



### TALWD Purpose Statement

The purpose of the Texas Association of Local WIC Directors shall be to act as a vehicle for the expression of ideas on planning, policy, coordination, implementation, and administration of the WIC program on the Local, State, and Federal level; to foster communication between local WIC programs and the Texas Department of Health with the goal of positively affecting the administration of WIC within the state; to bring together administrators of Local Agency WIC Programs, in order to provide peer support, orientation and/or assistance; and to promote professional and public awareness of new and existing Federal and State legislation.

*From the Editor:* Please contact us, if you have suggestions or story ideas. Hope you enjoy Volume 5, Issue 31  
 Meliza Garcia, Newsletter Reporter  
 Email: [mgarcia@sanpatriciocountytx.gov](mailto:mgarcia@sanpatriciocountytx.gov)

#### 2024 TALWD BOARD MEMBERS:

President – Benny Jasso  
 Secretary – Jennifer Gregory  
 Treasurer – Jessica Neal  
 1st VP of Organization & Development – Brandy Patteson  
 2nd VP of Operations – Jennifer Ranspot  
 NWA Representative – Adela Garcia  
 NWA Rep-Elect – Tecora Smith  
 Newsletter Reporter – Meliza Garcia  
 Historian – Clarissa Ramirez  
 Past Presidents Council Representative – Eileen Mendoza

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Business & Finance Chair – Margaret Payton  
 Legislative Chair – Michelle Cummings  
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 Membership Chair – Amanda Brogdon  
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 Technology Task Force – Brandy Patteson  
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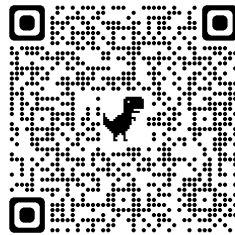
#### REGIONAL REPRESENTATIVES & ALTERNATIVES:

Central Representative – Alissa Orozco  
 \*Alternate – Nicole Koenen  
 Panhandle Representative – Eileen Mendoza  
 \*Alternate – Margaret Payton  
 Western Representative – Vacant  
 \*Alternate – Adriana Archer  
 Northern Representative – Janice Piper  
 \*Alternate – Kathy Oliver  
 Gulf Coast Representative – Becca Reed  
 \*Alternate - Zahra Koopaei  
 Southwestern Representative – Julie Granado  
 \*Alternate – Mandi Wilcox  
 Eastern Representative – Scherry Barnes  
 \*Alternate – Kristi Kilgore  
 Southern Representative – Kathrine Galvan  
 \*Alternate – Yvette Viciniaz

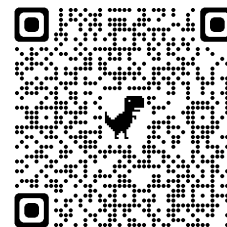
## TALWD Membership Renewal

Have you renewed your TALWD membership for the upcoming year? TALWD memberships expire each year on December 31st.

[Learn More](#)



[https://talwd.org/images/userfiles/file/Membership/20230106122502\\_6\\_2023TALWDMembershipDuesForm.pdf](https://talwd.org/images/userfiles/file/Membership/20230106122502_6_2023TALWDMembershipDuesForm.pdf)



## WIC Weekly Memos and Bulletins

Number	Title/Notes	Date Published
<a href="#">24-060</a>	Texas Risk Criteria Revisions	09/12/2024
<a href="#">24-059</a>	Updated Required Formula Approval Trainings Now Available	09/11/2024
<a href="#">24-058</a>	September Formula Extension	09/04/2024
<a href="#">24-056</a>	Texas WIC Dietetic Internship Admissions on Hold for 2025	08/13/2024
<a href="#">24-055</a>	Virtual New WIC Directors' Orientation	08/07/2024
<a href="#">24-054</a>	New Nutrition Counseling Trainings Available	08/06/2024
<a href="#">24-053</a>	Five New Recipes Available on TexasWIC.org	08/06/2024
<a href="#">24-050</a>	Temporary Formula Flexibilities for Enfamil Gentlease, Enfamil A.R. and Enfamil Reguline	07/31/2024
<a href="#">24-051</a>	WIC Material Guide to Helpful Programs and Services Now Available to Order	07/29/2024
<a href="#">24-049</a>	New trainings, updated schedule available for July, August and September	07/15/2024
<a href="#">24-046</a>	Prenatal Education Bag Ordering Opportunity	07/01/2024
<a href="#">24-048</a>	2024 Texas WIC Participant Nutrition Education Survey Results Reports	07/01/2024
<a href="#">24-047</a>	New Therapeutic Formula Additions & Discontinuation of Enfamil HMF (Human Milk Fortifier) Powder	07/01/2024
<a href="#">24-045</a>	Updated Required Local Agency Policies and Plans Document	06/14/2024
<a href="#">24-044</a>	2024 Nutrition & Breastfeeding Conference – Celebrating 50 Years: Honoring the Past. Nourishing the Future.	06/14/2024
<a href="#">24-043</a>	New trainings, updated schedule available for June, July and August	06/13/2024

# STRONGER Together

## TALWD ANNUAL CONFERENCE

### 2024 TALWD Annual Meeting Agenda

November 12, 2024, 9:00 AM – November 15, 12:30 PM

### Tuesday, November 12-15, 2024

#### Embassy Suites, DFW Airport North, Grapevine, TX

- **Registration:** \$500.00 Member
- **Pre-Conference:** \$125.00

#### Tuesday, November 12th

9:00 -11:00	Board Meeting - Last FY24 Meeting
10:00 - 5:00	Registration
1:00 - 5:00	Pre-Conference - Fish Philosophy
7:00 - 9:00	Welcome Reception

#### Wednesday, November 13th

9:00 -10:00	Welcome & Orientation
10:00 - 12:00	Speaker
12:00 - 12:30	Lunch Break
12:30 - 3:30	Speaker
7:00-9:00	Training

#### Thursday, November 14th

9:00 -12:00	Annual Meeting
12:00 - 1:00	Lunch Break
1:00 - 5:00	Training
6:30 - 9:30	Team Building & Awards

#### Friday, November 15th

8:30 - 12:30	State Agency Updates
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#### Wednesday Lunch Choices are:

- Lubbock: fajita steak with chipotle dressing, lettuce, tomato and cheddar cheese on grilled sourdough
- Nappa Valley: croissant with fresh mozzarella, sun-dried tomatoes, smoked turkey and basil pesto spread
- Vegetarian

#### Thursday Dinner Choices are:

- Asiago Stuffed Chicken filled with roasted peppers, herbs and asiago cheese with roast garlic demi-glace
- Filet Mignon grilled with boursin cheese sauce
- Vegetarian.

#### Location:

Embassy Suites by Hilton Grapevine DFW Airport North  
2401 Bass Pro Dr  
Grapevine, TX 76051

#### Registration Options:

**Registration Open:** 9/10/2024, 8:00 AM – 10/31/2024, 11:59 PM

**Tickets Available:** 988

**Price:** \$500.00

[REGISTER NOW](#)

# Upcoming Breastfeeding Courses – 2024

## Contact:

Missy Hammer  
(512) 413-5709

[Missy.Hammer@hhs.texas.gov](mailto:Missy.Hammer@hhs.texas.gov)

## Breastfeeding Course Information

The Health and Human Services, Texas WIC Program collaborates with the Texas Association of Local WIC Directors (TALWD) to provide current, evidence-based lactation education to ensure consistent, accurate information across all levels of health care professionals. Courses are offered virtually, in-person, and on-demand. If your facility would be interested in hosting an in-person Lactation Principles class, please use the Contact Us feature.

**Online** Breastfeeding Management and Breastfeeding the Compromised Infant are offered online to take at your own pace. No pre-requisites and no cost.

- Texas WIC employees must take the classes on the [Texas WIC Training site](#).
- Non-WIC employees must take the classes on our site for [WIC Partners](#).
- If you have questions or problems, email [WICPartnerTraining@hhs.texas.gov](mailto:WICPartnerTraining@hhs.texas.gov)

## Live Classes

Classes are offered in-person and/or virtually. Virtual classes are free to attend and require attending orientation at least once on the learning platform, Livestream, lasting about 20 minutes. Virtual classes are spread out over the course of several days. Registration is required in advance and closes a week prior to the class.

## Who Should Attend

Live courses are designed for local agency WIC staff and health professionals who counsel breastfeeding mothers and would like to improve problem-solving and counseling skills. The classes emphasize critical thinking. You will work through case studies and activities as a group. Be prepared to join the discussions and share your ideas with others in class. There will be no written handout or syllabus so you can focus on discussions.

Active engagement is assessed in this virtual platform using participation via chat and polls. **Evidence of consistent active engagement throughout the entire session day is required.**

## Breastfeeding Courses

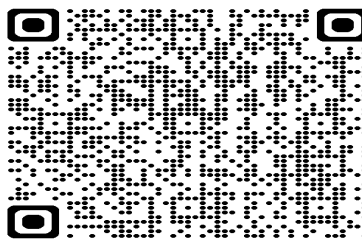
- [Advanced Lactation Management: Session 3](#)  
Sep 16, 2024, 1:00 PM – Sep 16, 5:00 PM  
53/60 Tickets  
Please read the Information Page prior to registering; specifically the "Things to consider prior to registering" list. This class is held virtually on the learning platform, Livestream. Originally, this was a 2-day, in-person class but is now split into 4 sessions...
- [Advanced Lactation Management: Session 4](#)  
Sep 18, 2024, 1:00 PM – Sep 18, 5:00 PM  
54/60 Tickets  
Please read the Information Page prior to registering; specifically the "Things to consider prior to registering" list. This class is held virtually on the learning platform, Livestream. Originally, this was a 2-day, in-person class but is now split into 4 sessions...
- [Lactation Principles \(in-person\)](#)  
Oct 8, 2024, 8:00 AM – Oct 8, 5:00 PM  
37/40 Tickets

Space is very limited so be sure to get approval from your supervisor and block off the time on your schedule prior to registering. Class Time: 8am-5pm Central Time Please Note: If you registered for a 2020 class and did not receive a refund, please contact me a...

- [Lactation Principles \(in-person\)](#)  
Nov 6, 2024, 8:00 AM – Nov 6, 5:00 PM  
24/35 Tickets  
Please Note: If you registered for a 2020 class and did not receive a refund, please contact me at the email or phone below prior to registering. Your previous registration can be transferred. Please read the Information Page; specifically the "Things to consider..."
- [Advanced Lactation Management: Session 1](#)  
Dec 2, 2024, 1:00 PM – Dec 2, 5:00 PM  
8/60 Tickets  
Please read the Information Page prior to registering; specifically the "Things to consider prior to registering" list. This class is held virtually on the learning platform, Livestorm. Originally, this was a 2-day, in-person class but is now split into 4 sessions o...
- [Advanced Lactation Management: Session 2](#)  
Dec 4, 2024, 1:00 PM – Dec 4, 5:00 PM  
8/60 Tickets  
Please read the Information Page prior to registering; specifically the "Things to consider prior to registering" list. This class is held virtually on the learning platform, Livestorm. Originally, this was a 2-day, in-person class but is now split into 4 sessions o...
- [Advanced Lactation Management: Session 3](#)  
Dec 9, 2024, 1:00 PM – Dec 9, 5:00 PM  
10/60 Tickets  
Please read the Information Page prior to registering; specifically the "Things to consider prior to registering" list. This class is held virtually on the learning platform, Livestorm. Originally, this was a 2-day, in-person class but is now split into 4 sessions o...
- [Advanced Lactation Management: Session 4](#)  
Dec 11, 2024, 1:00 PM – Dec 11, 5:00 PM  
8/60 Tickets  
Please read the Information Page prior to registering; specifically the "Things to consider prior to registering" list. This class is held virtually on the learning platform, Livestorm. Originally, this was a 2-day, in-person class but is now split into 4 sessions o...

## TXIN and myWIC Live Trainings

Check out the [Live Training Schedule](#) for full details on upcoming training opportunities.



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Local Agency  
Directors' Webinar  
September 11, 2024

<https://txwic.egnytegov.com/dl/AP7YdHtrLw>

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## CONGRATULATIONS! 2023 Customer Service Award Winners:

### Very Large Agencies (over 30K)

- HIDALGO COUNTY WIC – LA 012
- UTMB HEALTH WIC – LA 077

### Large Local Agencies (10K-30K)

- LAREDO WIC – LA 013
- CAMERON COUNTY WIC – LA 003
- NET HEALTH WIC – LA 039

### Medium Local Agencies (3K-10K)

- DRISCOLL CHILDREN'S HOSPITAL WIC – LA 005
- SAN PATRICIO COUNTY WIC – LA 051
- ABILENE-TAYLOR COUNTY WIC – LA 034

### Small Local Agencies (<3K)

- MEDINA COUNTY WIC – LA 064
- CHAMBERS COUNTY WIC – LA 070
- BROWNWOOD WIC – LA 074



## myWIC Update to Ensure Certification Appointments Are Scheduled for Infants and Children in "Terminated" Status

by Anita Ramos, RD, Clinic Services Business Analyst

We want to inform you about a small yet impactful change in myWIC that will resolve the issue of clients scheduling non-certification appointments for infants and children who are in "terminated" status without first scheduling a certification appointment. The change will be released after clinic hours on the evening of Monday, September 9, 2024.

myWIC has a feature that requires clients to schedule a certification appointment first (when needed) before any non-certification appointment. This feature is not working as expected for infants and children whose status in TXIN is "terminated". The current function moves the "Reapply for WIC" tile from the myWIC homepage to the member's page once it is 30 days past a client's certification end date with no recertification. The scheduling feature depends on the "Reapply for WIC" tile from the home page, and since the tile was not on the home page, the feature was not active.

To make the scheduling experience better for staff and clients, on September 9, 2024 the number of days to move the tile to the member page will be increased to ensure the "Reapply for WIC" tile does **not** move from the home page for the entire time infants and children are eligible for the program. This will ensure clients attempting to schedule an appointment for infants and children in "terminated" status must first schedule a certification appointment. This will prevent the incorrect appointment from being scheduled and an unpleasant experience for the clients and staff. Clinic staff should start noticing these certification appointments being scheduled on September 11, 2024 and beyond.

**Thank you!!** This improvement for staff and clients is a direct result of clinic staff and directors taking a few minutes to report something they thought was not working correctly. Your voice matters and makes a difference!

For any questions or concerns about this change, please contact Anita Ramos at [anita.ramos@hhs.texas.gov](mailto:anita.ramos@hhs.texas.gov) or 512-426-8649.

## Technical Challenges With Online Classes

We are still working to resolve the technical problem some clients are experiencing with logging in and completing an online class at TexasWIC.org. To ensure clients can access our content, the team has allowed clients the ability to take a class without logging in (with the exception of our breastfeeding classes). However, if a client reports an issue with their online class, please go ahead and issue benefits and/or offer an alternative nutrition education option if the client wishes to do so. Please note that clients are not required to complete a class for benefit issuance.

We ask that staff with clients experiencing this issue collect the following information and send it to [Juliette.coronado@hhs.texas.gov](mailto:Juliette.coronado@hhs.texas.gov). This is optional but will allow us to gather more information to address the issue.

1. Client FID
2. Client TexasWIC.org profile email
3. Model of phone

4. Web browser using to take class (ie. Google Chrome, Safari, etc.)
5. Are they trying to take a class from the myWIC app or directly from TexasWIC.org?

No New Shopping Guide This Fall:

Keep Using the Bell Pepper Version

By Alyssa Rubin, MPH, CHES, Texas WIC Approved Foods Coordinator

Texas WIC will not have a new printed shopping guide this fall. Please continue to use the September 2023 version with the bell peppers on the cover. There will be no major changes to WIC foods or shopping at this time as we focus our efforts on preparing to implement the new USDA food rules. As we reprint the guide, we will update it with minor changes, such as additional brands. We have updated the Special WIC Foods Updates page on TexasWIC.org with the new brands added on June 1, 2024.

In the past, we waited until October 1 to add more options, such as yogurt and cereal brands. These days, more clients are using the shopping guide on the myWIC app, which we can update more frequently. The myWIC app is the best way for clients to see new food options as soon as they become available.

Thank you for continuing to promote myWIC and supporting our clients' shopping experience!

## Formula Alternative Extension to September

by Esther Giezendanner, MPH, RD, CSP, LD, CTCM, Formula Management Analyst

We have been closely monitoring availability of the infant formulas that were impacted by the tornado damage to the Mead Johnson distribution center in Indiana. Mead Johnson has informed us that they anticipate continued impacts to retail availability of Enfamil Gentlease, Enfamil Reguline and Enfamil A.R. through the end of September. On August 26, we received approval from USDA to extend formula flexibilities for Enfamil Gentlease, Enfamil Reguline and Enfamil A.R. through September 30, 2024.

WIC clients who are issued Gentlease 12.4 oz and unable to find it may:

1. Return to the WIC clinic to have their benefits updated to one of the larger size categories below, which may also include the option for non-contract brand formulas in larger can sizes.
2. Select one of the non-contract brands listed under code 668 below at the store without needing to return to the WIC clinic.

WIC clients who are unable to find Enfamil A.R. or Enfamil Reguline in the standard WIC can sizes may return to the WIC clinic to have their benefits updated to one of the larger can size categories below. WIC clients may also choose to try a different contract formula or can be referred to their health care provider (HCP) to discuss therapeutic formula options.

Please note: Clients who are issued Gentlease as part of a prescription will receive a message to contact their WIC office to discuss options.

Staff will need to either:

1. Issue a larger container size of Gentlease, if available in your area, and instruct the client to only purchase Gentlease, as indicated on their prescription.
2. Contact the HCP for verbal authorization to include alternative brands on the prescription approval. If receiving verbal approval, staff should document on the Medical Prescription page in TXIN.

Please follow the same process for any new prescriptions for Gentlease.

At this time, all formula flexibilities are only available through September.

Code 712 - Enfamil AR PWD 19.5 oz: Available through 09/30/2024.

Code 691 - Enfamil AR PWD 27.4 oz: Available through 09/30/2024.

Code 684 - Enfamil AR PWD 30.4 oz: Available through 09/30/2024.

Code 668 - Enfamil Gentlease PWD 12.4 oz: Additional options available through 09/30/2024.

Using this code, clients may choose any of the following:

- Similac Total Comfort PWD 12.6 oz



- Similac Sensitive PWD 12.5 oz
  - Gerber GoodStart SoothePro PWD 12.0 oz
- GoodStart Dr Brown's SoothePro Powder 12.0 oz
- GoodStart Dr Brown's GentlePro Powder 12.3 oz

Code 713 - TEMP Gentle PWD 19 -21 oz: Available through 09/30/2024.

Using this code, clients may choose any of the following:

- Enfamil Gentlease PWD 19.9 oz
- Enfamil NeuroPro Gentlease PWD 19.5 oz
- Enfamil Sensitive PWD 19.5 oz

Code 714 - TEMP Gentle PWD 27.4 oz: Available through 09/30/2024.

Using this code, clients may choose any of the following:

- Enfamil NeuroPro Gentlease PWD 27.4 oz

Code 714 - TEMP Gentle PWD 27.4 oz: Available through 09/30/2024.

Using this code, clients may choose any of the following:

- Enfamil NeuroPro Gentlease PWD 27.4 oz

Code 715 - TEMP Gentle PWD 29-31 oz: Available through 09/30/2024.

Using this code, clients may choose any of the following:

- Enfamil NeuroPro Gentlease PWD 30.4 oz
- Enfamil Sensitive PWD 29.4 oz
- Similac Sensitive PWD 29.8 oz

Code 716 - TEMP Gentle PWD 32-34 oz: Available through 09/30/2024.

Using this code, clients may choose any of the following:

- Parent's Choice Gentle PWD 34 oz
- Parent's Choice Gentle Premium PWD 34 oz
- Parent's Choice Sensitivity Premium PWD 34 oz
- HEB Gentle PWD 32.8 oz
- HEB Gentle Premium PWD 33.2 oz
- HEB Sensitivity Premium PWD 33.2 oz
- UP&UP Sensitivity Premium PWD 34 oz
- UP&UP Gentle Premium PWD 34 oz
- Tippy Toes Gentle Premium PWD 33.2 oz
- Tippy Toes Sensitivity Premium PWD 33.2 oz
- Comforts Gentle Premium PWD 33.2 oz

Code 698 - ENF NeuroPro Gentlease PWD 35.2 oz: Available through 09/30/2024.

Code 669 - ENF NeuroPro Gentlease RTU 32 oz: Available through 09/30/2024. When issuing, document RTU d/t availability after July 9 tornado.

Code 673 - ENF NeuroPro Gentlease RTU (8oz-6pack): Available through 09/30/2024. When issuing, document RTU d/t availability after July 9 tornado.

Code 711 - Enfamil Reguline PWD 19.5 oz: Available through 09/30/2024.

## Resources

Several staff resources are available in Egnyte:

[Alternate Formula Options List](#)

[Quick Reference of Formula Options](#)

[Maximum Quantities Table \(Infant\)](#)

[WIC Staff Formula Alternatives FAQ](#)

[Texas WIC Formulary and Medical Reasons for Issuance March 2024](#)



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## Media Coverage

*The Packer* | September 16, 2024

### MEET THE WOMAN BEHIND WIC: A Q&A WITH GEORGIA MACHELL

NWA named Dr. Georgia Machell its president and CEO in July 2024. Packer interviewed her to learn more about Machell's vision for the future of WIC as well as how the fresh produce industry can play a role in helping to ensure women, infants and children have access to fresh fruit and vegetables.

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## Blog

August 27, 2024

### CREATING A CULTURE OF BELONGING IN WIC – A VISION FOR MATERNAL AND INFANT HEALTH

Stacy Davis, MPH, IBCLC, reflects on her experiences at the Walmart Racial Equity Convening and UBBLs Conference, emphasizing the importance of creating a culture of belonging within the WIC program. Drawing on John A. Powell's framework of "Belonging Without Othering," she advocates for a shift from merely ensuring access to fostering environments where all participants feel essential and valued. Davis calls for a future where the WIC program serves as a model of belonging, addressing disparities while building strong, connected communities for mothers and infants.

July 26, 2024

### STREAMLINING WIC REFERRAL AND DATA SHARING SYSTEMS

*Unveiling Findings from Pilots in Hawai'i & California*

## NWA Events

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November 19-21, 2024

### [2024 NWA Nutrition Education & Breastfeeding Conference](#)

The 2024 Nutrition Education & Breastfeeding Conference will take place in Baltimore, Maryland on Tuesday, November 19 – Thursday, November 21!

#### Registration Open

*Quick Links*

- [View the Program and Other Event Details](#)
  - [Register](#)
- 

February 25-27, 2025

### [2025 NWA National Policy Virtual Conference](#)

The WIC community learns about WIC Federal and State funding, advocacy, and meets with key policymakers.

*Quick Links*

- [View the Program and Other Event Details](#)
- 

April 22-25, 2025

### [2025 NWA Annual Education and Training Conference](#)

#### WE ARE GOING TO LAS VEGAS!

#### Save the Date!

We are thrilled to announce the **2025 NWA Annual Education & Training Conference** will be held in **Las Vegas, Nevada!**

**Dates:** Tuesday, April 22 – Friday, April 25, 2025

**Abstract Call:** Opens this fall! Prepare to share your expertise and contribute to shaping the future of WIC.

Don't miss out on this exciting event – mark your calendars now!

*Quick Links*

- [View the Program and Other Event Details](#)
-



## ACTION CENTRAL

### 2024: KEEPING WIC STRONG FOR THE NEXT 50 YEARS

For 50 years, WIC has been at the center of positive public health outcomes, championing access to healthy food, breastfeeding support, health screenings, and referrals. WIC providers have been consistently innovating to reach more eligible families and lean into a more modern service delivery model. Effective measures adopted in recent years – including the evidence-based expansion of WIC’s fruit and vegetable benefit and introduction remote service options – are positioned to become longer-term tools that can be leveraged to present WIC as a modern and accessible program that delivers targeted and impactful nutrition support at critical times of growth and development. Reframing WIC and harnessing the progress of State and local innovations will require the collective voice of WIC providers, stakeholders, and advocates to build momentum for a modern WIC. In 2024, WIC reforms can be accomplished through:

**Appropriations:** The annual process to fund federal programs, including WIC. WIC will need to see increased investment to account for the challenges of an increase in caseload. The WIC caseload increased by 5% in fiscal year 2023, from 6.4 million participants to 6.7 million. This trend of an increased caseload has been consistent across participant categories. Funding will also be needed to improve Management Information Systems to ensure timely and swift implementation of updated WIC food packages.

**USDA Rulemaking:** USDA proposed science-based updates to the WIC food packages in November 2022, including steps to make the expanded fruit and vegetable benefit permanent. More recently, USDA also proposed updates to WIC vendor regulations. These updates are anticipated to be released soon.

**Enhancing Remote Services:** In recent years, USDA has had the authority to waive physical presence requirements to provide remote services and/or remote benefit issuance to evaluate the modernization of WIC services and increase access to WIC benefits through September 2026. WIC modernization efforts, like remote appointments, have made connecting with and remaining on WIC easier, and this is why we need to build on current progress.

**Authorizing Legislation:** Despite numerous bipartisan attempts in recent years, WIC has not been reauthorized since Congress passed the Healthy, Hunger Free Kids Act in 2010. As the Agriculture Committees continue to work on advancing a Farm Bill, there are new opportunities to improve linkages between SNAP and WIC, particularly in the retail space. Despite the focus on the Farm Bill, NWA is working to support for urgently needed WIC reforms, such as the Wise Investment in our Children Act (WIC Act), MODERN WIC Act, and the WIC for Kids Act.

## TAKE ACTION TO STRENGTHEN WIC

With potential reforms on the table, now is the time to engage with the [National WIC Association](#) and help usher in the next generation of WIC services. In 2021, the National WIC Association convened the [WIC Action Network](#) to keep grassroots supporters informed and strengthen public education efforts about WIC services during COVID-19. Connect with the WIC Action Network to hear about the current policy landscape and plug in with opportunities to raise your own WIC voice. Learn more about current WIC priorities with the following resources:

# NWA Webinars

We invite NWA members to explore our various WIC-related webinars. We offer webinars on Thursdays from 3:00 - 4:00 pm ET unless otherwise noted. See below for a schedule of upcoming webinars. You can also register for upcoming webinars and watch our **archived webinars on-demand** on the **NWA Online Community Webinars Group**. The community is for WIC agency staff with active NWA membership. If you have issues accessing the online community, please email us at [membership@nwica.org](mailto:membership@nwica.org).

## NWA Webinars

To attend NWA webinars, **you must register in advance**. The links below will take you directly to registration. Upon completing your registration, you will receive a confirmation email. If you don't see that email, please check your spam/junk mail folder. We strongly recommend you add **no-reply@zoom.us** and **membership@nwica.org** to your email safe senders list to be sure you get your confirmation and other important emails about the webinar.

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### Healthy Mealtimes, Hosted by Gerber

**Tuesday September 24, 2024**, at 12:00pm PT, 1:00pm MT, 2:00pm CT, 3:00pm ET for 1 hour.

[Register](#)

#### Speaker: Dr Adriana Matiz

Description: Join us for valuable insights and strategies for supporting healthy eating habits during mealtime. The webinar will focus on age-appropriate nutrition and feeding practices and cover topics such as introducing solid foods, supporting healthy eating habits from an early age, and fostering a positive mealtime environment for families. Participants will receive practical tips and evidence-based guidance to support their nutrition counseling skills.



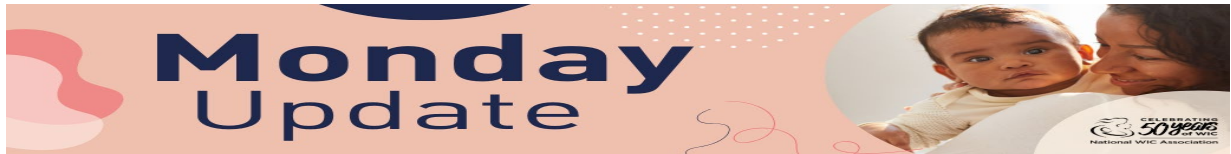
**Gerber**

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All live attendees will receive the following within approximately one week of the live webinar broadcast:

- A link to the Webinar Recording on the NWA Online Community (for members only)
- Slides (If approved by the Presenter to Share)
- Certificate of Attendance
- CDR and/or IBCLC Continuing Education Certificate (If offered)

Have a webinar question or idea? Email us: [membership@nwica.org](mailto:membership@nwica.org).



## Legislative Update

### House Fails Advance Government Funding Extension, Negotiations Continue

Last Wednesday, House Republicans had to [pull](#) their proposed Continuing Resolution (CR) from floor consideration once it became clear that the funding patch would not garner enough votes to pass. The proposed CR includes spending flexibilities for WIC, requested by the White House, to allow the program to continue serving all eligible applicants for the duration of the funding extension, which would last into March 2025. While prior House appropriations proposals for FY25 have included “riders” that would interfere with implementation of the new WIC food package rule, the CR does not do so. However, the proposal does include a controversial immigration provision, unrelated to WIC, which Senate Democrats have indicated is a non-starter in that chamber. Senate Majority Leader Chuck Schumer (D-NY) has [called for](#) a short-term funding extension to provide time to negotiate full FY25 appropriations bills after the November election.

Last week, more than 30 state and local WIC agency staff traveled to Washington, DC for the WIC Voices Summit, attending workshops on WIC policy followed by a day on Capitol Hill educating policymakers and their staff about WIC. The event included panels of bipartisan policy experts discussing important issues like WIC funding and the updated food packages, assisting attendees in crafting constructive messaging to build awareness and support for WIC. You can contact your members of Congress [here](#) to urge them to fully fund WIC and protect the integrity of the science-based food packages.

## Upcoming NWA Events



Registration is open for the [2024 Nutrition Education and Breastfeeding Conference](#) in Baltimore, Maryland, from November 19-21, 2024. This event gathers over 1,200 WIC nutrition and breastfeeding professionals, including participants from USDA, state and local WIC agencies, and vendors nationwide. HOPE TO SEE YOU IN BALTIMORE!

[Register Here!](#)

[Access the Draft Agenda!](#)

## Celebrate with Us: National WIC Enrollment Week is October 7-11!

Celebrate the third annual National WIC Enrollment Week this October 7-17! Join us in celebrating WIC, promoting program awareness, and encouraging eligible families to enroll or re-enroll. For this year's resources, NWA will release a social media toolkit and series of posters and will host an Instagram Live for eligible families on October 9.

**Looking for content for National WIC Enrollment Week?** The 2024 resources will be available soon, but you can still spread the word in the meantime! Make your own or use resources from previous years to spread the word about WIC and empower eligible participants on their enrollment journeys. Just make sure to update the copy appropriately and use graphics without dates. *All previous National WIC Enrollment Week resources and content in Spanish is available on the WIC Share Portal.*

Is your team planning to participate? Do you have questions? Let us know at [campaign@nwica.org](mailto:campaign@nwica.org).

[2023 Toolkit](#)

[2022 Toolkit](#)

### Download and Share the September 50th Anniversary Content!

### Submit Your WIC 50th Anniversary Celebration Photos!



**NWA has released its September social media toolkit and video!** This month's theme is **Enhancing Impact: WIC Technology Innovation!** Celebrate WIC's 50th anniversary and all of its amazing impacts by sharing this content with your communities!

**Help us commemorate WIC's 50th anniversary by submitting photos from your celebrations!** Share and showcase the impact of WIC in your community!

[Access the Toolkit!](#)

[Share Here!](#)

PLEASE EMAIL [comms@nwica.org](mailto:comms@nwica.org) WITH ANY QUESTIONS.



### MORE WIC! Funding and TA Opportunity

WIC agencies are invited to respond to the [MORE WIC! RFP](#) to boost equitable enrollment using data from Medicaid, SNAP, and other programs. **Submissions are due by October 15th, 2024.**

Resources to help inform your application

- [Application Planning Resource](#)
- [Advisory Council Guidance Document](#)
- [Introduction to the RFP](#)
- [Data Sharing & Matching](#)
- [Outreach & Enrollment Strategies](#)
- [Implementation & Evaluation Plans](#)

Join [upcoming Q&A sessions](#) or email [morewic@jhu.edu](mailto:morewic@jhu.edu). Visit [www.morewic.org](http://www.morewic.org) for more info.

### Help Shape the Future for WIC's Competent Paraprofessional Authorities by Sharing Your Input!

Please take the National WIC Association's Survey, [National Assessment of the Competent Paraprofessional Authority \(CPPA\) Landscape](#). Intended to assess career opportunities/pathways that exist for CPPAs on the national level, this survey is being administered as part of NWA's WIC workforce work funded by the Walmart Foundation. A term not universally utilized in WIC, CPPA is defined in USDA's Nutrition Service Standards as an individual without extended professional training in health, nutrition or clinical management who is trained and given ongoing supervision to provide a basic service or function. **The survey closes on Monday, September 30th.**

*This survey is for CPPAs and supervisors/managers of CPPAs. If you are not a CPPA and do not supervise CPPAs, please do not take the survey.*

[Take Survey!](#)

## WIC Community News & Updates

### Protecting and Improving the Dietary Guidelines for Americans Webinar

Join the Academy of Nutrition and Dietetics (AND) and the Center for Science in the Public Interest (CSPI) for a virtual briefing on the Dietary Guidelines for Americans (DGA) on **Wednesday, September 18th, from 3-4 pm EST, virtually on Zoom (see link below)**. The webinar will cover the DGA's purpose, its impact on federal food programs, and efforts to protect them amidst current legislative challenges. [This event is open to all; registration is required.](#) Opening remarks will be given by Rep. Jahana Hayes (D-CT), followed by a panel of experts, including, NWA's Senior Manager of Public Health Nutrition, Darlena Birch.

[Register Now!](#)

Please reach out to [gchamberlin@cspinet.org](mailto:gchamberlin@cspinet.org) if you have any questions. We hope to see you there!



**Empower Hispanic/Latina women to take folic acid this Hispanic Heritage Month, September 15 – October 15, 2024!**

The Centers for Disease Control and Prevention (CDC) is celebrating Hispanic Heritage Month by raising awareness of neural tube defects (NTD) which is a defect to the brain and spine. A time to celebrate the culture, traditions, and contributions of Hispanic communities, Hispanic Heritage Month is also an opportunity to raise awareness about folic acid and its important role in preventing NTDs. Did you know that Hispanic/Latina women in the United States have a higher risk of having a baby with an NTD than non-Hispanic White and Black women?

[Read More Here!](#)

**Infant Toddler Professionals' Pedagogical Beliefs and Well-being: Touchpoints for Decreasing Turnover through Workforce Development and Support**

Indiana University-Bloomington and Zero to Three invite you to participate in an online survey, INFANT TODDLER PROFESSIONALS' PEDAGOGICAL BELIEFS AND WELL-BEING: REDUCING TURNOVER THROUGH WORKFORCE DEVELOPMENT.

Recruiting and retaining qualified professionals in Infant Toddler Care and Education is a growing need in the U.S., yet the workforce is understudied. This survey aims to provide actionable insights to benefit professional development specialists, caregivers, teachers, administrators, policymakers, and researchers. Your feedback will help improve support for professionals in the field.

Questions? Contact Mary McMullen at 812-369-7232.

[Take Survey!](#)

## Get Your WIC Merch!



### Get Your WIC Swag Today!

Exciting news – the NWA store is now open! Visit the [NWA Store](#) to shop a variety of WIC swag, including t-shirts, hats, hoodies, and more. Whether you're buying for yourself or your agency, we've got you covered. If you have any questions, feel free to reach out to [shop@nwica.org](mailto:shop@nwica.org).

[Visit the NWA Store!](#)



### Announcing the WIC 2024 Recipe Book!

Enhance your resources with our **2024 WIC Recipe Book**, featuring 25 **NEW** recipes available in both English and Spanish! These tried-and-true dishes highlight the versatility and nutritional benefits of WIC food items, making them ideal for any occasion. **Fill out the order form today and make sure to share it with your community!**

[Order Your 2024 WIC Recipe Books!](#)

IF YOU HAVE ANY QUESTIONS, DON'T HESITATE TO CONTACT US AT [shop@nwica.org](mailto:shop@nwica.org)



## Career Corner

Explore additional opportunities on our [WIC Job Postings](#) page for up-to-date job listings. If you have a WIC job opening, please email [info@nwica.org](mailto:info@nwica.org) with the job title, description, organization name, city, state, and link to the job posting.

- [WIC Health Professional, Part Time, OH](#)
- [WIC Program Director, FL](#)
- [Contract Monitor, CA](#)
- [Maternal Health Specialist, CA](#)
- [Grant Expenditure Analyst, CA](#)
- [Staff Services Manager I, CA](#)
- [Local Service Senior Program Specialist, CA](#)
- [Eastbrook WIC Training Clinic Provider - Nutritionist, AL](#)

[WIC Job Postings](#)

[NWA Job Postings](#)



### [Meet Us in Minneapolis for FNCE® 2024!](#)

Many call Minneapolis the most underestimated city in the north: A dramatic riverfront skyline, three professional sports stadiums within walking distance of one another, so much art you're literally surrounded by it and a theater on almost every corner. It's a culture committed to perfecting the craft of the brew, one of the best park systems in the nation and a foodie paradise where you can get Nordic cuisine for breakfast, Ethiopian food for lunch and a "Juicy Lucy" for dinner.

## Food & Nutrition Conference & Expo®

Each fall, the Academy of Nutrition and Dietetics sponsors the world's largest meeting of food and nutrition experts — RDs, NDTRs, researchers, policymakers, health care providers and industry leaders attend FNCE® to address key issues affecting the health of all Americans. World-renowned nutrition and health experts explore the latest advances in medical nutrition therapy, health care technology, nutrition services access and opportunity, and much more.

### FNCE® registration is open!

Get ready to experience the allure of Minneapolis as the Academy of Nutrition and Dietetics brings you the ultimate gathering of food and nutrition experts, students, industry innovators and more! At FNCE®, you can dive into cutting-edge discussions led by renowned thought leaders, explore the latest ground-breaking research and network at special events designed just for you. Don't miss out on this thrilling event where the future of nutrition and health care takes center stage!

**October 5-8, 2024 | Minneapolis, MN**

[Register for FNCE®](#)

## Introducing *Your Weight Matters* Regional, A Free Weight and Health Event



Take the next step on your journey to improved health with quality, science-based education delivered by experts you can trust. At *Your Weight Matters* Regional, you'll explore a wide range of topics, from weight management to nutrition and mental health, and our expert speakers will provide valuable insights and science-based strategies to help guide you on your personal health journey. These cost-free events are an opportunity to invest time in yourself and prioritize your health.

### Why You Should Attend

**You are guaranteed to learn something new!** *Your Weight Matters* Regional experts stay up-to-date on the research and science, always sharing the latest information about weight management.

**There's something for everybody,** no matter what your personal journey with weight and health has been like thus far.

**Learn from experts who truly "get it"** when it comes to weight and how hard it can be to manage.

**You won't get advice to eat less and move more.** *Your Weight Matters* Regional speakers will break down the complexity behind weight in a way that is easy to understand.

**It's FREE!** You'll learn science-based, hands-on strategies in mental health, nutrition, weight management and more, all free of cost.

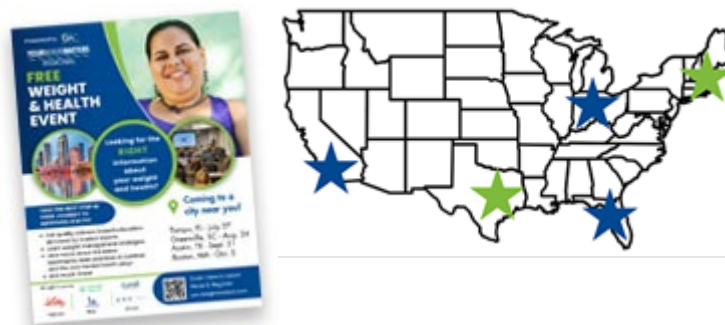
If you're ready to learn how your weight may be impacting your health, join *Your Weight Matters* Regional in a city near you!

### Upcoming Events

September 21, 2024 – **Austin, TX**

October 5, 2024 – **Boston, MA**

More cities to be announced soon! **Be notified**



**Download event flyer**

**Find out when *Your Weight Matters* Regional is coming to a city near you!**

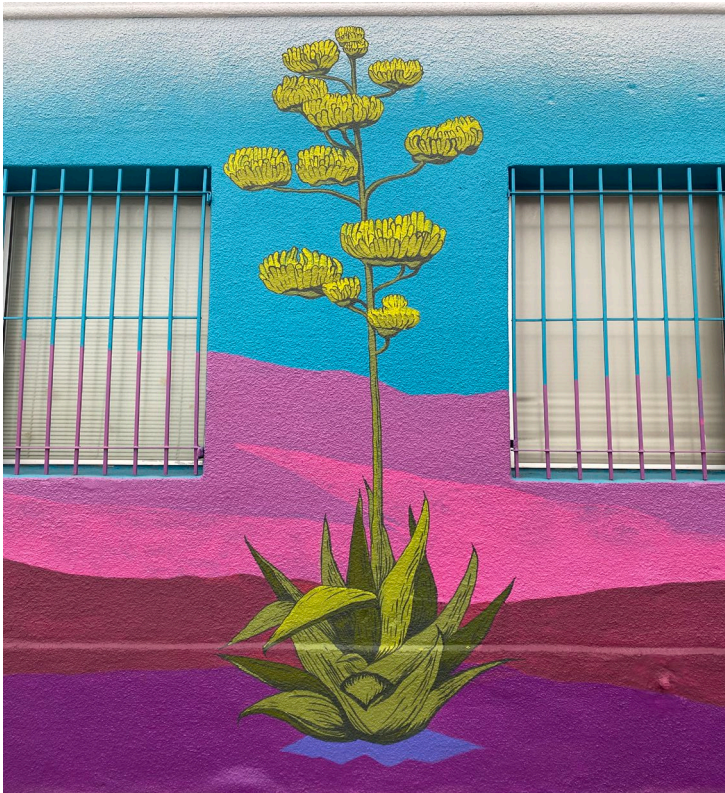
Sign up for alerts! Get on our list to be the first to know where we're headed next.

**[CLICK HERE](#)**

# LOCAL AGENCY SPOTLIGHT

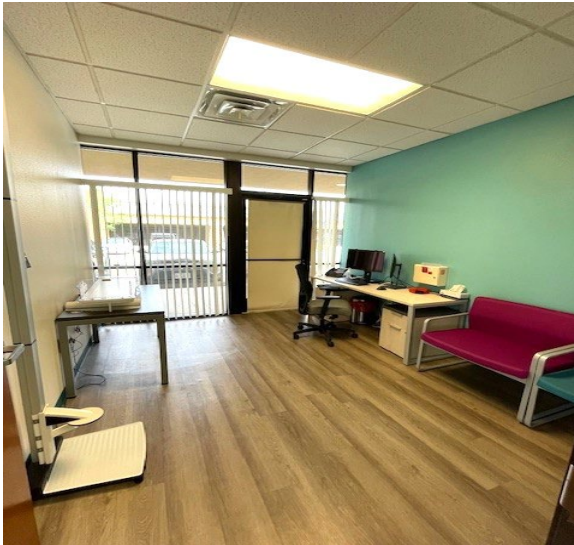
## WIC Mural (LA 033-01)

This year, we celebrated the unveiling of the Henderson WIC Mural. The project supported a local artist, Adrian Lopez, added cultural and historic character to the building, and aligned with the City of El Paso's revitalization strategy for that area of town. The City of El Paso's City Representatives and Mayor were part of an unveiling ceremony.



### Gateway WIC Center Relocation (LA 033-08)

A two-year project for relocating one of the LA's facilities was completed. The new facility showcases the Texas WIC design guidelines and offers an accessible location for the community.

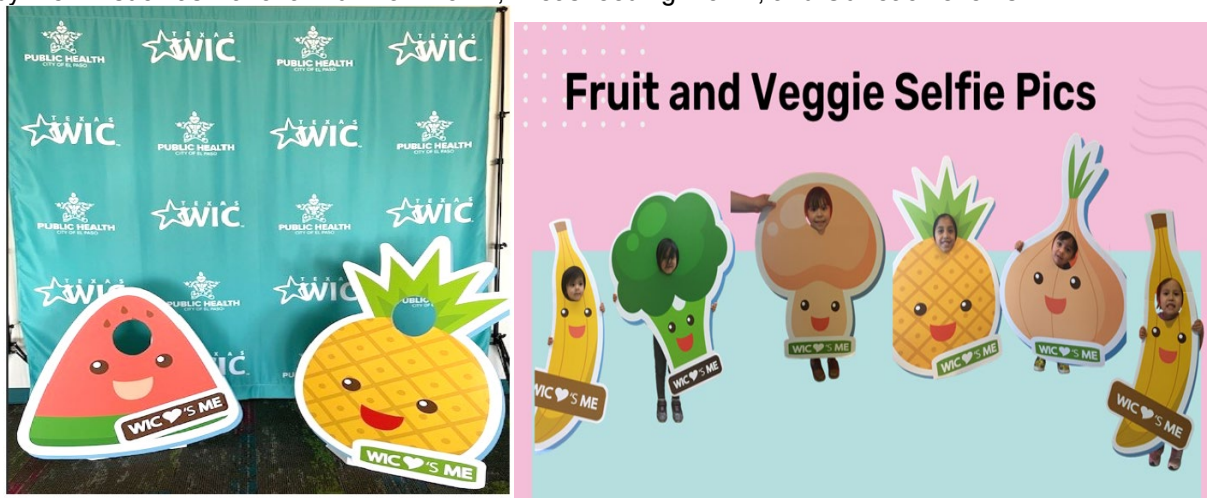


Congresswoman Veronica Escobar visited one of our WIC Centers. She asked questions about the services we render and asked about the challenges we face.



## WIC Banners & Fruits & Veggies Cut-Outs

Vanessa St. Pierre, the LA's NE Coordinator, created backdrops and fruits & veggies cut out's that are used in different events by the LA such as National Nutrition Month, Breastfeeding Month, and Outreach events.



## LA 007 Celebrates World Breastfeeding Month

CHERYL CARTER, PEER COUNSELOR COORDINATOR AND BREASTFEEDING COUNSELOR FOR LA 007

The City of Dallas (LA 007) celebrated World Breastfeeding Month throughout August. Several offices within Dallas wanted to support and celebrate WIC moms "every step of the way" in their breastfeeding journey.



Many of our offices chose to participate in their own special way. We saw very unique celebrations like "Breastfeeding is as Sweet as can BEE" and "Celebrating your Country/Cultural Origins While Breastfeeding."

Breastfeeding can be "sweet" for several reasons, such as the sweet bond a mother builds with her baby through breastfeeding; the nutrients and vitamins breastmilk provides are definitely considered sweet; and because breastfeeding is one of the sweetest gifts a mother can give her baby.

Another office celebrated the occasion by recognizing the breastfeeding journeys of women from around the world and learning how breastfeeding originated in their culture. Clients at this location loved the celebration.

Other offices held baby behavior classes where approved vendors attended and gave out specialized gifts and treats to each client. Each event was truly amazing!

## LOCAL AGENCY 042 DRIVE-THROUGH BREASTFEEDING EVENT

BY HEMA CHERUKOORU RDN, LD, NUTRITION EDUCATION COORDINATOR, LA 042

Williamson County and Cities Health District (LA 042) recently celebrated Breastfeeding Month with a drive-through breastfeeding event on August 10, 2024. This event was open to the public, and the theme was "Oh, Baby, The Places You'll Go!"

Activities included information on breastfeeding, games, a photo booth, a hydration station, community partners and vendors, bingo cards and a chance to earn prizes. There were 225 participants who attended this event, and it was a huge success!



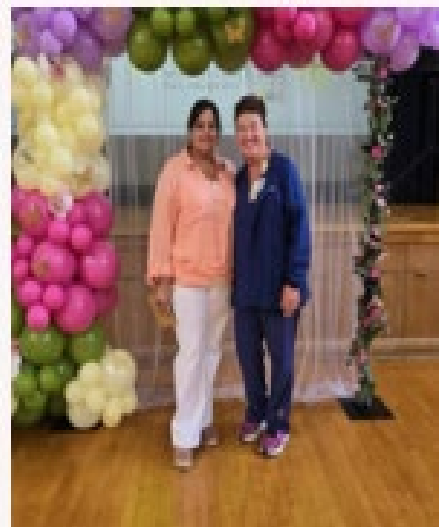


## Local Agency 005 Breastfeeding Fair

BY CARMEN GOODWIN, PHD, NUTRITION COORDINATOR, LA 005

Driscoll Children's Hospital (LA 005) WIC Program Peer Counselors hosted a breastfeeding fair on August 13, 2024 to celebrate breastfeeding month. The guest speaker was Tracy Hess, RNC-OB, BSN. She is the Coordinator of Perinatal Education at Corpus Christi Medical Center Bay Area.

Staff from community service organizations were available to assist participants with questions and provided them with helpful outreach handouts and free sample resources. Participants were treated to lunch, and each attendee received a WIC swag bag and a gift card due to the generosity of local sponsors. There was face painting and balloon animal station for the children. It was an educational, informative, fun-filled and well-attended celebration that was enjoyed by all.



## TALWD Newsletter - LA 03 Cameron County

With the new memo that went out October 2023 that outlined the expectations for nutrition education it emphasized that beginning January 2024 we needed to be in compliance with the live in-person class requirement. Although, as an agency we've always been promoting and offering our in-person classes, at times it was challenging with the convenience of online classes offered. In addition, it seemed like after Covid 19 more of our clients were drawn to the convenience of receiving their WIC services remotely or with minimal in person clinic wait time.

In efforts to draw in more clients to our clinics, in January 2024, as part of our 2<sup>nd</sup> quarter classes offered, we hosted our first live in-person cooking demonstration with Ms. Nancy Bazaldua, Assistant WIC Director and Mr. Cristhian Martinez, QA Coordinator. The recipe, which is a WIC recipe, was Black Bean Quesadillas and was also featured as a hybrid class for the rest of our sites. The live class was filmed at our Mary P. Lucio WIC clinic in English, and then in Spanish in front of a live audience. It was also broadcast live as a hybrid class via our Cameron County Public Health YouTube® page. At the end of the class, clients who attended a live or in-person class were given a small sample of the recipe and a small incentives as part of our appreciation for having them come in. Here are a few images taken from our live in-person class.

If you would like to see the class in its entirety in English or in Spanish click on the links below.

[Bing Videos](#)

[Bing Videos](#)



The image shows a YouTube video player interface. The video title is "Quesadillas de Frijoles Negros [SPAN]" and it is marked as "EN VIVO" (Live). The video content shows a man in a black shirt presenting a plate of quesadillas. The video player includes a play button, a volume icon, a progress bar showing 0:00 / 14:40, and a timestamp of 19/1/2024 12:00 PM. The video is from the channel "Cameron County Public Health" and was uploaded 2 months ago. There are icons for "Copy link", "CC", "Settings", "YouTube", and "Fullscreen" visible in the player controls.

**Quesadillas de Frijoles Negros [SPAN]**

YouTube | Cameron County Public Health | 2 months ago

Quesadillas con Frijoles Negros [SPAN]

Copy link

MORE VIDEOS

8:59 / 14:40

YouTube

Quesadillas de Frijoles Negros [SPAN]

YouTube | Cameron County Public Health | 2 months ago



# ART FUSTON AND CUSTOMER SERVICE AWARD NOMINEES

## Q3 Nominees:

Art Fuston:

**Jennifer Ranspot** - Jennifer has been an asset to Texas WIC and TALWD as she has a wealth of knowledge in both. She has been an active member in TALWD for several years and has served in many capacities. She currently serves as the 2<sup>nd</sup> Vice President and on the Technology Task Force. She brings a unique perspective to TALWD since she functions as the Director and CA for her LA (and also the Health Department Director for her PA.) This experience leads to valuable insight and recommendations for both TALWD and Texas WIC. Jennifer is also one of the nicest people you will meet. She is genuine, thoughtful and is always one of the first people to welcome new WIC Directors on board!

Customer Service:

**Tiffany Brown** - Tiffany is one of the State Agency staff that I can always count on! She responds quickly to calls and emails, and she connects me with another person if she cannot answer my questions. Tiffany also does an amazing job planning the Texas WIC NBF Conference! This is a large task for anyone to complete, and she does this job so well. We do not see or hear her voice often, but she is always working in the background to improve Texas WIC.

## Q4 Nominees:

Art Fuston:

**Adela Garcia** - Adela became a WIC Director and immediately became involved as the TALWD NWA Rep-Elect and now the NWA Representative. She is passionate about WIC and has spoke and presented on her agency's project at NWA. She is active in TALWD and provides a great voice for all Local Agencies. Adela actively listens and provides great input. She is funny, thoughtful and very sweet!

Customer Service:

**Missy Hammer** - Missy was very instrumental in bringing the Breastfeeding Courses over to our TALWD website. She provided valuable input and insight on how to make things run smoothly. Missy is very organized and stays on top of each class as they roll throughout the year. She is professional, helpful and responsive!