

You Know WIC... But Do You Know WIC PLUS

Presented By:
PHFE WIC and L.A. Care

Date:
7-26-2023



a program of
Heluna Health



Presenters

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Health Education, Cultural and Linguistic Services; L.A. Care

Topics We Will Cover:



✓ WIC Program Overview

✓ WIC PLUS:

❖ *WIC Plus: four core services available*

1. *Family Workshop Series: Current Partnership with L.A. Care*
2. *Nutrition Counseling @ Medical Clinics with a Registered Dietitian*
3. *CPSP Provider/Partner with a Registered Dietitian*
4. *Breastfeeding Support Services by a Registered Dietitian*

✓ Call To Action

❖ *WIC is the Answer for a healthy and thriving Los Angeles*

WIC Program Overview

WWW.PHFEWIC.org

WIC



WWW.PHFEWIC.ORG



1-888-wic-baby (1-888-942-2229)



Text 91997



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WIC Plus (WIC+)

- Family Workshop Series on Reducing Pediatric Obesity
- Nutrition Counseling in Community Clinics
- Comprehensive Perinatal Services Program (CPSP)
- Breastfeeding Support Services



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L.A. Care Partnership with WIC



- Family Workshops: Virtual Healthy Parenting Workshops
- The curriculum was developed by LA County DPH/division of Chronic Disease and Injury prevention. Dr. Wendy Slusser MD /Pediatrician at UCLA
- Six, 90-minute sessions
- Target Audience: Parents/caregivers of young children, with a focus on ages 2-5
- Workshops are highly participatory

PHFE
WIC

CALIFORNIA
wic
WOMEN, INFANTS & CHILDREN

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Virtual Healthy Parenting Workshop



- 90 min sessions
- Nutrition Topic
- Physical Activity Break
- Parenting Topic
- Family Challenge



Nutrition Topic:

“Changing How We Serve Food”

- Preparing healthy meals for children that overeat or are “picky eaters”
- Five food groups and MyPlate guidelines
- Portion sizes for each food group
- Define/Explain “mindful eating”



Parenting Topic:

“Ignore Unwanted Behaviors”

- How to manage Screen Time
- Physical Activity and Screen Time recommendations
- How to ignore unwanted child behaviors
- Praise child for positive behaviors



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Virtual Healthy Parenting

- Physical Activity
- Family Challenge
- Reflection Sessions

Physical Activity

- Offers parents and children friendly Physical Activities to try at home.



Family Challenge



- A weekly goal for parents.
- Parents are challenged to try tips from the Nutrition and Parenting components at home with their family.



Reflection Session

- Parents reflect on the successes or challenges with meeting their weekly goals
- They share with the group whether they met their goal or if it is still in progress.



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Testimonials from Families



Alicia

“I enjoyed learning new parenting techniques. I was surprised by how the smallest change can make a big difference.”



Araceli

“I enjoyed listening to different ideas and examples on how to make non-sugar beverages.”



Jessica

“Everyone in the workshops were really helpful and in touch with what it’s like being a parent today.”

Testimonials from Families



Teresa

“its motivates me how to handle my kids . like how to talk to them in proper way how to give a healthy food and if whats good or bad for them. i really learn a lot in this 6weeks workshop. thankyou so much “



Marie

“I am now more comfortable in looking for healthy items and snacks for my little one and myself, & the parenting topics gave me a new perspective into diffusing big emotions from my little one.”



Susana

“As a first time mom I was interested in learning new ways to incorporate a healthy eating lifestyle for my family as well as new parenting tips”

Partnership Aims

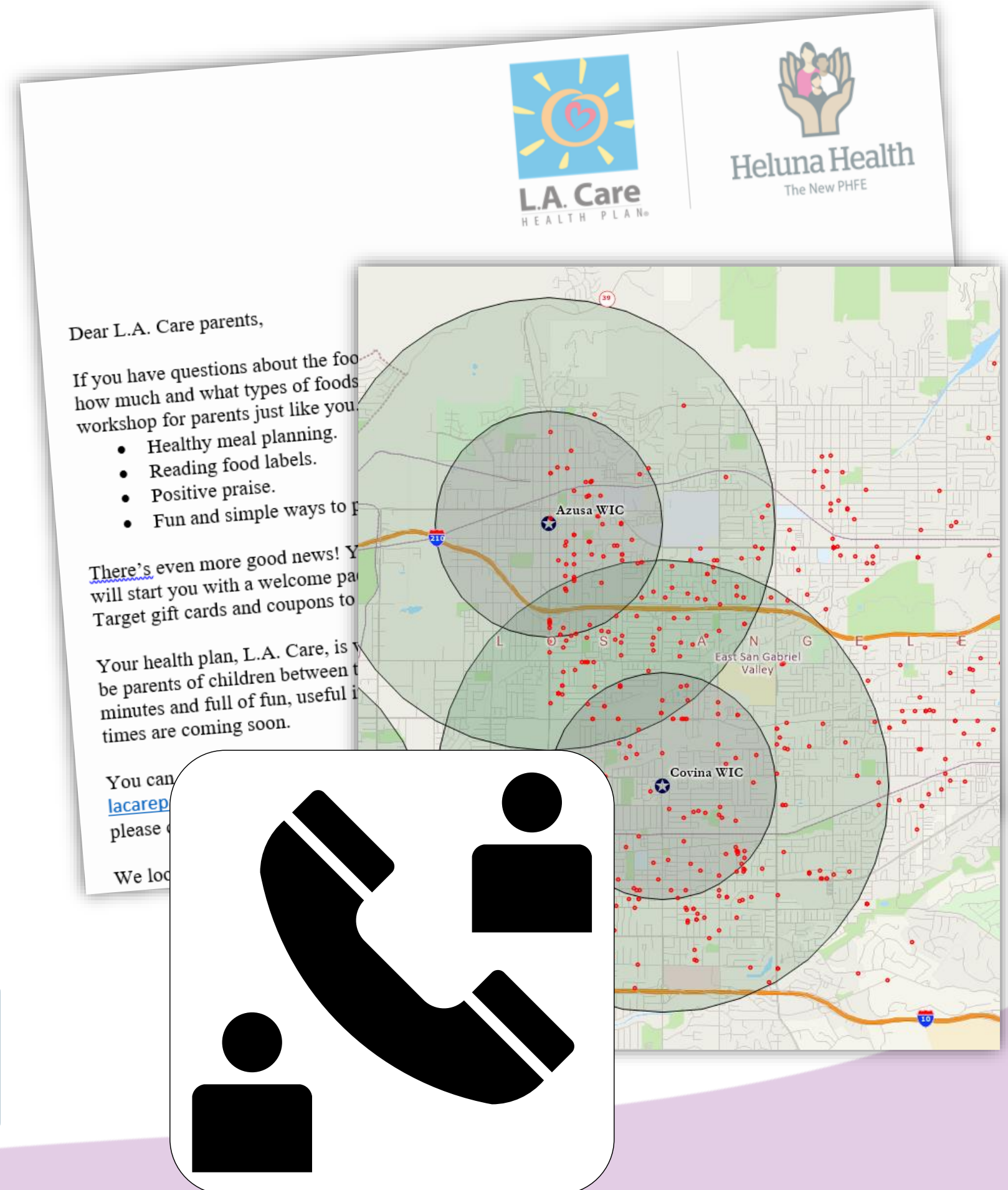
- Support healthy development for L.A. Care's most vulnerable.
- Engage parents and caregivers through trusted sources.
- Foster importance of balanced dietary habits and movement early in life.

Outreach Approach

- Program letters
- Targeted outreach by WIC location
- Telephonic outreach



Limited
Success



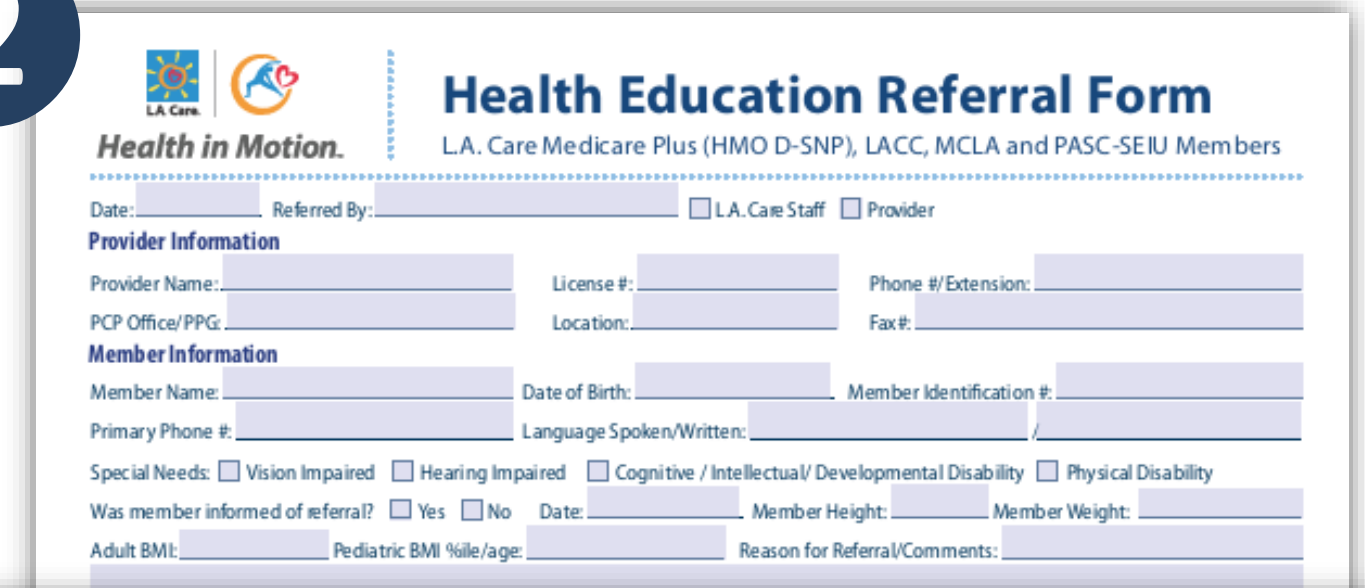
Support Options

1 Post workshop flyer at your site



QR code directs member to website

2 Direct referral



Health Education Referral Form
L.A. Care Medicare Plus (HMO D-SNP), LACC, MCLA and PASC-SEIU Members

Date: _____ Referred By: _____ L.A. Care Staff Provider

Provider Information
Provider Name: _____ License #: _____ Phone #/Extension: _____
PCP Office/PPG: _____ Location: _____ Fax #: _____

Member Information
Member Name: _____ Date of Birth: _____ Member Identification #: _____
Primary Phone #: _____ Language Spoken/Written: _____

Special Needs: Vision Impaired Hearing Impaired Cognitive / Intellectual/ Developmental Disability Physical Disability

Was member informed of referral? Yes No Date: _____ Member Height: _____ Member Weight: _____
Adult BMI: _____ Pediatric BMI %ile/age: _____ Reason for Referral/Comments: _____



- Diabetes Prevention Program
- Pediatric Nutrition and Healthy Lifestyle
- Adult Weight Management



Fax Completed Forms
(213) 438-5042

NOTE: This form is exempt from the state's public information law. If you are a recipient, you may wish to delete any copies. L.A. Care Health Plan, 1055 W. 7th Street, 10th Floor, Los Angeles, CA 90017, Tel: (213) 694.1250 Ref 2020/2/14

Fax completed referral form to 213.438.5042 | FOR QUESTIONS CALL 855.856.6943

Nutrition Counseling in Community Clinics

Culturally Trained Registered Dietitians Provide:

- *Help the HCP with improved health equity in high needs communities*
- *Individual counseling sessions*



Counseling Topic Examples:

- *Obesity*
- *Diabetes (Gestational, New onset, poorly controlled)*
- *Cardiovascular disease*
- *Renal Failure*
- *In the last 12 months we have provided nutrition counseling services to approximately 700 clinic patients*

Benefits of Nutrition Counseling:

- *Reduce need for medications*
- *Reduce needs for doctors visits and hospitalizations*
- *Lower overall costs of care*

Examples of Recent Patient Outcomes:

- New onset DM recently had counseling and at follow up contact with RD two months later, there was a noted improvement in HgbA1c with plans to decrease dosage of medicine due to noted improved control and compliance
- Diverticulosis patient with dumping syndrome. RDN counseling two months prior and now no further flare ups nor noted abdominal pain due to diet education on appropriate dietary practices. Improved quality of life for young patient
- Young teen/obesity first contact four months ago and now, sustained gradual weight loss with no further weight gain. Teen feels empowered and confident the changes he has made are sustainable with continued contact with the RDN

Comprehensive Perinatal Services Program (CPSP)

- Experienced Registered Dietitians providing multilingual perinatal nutrition Services
- Provide individual counseling for pregnant and post partum patients
- Opportunities for expecting mothers and mothers with newborns to discuss their nutrition goals with a Registered Dietitian

Breastfeeding Support Services:

- International Board Certified Lactation Consultants (IBCLC)
- Lactation Educators
 - **Able to provide one-on-one support to parents and babies to meet their breastfeedings and chestfeeding goals.

No Single Journey is the Same.....Our Team will be able to guide you and your staff for improved breastfeeding support.

Support Services for Clinical Nutrition and Breastfeeding (WIC+)

These services can be available for your patients under contract through our parent organization at Heluna Health.

We will be sending you this flyer to review the services available. Contact information include for Sagrario Nielsen:

Sagrario@phfewic.org



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EMPOWERING POPULATION
HEALTH INITIATIVES SINCE 1969

Support Services for Clinical Nutrition & Breastfeeding

Heluna Health is proud to offer enhanced nutrition and breastfeeding support services to help clinical providers meet patient needs and improve health equity in high-need communities. For over forty years, our expert staff of culturally competent Registered Dietitian Nutritionists (RDNs) have been providing culturally-appropriate support through our WIC (Special Supplemental Nutrition Program for Women, Infants, and Children) program. Whether you're looking to serve your patients in person or through a telehealth platform, we can work with you to customize a plan for your site or an entire network.

- Nutrition Counseling in Community Clinics
- Comprehensive Perinatal Services Program (CPSP)
- Reducing Pediatric Obesity Family Workshop
- Breastfeeding Support Services



Nutrition Counseling in Community Clinics

Our culturally-trained RDNs provide individualized nutrition counseling to patients living with obesity, diabetes, cardiovascular disease, kidney failure, and other medical conditions that meets them where they are at. Research* has shown that nutrition therapy interventions by RDNs can help to lessen chronic disease risk, slow disease progression and reduce symptoms. Nutrition counseling can reduce the need for medication, which can result in fewer doctor visits, less hospitalizations, and lower overall health care costs.

Contact us for Nutrition Counseling rates and other information.

*Lemon, C.C., Lacey, K., Lohse, B., Hubacher, D.O., Klawitter, B. & Palta, M. (2004). Outcomes monitoring of health, behavior, and quality of life after nutrition intervention in adults with type 2 diabetes. Journal of the American Dietetic Association. <https://doi.org/10.1016/j.jada.2004.09.024>

Call To Action

