

SPA 7
Healthy Births Learning Collaborative

April 7th, 2009
1:30 PM – 3:00 PM

Meeting Location:

AltaMed
Health Services Corporate Office
Training Room B
500 Citadel Dr., Suite 490
Los Angeles, CA 90040

Meeting Purpose:

1. LABBN Update
2. Program Showcase: WIC New Food Package
3. Resume Discussion on the Breastfeeding PowerPoint Presentation

Chair: Krishaunda Hampton

1. Welcome~ Krishaunda Hampton

- **Introductions**

2. LABBN Update ~Brenda Robledo

- **Proposition 1D**

Proposition 1D will go before voters on May 19th. This Proposition requests to redirect funds from Proposition 10 (First 5 Dollars) to the State's general fund for five years and designates how funds may be used. If passed, First 5 LA will have to reduce its budget by about 60% and focus on direct service only. This would reduce the First 5 LA budget from about \$113 million in 08-09 to about \$45 million in 09-10. We are encouraging everyone to become informed about Proposition 1D. The California Secretary of State posts pros and cons for the public to view. Visit

<http://www.sos.ca.gov/elections/statewide-special-election-051909/vig-info-051909/vig-051909.htm> for more information.

Program Showcase

- **WIC New Food Package~** Pina Hernandez, PHFE-WIC

The California WIC program serves 1.43 million women, infants and children each year. WIC provides referrals to Health and Human Services for infant and children health coverage, Nutrition Education and Breastfeeding Support and Food Instruments "checks" used to purchase healthy foods.

Since 1974 there have been many changes in the WIC program, the client population served by WIC, food and dietary knowledge and guidelines.

In 2005, WIC with the Institute of Medicine developed recommendations to improve the WIC food package. Recommendations to keep changes cost neutral, meet nutritional needs that are consistent with current dietary guidelines for women and infants, provide incentives for breastfeeding women and increase participant choices.

The new food package will include all the current foods PLUS fresh fruits and vegetables, whole wheat and whole grain products, tofu, canned bean and infant foods. Caveats to new food package: no juice for infants, no formula for first month for newborns, for toddlers/older infants' only 2% milk and less formula for older infants.

Stage 1 in the new WIC food package is to understand the new food package, gather information, establish and operate internal and external workgroups; Establishing food lists and the criteria: participant surveys, ease of check stand transaction, product availability and overall cost.

Stage 2 is to develop implementation plan and timelines: systems and procedural change, staff training, communicate, plan and collaborate with stakeholders.

Implement **October 1, 2009**.

Before implementing the food package, WIC staff is working on education participants with materials and topics such as Healthy Habits for Life, Healthy Habits Everyday, Healthy Habits at Birth and Let's Go Shopping. Materials used to promote Healthy Habits for Life was the Sesame Workshop Kit where the key messages are to get moving, eat the colors of the rainbow, and distinguish all the time foods and sometimes foods.

Next Steps in the New WIC Food Package is to support vendors with the change by building relationships, assessing availability of foods, ensure vendors and personnel receive training on new foods.

The goal to the new WIC food package is to support positive behavior changes and will be successful in adopting healthy habits for life.

3. Discussion~ ALL

- **Breastfeeding Action Plan**

~ Update on Development of Breastfeeding PowerPoint Presentation

HBLC members reviewed a draft version of the Breastfeeding PowerPoint Presentation and provided valuable feedback. The draft presentation will be revised and sent out to the group for additional comments. (See attached version).

Group members are encouraged to provide feedback on talking points and other content information.

- **Next Steps**

~ A final draft will presented at the next HBLC meeting and begin the Spanish translation.

4. Announcements

- **Next Meeting will take place:**

Location:

AltaMed Health Services Corporate Office

Training Room A and B

500 Citadel Drive, 4th Floor Suite 490

Los Angeles, CA 90040

5. Adjournment