A Healthy Start to the New Year

Special Supplemental Nutrition Program for Women, Infants, and Children
How You Begin Could Determine Success or Failure

"Yesterday I was clever, so I wanted to change the world. Today I am wise, so I am changing myself." Those are the words of Rumi, a 13th century poet and one of the most widely read poets in America. His words are fitting this time of year as many of us see the new year, as an opportunity to change or improve something about ourselves.

With any goal, how you begin could mean the difference between success and failure. That’s why Starting Out Right is the theme of this month’s edition of the Texas WIC News.

Whether your goal is health related, or you just want to finally get the garage cleaned out, achieving that goal can be challenging. But there are a few secrets to success. Turn to page four to read why some people are more likely to succeed than others and what you need to do to be one of them.

If your New Year’s resolution is to achieve a healthy weight, you’ll want to start with the right goal. A healthy weight is a reflection of a person’s overall health, not just a number on the scale. The article on page eight will help you figure out exactly what that means for you.

WIC is no exception when it comes to goals. With the ongoing strategic plan, the transformation of the Texas Department of Health and Human Services, and the launch of TXIN, Texas WIC has its own New Year’s resolutions of sorts. We resolve to better serve and improve the health of Texas families. How will we do that? For one, Texas WIC joined the National WIC Association’s nationwide campaign which among other things, aims to increase enrollment. But this campaign is unlike any other WIC has seen before. You can get a sneak peek at some of the materials in this unique campaign on page 16.

It will be difficult however, for Texas WIC to achieve its goals without you. In fact, it is impossible. This past year we’ve talked about growing the seeds of your happiness, we’ve celebrated the successes of local agency employees, and we’ve even highlighted your “super powers.” I hope as you begin this New Year, you keep in mind what you, your team, and Texas WIC have already accomplished. Let those memories serve as motivation and reminders that whatever goals you set, can be achieved. There will be challenges, but as we’ve seen time and time again, your hard work and spirit is strong enough to achieve just about anything. Happy New Year!

From the desk of Evelyn Delgado
— Associate Commissioner
Family and Community Health Services
in this issue

How You Begin Could Determine Success or Failure

How to Keep Your New Year’s Resolution(s)

Eating Healthy When Dining Out

RD Corner: What is a Healthy Weight?

New Food Labels Coming in 2018

WIC Wellness Works

TXIN Over Time: By the Numbers

Start Now for Your Heart: What Women Need to Know About Heart Disease

New Perspectives on Eating Disorders

NWA Recruitment & Retention: You Got This Mom

Test Your Nutrition IQ
Have you made a New Year’s resolution for 2017? Did you make one, or multiple, last year? If so, how did it go? Chances are, not great.

According to the Journal of Clinical Psychology, only eight percent of people who make resolutions are actually successful in keeping their resolution by the end of the year. What do those eight percent know that the rest of us don’t?

**Why Resolutions Fail**

Too Many Resolutions
Roy Baumeister, social psychologist at Florida State University, conducted a study where two groups of subjects sat in a room filled with the smell of freshly-baked cookies. The tables they sat at had plates of cookies and plates of radishes. One group was asked to eat the cookies, while the second group was instructed to eat only the radishes. The second group could smell, touch, and see the cookies but could not eat them – they had to have self-control or willpower. After eating, both groups were given a difficult geometric puzzle. Baumeister found the radish eaters gave up on the puzzles after about 8 minutes, while the cookie eaters lasted for about 19 minutes. Those who ate the radishes no longer had the willpower to con-

duct another difficult task. This is just one of the many experiments Baumeister has conducted to discover we each have a limited supply of willpower we use throughout the day. In other words, if you’ve had a busy day where several tough decisions had to be made, by the end of the day, there is a good chance you will not follow through on your resolution because you no longer have the will to do so.

With that being said, many people make several resolutions for the new year. Each resolution is a drain on willpower and ends up reducing the likelihood of success for any of them. To increase your chances of sticking to a resolution, just work on one at a time. You can make several, but do them one at a time. Baumeister says, “…succeeding at the first one can be a kind of exercise that strengthens your willpower and thereby improves your chances of succeeding at others.”

Willpower Requires Energy (Literally)
In another study, Baumeister and his colleagues performed an experiment on students who had fasted for three hours. Those that were required to perform several self-control tasks had significantly lower glucose levels than the students who did not have to exert self-control. In other words, willpower uses up the body’s energy stores. This is particularly important for people who want to lose weight. Starving the brain, even just for a few hours, can affect behavior and make working towards a goal extra challenging. The moral of the story, make sure you’re well-nourished when working on your resolutions.

Brain Overload
In a study conducted by Baba Shiv at Stanford University, subjects were divided into two groups. One group had to memorize a two-digit number, while the second group memorized a seven-digit number. Both groups were instructed to walk down the hall to deliver the memorized numbers to another researcher.
During the journey down the hall, each subject was interrupted and asked which snack option they would prefer – a slice of chocolate cake or a bowl of fruit salad. The students required to memorize the seven digits were nearly twice as likely to choose the cake as the students with the two-digit numbers.

According to Shiv, those extra numbers took up valuable space in the brain making it much harder to resist a decadent dessert. In other words, the brain was so overloaded, it gave in to temptation.

This may help explain why stressful days can lead to overindulging. If you know stress affects how you eat, finding ways to wind down, or have fun, before eating may help you make better choices. Meditating, exercising, working on a hobby, or even taking a shower or bath are all simple ways to help you relax.

**Instant Gratification**

Walter Mischel at Columbia University conducted a study in which four-year olds were offered marshmallows. The subjects were offered one marshmallow immediately or given the option to wait 20 minutes for two marshmallows. Results indicated those who are better at delaying gratification, don't always have more willpower or strength – but instead seem to be better at finding ways to distract or delay gratification. These individuals, also known as “high delayers,” were also found to have higher SAT scores and lower body-mass indexes as adults.

Researchers from the University of Innsbruck in Austria and Adrian H. Taylor of Plymouth University in the UK asked participants in a study to avoid sugary snacks for three days before they were randomly assigned to one of two groups. The first group was asked to go on a 15-minute walk before unwrapping a sugary snack, while the second group remained sedentary. Results showed the group that went on a walk had an easier time handling their cravings after their brisk walk compared to participants who did no physical activity. If you struggle with cravings, try something distracting like a brisk walk or working on a fun project. The next time you are faced with the challenge of instant gratification, try delaying for a while before checking back in with yourself – do you really need what you initially craved?

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<tr>
<th>Rank</th>
<th>Top 10 New Year's Resolutions for 2015</th>
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<tr>
<td>1</td>
<td>Lose Weight</td>
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<td>2</td>
<td>Get Organized</td>
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<td>3</td>
<td>Spend Less, Save More</td>
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<td>Enjoy Life to the Fullest</td>
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<td>5</td>
<td>Stay Fit and Healthy</td>
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<td>6</td>
<td>Learn Something Exciting</td>
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<td>Quit Smoking</td>
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<td>Help Others in Their Dreams</td>
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<td>9</td>
<td>Fall in Love</td>
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<td>Spend More Time with Family</td>
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References

- https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4356559/
When we're on the journey to better health, many of us focus on our diet. It often starts out great. You're taking your lunch to work. You're eating more vegetables at dinner with your perfectly proportioned grilled chicken. Then a friend asks you to join them for lunch, and the next thing you know, you're eating a meal big enough for two people, full of fat, sugar, and salt. Thankfully, there is an alternative. Here are a few tips to help you find healthier options when dining out.

**Portion Sizes**
Often times our temptation isn't what we choose to eat, it is that we are eating entirely too much. Consider splitting an entrée with a friend or saving half to take home. The best way to do this is to wrap up the portion to be saved before you start your meal to resist the temptation of eating more. Another great way to control your portions is to order a salad to start, followed by an appetizer as your main entrée.

**Freebies**
Beware of the complimentary chips or bread. Try to take out a predetermined portion instead of mindlessly reaching for the bowl. Consider this: seven plain tortilla chips have about 130 calories, the same amount in two corn tortillas. Similarly, one small breadstick can contain 140 calories.
Words to Watch Out For
Look for words that indicate the entrée is high in fat. These words might include: butter, cream, fried, crispy, sautéed, cheese, chowder, roux, gravy, breaded, nut-encrusted, tarter, au gratin, or en croute. Also be on the look-out for foreign words and if you don’t know what something means, ask your server. For example, beurre blanc looks like a fancy French sauce, so it’s probably healthy right? It literally translates to “white butter.” Instead, look for words that indicate the dish was prepared with minimal added fat. Examples include broiled, roasted, seared, smoked, steamed, poached, baked, boiled, or en papillote (in parchment).

S.O.S. — Sauce On the Side
Sauces and dressings are a real kicker when it comes to dining out, often contributing a majority of the dish’s calories. For example, a small house salad is 60 calories without dressing. However, add 2 tablespoons of dressing and it becomes 150 calories. By asking for sauce or dressing on the side, you are in control of how much dressing you add and can significantly reduce the calorie content of an entrée.

Do Your Homework
Nowadays, most restaurants have their menu and nutritional information on their website. Before going out, look at the menu online so that you can be prepared with your order. Ask questions about how dishes are prepared and request substitutions in order to make your meal healthier. In addition to restaurant websites, there are other tools available to help you make healthy decisions when dining out. Healthydiningfinder.com is a website that lists dietitian-recommended choices from your favorite restaurants.

These are just a few techniques that can help you eat healthier when dining out. It is not necessary to deprive yourself of your favorite foods or restaurants, but rather it is important to enjoy these foods in moderation. Lastly, focus on the entire dining experience rather than solely on the food. Whether you are with friends or family, or even enjoying some peace and quiet by yourself, appreciate the time. You deserve it.

Resources:
What is a Healthy Weight?

by Jessi Cano, RD, IBCLC
Infant Feeding Specialist

What is a healthy weight? It’s a tricky question, and it doesn’t have one answer. We live in a weight-obsessed culture where the number on the scale too often defines our happiness with our bodies, but is weight what really matters? The shift toward focusing on health instead of weight is beginning to happen, which raises some important questions: What is a healthy weight? Is there such a thing? Why does weight even matter?

A healthy weight is viewed as a reflection of a person’s overall health. The risk of medical issues like diabetes, high blood pressure, and high cholesterol typically increases as a person’s weight
increases. This is because as a person's weight goes up, their body fat usually does too. An increase in body fat creates strain on the organs and the organs have to work harder to keep up. Doctors use a variety of measures to identify if a person is at risk for becoming overweight or obese, which in turn could put them at risk for these life-threatening diseases.

Body Mass Index (BMI) is the most common measure that the health care community uses to identify whether a person is at a healthy weight. To calculate BMI, divide your weight in pounds by your height in inches squared, then multiply the results by a conversion factor of 703. For example, if a person is 175 lbs and 5'8", their calculation would look like this: 175/68² x 703 = 26.6. The National Health Institute defines BMI as a measure of body fat based on height and weight. Some would argue that this is not completely accurate because this calculation does not take into account actual body composition. If a person is very muscular, for example, they may have a low body fat percentage, but also be heavy for their height because muscle is so dense. According to their BMI, they could be considered overweight or obese, even though they are actually very fit. Because of this, some health care providers prefer to use other methods to identify health risks. Many other providers still use BMI as a starting point, and then do more investigating from there. Either way, most agree that BMI alone may not be enough.

Determining a person's weight, and/or BMI is a simple, inexpensive method of screening for potential risks, but it is not a diagnostic tool. Weight is only one factor in assessing your overall health. Health professionals need to assess further to fully evaluate a person's health. Additional assessments might include measurements of body fat percentage, diet history, exercise patterns, and family history. If the focus shifts to these additional measures, over weight itself, a person's health is more likely to improve and their weight will probably change as well. Too often we see people focused on losing a certain number of pounds, and they lose sight of their real goals: to feel better, look better, have more energy, no longer need medication, etc.

The first step toward a healthy weight is to set goals aimed at health and well-being. Determine what your motivation is, and let that be your guide. While you might want to lose more, dropping as little as five to ten percent of your body weight can dramatically improve your blood pressure, cholesterol, and blood sugar. From there, re-evaluate. If you’ve met the goal of improving your blood pressure, are you happy where you are or do you have other health and fitness goals you’d like to pursue next? Continue to set small goals for yourself and celebrate the little victories along the way.

Some basic guidelines to pursuing a healthy lifestyle:
- Set realistic goals based on health outcomes, not weight.
- Make healthy food choices.
- Be physically active.
- Avoid unhealthy habits (smoking, etc.)

So is there such a thing as a healthy weight? Does weight even matter? There is such a thing, and it does matter, it just varies for each person, and it is hard to pinpoint an easy way to identify what that weight is for any one person. Weight isn’t the only thing that determines a person’s health and therefore should not be the only thing we look at when setting out to get healthier. Following those basic guidelines to living an all-around healthier lifestyle is a better way to reach that ultimate goal. So we can stop focusing on the numbers on the scale and start focusing on living happier, healthier lives.
New Food Labels Coming in 2018

by Mandy Seay, RD, LD, CDE
Clinic Services Training Coordinator

In May 2016, the Food and Drug Administration (FDA) updated the more than 20-year-old nutrition facts label for packaged foods. By modernizing the label, the FDA hopes consumers will be able to make more informed food choices.

New Design
• Type size for “Calories,” “Servings per container,” and “Serving size” has increased.
• Type for “Calories” and “Serving size” has been bolded.
• Nutritional information for Vitamin D, Calcium, Iron, and potassium is now required.
• “Added sugars” in grams and percent daily value are required.

Changes Reflecting Nutrition Science
• Vitamins A and C are no longer required but can be voluntarily listed.
• “Calories from Fat” being removed — research shows type of fat is more important than amount.
• Updated Daily Values for sodium, dietary fiber, and vitamin D.

Updates on Sizes
• Serving sizes will be based on amounts of foods and beverages that people are actually eating, instead of what they “should be eating.”
• For products that are larger than a single serving, but can be consumed in one or more sittings, manufacturers will have to provide dual column labels for both a per serving and per package basis.

Most manufacturers must start using the new labels by July 26, 2018. Those with less than $10 million in annual foods sales will have an additional year.

To learn more: http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocuments-RegulatoryInformation/LabelingNutrition/ucm385663.htm
Amazing Human Body 101: Our Five Senses Rely on Good Nutrition

Contributed by Debbie Lehman, PhD, RD, WIC Wellness Coordinator

Our five senses of sight, taste, smell, hearing, and touch perform the amazing tasks of converting environmental stimuli like light, chemicals, textures, vibrations, and pressures, into a signal our brain interprets and relays back as the sensation. Several nutrients are needed to serve as the building blocks in these processes.

Sight/Vision
Our sense of sight (or vision) is the process of the eye converting the light we see into signals the brain interprets. When light enters the eye it passes through a clear membrane called the cornea. Then it travels to thin tissues that make up the retina. In the retina are light-sensitive cells (rods and cones) that convert the light into nerve signals the brain can interpret. The brain then relays to us what we are seeing.

How does this relate to nutrition? Inside the rods and cones, vitamin A (retinal) combines with a protein (opsin) to make an important chemical reaction happen in the retina of the eye. During this reaction, a signal is sent to the brain, and then the brain relays back an image in black and white. Vitamin A as retinal also combines with a protein called iodopsin in a similar cycle that yields an image in color.

People with vitamin A deficiency will experience problems seeing in dim light or after a burst of bright light. This is called night blindness. Worsening deficiencies in vitamin A will also begin to show as color blindness. That’s why you’ve probably been told that eating carrots (a source of beta carotene that can be converted to vitamin A) will help your eyesight. In addition, zinc is a mineral that activates vitamin A in the retina, and people with zinc deficiency may also show signs of night blindness or other signs of vitamin A deficiency.

Taste and Smell
Taste and smell are part of your body’s “chemical sensing system.” Tiny particles from substances around us bind to receptors on cells in our nose, mouth, and throat. Similar to sight, the binding causes a chemical reaction to occur in the sensor cells which transmits a message through nerves to the brain. Your brain then decides based on the nerve impulse it receives what smells or tastes you are experiencing.

Smell cells (olfactory cells) are found high inside our nose, and they connect to the brain. Odors trigger their response. Taste cells (gustatory cells) are stimulated by food and beverages and are found in your taste buds.

(Continued on WWW — Insert D)
What’s the Most Memorable Nutrition Advice You’ve Ever Received?

Contributed by Debbie Lehman, PhD, RD, WIC Wellness Coordinator

At the Texas WIC Annual Nutrition and Breastfeeding Conference in 2016, WIC staff participated in a variety of wellness activities. One thing they were asked to do was write down a response to the question, “What is the best nutrition advice you’ve ever been given?” Here are some of their most memorable nutrition tips staff shared.

1. ENJOYMENT
   — Enjoy what you eat without guilt.
   — Eat to live, don’t live to eat.
   — Eat what you like, and always try new foods.
   — Eat healthy and love where your body is now.

2. MODERATION
   — Moderation is key, don’t deprive.

3. NOURISH.
   — Eat to nourish the body.
   — Eat healthy to feel healthy.
   — You are what you eat.

4. CHILDREN
   — Involve the kids when cooking to get them interested in trying new foods.
   — Children will let you know when they are hungry or already full.
   — Do not force children to eat certain foods.
   — Breastmilk is the perfect food for my baby.

5. FRUITS, VEGGIES, AND COLORFUL PLATES
   — Always eat more fruits and veggies.
   — Keep trying fruits or veggies until your taste buds become educated.
   — Eat a rainbow of foods.

6. WATER
   — Eat a colorful plate.
   — Fruits and vegetables are good for your skin.

7. SMALL CHANGES
   — Drink water first because you may be thirsty, not hungry.
   — Don’t forget to drink water.

8. MEAL PREP
   — Meal prep on Sundays, and [also] quality food is worth the money.
   — Enjoy food, savor the flavor, and recognize your internal eating signals.

Share your wellness success stories for a chance to be spotlighted in Texas WIC News and inspire other WIC staff! Contact your State Wellness Coordinator, Katie Oliver, at Katie.Oliver@dshs.texas.gov or 1-512-341-4596.
Roquefort (blue cheese) Pear Salad
Makes 6 servings
Modified from AllRecipes.com

**Ingredients:**
1 head of leaf lettuce (torn into bite size pieces) or 1 package of Spring Mix
3 pears, peeled, cored, and chopped
5 ounces Roquefort cheese, crumbled
1 avocado, diced
½ cup thinly sliced green onions
⅓ cup granulated sugar
½ cup pecans
½ cup olive oil
3 Tbsp red wine vinegar
1 ½ tsp granulated sugar
1 ½ tsp prepared mustard
1 clove garlic, minced
½ tsp salt
Fresh ground black pepper to taste

**Preparation:**
1. In a skillet over medium heat stir the ⅛ cup sugar with the pecans. Continue stirring until the sugar has melted and caramelized the pecans. Transfer nuts to waxed paper, allow to cool, and chop into pieces.
2. For the dressing, mix together the oil, vinegar, sugar, mustard, garlic, salt, and pepper.
3. In a large bowl toss together salad mix, pears, blue cheese, avocado, and green onions. Pour dressing over salad and top with pecans. Serve immediately.

**Nutrition Information Per Serving:**
385 calories, 30 g total fat (7 g saturated fat), 20 mg cholesterol, 651 mg sodium, 25 g carbohydrate (7 g dietary fiber), 8 g protein

**Note:** To reduce fat content, use a lower fat cheese. To reduce sugar content use plain pecans instead of candied. You can also keep the dressing on the side and use the “fork method” mentioned on page D of this insert.

**Texas Seasonal Produce**

**Fruits:**
Grapefruit, oranges

**Vegetables:**
Beets, broccoli, cabbage, carrots, cauliflower, celery, mushrooms, kale, kohlrabi, spinach, sweet potatoes, greenhouse tomatoes, turnips
How does this relate to nutrition? One side effect of vitamin A deficiency is a loss of taste and smell. That is because without vitamin A, the sensory cells become hard and scaly (too much of a protein called keratin which is kept in check by a form of vitamin A called retinoic acid). When they are hard and scaly, they can't sense as well. Zinc is a mineral that also helps us to taste.

Hearing
It is the job of the ear is to convert physical vibrations into nerve impulses that are processed by the brain. Despite sounding simple, hearing is an amazingly complicated process!

How does this relate to nutrition? Deficiencies in folic acid and vitamin B12 have been linked to hearing loss. Both are needed for healthy nerves and blood vessels in the auditory processing unit (carries sensory information from the inner ear to the brain). Damage also occurs due to free radicals, and researchers are looking at the effect of antioxidants, such as vitamin C and vitamin E, in helping protect against hearing loss. Hearing loss can have other causes, such as damage to the ear or skull, persistent loud noises, aging, and more.

Touch
The sense of touch is a product of many different nerve endings, or receptors, in your skin. There are receptors that sense touch, heat or cold, pain, and pressure. Different sensations trigger changes in these receptors which then transmit the signal to your brain to interpret.

How does this relate to nutrition? Good nutrition is needed for healthy skin and nerves to sense touch pressures.

Remember, more is not always better. If you are concerned that your body may be lacking in an important nutrient, please check first with your doctor before adding a supplement. It is possible to take too much of a vitamin or mineral and excessive amounts may cause harm. The nutrients found in foods are usually more available to the body for absorbing at safe levels naturally.

Resources

Healthy Eating Tip
CONTRIBUTED BY KAREN LEE, FORMER UT DIETETIC STUDENT
Have you ever heard of the fork method? It is a simple and easy way to cut the hefty calories from your dressing without taking away the taste of your food. Take salad, for example. It can be healthy with lots of vitamins and minerals. Plus, it can be low-calorie – up until you pour 3 cups of ranch dressing over it! The next time you eat salad, try dipping your fork in the dressing before each bite instead. You will use less dressing overall, which will mean less added fat and calories in your meal. Plus, coating the dressing around your fork will make sure each bite of your salad has just the right taste!
As we look forward to the rollout and implementation of TXIN (yes, it’s finally happening), we’d like to take a few minutes to look back on the progress we’ve made over the past year. To this end, the TXIN team thought it’d be neat to look at some numbers to help quantify all that has been accomplished.

- **1 “Excellence Award”** – The TXIN Project (this includes all of you) was honored with the “Innovation Excellence Award” by TASSCC, the Texas Association of State Systems for Computing and Communications.

- **9 Clinic Observation Site Visits** – Staff from Microsoft/Vexcel, Verdtek, and the state agency conducted nine site visits in 2016. In total, project members have conducted 21 site visits to 17 sites (part of nine local agencies) around the state. These visits help the TXIN team and our vendors increase their understanding and knowledge of WIC’s complex programs and services through observations, conversations, and participation.

- **11 Design and Development Iteration Workshops** – These workshops allowed the TXIN team to do real-time development. Working with Vexcel/Microsoft, the TXIN team designed and developed chunks of the system. Vexcel demoed this updated version at an iteration workshop. The WIC staff provided feedback, which Vexcel used for redesigns and modifications. At the subsequent Iteration Workshop, Vexcel demoed the newly updated version for feedback.

- **15+ Group Meetings with Local Agency Leaders** – At least once a month, TXIN team members met with local agency directors and staff as a group, sharing updates, getting feedback, and collaborating to make decisions. These include presentations at the monthly webinars and in-person travels to attend TALWD board, annual, and regional meetings. The local agency input in this process has been invaluable, and we’re grateful for your participation.

- **800 Test Cases** – Test cases are scenarios based on real clinic workflows and interactions, and are used to test the system – to make sure TXIN has (A) all the functionality that it needs to and (B) everything is working the way it should. Many of these were written and tested by local agency staff.

- **1,925 Computers** – The number of new computers we ordered to be used for TXIN.

- **9,036 Cups of Coffee** – How much caffeine the TXIN team (state staff + vendors) drank in 2016 (estimated).

- **850,000+ Participants** – Texas families who will have an improved customer experience, faster benefits issuance, and healthier lives, not just because of TXIN, but because of the work that you all do day after day, and year after year.

Now that we’ve looked back at the past year, you might be asking yourself “Well that’s great, but what’s coming up in 2017?” The answer: a lot. We’re conducting final user testing in March and April; rolling out to our pilot agencies in June through September; and beginning the statewide rollout in October. Stay tuned to WIC News and the Mosaic Integrated Insider Newsletter for more information over the next several months, and contact TXIN@DSHS.Texas.Gov with any questions. Happy New System, everyone.
What Women Need to Know about Heart Disease

by Jessica Leyendecker, MPH
Client Engagement Specialist

J ulia was on cholesterol medication and had a family history of heart disease, but she didn’t think she was at risk for a heart attack. She said, “I’d never seen a woman have a heart attack on TV or the movies. It was always men.” After experiencing shortness of breath and extreme fatigue, she went to the emergency room for what she thought was asthma. Julia told the doctors that she had a family history of heart disease and they ordered tests which revealed blockages in her heart. They also discovered that she already had a heart attack sometime in the past month.

Unfortunately, Julia’s story is too common and heart disease can go unnoticed in women. The good news is, there are steps which can be taken today to start out right and prevent heart disease before it begins.

What Is Heart Disease?
Heart disease is a condition that affects the heart and blood vessels and it can lead to a heart attack. Women often dismiss the dangers of heart disease and think of it as a men’s disease. However, heart disease is the number one cause of death for women in the United States and is more deadly than all cancers combined for women, including breast cancer. Additionally, signs of a heart attack can go unnoticed because symptoms can be subtle for women compared to those experienced by men.

Symptoms
It is important for women to recognize the unique symptoms of a heart attack. Signs for women include:

- **Chest pain** – The most common symptom is chest pain, tightness, and pain radiating down the left arm, but the feeling is different than the stereotypical “crushing” pain men experience. For women, it can feel like tightening or uncomfortable pressure rather than pain.

- **Arm, jaw, neck, or back pain** – Sometimes women don’t feel pain in the chest, but feel it in their arm, jaw, neck or back. The pain can come on suddenly or be gradual.

- **Stomach pain** – Women often mistake the stomach pain that comes with a heart attack as the stomach flu and symptoms can include nausea, vomiting, or heartburn.

- **Shortness of breath, lightheadedness, and fatigue** – Like what Julia experienced, trouble breathing and extreme fatigue is a symptom of a heart attack in women.

- **Sweating** – A common symptom of a heart attack is breaking out in a cold sweat. If the sweating isn’t associated with a hot flash, heat, or exercise, it could be a heart attack.
Prevention
It’s never too late to take steps to prevent heart disease and a heart attack. Some ways you can prevent heart disease include:

• **Getting A Check-Up with Your Doctor** – Schedule an appointment with your doctor to check your blood pressure, sugar, and cholesterol and get heart-health screenings every year. Many prevention screenings are now covered by insurance without charging you a copayment. Visit HealthCare.gov or check with your insurance for more information.

• **Eating Smart** – Changing how you eat can be challenging. Don’t focus on all of the tasty foods you can’t eat. Instead, concentrate on healthy foods you can add to your diet or healthy swaps you can make. Snacks are a great place to start making the change. For example, instead of an afternoon granola bar switch it up with some baby carrots and hummus.

• **Exercising** – You don’t have to train for a marathon to be physically active. Simple changes to add activity throughout your day can really add up and make a difference. Some ideas include parking at the back of the lot, taking the stairs, and using break time to walk with coworkers. Be adventurous and try something new like yoga, hiking, bike riding, or Zumba and find an activity you enjoy so you will stick with it. What you like may surprise you.

• **Avoiding Cigarette Smoke** – Avoiding cigarette smoke is one of the best things you can do to prevent heart disease and a heart attack. If someone around you smokes, move away when they light up to avoid second hand smoke. If you smoke, it is never too late to quit and there are resources to help you. Visit yesquit.org or call 877-YES-QUIT for help.

**Wear Red And Spread The Word**
Soon, you will notice women wearing a lot more red. February is American Heart Month and the Go Red for Women campaign from the American Heart Association encourages women to wear bright red clothing to raise awareness of women and heart disease. February 3 is National Wear Red Day and it is a chance for you to participate and spread awareness. Use #GoRed when posting your selfie on social media to spread the message even further.

Visit www.goredforwomen.org for more prevention tips and information on women and heart disease.

References and Resources

Heart Disease Stories
- https://www.goredforwomen.org/?profile=julie-rickman
- https://www.goredforwomen.org/?profile=meliah-jefferson
Is getting on the scale the first thing you do in the morning? Does the number affect how you feel about yourself? Does it affect your mood and your day? For persons with eating disorders, fears and behaviors related to the scale take up much time and energy. Eating disorders are complicated illnesses caused by many factors. Eating disorders (ED) affect the entire body and are dangerous. Suicide rates are high in this group.

Research data suggests that there may be a change in the brain that makes Anorexia Nervosa, a type of ED, more likely. The American worship of thinness, and the messages in fashion magazines and TV, which show body types that most people cannot have, can act as triggers. What might start as a “harmless” diet may trigger an eating disorder in certain persons. The illness can continue and get worse, due to how poor nutrition affects the brain and thinking.

A common belief is that eating disorders happen only in rich white women. The Minnesota Adolescent Health Study found the number of EDs in racial and ethnic minorities as well as in boys in the United States is going up. All ethnic groups are in danger of not liking their bodies, and that may lead to trying to lose weight.

Eating disorders have been reported in children as young as five. In a 2011 Canadian study, the numbers of children with eating disorders with low intake of food in children aged 5-12 was 2.6 cases per 100,000. The ratio of girls to boys was 6:1; 46 percent of the children were very low in body mass index, 34 percent had unstable vital signs, and 47.2 percent required hospital admission.

Even though we know that EDs are linked to illness and death, they are still missed by pediatricians. Many teens do not get treatment, do not recover, or have only partial recovery.

Early treatment can have a strong effect on the outcome. In 2014, the American Academy of Pediatrics stated that, as soon as an eating disorder is noticed, referral for treatment should happen right away. Bringing the weight back to a normal range, and growth of the child are very important. A team effort with a nutrition-
ist and a counselor is necessary to recovery. Sometimes medication is needed.

Families do not cause eating disorders, and no one chooses an eating disorder as a way to cope with life. Parents can be very worried about this diagnosis, and may feel there is no hope. When the family is encouraged to be active in recovery as a part of the team, they may feel more positive, and the child may feel more support.

When a woman eats very little, and loses a lot of weight, she usually stops having periods, but sometimes a pregnancy can happen even with fairly low body fat. Therefore it is possible to have a pregnant client at WIC who has anorexia. If a pregnant woman is not eating enough, she is at high risk of having a preterm, small infant. However, for the woman who has been working toward recovery, the pregnancy can go well. The recovering woman can take this on as a very serious project. Body changes that come with pregnancy can be difficult for any woman, so this client needs extra support.

**Best Practices at the WIC Clinic:**

- Give the pregnant client a written food plan, with options for easy foods that have nutrition labels so the content is very clear. Explain what each food can do for the growing baby.
- Offer the client the option to turn away as she is being weighed so that she does not know the number, and agree that you won’t talk about it unless there is something to be worried about.
- Keep comments focused on how “healthy” and “glowing” she looks.
- If weight gain is a struggle, ask the client if she would like to know about services to help her through the pregnancy.
- If things are going well, tell your client she is doing a great job making a healthy baby. Praise is so important. Your client may feel like she only hears negative comments, and that no one understands her daily struggles and efforts.
- A healthy pregnancy and healthy baby can be a great source of pride. This kind of success strengthens the desire to stay recovered.
- After delivery, you can help your client have a healthy approach to postpartum weight loss.

**What Can WIC Staff Do to Help in Prevention Efforts?**

- Model healthy self-esteem.
- Remember that young children pay attention to what the grown-ups around them are saying about themselves and others. What they hear about size and weight leaves a lasting impression.
- Talk about yourself with respect.
- Value yourself and your coworkers for your talents, and character.
- Welcome the different sizes and shapes of human bodies.
- Challenge the belief that thinness equals happiness and success.
- Accept that all foods can be part of healthy eating.
- Think of all that your body can do.
- Don’t talk about fat, calories and dieting at work; use that time and energy to reach out and help others.
- Compliment your coworkers on things other than size and weight. Avoid judging others about size and shape.
- If you are worried about how a client or co-worker is eating, explain your concerns in a loving and caring way.
- Wear clothes that are comfortable and make you feel good about yourself.
- Look at models and TV stars in magazines and commercials in a new way.

**Resources:**

- National Eating Disorders Association (NEDA):
  - toll free, confidential Helpline at 1-800-931-2237
  - email: info@nationaleatingdisorders.org
  - NEDA Toolkits CD-ROM: parent, educator and coach toolkits
  - online eating disorder survey
- Center for the Study of Anorexia and Bulimia (CSAB) Support Groups. For more information, please call 212.333.3444 ext. 256
- www.4girlsfoundation.org
- www.Proud2bme.org
NWA Recruitment & Retention: You Got This, Mom.

by Melanie Smith
Communication Strategist

Somewhere in Texas, there’s a young pregnant mother working hard to care for her 2-year old son. She wants her children to have a healthy start to life but she isn’t sure which of the thousands of items at the grocery store are nutritious. She knows fruits and vegetables are healthy, but those items can get expensive and her paycheck will only stretch so far. If she only knew there was a program that could help.

That’s where the National WIC Association’s (NWA) Recruitment and Retention Campaign comes in. The effort is an exciting multi-year outreach and advertising campaign like WIC has never seen. The goal of this new campaign is to increase enrollment of WIC eligible moms, increase positive perception of the WIC program, create national brand recognition, and retain moms and children in the WIC program longer.

This outreach campaign includes extensive research and focus groups and is a new brand and feel for WIC. The goal of the brand refresh is for WIC to better resonate with our target audience and showcase the type of program we are. The ads feature a variety of diverse models. Some are wearing unique jewelry, others are sporting trendy new hairstyles, while other moms are showing off their tattoos.

Other marketing materials will go beyond the core message of nutrition education we typically see. The campaign expands on WIC’s support for mom and families. NWA wants to send an empowering message to mom, while positioning WIC as mom’s smart friend. WIC gives moms the information,
tools, and support to be the moms they want to be. Ads feature phrases such as “You got this mom,” or “Mom for the win.” Other key words often used in the new ads are optimistic, strong, and open.

The campaign will feature digital ads, print ads, and of course, social media outreach. The digital advertising component will target sites such as Parents.com, Parenting.com, and Babycenter.com. Promotional emails will be sent to WIC eligible women. WIC enrollment information and promotional advertising will be featured in magazines like American Baby, Fit Pregnancy and Baby, Ser Padres, Parents Latina, and Countdown.

There is also a pretty impressive health care provider outreach portion of the campaign. NWA has partnered with Meredith Customs Solutions. Through this partnership, NWA has access to a network that connects with the majority of women who give birth in hospitals. It's estimated that these ads will reach 95 percent of women who give birth. Health care providers will also provide WIC enrollment information and educational content at the OB/GYN office, and at the pediatrician's office.

Local agencies will have access to materials from this campaign as well. A toolkit will be made available to local WIC offices that includes digital assets, instructions and best practice guidelines that enable local WIC agencies to use campaign materials on websites and social media channels. You will also be able to use the print materials via grassroots advocacy like churches, beauty salons, and laundromats.

The digital ads were launched the last week of November 2016, and are running statewide. As for the rest of the campaign, print ads will begin running in February 2017. Other WIC promotional materials will be also be available February in maternity wards, OB/GYN and pediatric offices.

Texas WIC is optimistic about this campaign and is excited to see how clients and WIC eligible families will respond. As new clients come in, please ask and note how they learned about WIC.

LA 31 WIC Director Loretta Grisham Retires

After 40 years of serving WIC clients in Bell County, WIC Director Loretta Grisham is retiring. Loretta was actually the first employee hired for Local Agency 31. She was 20 years old and right out of college. She began as an income clerk and worked her way up to WIC Director. She's served as WIC Director for more than half of her career. LA 31 Assistant Director Nikki Morrow said, “Anyone who meets her or has had the privilege to have worked with her knows she is not only a dedicated leader and loyal friend, but also a very caring, kind, and generous person to anyone around.” We couldn't agree more. From all of us at WIC, congratulations Loretta. We will miss you.
by Mrs. Always B Wright, MS, IBCLC

Mrs. Always B Wright here, filling in for the mister. Yet again, Eaton is attending the National Steak Knife Convention. Let’s just say he is really passionate about his cutlery.

Let’s have a real conversation. It’s the beginning of the year and you may feel pressure to come up with your goals for a “new you” in 2017. Here is a crazy idea — go ahead and ditch your New Year’s resolutions. Gasp! Yes, I said it. There is nothing wrong with wanting to improve the already fabulous you, but do unrealistic resolutions benefit us? That’s a rhetorical question. The answer is no. Think about it; the gym is typically busy for the first two months of the year and the healthy meal prep parties last a few weeks. Just for entertainment, here are a few of my previous New Year’s resolutions:

• Stop procrastinating (I think this one will have to wait 10 more years for the kids to be out of the house).
• Not needing to fluff the laundry five times before actually folding it (I’m down to three fluffs — that’s a real accomplishment).
• Wearing something other than yoga pants on the weekends (that lasted a day).

Instead of casual promises with no obligation to fulfill, like wearing “real clothes” to the grocery store, why don’t we focus on a different kind of change? Actually, it’s not a change at all. Last year we participated in the WIC Wellness Works Happiness Challenge as well as “The Power of YOU” theme at the annual Nutrition and Breastfeeding Conference. Those are very powerful messages that we need to harness in 2017.

I want to remind you why we need to practice happiness. There is research that says 50 percent of happiness is determined by genetics. Don’t worry, this doesn’t mean you are out of luck if you didn’t get the happy gene... but it sure does explain some people’s actions in line at the DMV. The same research also shows that 40 percent of happiness is dependent on daily activities that we can control. Happiness is essential to surviving day-to-day. It’s good for our health, and we feel more fulfilled when we take time to practice happiness. It only takes a few small steps to practice happiness, like being grateful, investing in relationships, and practicing kindness to others. This feeds nicely into the power of you. You have a say in how happy you are. You have the power to shine happiness into other people’s lives. You make a difference.

This is exactly what you should do in 2017— remember the power you have in your own happiness, as well as the impact you make on every person you come in contact with. It is worth repeating that YOU make a difference. I will leave you with the words of my favorite actress, Anne Hathaway — “Be happy. Be yourself, the day is about a lot more.”
**Pop Quiz**

What is going to be your New Year’s resolution for 2017:

A. Something admirable but not realistic for my lifestyle.
B. I’m already perfect, I don’t need to change anything.
C. Find something that worked well for my happiness in 2016 and keep doing it in 2017 (and maybe even do a little more).

The answer is technically C, but it’s really your choice. Your life will feel more fulfilled if you can find, create, or recognize happiness.

**Resources**

Greater Good Science Center “Happiness” [http://greatergood.berkeley.edu/topic/happiness/definition#why_practice](http://greatergood.berkeley.edu/topic/happiness/definition#why_practice)

About the author: Mrs. Always B Wright is a lactation consultant, mother, chef, personal shopper, and wife to Eaton Wright, a certified NUT based in Austin, Texas.