

Salt and Sodium

1. Think fresh.
2. Cook more often at home.
3. Fill up on veggies and fruits. They are naturally low in sodium.
4. Choose dairy and protein foods that are lower in sodium.
5. Adjust your taste buds.
6. Skip the salt.
7. Read the label.
8. Ask for low-sodium foods when you eat out.
9. Pay attention to condiments.
10. Boost your potassium intake.



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National Nutrition Month

When it comes to achieving optimal health, a person's daily routine is what is most important. That is why, as part of National Nutrition Month® 2015, the Academy of Nutrition and Dietetics urges everyone to "Bite into a Healthy Lifestyle."

Every year in March, the Academy encourages Americans to return to the basics of healthy eating through their promotion of National Nutrition Month. This year's theme encourages individuals to adopt a healthy lifestyle that is focused on consuming fewer calories, making informed food choices, and exercising daily to achieve and maintain a healthy

weight, thereby reducing the risk of chronic disease and promoting overall health.

The Academy strives to communicate messages regarding healthful eating that emphasize balancing food and beverage consumption within an individual's energy needs as opposed to focusing on any one specific food or meal. To this end, it is the Academy's position that improving overall health requires a lifelong commitment to healthful lifestyle behaviors, emphasizing sustainable and enjoyable eating practices and daily physical activity.

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Did You Know?

Information about Kentucky WIC has recently been added to the USDA, FNS website. Click below and view the slide show.

For more information see DG Tip Sheet No. 14. U.S. Department of Agriculture

<http://www.fns.usda.gov/wic/women-infants-and-children-wic>

www.choosemyplate.gov

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Initiated in 1973 as a week-long event, National Nutrition Week was extended to last the entire month of March in 1980 in response to a growing public interest in nutrition.

As part of this public education campaign, the Academy's National Nutrition Month website (<http://www.nationalnutritionmonth.org/nnm/>) includes a variety of helpful tips, games, promotional tools, and educational resources, all of which are designed to spread the message about the benefits of good nutrition and are based on the "Bite into a Healthy Lifestyle" theme.



Registered Dietitian/Public Health Nutritionist Day

Registered Dietitian/Public Health Nutritionist Day was held on Wednesday March 11, 2015. We want to recognize the three (3) categories of Nutrition Professionals in public health that use their nutrition expertise to help people of all ages make healthy lifestyle choices every day.

1. A **Registered Dietitian (RD)/Registered Dietitian Nutritionist (RDN)**, in addition to holding the required bachelor degrees in nutrition or food science, has successfully completed an internship or Master's degree program approved by the American Academy of Nutrition and Dietetics and has passed the national examination to become an RD/RDN. Many RD/RDN's in public health coordinate programs that help individuals to improve their weight, increase physical activity and lower the risk of chronic diseases and other conditions. The RD/RDN can provide Medical Nutrition Therapy (MNT). MNT refers to the assessment of nutritional status and developing a specialized nutrition treatment care plan for patients and clients.

Reimbursement for Medical Nutrition Therapy (MNT), conducted by a licensed RD/RDN, is

provided by Medicaid MCOs and other third party payers for many medical conditions and by Medicare for diabetes, gestational diabetes and renal disease.

2. A **Certified Nutritionist (CN)** has completed a Master's degree in nutrition, food science, public health or a related field from an accredited college or university. The CN can provide the same services as the RD/RDN, however reimbursement for Medical Nutrition Therapy (MNT) may not be covered.
3. A **Nutritionist** has a Bachelor's degree in dietetics, nutrition, public health or a related field from an accredited college or university. Most nutritionists in public health work with the WIC Program providing valuable nutrition education that research has shown positively influences the health of participating women, infants and children.

Thank you to all Nutrition Health Professionals in public health for your dedication, your expertise and the contributions that you bring to improving the health of our communities.

2014 WIC Farmers' Market Nutrition Program

The WIC Farmers' Market Program (FMNP) had an exciting year in 2014. The WIC FMNP Program consisted of 75 Farmers' Markets, 40 agencies, and 63 counties throughout the state. The overall state redemption rate was 70%, which is the highest rate of redemption since the Program began. Of the 63 counties, 25 had an increased redemption rate from last year and 4 had rates that stayed the same. There were 12 counties with redemption rates over 50% this year.

Two (2) counties had a redemption rate greater than 70%. We want to recognize them for their extraordinary efforts in helping to increase the redemption rates this year. Those two counties were:

- Grayson 79%
- Warren 71%



Floyd County Farmers' Market

There were 4 counties that had a redemption rate of over 60%. These hardworking counties were:

- Rowan 66%
- Grant 64%
- Lewis 63%
- Graves 61%

As in the past, the counties with the highest redemption rates had excellent working relationships with their extension offices and the local health department. Many of them were able to obtain grants from the Community Farm Alliance (CFA) for "Double Dollars." This allowed WIC participants to get twice the allotted WIC food instrument (FI) amount. Many of the markets conducted taste testing and cooking classes. The WIC Farmers Market Cookbook was also given to participants that used the program's food instruments (FIs). This cookbook is available on the Nutrition Services website.



Community Farmers' Market Bus

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The most successful markets conducted grand openings with featured speakers and live music. Special activities were arranged for children such as making cars out of zucchinis. One market renovated an old school bus that farmers used to deliver their fruits and vegetables on scheduled days. The bus parked and served customers at the local health department and served participants who had difficulty with transportation to the market.

The Northern Kentucky and Harrison County Health Departments provided assistance by giving food instruments (FIs) to eligible WIC participants at their market locations. Staff encouraged participants to use their FIs while they were at the market. On more than one occasion, markets were set up in local health departments' parking lots. The health



Grant County Market



Lincoln County Market

department staff would also make phone calls to remind participants to use their food instruments (FIs) by the expiration date.

The county extension offices provided bags and recipes to customers and their children. Additionally, they made meeting space available for trainings to be conducted at no charge. In some instances, the extension offices made staff available to help shoppers find what they wanted at the market.

It took collaboration of several partners to increase the amount of fresh fruits and vegetables in the diets of our WIC participants. This, in turn, increased our redemption rates for the year.

If you have any ideas you would like to share or if you have special events already set up for your market and would like someone from the state office to attend, please contact Beverly Salchli at Beverly.Salchli@ky.gov or (502) 564-3827, ext. 4328.

Text4Baby Updates

The Text4Baby app makes it easy for mothers to get critical health and safety information. As a complementary tool to Text4Baby text messages, the free app offers additional content and interactive features that enhance the overall Text4Baby experience. The app is available in the iTunes and Google Play app stores.

Text4Baby officially launched the new free app version of the text message library for pregnant and new moms on Monday, November 10, 2014. The app is currently only in English but will be developed in Spanish in the future.

Features of the app include:

- A weekly planning list of medical, developmental, and lifestyle items;
- Appointment reminders that are set up through the application itself and received through the text message service; and
- Helpful health hotlines and community resources.

For more information, visit www.text4baby.org. This promotional flyer at: <https://www.text4baby.org/templates/bee20/images/2014/app%20flyer.pdf> can be shared with your clients.

Text4Baby has also partnered with Text2Quit to help pregnant, nursing, and postpartum mothers quit smoking.

Women are encouraged to enroll in Quit4Baby once they enroll in Text4Baby. The Text2Quit program has proven to be successful in a recent study published in the American Journal of Preventive Medicine: <http://www.ajpmonline.org/article/S0749-3797%2814%2900177-9/abstract>. In this study, Text2Quit was shown to double quit rates when compared to the control group.

Choose 1% or Less Promotion

As part of its regular community services plan, the Calloway County Health Department participated in the Murray Calloway County Park's annual Trail of Treats event in October 2014.

To promote the WIC regulation that requires the issuance of 1%-or-less milk to children age 2 and older, members of the staff donned costumes to represent the "Choose 1% or Less" theme. Rita Allen, Amy Ferguson, Marjori Oakley, and Michele Burton enjoyed promoting the "Choose 1% or Less" theme. Over 1,000 people attended the Trail of Treats event.



Meet the Program Management Section Staff

The Program Management Section staff is responsible for providing support to local health departments, contract agencies, and WIC field representatives to ensure compliance with federal and state regulations and the Kentucky WIC and Nutrition Manual.

The section is responsible for a variety of tasks:

- Monitoring 63 agencies and 145 sites;
- Performing federally mandated management evaluations;

- Providing technical assistance through routine monitoring visits to local health departments;
- Developing policy guidance in accordance with regulatory requirements; and
- Printing and distributing WIC outreach and certification materials.

Program Management Section staff can be reached at (502) 564-3827, option 5.



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Resources

Association of State Public Health Nutritionists (ASPHN)

www.asphn.org

Prepared with the support of the Maternal and Child Health Bureau, Health and Human Services, this reference includes a sampling of print and electronic resources related to an overview of the Affordable Care Act (ACA) and nutrition and preventative services provisions within the ACA.

Association of State and Territorial Health Officials (ASTHO)

<http://www.astho.org/Policy-and-Position-Statements/Healthy-Eating-Position-Statement/>

Healthy Eating Position Statement includes specific recommendations for state and local agencies.

WIC Baby Behavior Basics

<http://wicworks.nal.usda.gov/wic-learning-online>

WIC Baby Behavior Basics is a one hour online course available through WIC Learning Online. The goal of this course is to introduce WIC staff to Baby Behavior concepts and techniques. Using this knowledge, the staff can in turn educate and support caregivers and parents on how to appropriately respond to the behaviors and cues of infants.

WIC Baby Behavior Basics is approved for 1 CEU for Registered Dietitians. Continuing education credit for nurses for this course will be coming soon.

From the Academy of Nutrition and Dietetics

Standardized Pediatric Malnutrition Identification and Documentation Indicators Needed

www.eatrightpro.org/resource/media/press-releases/positions-and-issues

Daily Consumption of Blueberries May Lower Blood Pressure

<http://dx.doi.org/10.1016/j.jand.2014.11.001>

Dietary Guidelines Committee Report Needs to Result in a Healthful Eating Plan That Is Easy for Consumers to Follow

www.eatrightpro.org/resource/media/press-releases/public-policy

Academy Calls on Decision Makers to Integrate RDNs into Emerging Health Care Models

www.eatrightpro.org/resource/media/press-releases/public-policy

On Registered Dietitian Nutritionist Day and Every Day: Academy of Nutrition and Dietetics Celebrates the Experts

www.eatrightpro.org/resource/media/press-releases/national-nutrition-month

Optimizing the Nation's Health Through Food and Nutrition, Academy of Nutrition and Dietetics Launches New and Redesigned Websites

www.eatrightpro.org/resource/media/press-releases/leadership-announcements

Relationships among Socioeconomic Status, Dietary Intake, and Stress in Breastfeeding Women

<http://www.andjrn.org/article/S2212-2672%2814%2901879-6/abstract>

Journal Review

Clinical Pediatrics, Published online January 20, 2015

<http://dx.doi.org/10.1177/0009922814566930>

Lifestyle Behaviors of Parents of Children in Pediatric Weight Management

International Journal of Eating Disorders, Published online January 30, 2015

<http://dx.doi.org/10.1002/eat.22384>

Trajectories of Picky Eating During Childhood: A General Population Study

Clinical Pediatrics, February 2015

<http://dx.doi.org/10.1177/0009922814529363>

Maternal and Child Roles in the Feeding Relationship

American Journal of Preventive Medicine, February 2015

<http://dx.doi.org/10.1016/j.amepre.2014.08.031>

Trends in Pre-Pregnancy Diabetes Among Deliveries in 19 U.S. States, 2000-2010

Frontiers in Cellular and Infection Microbiology, February 2015

<http://dx.doi.org/10.3389/fcimb.2015.00003>

Milk- and solid-feeding practices and daycare attendance are associated with differences in bacterial diversity, predominant communities, and metabolic and immune function of the infant gut microbiome

Pediatrics, Published online February 2, 2015

<http://dx.doi.org/10.1542/peds.2014-3251>

Sodium and Sugar in Complementary Infant and Toddler Foods Sold in the United States

Clinical Pediatrics, Published online February 2, 2015

<http://dx.doi.org/10.1177/0009922815569202>

Associations Between Breast Milk Feeding, Introduction of Solid Foods, and Weight Gain in the First 12 Months of Life

In the News

Maternal Obesity Increases Risk of Infant Death

www.medicalnewstoday.com/articles/286300.php

Exercise May Prevent Excess Weight Gain During Pregnancy

www.reuters.com

Exclusive Breastfeeding May Ease Transition to Solid Food

<http://consumer.healthday.com>

Lawmakers Propose Bill to Create Single Food Safety Agency

<http://www.reuters.com/article/2015/01/28/>

Listing Calories on Fast-Food Menus Spurs More Healthful Choices by Parents

www.washingtonpost.com/national/health-science/

Doctor Writes Prescriptions for Produce

www.chron.com/neighborhood/memorial/news/

U.S. Obesity Rate Inches Up to 27.7% in 2014

<http://www.gallup.com/poll/181271/>

Food for Thought: WIC Works

<http://www.psmag.com/health-and-behavior/food-stamps-thought-wic-supplemental-nutrition-program-96798>

USDA Proposes New Measures to Reduce Salmonella and Campylobacter in Poultry Products

www.usda.gov/wps/portal/usda/

WHO Unveils Nutrient Profiling to Restrict Marketing to Kids

www.foodnavigator.com/Policy/WHO-unveils-nutrient-profiling-to-restrict-marketing-to-kids

Dates to Remember

March 1-31, 2015

National Nutrition Month

<http://www.nationalnutritionmonth.org/nnm/>

March 11, 2015

Registered Dietitian Nutritionist Day

<http://www.nationalnutritionmonth.org/nnm/>

March 16-20, 2015

Lactation Counselor Training Course

Louisville, KY

<http://www.centerforbreastfeeding.org/clc.htm>

March 24-25, 2015

Louisville, KY

Kentucky Academy of Nutrition and Dietetics

Food and Nutrition Conference and Exhibition

<http://www.kyeatright.org/kdafnce2015.html>



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Kentucky Public Health
Prevent. Promote. Protect.

This institution is an equal opportunity provider.
WIC is a registered service of the U.S. Department of Agriculture
for USDA's Special Supplemental Nutrition Program for
Women, Infants and Children.

