



Does “Green” Mean Clean?

Kathy Walsten, Extension Assistant, Kansas State University

Inside this issue:	
<i>General Mills “Eat Better Early” Website</i>	2
<i>Fiscal Fitness</i>	4
<i>Hot off the Press—Two USDA Reports About WIC</i>	6
<i>I Didn’t Realize That</i>	7
<i>The Power of a Smile</i>	7
<i>RD Grant Opportunity</i>	7
<i>Protecting Your Laptop</i>	8
<i>Preventing Shaken Baby Syndrome</i>	9
<i>Local Agency News</i>	10

Reusable “green” cloth grocery bags are becoming more mainstream and growing in popularity, but user beware. Bacteria may be present inside and on the outside of your reusable bag.

When transporting food, keep food safety in mind. Juices from meats can leak from packaging and contaminate ready-to-eat foods like fruits and vegetables in the cloth bag. A good rule-of-thumb is to put raw meat in a separate plastic bag before packing in reusable bags, or use a separate cloth bag for meats. Look for thermal-lined cloth bags to transport cold and frozen foods. Unpack and put these foods away first when arriving home.

Where do you set your reusable bags while putting groceries away? The outside of the bag may be contaminated from the grocery cart, the store counter or from the floor of your vehicle. If you set the bags on the counter when you get home, the germs on the bag are now on your countertops. Remember to wash and sanitize your countertops before preparing food. Keep book bags, purses and grocery bags away from the food preparation site.

When shopping for reusable cloth shopping bags, look for ones that are washable and remember to launder bags often. Flat-bottom bags make filling with groceries easier and wide straps provide support when carrying bags from the store.

Sales of reusable bags are rising, but buying the bags is just the first step. Remembering to take the reusable bags into the store with you is the next step, and keeping those bags clean is an ongoing goal.

Source: NDSU Extension Service, Food Wi\$e, #216, January 2009.



General Mills “Eat Better Early” Website

Patrice Thomsen, MS, RD, LD



General Mills has developed a new website designed to help nourish the lives of parents and their growing children and families. The website address is: <http://www.eatbetterearly.com>

As stated in the “About Us” portion of the site, General Mills believes “that healthy foods and recipes make a difference in the lives of families and help moms 'meet their families' dietary needs.” They offer easy-to-read nutrition information and basic cooking tips for kids and families. A goal of the site is to help moms balance the enjoyment of feeding their families with the fun of living a healthy, active lifestyle.

The recipes on this website were created by expert home economists in the Betty Crocker® Kitchens with the help of registered dietitians from the Bell Institute of Health and Nutrition. You might find these recipes useful as you develop nutrition education in conjunction with the new food packages. Each recipe contains at least one ingredient that qualifies for the USDA WIC food package that will be implemented by the fall of 2009.

As with any information from a website, evaluate the content before using with WIC clients.

- Does the content of handouts agree with WIC nutrition education principles?
- Although each recipe has at least one food that meets national WIC guidelines, each state approves a specific food list. Wait for the final Kansas approved foods list and compare it to the ingredients.
- Recipes from corporations usually are specific for product names, or might include ingredients for which there are cheaper alternatives. So, it will be helpful to WIC clients to explain that any brand of canned beans could be used. Or, instead of purchasing shredded cheese, the client can shred the cheese.

(Continued on next page)

General Mills "Eat Better Early" Website (continued)

Lets look at a recipe from this website and determine how we could utilize it for the benefit of the WIC client and our nutrition education efforts.

Easy Mexican Chicken and Beans

Folic acid at 40% Daily Value! Getting plenty of folic acid, from a variety of veggies, beans and grains, is important for a healthy pregnancy.

Prep Time: 30 min
Start to Finish: 1 hr
Makes: 6 servings

Recipe Tips
Substitution
A 1-pound package of chicken breast strips for stir-fry can be used in place of cutting up the chicken. While it tends to be more expensive, it can be a good buy if your grocer is offering two packages for the price of one.

1 lb boneless skinless chicken breasts, cut into 1-inch pieces

1 package (1 oz) Old El Paso® taco seasoning mix

1 can (15 oz) Progresso® black beans, drained, rinsed

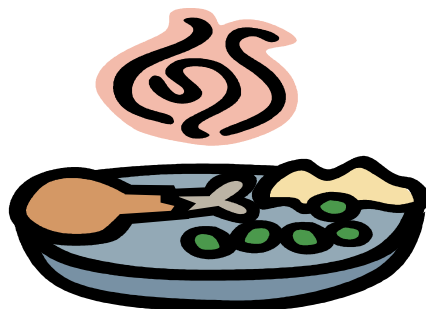
1 can (11 oz) Green Giant® Niblets® whole kernel sweet corn, undrained

1/4 cup water

6 whole wheat tortillas or Old El Paso® flour tortillas for soft tacos & fajitas (6 inch), if desired

1. Spray 10-inch skillet with cooking spray. Cook chicken in skillet over medium-high heat 8 to 10 minutes, stirring occasionally, until no longer pink in center.
2. Stir in seasoning mix, beans, corn and water. Cook over medium-high heat 8 to 10 minutes, stirring frequently, until sauce is slightly thickened. Serve with tortillas.

Before giving the recipe, "Easy Mexican Chicken and Beans" to clients, print a master from the website. Then, to personalize it and add some helpful cooking tips, handwrite some notes in the margin. The notes might state, "Try this" or "Easy way to use beans." A cooking tip to share might be, "Bake extra chicken thighs on Sunday and cut up the leftovers for this recipe on Monday." Then make a copy and decide if it looks good enough to distribute.



Fiscal Fitness

Randy Volz, WIC Fiscal Manager



In honor of Mother's Day this month, I thought that instead of boring you with more fiscal advice, I would share some numbers you might find interesting. I found the following in the *Facts for Features* series from the U.S. Census Bureau. Enjoy!

How Many Mothers

82.8 million - Estimated number of mothers in the United States in 2004.

55% - Percentage of 15- to 44-year-olds who were mothers in 2006.

80% - Percentage of women 40 to 44 who were mothers in 2006. In 1976, 90 percent of women in that age group were mothers.

How Many Children

2.1 - The total fertility rate (TFR) or number of births per woman in the U.S. in 2006. This is the first time since 1971 that the nation's TFR was above replacement, which is the birth rate required for a given generation to replace itself.

94% - Among the 37.8 million mothers living with children younger than 18 in 2004, the percentage who lived with their biological children only. In addition, 3 percent lived with stepchildren, 2 percent with adopted children and less than 1 percent with foster children.

Moms Who've Recently Given Birth

4.3 million - Number of births registered in the United States in 2006. Of this number, 435,436 were to teens 15 to 19, 112,513 to mothers 40 or older and 494 to those 50 or older.

25.0 - Average age of women in 2006 when they gave birth for the first time, down from 25.2 years in 2005. This marks the first decline since this measure became available in 1968.

40% - Percentage of births that were the mother's first in 2006. Another 32 percent were the second-born; 17 percent, third; and 11 percent, fourth or more.

18,674 - Number of births in 2006 that were the mother's eighth or more.

38,568 - Number of births in 2006 that did not occur in hospitals.

32.1 - Number of twin births per 1,000 total births in 2006.

153.3 - Number of triplet and higher order multiple births per 100,000 total births in 2006.

(Continued on next page)



*Fiscal Fitness (continued)**Biggest Month—August*

The month with the highest number of births, with 387,798 taking place that month in 2006.

Biggest Day—Wednesday

The most common day of the week to deliver, with an average of 13,482 births taking place on Wednesdays during 2006. This is the first time since at least 1990 that a day other than Tuesday had this distinction.

Working Moms (and Moms-to-Be)

5.3 million - Number of stay-at-home moms in 2008.

57% - Among mothers 15 to 50 with infants in 2006, the percentage in the labor force.

757,616 - Number of child care centers across the country in 2006. These include 73,755 centers (employing 831,361 workers) and another 683,861 self-employed people or other businesses without paid employees.

67% - Percentage of women who gave birth for the first time between 2001 and 2003 and worked during their pregnancy. This compares with 44 percent who gave birth for the first time between 1961 and 1965.

80% - Percentage of first-time mothers who worked one month or less before giving birth in the early part of this decade. This compares with 35 percent who did so between 1961 and 1965.

55% - Percentage of first-time mothers in the early part of this decade who were working by the sixth month after they gave birth. In the early 1960s, the corresponding percentage was 14 percent.

Single Moms

9.8 million - Number of single mothers living with children younger than 18, up from 3.4 million in 1970.

6.1 million - Number of custodial mothers entitled to child support in 2005.

36% - Percentage of women 15 to 50 with a birth in the past year who were not currently married.

Meals with Mommy

58% and 80% - Percentages of children younger than 6 who ate breakfast and dinner, respectively, with their mother every day in 2006. The corresponding percentages who ate with their father were 53 percent and 71 percent.

And finally, here's a number we should all plan to be a part of...Mark Your Calendars!

At five minutes and six seconds after 4 on the 8th of July this year, the time and date will be: 04:05:06 07/08/09.



Hot off the Press—Two USDA Reports About WIC

Patrice Thomsen, MS, RD, LD

These reports were released by the USDA Economic Research Service on April 17, 2009.

WIC and the Battle against Childhood Overweight

By Michele Ver Ploeg *Economic Brief* No. (EB-13) 4 pp, April 2009

One of the most worrisome aspects of the growing tide of obesity in the United States is the high rate of overweight among children. Over one in five young children, ages 2 to 5, are at risk of being overweight. The number of children at risk of being overweight has grown in the past two decades, as has the number of young children whose families participate in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). Are these increases connected? The answer appears to be “No.” However, being from a low-income family, especially a low-income, Mexican-American family, does raise the probability of a child’s being at risk for overweight. This brief examines trends in the relationship between WIC participation and weight status by updating the results of Food and Nutrition Assistance Programs and Obesity: 1976-2002 (ERR-48) to include data from the 2003-2006 National Health and Nutrition Examination Survey (NHANES).

Read the full report at <http://www.ers.usda.gov/Publications/EB13/>

The WIC Program: Background, Trends, and Economic Issues, 2009 Edition

By Victor Oliveira and Elizabeth Frazão *Economic Research Report* No. (ERR-73) 90 pp, April 2009

The mission of the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is to safeguard the health of low-income women, infants, and children through age 4 who are at nutritional risk. WIC provides nutritious foods to supplement diets, nutrition education, and referrals to health care and other social services. Administered by USDA’s Food and Nutrition Service (FNS), almost half of all infants and about a quarter of all children ages 1-4 in the United States participate in the program. WIC is USDA’s third-largest food and nutrition assistance program, accounting for 10 percent of total Federal spending on food and nutrition assistance. This report describes the WIC program—how it works, its history, program trends, and the characteristics of the population it serves. It also examines current issues facing WIC, focusing mainly on those with important economic implications.

Read the full report at <http://www.ers.usda.gov/Publications/ERR73/>



I Didn't Realize That

Brad Iams, Vendor Manager

I want to take this opportunity to share with you some information about our WIC vendors. Frequently we hear about complaints and problems, and we don't take the time to recognize the hard work and effort that vendors invest in helping administer the WIC program.

In an average month Kansas WIC vendors process 195,000 WIC checks. And in an average month only 1,000 of those checks are rejected by the banking system. To put that in perspective, only 0.50% of WIC checks are rejected, on average, on a monthly basis. That is only one half of one percent! I would say that our WIC vendors in Kansas are doing a great job! So, the next time you are monitoring your vendors please take the time to thank them for the work they do for the WIC program. Because, if we didn't have vendors we wouldn't have WIC.

The Power of a Smile

Pam Combes, WIC Program Consultant

The importance of a smile should not be underestimated. Smiles are like yawns, they are contagious. If you smile, the other person usually smiles back. Dr. David Lewis, British psychologist says, "When someone important smiles at us and we smile back, brain chemistry changes and powerful emotions are triggered. As a result, we feel more optimistic, happy and motivated." Who wouldn't want happy, optimistic, and motivated clients?



RD Grant Opportunity

Julie Ornelas, RD, LD

Quaker Oats announced in April a grant opportunity for registered dietitians. The goal of the grants is to power the potential of registered dietitians to do good in their community by helping fight hunger, improve nutrition status and deliver nutrition education.

Quaker is awarding five winners each month from May through September 2009 for a total of 25 grant winners. Visit the Quaker web site at: www.quakeroats.com/GoHumansGo and navigate to the special RD section. Submit the online application form, which requires a 150 word or less description of your project that will help combat hunger in your community. Awards consist of a \$1000 grant. The selection committee will base awards on:

- Originality/uniqueness (50%)
- Relevance to fighting hunger and improving nutrition status (20%)
- Potential impact on community/individuals involved (20%)
- Nutrition education components (10%)

Protecting Your Laptop

Darrel Finley, KWIC IT Program Manager



Many WIC clinics, especially traveling clinics, rely on laptops. Because they are small and easily transported they are also easily lost or an ideal target for thieves. It is important to make sure you secure your laptop to protect both the machine and the information contained on it.

If your laptop is lost or stolen, the most obvious loss is the device itself. However, all of the information stored on it is at risk, as well. The data is often far more valuable than the laptop. We've all read about lost or stolen laptops containing confidential or sensitive information. Even if there isn't any sensitive or confidential client information on your laptop, think of other information that could be at risk: passwords, emails, contact information, etc. Below are tips to help you secure and protect your laptop.

Steps to take before you leave the office

Have your laptop configured to boot from the hard drive first - By forcing your laptop to boot from the hard drive first, it prevents someone from rebooting your laptop from another drive e.g. floppy drive, CD, flash drive. Install (if necessary) and maintain firewall and anti-virus software. This will protect laptops from unauthorized access and malicious code. Keep your antivirus and firewall software updated. Be sure all critical information is backed up – laptops should not be the only place important information is stored. Remove information not needed – Don't carry around sensitive and personal information on your laptop that is not necessary to you or your work. Store your laptop securely - When not in use, store it out of sight and, whenever possible, in a locked drawer or cabinet. Record identifying information and mark your equipment - Record the make, model and serial number of the equipment in a separate location so that if your laptop is stolen the information will be available to the authorities. Label your laptop with an identifying label. Ensure the inventory label is attached and recorded.

Steps to take when traveling

When traveling by car - If it is necessary to leave a laptop in a car, lock it in the trunk or other location where it is out of sight. Never leave your laptop in cars for extended periods during either very hot or very cold weather. Never leave the vehicle unlocked when unattended, even for a minute. Do not leave your laptop in the vehicle overnight. Downplay your laptop - There is no need to advertise to thieves that you have a laptop or that you have the latest, greatest features. This is the type of language thieves look for, to identify potential targets. Avoid leaving your laptop in public areas, and consider non-traditional bags for carrying your laptop.

Steps to take at home

Keep the laptop out of sight when not in use - If it is not in plain sight, a thief may not find it. Treat it as if it were cash - Think of the laptop as \$1,500 in cash and protect it accordingly.

What should you do if your laptop or other portable device is lost or stolen?

Report the loss or theft to the appropriate authorities as soon as possible. Additionally, contact:

KWIC Help Desk - They can then inform the appropriate parties to help protect any services that may be at risk.

KDHE State WIC Office - Contact the staff person assigned as your lead contact person.

Preventing Shaken Baby Syndrome

Julie Ornelas, RD, LD

Two new studies in Canada and the United States show that educational materials aimed at preventing shaken baby syndrome increased new mother's knowledge about infant crying, which is the number one trigger for people abusing babies by shaking them. The materials also influenced mothers to warn caregivers about shaken baby syndrome and advise them on strategies for coping when infants cry inconsolably. The study of mothers in Seattle, Washington is published in the March 2 issue of *Pediatrics* and the study of mothers in Vancouver, British Columbia is published in *The Canadian Medical Association Journal*.

“Changing knowledge is a critical first step in changing behavior, and this is important public health work because the results show it's possible to change people's ideas about crying,” says Dr. Ronald Barr, the lead author of both studies. Dr. Barr is head of community child health at the Child & Family Research Institute and professor of pediatrics in the Faculty of Medicine at the University of British Columbia. “Most new parents aren't aware that it's normal to feel frustrated by infant crying and that some newborns will cry for up to five hours a day.”

Both studies were randomized controlled trials testing “The Period of PURPLE Crying” educational program, which consisted of a 12-minute educational DVD and an 11-page information booklet. “As crying starts within two weeks of birth, it's imperative that new parents receive information and learn coping strategies early,” says Dr. Barr. “The incidence of infant crying peaks at two months and the incidence of shaken baby syndrome follows closely by peaking at three months.”

The National Center on Shaken Baby Syndrome in Ogden, Utah, developed the PURPLE materials, which are available to institutions for a small fee. The PURPLE materials teach that the following features are typical:

- Peak pattern, where crying increases, peaks during the second month, then declines
- Unexpected timing of prolonged crying
- Resistance to soothing
- Pain-like look on the face
- Long crying bouts
- Evening and late afternoon clustering

To cope with crying, parents are advised to do the following:

- Increase “carry, comfort, walk, and talk” behaviors with the baby.
- If the crying is very frustrating and the parent or caregiver needs a break, then place the baby in a safe place and walk away for 5-10 minutes.
- Never shake or hurt a baby.

The National Center on Shaken Baby Syndrome develops and tests prevention programs for organizations in North America and provides international training on shaken baby syndrome. “The Period of PURPLE Crying Program” is available through the National Center: www.dontshake.org.

Nutrition and WIC Services

*Kansas Department of Health and Environment
Nutrition and WIC Services
1000 SW Jackson, Suite 220
Topeka, Kansas 66612, 1274*

*Phone: 785-296-1320
Fax: 785-296-1326*

264-19

*Published by Kansas Department of Health and Environment.
Mark Parkinson, Governor. Roderick L. Bremby, Secretary.
Managing Editor: Julie Ornelas. Reprinting of articles should
credit KDHE. This is an equal opportunity program. If you feel
you have been discriminated against because of race, color, national
origin, sex, age, or disability, write to the Secretary of Agriculture,
USDA, Washington, DC.*

WE'RE ON THE WEB!

WWW.KDHEKS.GOV/NWS-WIC

Growing healthy Kansas families



Our Vision: Healthy Kansans living in safe and sustainable environments

Local Agency News

We welcome these new WIC employees:

Butler County, Gayle Koob, RN

Ford County, Lori Gilliam, RN

Ford County, Carol Heydman, RN

Johnson County, Rosalba Garcia, Clerk

Johnson County, Anne Kreutzer, RD

Clark, Ford, Gray, Hodgeman, Meade Counties, Susan Lukwago, RD

Meade County, Patti Leach, RN

Saline County, Anne Jung, Clerk

Sedgwick County, Gail Keller-Cox, Clerk

Shawnee County, Sheila Lavella-Kahn, Clerk

Shawnee County, Marla Rice, RN

We say goodbye to these WIC friends:

Leavenworth County, Sandy Walton, Clerk

Neosho County, Michelle Allen, RN

Shawnee County, Leslie Jamerson, Clerk

Shawnee County, Stacie Steenbock, Clerk

Sumner County, Jill Rojas, RD

Congratulations to: Pamela Luna, Clerk, Barton County, on her recent marriage.

Janet Johnson, RD, Jewell and Mitchell Counties, on the birth of her grandchild.