



# CLINIC LAGNIAPPE

LOUISIANA WIC's Clinic Staff Newsletter



## INSIDE THIS ISSUE:

- 2021 LA WIC Conference - Pg. 1
- Important Dates - Pg. 1
- Did You Know - Pg. 2
- Breastfeeding Month - Pg. 3
- Breastfeeding Gold Stars - Pg. 4
- Clinic Spotlight - Pg. 5
- Staff Updates - Pg. 6
- Contract Clinics Corner - Pg. 6
- Building Healthy Families - Pg. 7
- Newsletter Feedback - Pg. 7
- Newsletter Mailing List - Pg. 7

## IMPORTANT DATES:

**AUGUST 2021**  
**National**  
**Breastfeeding**  
**Month**

## 2021 Louisiana WIC Conference

### Highlights from this years Virtual Event

By: Kate Andrus, MPH, RD, LDN, CLC, Deputy Nutrition Operations Manager

Leading the Way To Better Health was our theme for the 2021 Louisiana WIC Conference that was held virtually May 25–27, 2021. Hosting the conference virtually increased accessibility for WIC clinic staff across the state to attend and allowed for virtual networking. This was the first conference since 2014, and based on conference engagement and positive survey results, Louisiana WIC Staff were craving the professional development, networking and learning opportunities that the conference provided. Over 3,200 messages were posted on the community board by conference attendees.

The conference was held each afternoon over a three-day period for four-hour time blocks, allowing WIC clinic staff to serve Louisiana WIC families in the mornings and attend the conference in the afternoons. Each day started off with a one-hour plenary session. Two of these sessions had the most views: day 1 opening session “Sense Making – The Magic Questions” was viewed live by 484 attendees and the “ABC’s of Trauma-informed Care” which was viewed by 468 attendees.

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LA WIC Conference  
 continued from page 1

In total, 560 attendees viewed the Louisiana WIC Conference sessions live for a cumulative sum of 1,837 hours. This does not include the views that occurred after the training was made available on the conference platform for attendees.

In addition, the Louisiana WIC Conference was a platform for engagement with our partners and WIC stakeholders - 15 partner agencies had virtual booths where conference attendees could view their website and videos, and chat with their staff.

If you attended *Leading the Way To Better Health*, we want to thank you for your time. If you were unable to attend, we hope to see you next time!

**To View Conference Session Recordings Visit:**

[https://whova.com/portal/webapp/lawic\\_202105/](https://whova.com/portal/webapp/lawic_202105/)

## Did You Know?

### LA WIC Participant Surveys

By: Kate Andrus, MPH, RD, LDN, CLC, Deputy Nutrition Operations Manager and  
 Patty Abraham, MPH, RDN, CNS, CDCES, LDN Program Monitor

Louisiana WIC launched two new participant surveys in June 2021, a **Customer Satisfaction Survey** and **Participant Experience Survey**. Louisiana WIC participants received the Customer Satisfaction Survey, which was a short (5 question) survey, following a recent WIC clinic visit. The Participant Experience Survey was disseminated to all participants that picked up benefits in April and/or May. The Participant Experience Survey provided an opportunity for participants to share more in-depth feedback on their overall experience of being a WIC participant in Louisiana. Surveys were sent through SMS or email, depending on the participant’s preferred method of contact.

State Agency looks forward to sharing participant survey data, but here are a few highlights.

### Customer Satisfaction Survey Highlights

#### WIC PARTICIPANTS ARE SAYING...

*“It was quick and everything was handled properly. Employees were friendly”*

*“Everything went smoothly”*

*“They were friendly”*

*“Quick and fast service”*

91%

PARTICIPANTS

Very Happy/Happy  
 With Last Clinic  
 Visit

740

PARTICIPANTS

Completed the  
 Customer  
 Satisfaction Survey

# It's All About Breastfeeding in August!

By: Tara Landry, RDN, LDN, CLC, Breastfeeding Program Manager

## Breastfeeding Month

The month of August marks Breastfeeding Awareness Month, a campaign that focuses on building a "landscape of breastfeeding support." Various observances take place throughout August, and WIC clinic staff are encouraged to participate in breastfeeding awareness activities.



### WIC Staff Empower WIC Mothers To Choose Breastfeeding!

A mother's body produces the perfect milk for her infant, meeting the baby's own specific nutritional needs. No formula product can ever replicate breastmilk.

## Louisiana WIC and Breastfeeding

Breastfeeding contributes the overall health and well-being of both mom and baby and increases their survival against numerous illnesses and conditions. Protecting the breastfeeding rights of women and children is a shared responsibility and public health issue that the Louisiana WIC Program safeguards.



### Louisiana Breastfeeding Peer Counselors

Our WIC Breastfeeding Peer Counselor Program team provides mother-to-mother support, helping all WIC moms regardless of their ethnic background to meet their breastfeeding goals. Meet our team by visiting [WIC Breastfeeding on louisianawic.org](http://WIC Breastfeeding on louisianawic.org).

## NATIONAL BREASTFEEDING MONTH AUGUST 1-31

This years theme for National Breastfeeding Month is *Every Step of the Way*. Each week during the month of August holds its own individual theme. For your convenience, here's a listing of 2021 observances under National Breastfeeding Month:

- **World Breastfeeding Week (August 1-7)**  
*Protect Breastfeeding: A Shared Responsibility*
- **Native Breastfeeding Week (August 8-14)**  
*Nourishing Our Futures*
- **AANHPI Breastfeeding Week (August 15-21)**  
*Reclaiming our Tradition*
- **Black Breastfeeding Week (August 25-31)**  
*The Big Pause: Collective Rest for Collective Power*

## Virtual Breastfeeding Support Group

By: Jana McDonald, MPH, IBCLC, WIC Breastfeeding Peer Counseling Program Manager

The Breastfeeding Peer Counseling Program is excited to announce the launch of a Breastfeeding Virtual Support Group! The format is open and participants can come with any questions about breastfeeding, bottle feeding or both. WIC programs in other states have been doing these virtual support groups and report that participants come for immediate help and also come multiple times in pregnancy and breastfeeding and beyond. Some participants have made real connections and make plans to meet up in person. We are thrilled to offer this opportunity for our WIC community.

The first one will take place on August 17 at 11 a.m. Groups will be hosted by a CLC or IBCLC on the third Tuesday of every month, from 11 a.m. to noon. The group will be open to prenatal and breastfeeding WIC participants and their partners. Invites will go out on the LAWIN texting system, along with the Zoom code to join in. We will also share this information with all clinic staff and appreciate your letting moms know about it!

## Breastfeeding Gold Stars

By: Tara Landry, RDN, LDN, CLC, Breastfeeding Program Manager

### WIC BREASTFEEDING SUPPORT

*LEARN TOGETHER. GROW TOGETHER.*

Breastfeeding support for our WIC moms comes in many forms. State Agency would like to give a “Big Thanks!” to the following **Gold Star** clinics for their willingness to quickly accommodate our NICU WIC moms. These clinics expedite Certification/Recertification appointments with hospital grade pump issuance for our NICU moms. Additionally, when these clinics receive Medical Necessity Forms from the hospital they are responsive and communicate with State Agency that mom was accommodated and issued a pump. Long delays in initiating effective milk expression put the mother at an increased risk for low milk production, resulting in mom not being able to provide adequate nutrition to her compromised infant. The importance of breastmilk at this time is so critical and these Liquid Gold Star Clinics and Staff support our NICU babies.

Liquid Gold Stars to the following clinics, contacts and their supporting staff:

<b>Region 1 Clinic</b>	<b>Contact/s</b>
Crescent City Family Services – Gretna	Courtney Martin
<b>Region 2 Clinic</b>	<b>Contact/s</b>
CareSouth – MLK	Emily Fontenot/Temperance Mitchell
Southern University School of Nursing	Tonda Martin
CareSouth – Florida Boulevard	Tameka Hampton Reddix
Gonzales WIC Clinic	Marcy Phillips
East Baton Rouge PHU	Melissa White/Kelley Hooker
West Baton Rouge PHU	Mary Winfield
<b>Region 3 Clinic</b>	<b>Contact/s</b>
Lafourche PHU – Thibodaux	Melinda Dantin/Courtney Damen
St. John PHU	Kristie Frederic
Teche Action Houma	Nikki Stevens
St. James PHU	Amy Lagraize
<b>Region 4 Clinic</b>	<b>Contact/s</b>
St. Landry – Opelousas	Kristie Hoffpauier/Sara Trahan
Lafayette PHU	Lillian Castille (Michelle)
Iberia PHU	Kyle Blanton
<b>Region 5</b>	<b>Contact/s</b>
Calcasieu PHU – Lake Charles	Tracey Timmons/Amelia Elam
<b>Region 6</b>	<b>Contact/s</b>
Rapides PHU	Catherine Constantino (Rane`)
<b>Region 7</b>	<b>Contact/s</b>
David Raines Community Health Center WIC	Denise Armstead
LSU Health Sciences Center WIC	Megan Burr
Caddo PHU	Jennifer Guin
<b>Region 8</b>	<b>Contact/s</b>
Lincoln PHU	Shana Smith
<b>Region 9</b>	<b>Contact/s</b>
Tangipahoa PHU – Amite	Valerie Crile
Livingston PHU	Valerie Crile
Tangipahoa PHU – Hammond	Samantha Husser
Start Community Health Center	Robin Birdsong

For breastfeeding information and resources, visit <https://wicbreastfeeding.fns.usda.gov/>



## Clinic Spotlight

*Shining a Light on Clinic Activities*

### April

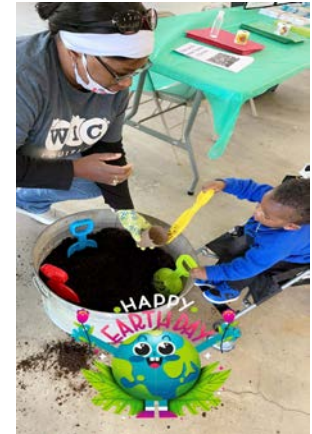
#### Ouachita Parish Public Health Unit Celebrates Earth Day

By: Amanda Hodges, RDN, LDN, Regional Nutritionist-Region 8

Region 8's Ouachita Parish Health Unit celebrated Earth Day on April 22, 2021 by participating in a community outreach event at the zoo. Nutrition Educators Romona Reed and Bonnie Taylor helped 65 children plant seeds for nutritious foods such as watermelon, peas, squash, zucchini and green beans! They were able to see families already benefiting from WIC as well as make new family contacts for the future. As you can see from the photos, the children had a great time learning about fruits and vegetables!



Bonnie Taylor,  
Nutrition Educator



Romona Reed,  
Nutrition Educator

### June/July

#### Famers Market Nutrition Program

By: Amanda Hodges, RDN, LDN, Region 8 Regional Nutritionist and Jennifer M. Guin, MS, RDN, LDN Region 7 Public Health Nutritionist

Ouachita Parish Health Unit's Bonnie Taylor, WIC Nutrition Educator, enjoyed educating Ouachita Parish residents on the benefits of eating healthy and enrolling participants in the WIC Farmers' Market Nutrition Program on Wednesday, June 23 at the Monroe Farmers' Market and Thursday, June 24 at the West Monroe Farmers' Market.



Region 8's Bonnie Taylor  
West Monroe Farmer's Market



Region 7 Famers Marker Nutrition Program  
Farmer Alice Williams, Dad D's Produce

On July 1, 2021, Region 7 Caddo Parish Health Unit located in Shreveport had its first 2021 FMNP event of the year. Alice Williams, a farmer from Dad D's Produce, came to the Caddo clinic to help serve WIC clients with fresh produce. Clients were issued information about the Farmers Market Nutrition Program and were given a sheet of all locations they could redeem their vouchers. A total of 26 vouchers were issued at this event and 25 were redeemed on site. The families expressed appreciation and were very thankful for the event.

## Staff Updates

### Participant Contact Information in LAWIN

During clinic appointments, please remember to verify participant contact information, and make any necessary updates. Also, ensure to select their preferred method of contact – *SMS (text)*, *Email* or *Phone* that is located under the Contact Preference section (see below).

Contact Preferences	
Preferred Method of Contact	Email
Do Not Allow Phone Call	--Select--
Do Not Allow Email	SMS
Do Not Allow Mail	Email
	Phone

WIC staff should collect email addresses for all families unless a participant indicates they do not wish to share their email address. If email is selected as the preferred contact but the email address is blank, participants aren't able receive email communication. Likewise, if SMS (text) is the preferred message, please collect a cell phone number. If a landline number is provided, SMS (text) will not be applicable.

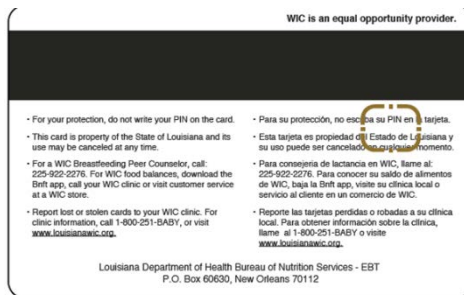
Regularly checking the participant contact information will ensure that WIC families receive important messages, including appointment reminders and updates about program services.

### Bnft App: Tips for Staff

Thank you to everyone who has helped us promote our Bnft app! We have added almost 2,000+ users and we could not have done it without you. We have been receiving lots of calls from participants with questions, so please review the [Staff Tips for Bnft](#) document, located on Louisiana WIC website – Clinic Staff page. Additionally, ask participants to call their WIC clinic with questions about the Bnft app.

### COMING SOON!

The LA WIC EBT card is getting a fresh new look. New cards will arrive in late 2021.



## Contract Clinic Corner

By: Celia Bridgeforth, MPA, RDN, LDN  
Nutrition Education/ Exempt Formula Program Manager

### Packing Slips for Exempt Formula

Beginning in October 2020 for all WIC exempt formula orders, Louisiana WIC Contract Agencies/Sites must submit exempt formula proof of purchase documentation – packing slips – to the State Agency within **three business days** of formula shipment receipt. Please follow these steps when submitting your formula packing slips.

**Step 1: Verify shipment matches information on the packing slip.**

**Step 2: Email a copy of the packing slip to [LAWICFinance@la.gov](mailto:LAWICFinance@la.gov) and cc [Celia.Bridgeforth@la.gov](mailto:Celia.Bridgeforth@la.gov). In the subject line include the complete contract agency name, site name, formula company name and invoice number.**

### Example:

Access Health Louisiana, St. Tammany Community Health Center, Abbott, Invoice# 033333

If formula received is damaged or items are missing, please be sure to file claim with vendor company within 1-2 business days to receive replacement product or a credit. Be sure to cc [LAWICFinance@la.gov](mailto:LAWICFinance@la.gov) and [Celia.Bridgeforth@la.gov](mailto:Celia.Bridgeforth@la.gov) on the email. Use same subject line format as requested above in order for State Agency staff to associate it with the appropriate invoice order. For questions or comments, please contact Celia Bridgeforth at [Celia.Bridgeforth@la.gov](mailto:Celia.Bridgeforth@la.gov).

## Building Healthy Families

### The Commodity Supplemental Food Program

By: Tamara Dangerfield, CSFP Program Manager and  
Rocio Hackney, DTR, CSFP Program Monitor

The Louisiana Commodity Supplemental Food Program (LA CSFP) is part of the Louisiana Department of Health's Bureau of Nutrition Services. The LA CSFP program works to improve Louisiana's health outcomes by offering free and nutritious USDA commodity foods to eligible seniors who are at least 60 years of age. LA CSFP is administered on the local level by Catholic Charities Food for Seniors. Currently, the Catholic Charities Food for Seniors monthly caseload is approximately 51,098.

LA WIC clinic staff connect families to health and social programs they may qualify for. CSFP can be a useful tool in combating senior food insecurity and may offer additional supplemental nutritional services to WIC participant households that include eligible seniors.

Seniors who purchase and prepare meals separately would only include their gross income and not the income of all members of the household to determine eligibility. Seniors may not be aware that they may participate in CSFP even if they currently receive benefits from SNAP, Food Banks, the Seniors' Farmers Market or all three programs.

For information on how to apply for the LA CSFP, including eligibility requirements, visit the Louisiana Department of Health's Commodity Supplemental Food Program [webpage](#).

### CSFP Program Contacts

Tamara Dangerfield, CSFP Program Manager

[Tamara.Dangerfield@la.gov](mailto:Tamara.Dangerfield@la.gov)

Office: (225) 342-8254

Sylvia McClain, CSFP Program Monitor

[Sylvia.McClain@la.gov](mailto:Sylvia.McClain@la.gov)

Rocio Hackney, CSFP Program Monitor

[Rocio.Hackney@la.gov](mailto:Rocio.Hackney@la.gov)

## Resources for Families

### COVID-19 Information

The Louisiana Department of Health (LDH) provides COVID-19 information, including testing locations. Visit [ldh.la.gov/Coronavirus](https://ldh.la.gov/Coronavirus) for more information.

### Bureau of Family Health

The Bureau of Family Health works to promote the health of Louisiana families, from one generation to the next. Programs and services are designed to improve the health of men and women of reproductive age, pregnant women and families, including children and youth with special healthcare needs. To learn more, visit [PartnersForFamilyHealth.org](https://PartnersForFamilyHealth.org).

### WIC Health

WIC Health provides online nutrition education that is centered around the needs of the WIC client. WIC participants may fulfill nutrition education requirements by utilizing [WICHealth.org](https://WICHealth.org)

### Join Our Mailing List

This newsletter will automatically be sent to Regional Nutritionists to share with WIC Clinic Managers. WIC Staff may also sign-up to receive this newsletter directly by registering. If you would like to join the **WIC Clinic Lagniappe** mailing list, [click here](#).

### We Want Your Feedback!

We'd love to hear from you! Send us your thoughts, comments, and suggestions.

[CONTACT US](#)