Consultation & Nutrition Service Unit Update
Areas of Responsibility

- Breastfeeding
- Consultation
- Food package
- Formulary
- High Risk
- Nutrition Education
- Risk Codes
- Plus a whole lot more
New Lessons in FY18
• Meal Planning
• Safe Sleep

Planned for FY19
• Infant Feeding Series
  • 6 total lessons

*Updated Lesson Description document on Michigan WIC website
Brush! Oral Health Pilot, Year 3

• Expanding to some Rural Areas
  • DHD10
  • Central Michigan
  • Ionia
  • Berrien
  • Intercare (2 clinics)
  • Branch Hillsdale St Joseph

• Hoping statewide next year!
Ongoing CCS Projects

• **System Integration (2 year project)**
  • Year 1: Site Visits, Interviews/Survey, Planning Meetings
  • Year 2: Planning for implementation, Training materials/plan

• **Technical Assistance**
  • CCS Skills Online Modules
  • Training Assistance
  • Coaching
  • 6 Webinars
WIC Part-time Dietetic Internship

- Internship Applications due February
- Orientation starts August
- Combined Online Master’s Coursework, Internship Rotations, & Work

- Contact fischert1@michigan.gov for more information
<table>
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<tr>
<th>Training Area</th>
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<tr>
<td>New Trainings for Nutrition Services Support Staff</td>
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<td>Coffective</td>
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<td>Food Authorization Cycle</td>
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<td>Breastfeeding Site Visits</td>
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New Campaign
Congratulations!

Loving Support Awards
WIC & Hospital Relationship-Building Survey
A Partnership among State of Michigan WIC, Caffey’s, and Michigan Breastfeeding Network

WE ARE BETTER TOGETHER!
A key goal of the WIC Statewide Initiative is to connect WIC agencies and their local hospital in a meaningful, collaborative way.
Community partners are not just phone numbers on a list, but true partners in the care of the mothers, babies, and families we serve.

STRENGTHENING COMMUNITIES
As part of this initiative, we have been “testing” WIC agencies and hospitals who share a community, based on trust, capacity, and interest in working together. These matches have resulted in joint activities and shared work that has proven to be transformative. As of yet, 27 WIC-hospital dyads have committed to and accomplished 46 relationship-building “matches” activities across the state.

IT’S YOUR TURN!
From which hospital do you get the majority of your referrals from, or where most of your participants deliver?

Do you have a primary hospital contact for this hospital?
- Yes, their name is
- No.

What is the strength of your current relationship with this hospital?
- Very strong
- Strong
- Weak
- Very weak or negative

Is there a second local hospital from which you get a significant number of referrals, or where most of your participants deliver?

Do you have a primary hospital contact for this hospital?
- Yes, their name is
- No.

What is the strength of your current relationship with this hospital?
- Very strong
- Strong
- Weak
- Very weak or negative

I don’t know from which hospital(s) my referrals come from, or where my patients deliver.

NOT SO MATCHED!
Over 46 relationship-building activities have been planned in your state over the last 6 months. Many have already taken place. Some hospitals and WICs have accomplished multiple activities. We would like to hear about what you think would serve your community. Rate your interest in the following potential activities that have been proven to enhance coordination between hospitals and local WIC agencies.

WIC Statewide Initiative • Relationship-Building Survey • Hospitals
It's a Match!
Facilitated Meeting Toolkit

Develop a strong relationship between decision makers in the hospital and WIC agencies to align work and create a larger impact.

WIC Tour Toolkit

Use this toolkit to help you build relationships with your local birthing center by offering them a tour of your WIC agency.

**HOW TO USE THIS TOOLKIT**

This toolkit is designed to serve as a guide for providing a WIC agency tour for hospital and other community stakeholders. Feel free to customize the tour to best suit your mutual goals for the activity.

**LET’S START WITH AN INVITE**

Extend an invite to your local hospital. Utilize your birthing coalition meetings, hospital task force, or any other meeting you attend with your hospital contact as an opportunity to invite them.

What about if you don’t have a hospital contact? Try reaching out to your community partners. They likely can identify your local hospital contact. Or try “cold calling” the birthing center. Ask for the lactation consultant, the manager, or the discharge coordinator.

**LET’S TALK**

Start with a meeting to share more about WIC and explain the certification process. Below is a sample meeting agenda:

- **Benefits of WIC**
  - Promote infant and child health
  - Improve the health and well-being of women, infants, and children
- **WIC Services**
  - Medical
  - Nutrition education
  - Food
  - Income
  - Social Services
- **WIC Tour**
  - Introduction
  - Overview of WIC
  - Tour of WIC facilities
  - Q&A