

# WIC Association Newsletter



## 40th Annual WIC Conference

Thank you to all of our Association members, volunteers, speakers, presenters, vendors, Site Solutions and The Crowne Plaza of White Plains, NY for making our 40th conference a huge success!

### IN THIS ISSUE

NWA.....	2
Legislative .....	2
WIC Vendor Management .....	3
Nutrition & Breastfeeding.....	4
World Breastfeeding Week & Community Impact Change.....	5
Head Start Conference.....	6
Message from the Chair.....	7

## NYS WIC Association 3rd Annual Lottery for Student Loan Payment

This is the third year that the WIC Association of NYS will be conducting a lottery to select 5 Qualified Nutritionists to receive a one-time payment of \$2,000 toward their outstanding student loans.

**We are offering this benefit to WIC Association member agencies as an incentive to recruit and retain qualified nutritionists.**

**Have a  
Great  
Summer!**

## NWA CORNER

### Message from National WIC Association (NWA)

#### Summary from The National WIC Association's (NWA) Monday Morning Report

##### **The Farm Bill Update**

As many of you know, the Farm Bill provides agriculture subsidies and funds SNAP. In May, the bill, which included controversial proposals that would limit access to SNAP and impose stricter work requirements, failed to pass due to lack of Democratic support. As it moves to the Senate, Senator Pat Roberts (R-KS), Chairman of the Senate Agriculture Committee, has indicated that the process will be more bipartisan. Stay tuned...

##### **House Agriculture Appropriations Committee Bill Cuts WIC**

In May, the House Appropriations Committee passed its FY 2019 agriculture appropriations bill, which provides only \$6 billion to WIC, instead of the \$6.175 billion that was appropriated in fiscal year 2018. In addition, the bill rescinded \$300 million. NWA continues to ask for \$ 6.3 billion in WIC funding as the bill moves out of committee and onto the full floor.

##### **The Birth Rate in the US Continues to Drop**

The Centers for Disease Control and Prevention (CDC), published birth rate data for 2017. In the US, since 2008 birth rates have been declining, with rates in 2017 at a record low. For a second straight year, birth rates declined for nearly all age groups of women under age 40, but rose for women in their early 40s.

The report also shows differences among racial and ethnic groups. Between 2007 and 2016, the birth rate dropped by more than 27 percent among Hispanic women, and by 11 percent, five percent and four percent for black, Asian, and white women respectively.

NWA notes that while these declines can have long-term effects on WIC participation; it is important to note that they alone cannot explain the declines in caseload. NWA writes, "We know that other factors including lower unemployment rates, changing consumer preferences, difficulties associated with the WIC participant experience, and fears among immigrants enrolled in benefit programs have also contributed to caseload declines." The take-away message is there is much to be done to improve the WIC caseload on a state and local level.

**Article submitted by: Helene Rosenhouse-Romeo, RD, CDN, CLC, MPH  
Ryan Health**

# WIC VENDOR MANAGEMENT

## Vendor Reauthorization to be replaced with Vendor Reapplication

In the past, if a WIC vendor wanted to continue to be authorized beyond the period of their current contract, the vendor needed to reapply for authorization. This process began when the VMA sent a reauthorization application packet to the vendor 120 days prior to the vendor's contract expiration date. The vendor then needed to submit a complete reauthorization packet, along with all required supporting documentation, to ensure their reauthorization was processed in a timely manner. The vendor then received written notification of the VMA's decision to approve or deny the reauthorization application. If the vendor did not wish to be reauthorized, the vendor needed to notify the VMA in writing as soon as possible but no later than 45 days from the contract expiration date.

The new Reapplication Procedure requires vendors to pass a NYS Bureau of Special Investigations (BSI) background check prior to receiving a new 3-year contract enabling them to accept WIC checks or eWic. Vendors are mailed a reapplication packet with a cover letter that requires a 30-day completion deadline. Once a vendor returns a completed reapplication packet to VMA, the application and all required supporting documents is then uploaded to NYWIC. BSI is notified and has 30 days to complete the background check. If the vendor's reapplication passes and all other enrollment criteria is in good order, the vendor is issued a new 3-year contract.

This new process requiring a vendor to pass a background check every three years ensures that the NYS WIC program has the best possible grocery stores and pharmacies to serve our participants.

**Article submitted by: Rudy Sicari, Director**  
**WIC Vendor Management Agency**  
**Public Health Solutions**



# Nutrition and Breastfeeding



World breastfeeding week is August 1-7<sup>th</sup>. The theme this year is Breastfeeding Foundation of Life. Breastfeeding is a universal solution that levels the playing field, giving everyone a fair start in life. It improves the health, wellbeing and survival of women and children around the world.

Remember to record your events and share your photos with us so we can share them in the fall! We know you all do awesome things to promote breastfeeding.

## Farmers' Market Season is here!

### A few tips for your shopping experience:

**Don't be shy!** Talk to the farmers. Ask questions about the produce – How to select, how to store, how to prepare. They know a lot about what they grow and sell.

**Shop around** – Walk around the market before buying anything to see where the best deals are for what you are looking for.

**Shop early for the best selection – Shop late (or in bad weather) for the best deals.**

**Bring your own bag and maybe a cooler.**

**Bring small bills to pay.** Farmers are usually making change from a small cash box.

**Be adventurous - try something NEW!** Many farmer's will offer samples of things they are selling.

**Articles submitted by: Lisa Cogswell, CDN CLC  
ProAction of Steuben and Yates, Inc.**



## World Breastfeeding Week 1-7 August 2018



World Breastfeeding Week can be one of the most exciting events to plan for a Breastfeeding Coordinator. Planning may start a least six months in advance, in some agencies. To ease the planning process , here are some tips:

1. **Don't do it alone.** Seek out other Breastfeeding Coordinators in your area and work together in planning and connecting. Include other WIC staff as they are critical to your success.
2. **Know your Slogan:** This year World Alliance for Breastfeeding Action's slogan is ***Breastfeeding: Foundation of Life.***
3. **Share your ideas and events with others:** Develop a Flyer and share it with your sponsoring agency, add your event to your WIC Strong account, ask you Sponsoring Agency to add it to their webpage, use Social Media...
4. **Visiting different breastfeeding websites helps establish a foundation in planning for your event:**

**Have fun!**

### **Community Stories Impact Change:**

It is important to create a forum for WIC participants to *Speak up and Speak out*. When we work together, we have the power to create positive change in our communities. **The New York State WIC Association is seeking your support in protecting the voice of WIC participants across the state.** If fear of receiving WIC services is impacting your community, share their story. If a patient shares how WIC has impacted their lives in a positive way, share their story. If you come across someone who received WIC as a child and is successful in their careers, community, or school, share their story.

There are various forums to share WIC stories:

1. Your Regional WIC Association
2. NYS WIC Association – Email stories [tlana@nyswica.org](mailto:tlana@nyswica.org)
3. National WIC Association – Natalie Mulloy [nmulloy@nwca.org](mailto:nmulloy@nwca.org)

The National WIC Association offers resources to support storytelling. Visit [nwica.org](http://nwica.org), click on the Advocacy tab. Together we can Empower our families to seek healthier lives.

**Article submitted by: Lisa Fermin, Associate Director  
Elmhurst Hospital WIC Program**

## **ANNUAL HEAD START CONFERENCE**

*The NYS WIC Association teamed up with the NYS Head Start Association recently at the Annual Head Start conference last month in White Plains, NY. Iris E. Marchante, MS, RDN, CLC, MARO Associate Director, Division of Nutrition, New York State Department of Health and Corie Nadzan, MPA, RDN, CLC, WIC Program Coordinator, Westchester County Department of Health presented a WIC Program Overview which included Federal Program Goals, NYS WIC Program Information, WIC Program Eligibility and Benefits, NYWIC and Electronic Benefit Transfer (eWIC), Head Start & WIC and WIC Program outreach efforts. Holly Green, Family Advocate, Livingston County Head Start joined Iris and Corie during the Head Start & WIC segment for a discussion on program collaborations. A free raffle was held for a chance to win one of ten raffle baskets. One of the winners was a NYS Head Start Association Board Member.*

### **RAFFLE WINNERS**



**Ana Figueroa-Vice President NYS**



**Anne Sterling**



**Carmen Orozco**



**Diane Schwartz**



**Jocelyn Corado**



**Kim Carpenter**

**Articles submitted by: Holly Green, Advocate & Corie Nadzan, Vice Chair**

**\*Please think about joining our team!**

**We currently have Consumer openings available in the**

**MARO (2) and WESTERN (1)**

**Regions**



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## A MESSAGE FROM THE NYS WIC ASSOCIATION CHAIR

Thank you to those who attended the 40th Annual WIC Association Conference! Many of us were able to gain good insight into what we can expect to see in NYWIC. In addition, conference attendees were able to utilize a new conference mobile app to view the conference agenda, fill out evaluations and gain access to conference presentation materials. It was also fun to communicate and share pictures throughout the conference using the app! Additional conference presentations can be found on the WIC Association's website under the "Events" tab. The conference committee is actively searching for a 2019 conference location. The tentative dates for next year's conference are May 19– May 22....SAVE THE DATE!

I would also like to take this time to encourage local agencies to share your stories as requested on page 5 of this newsletter. It is extremely important that we communicate how the WIC program positively impacts the lives of our participants. Of course we know this because we see it every day, but those unfamiliar with what the WIC Program offers do not understand. Unfortunately, in recent months, we have witnessed that some of our participants are scared or nervous to come back to our programs. We need to make sure these stories are being told as well.

Lastly, I think I can finally say...Happy Summer! Enjoy the warm weather and continue to promote the use of farmers' market vouchers in your local agencies.

Best,  
Lauren

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