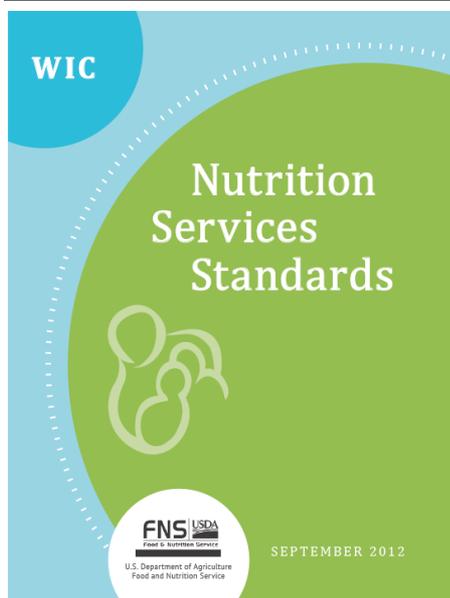


Breastfeeding and Nutrition Services Update



Loving  support
makes breastfeeding work

New USDA Publications

Healthy Tips for Active Play



Why is active play helpful?
Active play helps children develop their bodies and minds. It also helps them learn to share and work with others.

- Active children are more likely to be healthy.
- Keeping your child active helps them learn to share and work with others.
- Activities, like running and jumping, help children develop their bodies and minds.
- Active play can also help children learn to share and work with others.
- Active children are more likely to be healthy.



You can help your child be active by:
Encouraging them to play outside.
Providing them with safe places to play.
Limiting screen time.

Do you want your child to be active?

My child plays outside every day.
I make sure my child is active every day.
I make sure my child is active when playing.

If you can usually answer "yes" to these questions, your child is getting enough active play.



Healthy Tips for Picky Eaters



Do any of the statements sound familiar?

- "Ebony will only eat peanut butter."
- "Michael won't eat anything green."
- "Bananas used to be Matt's favorite."

Your child may eat only a certain type of food or refuse to eat the table and may not want to eat. Don't worry if you have children from the age of 2 to 5 years. As long as you are eating enough to be healthy. If you have concerns about your child's eating habits, talk to your pediatrician.

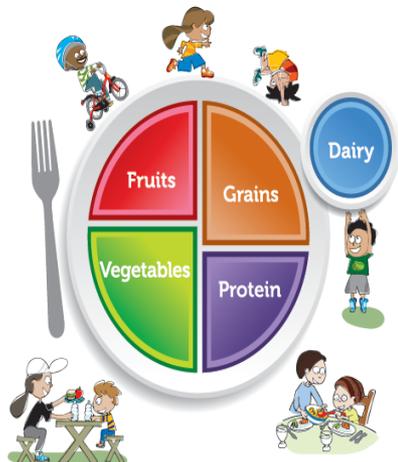
How to cope with picky eating

Your child's picky eating is temporary. If you don't try following tips to help you deal with your child's picky eating, you and your child.

- Let your kids be "produce picky"** and veggies at the store.
- Have your child help you prep** about food and get excited about tasting food with you and your child.
- Offer choice** and ask "Which would you like to eat?"
- Enjoy each other's food.** Talk about fun and interesting foods and how they may learn unhealthy eating habits.
- Offer the same food** Don't be a "short-order cook." Your child will be eating the same food.



Healthy Eating for preschoolers



ChooseMyPlate.gov



Tips for Breastfeeding Moms

Making healthy food choices with regular physical activity will keep you healthy.

What's on Your Plate?

Before you eat, think about what and how much food goes on your plate or in your cup or bowl. Over the day, include foods from all food groups: vegetables, fruits, whole grains, fat-free or low-fat dairy products, and lean protein foods.

Get your child on the path to healthy eating.



Focus on the meal and each other. Your child learns by watching you. Children are likely to copy your table manners, your likes and dislikes, and your willingness to try new foods.

Offer a variety of healthy foods.

Let your child choose how much to eat. Children are more likely to enjoy a food when eating it is their own choice.

Be patient with your child.

Sometimes new foods take time. Give children a taste at first and be patient with them. Offer new foods many times.

Let your children serve themselves.

Teach your children to take small amounts at first. Let them know they can get more if they are still hungry.

Cook together.

Eat together.

Talk together.

Make meal time family time.



Tips for Pregnant Moms

Making healthy food choices along with regular physical activity will help fuel your baby's growth and keep you healthy during pregnancy.



including:

and solid fats in foods. Some foods with empty calories:
Ice cream Sugar-sweetened fruit drinks/tea
Soft drinks/soda

plate or in your cup or bowl.
whole grains, fat-free or

variety, including

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eat and
d seeds.

sugars and solid fats in foods. Some foods with empty calories:

- Ice cream
- Sugar-sweetened fruit drinks/tea
- Soft drinks/soda

What We Recommend

who may become pregnant should avoid alcohol, smoking, and recreational drugs. Take a prenatal supplement every day in addition to eating a healthy diet. Drink water. Breastfeed your baby for the first 6 months.

How Much Should I Gain?

Weight gain depends on your weight when you become pregnant. If you are underweight, you should gain between 25 and 35 pounds. If you are at a healthy weight before becoming pregnant, the advice is different. The total amount that is right for you. If you are overweight, you should gain between 15 and 25 pounds. If you are obese, you should gain between 10 and 15 pounds. Gain 1 to 4 pounds total during the first 3 months and 4 to 9 pounds during the 4th to 9th months.



WIC Nutrition Services Standards

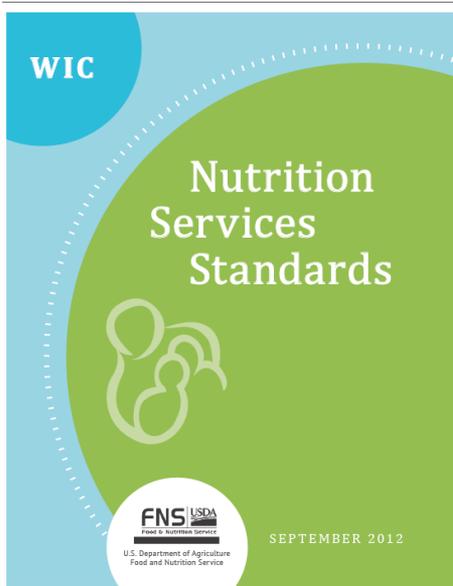
What are they?



- Document that Describes Quality Nutrition Services within the WIC Program
- Self-Assessment Tool for State and Local WIC Agencies



Nutrition Services Standards



- FNS/NWA joint workgroup drafted a revised document.
- Over 700 individual comments received from WIC State and local agency staff members.
- On-track with expected publication date of Summer 2013.

USDA National Breastfeeding Campaign



Updated Campaign

Target Audience

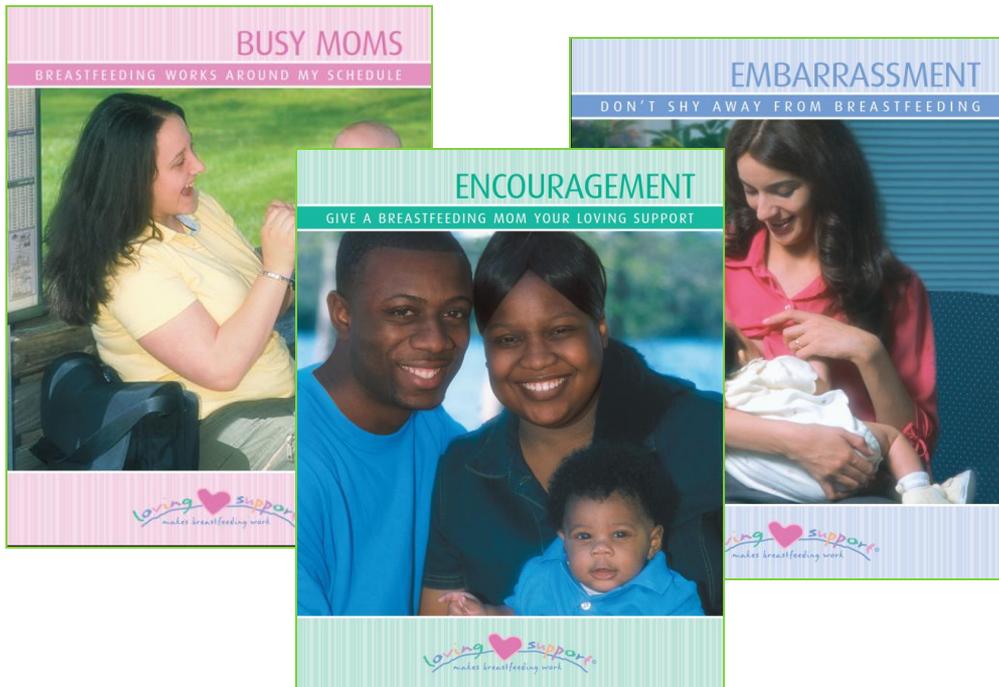
- Primary
 - WIC participants (prenatal/postpartum moms)
- Secondary
 - Significant others and Grandmothers
 - WIC staff (local/State)
 - Other health care providers and community partners (OB/Gyn, Pediatricians, Hospital staff, etc.)



Next Steps

- Target audience, campaign goals and messages will remain largely the same.
- National *Loving Support Makes Breastfeeding Work* website

- Updated electronic participant materials
- Video vignettes
- Customizable tools such as posters and banners



Peer Counseling in WIC



Adds critical dimension to WIC's efforts to help women initiate and continue breastfeeding

Goal: Integrate peer counseling into as many WIC clinics as possible

Peer Counselors

Mothers in the community with personal breast-feeding experience who provide information and support to other mothers.

- Provide support beyond usual WIC clinic hours
- Improve the continuity of care provided to WIC participants throughout the postpartum period



Loving Support[®] Model for a Successful PEER COUNSELING PROGRAM



ADEQUATE PROGRAM SUPPORT FROM STATE AND LOCAL MANAGEMENT

- Appropriate Definition of a Peer Counselor
 - Paraprofessional
 - Recruited and hired from target population
 - Available to WIC clients outside usual clinic hours and outside the WIC clinic environment
- Designated breastfeeding peer counseling program managers and/or coordinators at State and/or local level
- Defined job parameters and job descriptions for peer counselors
- Adequate compensation and reimbursement of peer counselors
- Training of appropriate WIC State/local peer counseling management and clinic staff (including use of “Loving Support[®] Through Peer Counseling: A Journey Together – For WIC Managers” and “Loving Support[®] Through

Funding for Peer Counselors

Awarded on non-competitive basis. State agencies must agree to administer peer counseling programs based on *Loving Support Model*.

– FYs 2004-2009	\$15 million
– FY 2010	\$80 million
– FY 2011	\$69.84 million
– FY 2012	\$60 million
– FY 2013	\$50 million

Loving Support through Peer Counseling: A Journey Together

Section 1	Section 2	Section 3	Section 4
<p>Module 1 The WIC Peer Counseling Program</p>	<p>Module 3 Helping Moms Overcome Common Barriers</p>	<p>Module 6 Encouraging Exclusive Breastfeeding</p>	<p>Module 9 Talking with Pregnant Women About Breastfeeding</p>
<p>Module 2 Helping Moms Say YES to Breastfeeding</p>	<p>Module 4 How to Talk with Moms About Breastfeeding</p>	<p>Module 7 Supporting New Breastfeeding Moms</p>	<p>Module 10 Talking with Mothers About Breastfeeding in the First Month</p>
	<p>Module 5 Ways to Counsel Effectively with New Moms</p>	<p>Module 8 Helping Moms When Things Don't Go As Planned</p>	<p>Module 11 Talking with Mothers About Breastfeeding As Baby Grows</p>
<p>Videos</p>	<p>Quotes</p>	<p>3-step</p>	<p>Module 13</p>
<p>Animations</p>	<p>Activities</p>	<p>Podcasts</p>	<p>Promotion</p>
<p>Picture Stories</p>	<p>Case Studies</p>	<p>Resources</p>	<p>State/Local</p>
			<p>Module 12 Talking with Mothers About Breastfeeding: Mother/Baby Apart</p>

WIC Works Resource System

<http://wicworks.nal.usda.gov/>

- Instructions for downloading and navigating materials
- Speaker Notes, Prompts, Facilitator Training Guide
- Webcasts, Videos and Podcasts
- Technical Assistance Contacts

The screenshot shows the website's header with the title "Loving Support® Through Peer Counseling" and the subtitle "A JOURNEY TOGETHER". Below the text are three photographs of women interacting with children. To the right is the "Loving Support" logo, which includes a pink heart and the tagline "makes breastfeeding work". A dark purple navigation bar contains the links "Back to Loving Support®" and "WIC Works Home". The main content area features three menu items: "Get Started - Download the Training Platform", "Learn about WIC Breastfeeding Peer Counseling", and "View Webinars, Podcasts and Videos". On the right side of the main content area, there is a video player with the title "Advice from peer counselors..." and a video thumbnail showing a woman holding a sign that reads "Breastfeeding is the best choice for babies & moms".

Loving Support® Through Peer Counseling

A JOURNEY TOGETHER

Back to Loving Support®

WIC Works Home

Get Started - Download the Training Platform

Learn about WIC Breastfeeding Peer Counseling

View Webinars, Podcasts and Videos

Advice from peer counselors...

Breastfeeding is the best choice for babies & moms

Local Agency Recognition Program



Loving Support Award of Excellence

- Recognize local agencies and clinics demonstrating exemplary breastfeeding promotion and support activities
- Criteria Secretary must consider:
 - The effectiveness of a peer counselor program;
 - Community partnerships; and
 - Other criteria the Secretary considers appropriate after consultation with State and local program agencies

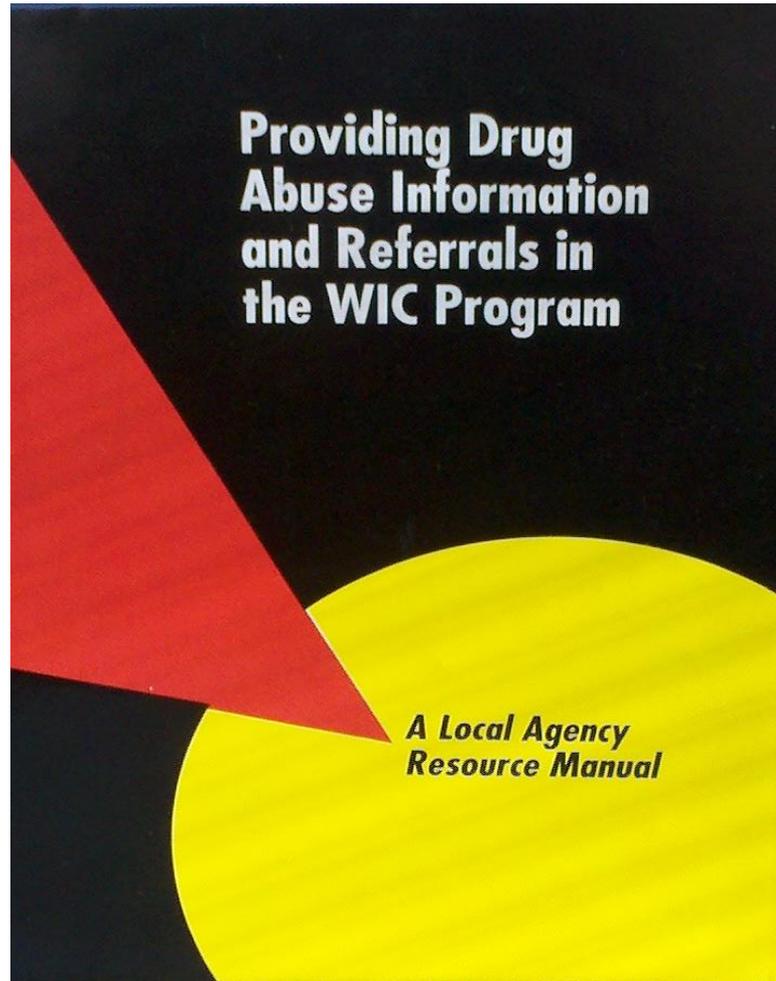


Online Application



loving  support[®]
makes breastfeeding work

Substance Use Prevention Resource Guide



Status of Final Rule to Revise WIC Food Packages

- Currently in Departmental clearance
- Approximately 8,000 comments received



WIC Works Resource System

<http://wicworks.nal.usda.gov>



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- [Infants](#)
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- [Assessment Tools](#)
- [Nutrition Education](#)
- [Nutrition Services Standards](#)
- [Food Packages](#)

Home

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

I Want To

- [Take online training](#)
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FDA Pregnancy Registry Post Cards and Fact Sheet



MARWIC Times Winter 2013 Issue



New FDA Resource on Selecting Breast Pumps



MyPlate for Preschoolers Resource English & Spanish



FNS Core Nutrition Messages



Resources for Students, Interns and New Staff



Loving Support® Through Peer Counseling: A Journey Together



Listening Skills Course Added to WIC Learning Online

WIC Works Resource System



Updated versions of WIC Learning Online courses

New course: *First Time Manager: Understanding a Manager's Role*

Questions?

Visit our website
www.fns.usda.gov/wic

