

Healthy kids, strong parents,  
WIC works wonders!



## So, I saw this thing online...

What do apple cider vinegar, coconut oil, Genetically Modified Foods (GMOs), gluten free foods, whole milk, processed meats and fish oil have in common? They are some **HOT** nutrition topics in the social media world! Scrolling and sharing catchy headlines (clickbait!) is the way many of us see new topics. The WIC world is having conversations on the local agency level and at the state office about the intersection between nutrition education, participant centered education (PCE) and social media.

How do we make it all work? Here are some tips:

- ✔ Ask an expert! WIC Dietitians!
- ✔ Ask more questions: why is the participant interested in this topic? Use your PCE Skills.
- ✔ Be a social media superstar: be cautious of what you share and note current trends.

More conversation to come soon! Feel free to send questions or information our way about current trends or hot topics you are seeing in social media or are hearing from participants.

[Jameela Norton](#)

## Shopping Tip!

Most stores print three eWIC receipts. Encourage shoppers to save them all. This helps us problem-solve if they have any problems shopping.

- **Receipt #1** shows the beginning balance which could help troubleshoot why some foods might not be covered by WIC.
- **Receipt #2** shows what foods are to be paid for by WIC. This is the point where the shopper will approve or decline the purchase and can ask to have foods removed from the **remaining balance if they don't** want to pay for them with another tender. Note: Sometimes Receipt #1 and Receipt #2 are actually two sections on one receipt.
- **Receipt #3** is the final receipt that shows total dollar amounts for each tender type used and the ending balance, which confirms whether the eWIC payment was processed. The ending balance is important in situations where the cashier thinks the eWIC transaction failed. If the benefits were removed, the customer should receive the foods.

## Licenses for Oregon Lactation Consultants



When House Bill 2503 passed, Oregon became one of 4 states to mandate licensure for lactation consultants. This legislation may improve access to lactation consultation services by allowing billing to Medicaid and private insurances. The law goes into effect January 1, 2018, after the Health Licensing Office finalizes rules.

In order to be licensed as a lactation consultant, you have to be an International Board Certified Lactation Consultant, or IBCLC. No one else can call themselves a lactation consultant.

How does this impact WIC? Do we all need licenses?

Many WIC programs have an IBCLC on staff, but all WIC staff promote and support breastfeeding and WIC certifiers provide breastfeeding counseling. Luckily, the new law has language specifically about WIC:

“Anyone employed or **contracted to provide services ‘to promote or support breastfeeding’** through the Oregon WIC program does not need a lactation consultant license.”

So, keep doing all the great breastfeeding promotion and support WIC is known for!



## Oregon's Women and Children were helped by 2017 Legislation

The 2017 Oregon legislature passed several bills which provide support and services to women, infants and children. These are Oregon specific legislation that goes into effect January 2018.

Cover All Kids (Senate Bill 558) Provides access to the state **children's health insurance** program (CHIP) for any child 0-18 years of age, regardless of immigration status.

Reproductive Health (House Bill 3391)

One of the most progressive legislation for preventive health services in the nation-includes all well-women care regardless of immigration status.

This legislation provides additional coverage for our participants on CAWEM plus (Citizen Alien Waived Emergent Medical). More information will be sent out as the details get worked out.

The bills guarantee insurance for all children under the age of 18 and well women care-regardless of health status and at no cost to the individual and are wins for WIC participants.

You might hear more questions on how to enroll in OHP and be able to make more OHP referrals. Please let us know what questions you receive and we will do our best to get them answered.



## WIC Staff News



### Check out WIC's Rock and Relax Tent at the Lake County Fair

It is a calm, quiet spot for families to feed and change their babies.

State WIC staff are already getting their flu shots. Can you tell whose arm is whose? Who has the cutest bandaid?

- Karen
- Jameela
- Cheryl
- Sue
- Lisa
- Kim
- Maria



## Mark Your Calendar

### » UPCOMING EVENTS

Save the Date for the Next WIC Statewide Meeting!

**May 8-10, 2018**

Portland Airport Sheraton Hotel

We are really excited to announce these dates so you can start planning now to attend next spring. We already have some great speakers lined up.

- Jodi Pfarr - Bridges Out of Poverty
- Jane Heinig - Responsive Feeding

Stay tuned for more details as we get closer.