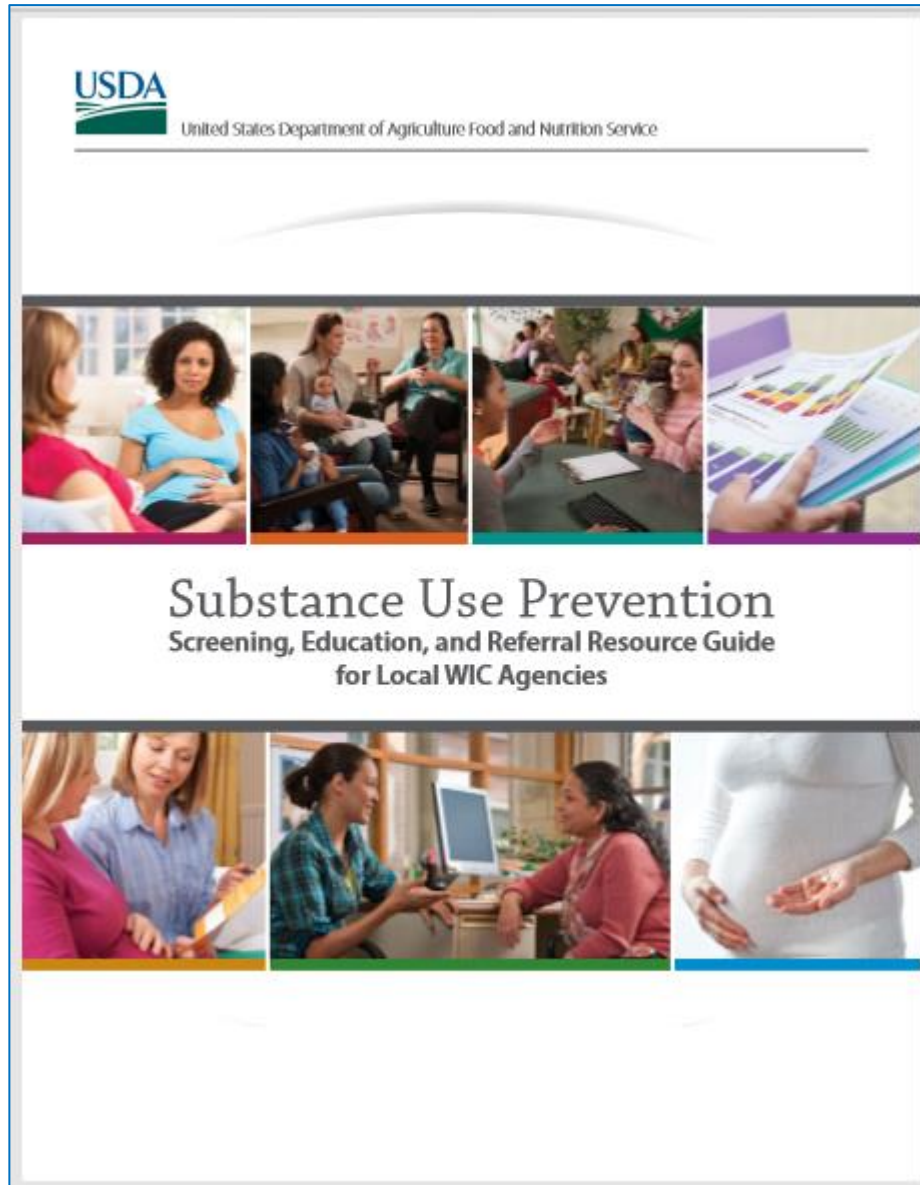


CONTENTS

- 1 Nutritional Needs of Infants
- 2 Development of Infant Feeding Skills
- 3 Breastfeeding
- 4 Infant Formula Feeding
- 5 Complementary Foods
- 6 Special Concerns in Infant Feeding
- 7 Physical Activity in Infancy
- 8 Food Safety

<https://wicworks.fns.usda.gov/resources/wic-substance-use-prevention-guide>

Healthy Start & the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is hosted by the Healthy Start TA & Support Center at NICHQ.



<https://wicworks.fns.usda.gov/resources/give-your-baby-healthy-start-tips-pregnant-women-and-new-mothers>

Healthy Start & the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is hosted by the Healthy Start TA & Support Center at NICHQ.



The dangers of smoking, drinking, and taking drugs

Give Your Baby a Healthy Start

Tips for Pregnant Women and New Mothers



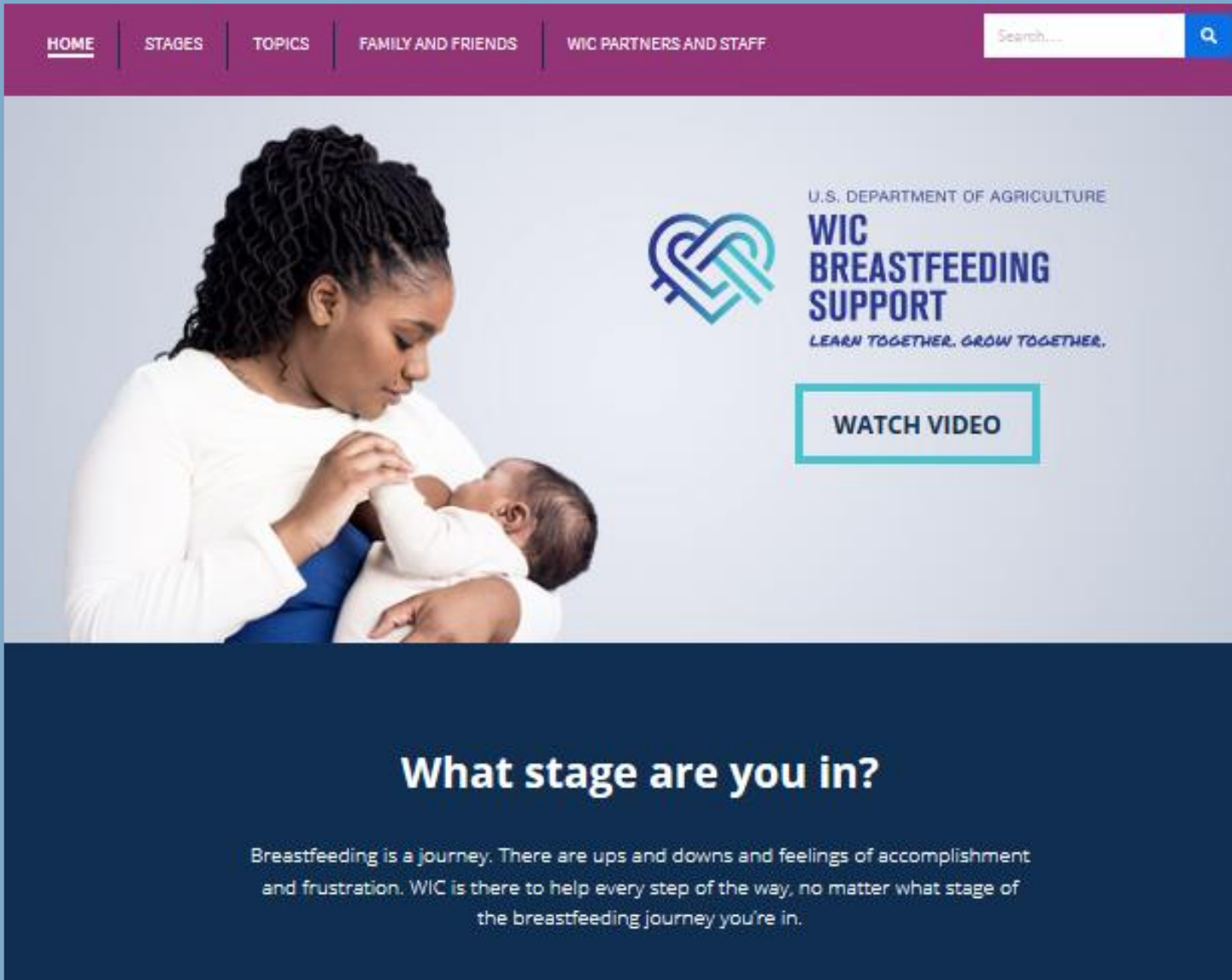
What you do today can stay with your baby forever

Your baby needs your love and care. When you're pregnant, everything that you put into your body goes into your baby's body, too.

You can choose to give your baby a healthy start. What you choose to eat, drink, or take can affect your baby's health. Your decisions matter.

To take care of your baby, take care of yourself.

<https://wicbreastfeeding.fns.usda.gov/>



The screenshot shows the homepage of the WIC Breastfeeding Support website. At the top, there is a purple navigation bar with links for HOME, STAGES, TOPICS, FAMILY AND FRIENDS, and WIC PARTNERS AND STAFF. A search bar is located on the right side of the navigation bar. Below the navigation bar is a large hero image of a woman breastfeeding her baby. To the right of the image is the WIC Breastfeeding Support logo, which consists of a stylized heart shape made of two interlocking loops. Below the logo, the text reads "U.S. DEPARTMENT OF AGRICULTURE", "WIC BREASTFEEDING SUPPORT", and "LEARN TOGETHER. GROW TOGETHER." Below this text is a teal button that says "WATCH VIDEO". At the bottom of the hero image is a dark blue banner with the text "What stage are you in?" and a paragraph of text below it.

HOME | STAGES | TOPICS | FAMILY AND FRIENDS | WIC PARTNERS AND STAFF

Search...

U.S. DEPARTMENT OF AGRICULTURE
WIC BREASTFEEDING SUPPORT
LEARN TOGETHER. GROW TOGETHER.

WATCH VIDEO


What stage are you in?

Breastfeeding is a journey. There are ups and downs and feelings of accomplishment and frustration. WIC is there to help every step of the way, no matter what stage of the breastfeeding journey you're in.

Healthy Start & the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is hosted by the Healthy Start TA & Support Center at NICHQ.

Learn Together. Grow Together


<https://wicbreastfeeding.fns.usda.gov/>




Breastfeeding Benefits

Breastfeeding gives babies a healthy start—and is good for moms, too.

[Read More](#)



BREASTFEEDING BASICS



TALK TO YOUR FAMILY ABOUT BREASTFEEDING

WIC Social Media Resources

<https://wicbreastfeeding.fns.usda.gov/socialmedia>

- Breastfeeding Tips
- Family & Friends
- Mom Motivation
- Thriving Baby
- WIC Resources

BREASTFEEDING TIPS

Learn more about the football hold.

Did you know marijuana can harm your baby?

How much milk does your baby need?

FAMILY & FRIENDS

Learn more about how family and friends can help and support you while breastfeeding.

How can dads support mom's breastfeeding journey.

Healthy Start & the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is hosted by the Healthy Start TA & Support Center at NICHQ.





Grantee Success Story

Mary Schultheis
President and CEO
Crescent City Family Services



Healthy Start & the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is hosted by the Healthy Start TA & Support Center at NICHQ.



Crescent City
FAMILY SERVICES



Our Mission and Value

OUR MISSION

Crescent City Family Services provides **nutrition** services, referrals, and education to **women, babies, and families**, with serious attention to high-risk individuals and families. Our prevention and intervention programs respond directly to community needs, reflected in **high infant and maternal mortality and morbidity** concerns in Jefferson Parish and across the State of Louisiana. We see ourselves as much an organization as a movement and will engage in behaviors consistent with this perspective.

OUR VALUES

We care for each client as a precious member of our larger family. We honor our clients, value their time and needs, support them with compassion and no judgment, and embrace the humanity that binds us. We protect our clients' privacy, treat their data and stories with deep confidence, and seek to always earn their full trust.



LOUISIANA GETTING FOUR 'HEALTHY START' GRANTS TO COMBAT HIGH INFANT MORTALITY RATES



Health and Human Services Secretary, Sylvia Burwell, announced new grants designed to reduce infant mortality rates. (The Associated Press)

WASHINGTON - With the goal of reducing the nation's high infant mortality rates, the Obama administration is awarding \$85 million in "Healthy Start" grants to 87 organizations, including four in Louisiana.

The city of New Orleans is getting \$1.4 million. Family Road of Greater Baton Rouge, Crescent City WIC Services of Gretna and Family Tree Information Education Counseling Center of Lafayette are all getting \$533,000 each.

In Louisiana, the infant mortality rate, according to recently released data, is 8.8 per 1,000 live births, down from 10.3 deaths in 2008. But it's still well above the national rate of 6.27 per 1,000 live births.

Anyone who knows parents who lost a baby realizes how traumatic that can be. Many parents report long-term mental health problems after losing a baby.

Most of the deaths, which are a measure of infants who die before their first birthday, occur because the infants were born with a serious birth defect or born too small.

Other deaths are caused by Sudden Infant Death Syndrome (SIDS), maternal complications during pregnancy or victims of injuries, often caused by suffocation.

Good prenatal care can dramatically increase the odds for a healthy infant, according to the Centers for Disease Control and Prevention.

Health and Human Services Secretary, Sylvia Burwell, said the goal of the Healthy Start program is to give pregnant women "the resources they need to improve their own health and the health of their babies."

The Department of Health and Human Services said that local agencies receiving the federal grants must show that they are improving access to care, promoting quality services, strengthening family resilience and improving program accountability.

The Healthy Start program dates back to 1991, but the Department of Health and Human Services officials say the program has been redesigned to use evidence-based strategies to improve services.

"Healthy Start is exactly the type of community-based prevention program that will save lives of newborns and millions of dollars in future health care costs," said Sen. Mary Landrieu, D-La. "Healthy Start initiatives in New Orleans have done tremendous work to address the needs of expectant mothers and their families and this grant allows them to continue their great work. Vibrant programs aimed at improving the quality of life for new mothers and their children benefit expecting mothers and for American taxpayers."

- Crescent City WIC Services was awarded the Healthy Start Grant as a Community Base Level 1 in August of 2014.

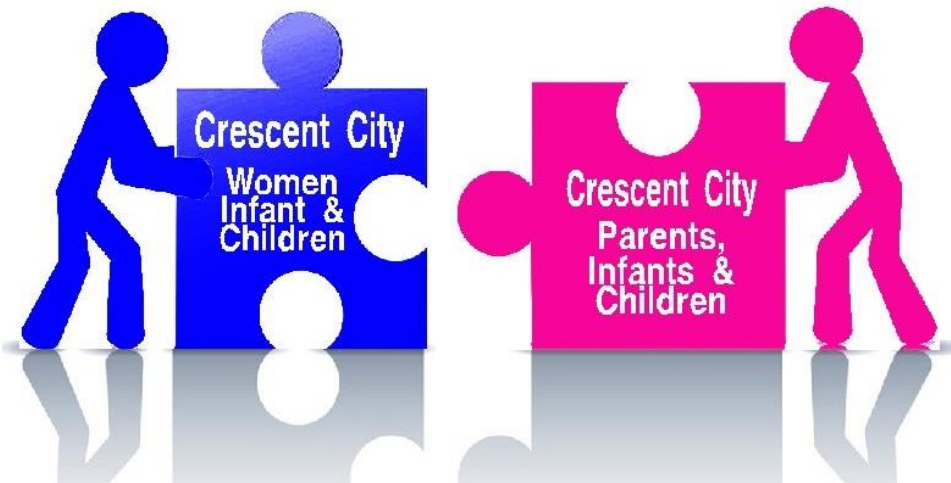
- To Reduce Infant Mortality and Racial Disparities



BACKGROUND AND HISTORY

- A Perfect Match
- Integration of two programs: WIC and Healthy Start
- One Agency... One Team

"Healthy Start and WIC"



Healthy Start & the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is hosted by the Healthy Start TA & Support Center at NICHQ.



Rebranding and Name Change in 2018

Healthy Start & the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is hosted by the Healthy Start TA & Support Center at NICHQ.



CAN "Community Action Network"

Together We
CAN DO IT!



Deborah Frazier
President and CEO
National Healthy Start Association

Rev. Fr. Douglas A. G. Greenaway
President and CEO
National WIC Association



Facilitated Discussion

Piia Hanson
Senior Project Consultant
Healthy Start TA & Support Center
NICHQ



What has your project been doing to address food insecurity, outside of partnering with your local WIC office?



What has your project been doing to improve breastfeeding rates among Healthy Start participants outside of partnering with your local WIC office?



**Have any of you partnered with your local
WIC office?**
If so, what has that experience been like?



Do you have any successful strategies around partnering with WIC that you would like to share?



**What TA would be helpful in supporting your efforts to partner with WIC?
(e.g., 1:1 TA, networking cafe)**



What questions do you have for today's speakers?





Closing

Piia Hanson
Senior Project Consultant
Healthy Start TA & Support Center
NICHQ



Satisfaction Survey

Can be found on the EPIC website or
bit.ly/hs-deadlines-and-events

August 2021

Deadlines:

- Aug 15 HSMED-II Report (CSV or XML) Due
- Aug 31 Aggregate Report (Excel) Due

Events:

- Aug 2 [Networking Café: Father/Male Recruitment and Retention](#)
- Aug 2 [Healthy Start & WIC Webinar](#)
- Aug 16 TIROE CoP Learning Session #4 – *COP members only*
- Aug 17 [4th Trimester Webinar Series Session #3](#)
- Aug 18 Healthy Start COIN Meeting #9 — *COIN members only*
- Aug 24 [Fatherhood Learning Academy Session #2](#)
- Aug 26 [CAN Learning Academy Session #4](#)

Thank
You!

