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MyPlate

In June of this year, the United States Department of Agriculture (USDA) unveiled a new tool to help Americans make healthier food choices. This new icon, called MyPlate, represents the latest in nutrition and health research and is based on the 2010 Dietary Guidelines.

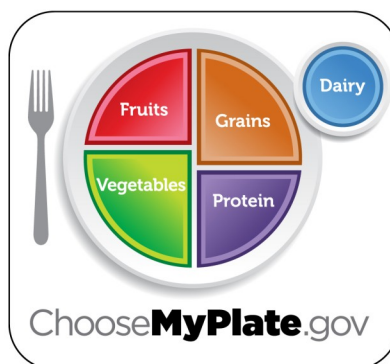
MyPlate strives to make meal planning easier by showing recommended amounts of each food group more clearly. By using a familiar meal planning tool, a plate, one can easily see that fruits and vegetables should take up half the plate while grains and protein make up the other half. MyPlate also reminds us to include dairy products in our diet. Adults and children over the age of two should choose low-fat or non-fat dairy products.

What are some messages from MyPlate?

MyPlate is meant to help people implement the 2010 Dietary Guidelines and features seven key messages to help consumers focus on their dietary habits and behaviors:

- Enjoy your food, but eat less;
- Avoid oversized portions;

- Make half your plate fruits and vegetables;
- Switch to fat-free or low-fat (1%) milk;
- Make at least half your grains whole grains;
- Compare sodium in foods like soup, bread, and frozen meals—and choose foods with lower numbers; and
- Drink water instead of sugary drinks.



Learn more!

Visit www.choosemyplate.gov to learn more about the new food guide icon. The website includes sample menus, recipes, and print-ready handouts, including the very useful “10 Tips” series. The “10 Tips” series contains information on various topics, including how to add more fruits and vegetables to your diet, how to build a healthy meal, and even how to cut back on your child’s sweet treats.

Choosemyplate.gov also gives people the chance to personalize MyPlate based on their individual needs and includes an interactive meal planner.

You can follow ChooseMyPlate.gov on [twitter](https://twitter.com/ChooseMyPlate) to get the latest information and tips for using MyPlate.

August Marks World Breastfeeding Week

The following press release from the Kentucky Cabinet for Health and Family Services will soon be released statewide. Encourage your local media to run this piece during World Breastfeeding Week.

FRANKFORT, Ky—In honor of World Breastfeeding Week Aug. 1-7, the Kentucky Department for Public Health (DPH) stresses the importance of providing support for breastfeeding families.

According to DPH, mothers have more success breastfeeding their babies when they have adequate support from healthcare providers, family, friends and their community. The 2011 World Breastfeeding Week slogan “Breastfeeding Support: Stay Connected” focuses on the importance of the connection between mother and baby, as well as the importance of having support.

“We stress breastfeeding as the gold standard in infant feeding, because of the nutritional and health advantages it provides,” said Dr. William Hacker, DPH commissioner. “Women have more success with breastfeeding when they receive consistent and accurate information, and are supported by their health care providers, family and community.”

Research shows that when mothers who wish to breastfeed are supported by family, friends, employers and professionals like International Board Certified Lactation Consultants (IBCLCs), they resolve questions and problems faster and become more satisfied with their breastfeeding experience.

“When breastfeeding mothers have little support, they are more likely to stop breastfeeding before they reach their goals,” said Marlene Goodlett, breastfeeding promotion coordinator for DPH. “We strongly recommend that mothers who want to breastfeed

should contact an IBCLC, who can help them learn to breastfeed and provide information and support along the way.”

Medical and professional organizations worldwide emphasize breastfeeding and the importance of support for new mothers. The World Health Organization (WHO), American Academy of Pediatrics (AAP), and other medical organizations recommend that babies are exclusively breastfed for the first six months of life, and continue to be breastfed, along with other food sources, for at least a year.

Laws have been passed in Kentucky to protect women who wish to breastfeed their babies in public. This law permits a mother to breastfeed her baby or express breast milk in any public or private location. This law also states that breastfeeding is not to be considered an act of public indecency or indecent exposure.

In addition, the Kentucky Women, Infants and Children (WIC) Breastfeeding Peer Counselor Program provides support and information for prenatal and breastfeeding mothers to help ensure good health for Kentucky’s babies. The program operates through local health departments and provides one-on-one counseling, information and round-the-clock guidance for mothers new to breastfeeding.

“The peer counseling service is a wonderful program for breastfeeding mothers,” said Goodlett. “We’ve had a great deal of success helping mothers learn to breastfeed and remain committed to their breastfeeding goals.”

For more information, contact Goodlett at (502) 564-3827, ext. 3612. Information on breastfeeding can be found at <http://chfs.ky.gov/dph/mch/ns/breastfeeding.htm>.



New Staff Members

We would like to congratulate staff members who have taken new positions within the Nutrition Services Branch.

Stephanie Turner, formerly Secretary for the Vendor Management Section, is now the Administrative Specialist with the Vendor Management Section. She will be responsible for the Vendor Applications. She can be reached at 502-564-3827 ext. 3835 or stephanien.turner@ky.gov.

Nicole Nicholas, MS, RD, LD, formerly the Nutrition Coordinator for the WIC Program, is now the Dietitian Consultant/Section Supervisor for the Clinical Nutrition Section. She can be reached at 502-564-3827 ext. 3856 or nicole.nicholas@ky.gov.

The Nutrition Services Branch would also like to welcome a new staff member, Nancy Merk, MS, RD, LD, IBCLC. Nancy was formerly the Regional Breastfeeding Coordinator and Breastfeeding Peer Counselor for Northern Kentucky District Health Department. She is now the Breastfeeding Peer Counselor Coordinator for the state. She can be reached at 859-815-7640 or nmerk0001@kctcs.edu.

We would also like to welcome back a former staff member, Rita Hatcher. Rita was formerly a WIC Program field representative. She later worked for Cumberland Valley District Health Department and is now a Health Program Specialist.

WIC Resource Guide

The Kentucky WIC Resource Guide for Formula and Medical Foods was revised March 2011 and is on the Nutrition Branch website: <http://chfs.ky.gov/dph/mch/ns/>. To view the revised guide: Open the link above and click on "Formulas" on the right side of the page. Then click on "2011 Formula Resource Guide". It is helpful to save this link to your computer desktop as a quick reference.

Anytime the Kentucky WIC Resource Guide for Formula and Medical Foods is updated, you will receive a notice that it has been updated and the revised version will be posted to the website.

Please be sure to discard any previous editions of the WIC Resource Guide for Formula and Medical Foods.

FIT WIC Update

FIT WIC activity kits were mailed to all WIC Coordinators on July 1, 2011. The kit will assist in promoting the importance of physical activity to preschool children and their parents/caregivers.

Each agency received two kits. The materials included in the FIT WIC Kit may be reproduced for parents/caregivers, to be used in either a group setting or in

individual counseling sessions.

The FIT WIC Activity Kits are also available online at: <http://chfs.ky.gov/dph/mch/ns/wic+fit.htm>.

If your agency needs additional FIT WIC Kits, please contact Christy Young at 502-564-3827 ext. 4100.

Coming Soon to your local WIC office...
2011-2012 Kentucky WIC Approved Food Lists!

Breastfeeding Peer Counselor Update

Program expansion continues to be a priority. With EBT rollout, there have been some unexpected issues in the breastfeeding peer counselor computer program. We are working with CDP to correct these problems.

The Loving Support Breastfeeding Peer Counselor Training Program and Manuals have been revised. State staff will be trained on the updated modules in Atlanta in October. We will then be planning a refresher course for all Peer Counselor sites.

WIC EBT Update

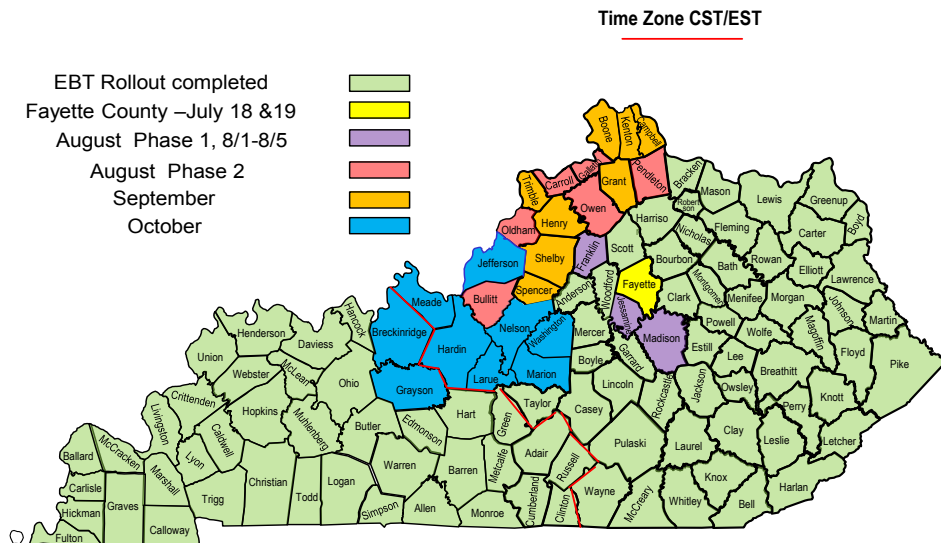
The WIC Program is continuing to roll out the WIC application associated with the new web-based Clinic Management System (CMS) and issuance of Electronic Benefits Transfer (EBT) cards. There are approximately 88,000 WIC participants currently using the new eWIC cards at 731 retailers statewide. The rollout for Madison, Jessamine, and Franklin counties is set to begin August 1 and will continue through August 5. After completion of this phase, the rollout effort will continue on August 16 for the next phase of counties. Upon completion of the August 16 rollout phase, 103 of 120 counties will have already transitioned to the Clinic Management System.

and health professionals, scheduled in conjunction with the phase of counties set to roll out. Information related to training sessions will be provided to each agency prior to scheduling "Go Live" dates for implementation in the clinic. CDP will also be holding online meetings to discuss enhancements to the CMS Portal. WIC Coordinators of all counties currently using CMS will be notified of the dates and times of these online meetings.

We anticipate the rollout will be completed statewide by the end of the year. Notification and expansion plans will be forthcoming to those agencies that have not yet transitioned to the Clinic Management System.

Custom Data Processing (CDP) staff members are providing regional training sessions for support staff

CMS/EBT Forecast



Dates to Remember

August 6, 2011

Big Latch On

10:00 am local time

Celebrate World Breastfeeding Week and join the fun of trying to set the record for the most women breastfeeding simultaneously! Visit www.illusa.org/wbw/BigLatchOn for more information and to view an updated list of locations in Kentucky.

August 18—August 28, 2011

Rock 'N Relax

Kentucky State Fair

Louisville, KY

Located in South Wing B as part of Kidz Biz.

August 18 and 19, 2011

Kentucky State Fair

Louisville, KY

9:00 am—7:30 pm Eastern

Nutrition Services Branch Exhibit featuring “MyPlate” will be located in South Wing B.

August 24, 2011

Eastern Kentucky Breastfeeding Coalition Conference

Paintsville, KY

Featuring Diane Wiessinger

Please visit www.breastfeedinglink.org to download conference brochure and registration form.

For more information, please contact

Jan Johnson

(606) 437-5500 ext. 590

JanE.Johnson@ky.gov

August 26, 2011

Western KY Breastfeeding Coalition Conference

Bowling Green, KY

Featuring Diane Wiessinger

Please visit www.breastfeedinglink.org to download conference brochure and registration form.

For more information, please contact:

Dana O’Meallie Bennett

(270) 237-4423

Dana.Bennett@ky.gov

September 9, 2011

KLIC Annual Conference

Louisville, KY

Featuring Kathy Kendall-Tackett and Glenda Adams

For updated information, please visit the KLIC website:

www.klicbreastfeeding.org

September 21, 2011

WIC Coordinator Videoconference

The WIC Coordinator videoconference is a staff meeting to train and discuss WIC Program administration, changes and implementation strategies. The target audience for these videoconferences includes WIC Coordinators, Breastfeeding Coordinators and Nutrition Education Coordinators. We will notify you closer to the date regarding the plans and agenda for the conference call.

September 26-30, 2011

Certified Lactation Specialist (CLS) Course

Laurel County Health Department

London, KY

Sponsored by: Kentucky Nutrition Services Branch and the Laurel County Health Department

For more information, please contact:

Marlene Goodlett

(502) 564-3827 ext 3612

Marlene.Goodlett@ky.gov



2011 Kentucky State Fair

The 107th Kentucky State Fair will be held at the Kentucky Exposition Center in Louisville from August 18–28, 2011. The Kentucky Cabinet for Health and Family Services (CHFS) plans to engage hundreds of visitors at this event again this year with interactive displays, featured rotating exhibits with educational activities, and health screenings. The Nutrition Services Branch also plans to join in the festivities.

The Nutrition Services Branch will have an exhibit featuring the new “MyPlate” icon which was unveiled by the USDA on June 2, 2011. The exhibit will include a display in English and Spanish along with related handouts, coloring sheets and magnets. Registered Dietitians will be available to answer questions.

The Nutrition Services Branch exhibit will be open on Thursday, August 18th and Friday, August 19th and will be located in South Wing B. The exhibit will be open from 9:00 am to 7:30 pm both days.

Thank you to everyone who has volunteered this year! We really appreciate your willingness to assist with this exhibit.



Your WIC Contacts in Frankfort

Branch Office

(502) 564-3827, Option 5

General questions regarding Nutrition Services and the WIC Program

Program Operations

(502) 564-3827, Option 4

Income Eligibility and Administrative Policy and Procedures

Vendor Section

(502) 564-3827, Option 3

Vendor related questions and applications

Food Delivery/Data Section

(502) 564-3827, Option 1

Help desk, stop pays, computer issue, auto-dialer, printer and printing problems

Clinical Nutrition Section

(502) 564-3827, Option 2

Special formula approvals, breast pump rentals and nutrition education

Newsletter Contributors

- Rhonda Goff, Program Management Supervisor;
- Marlene Goodlett, MS, RD, LD, CLC, State Breastfeeding Coordinator;
- Nancy Merk, MS, RD, LD, IBCLC, Peer Counselor Coordinator;
- Connie Howell, M.Ed., RD, LD, Field Representative;
- Misty Morris, MS, RD, LD, Field Representative; and
- Nicole Nicholas, MS, RD, LD, Dietitian Consultant/Clinical Nutrition Supervisor

Thank You!

Michele Burton, RD, LD
Editor



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Women, Infants and Children.

