

CAROL H. RASCO
Assistant to the President for Domestic Policy

EVENT: Meeting: WIC Directors
Speech: WIC Conference
"Partners in Growth - Ensuring Access"

DATE: Sunday, May 15, 1994

TIME: Meeting: 11:00-11:30am
Speech: 2:00- 2:30pm

EVENT LOCATION: Meeting: Excelsior Hotel, LaHarpe Room
Speech: Excelsior Hotel, Excelsior Ballroom

PRESENTATION: Meeting: (see attached points of discussion)
Speech: 20 minutes - no Q & A

SEATING ARRANGEMENT: You will be seated at head table with
speakers and guests

INTRODUCTION BY: Amy Rossi

AUDIENCE: Approximately 500

ISSUES OF INTEREST: quality WIC services for women and children

FORMAT: See attached program

PRESS: Local Press Release Issued
(copy to be forwarded)

DRESS: Business Attire

CONTACT: Anita Southard, WIC Program Specialist
Conference Program Chair
(501)661-2123 or 372-5500 (Vinson Room)



JIM GUY TUCKER
GOVERNOR

Arkansas DEPARTMENT OF HEALTH

4815 WEST MARKHAM STREET • LITTLE ROCK, ARKANSAS 72205-3867
TELEPHONE AC 501 661-2000

Sandra B. Nichols, M.D.
Director

MAR 18 REC'D

March 13, 1994

Ms. Carol Rasco
Assistant to the President
for Domestic Policy
White House
Second Floor, West Wing
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear Ms. Rasco:

We are delighted that you can attend and speak at the opening session of our conference, "Partners In Growth - Ensuring Access" on May 15, 1994. WIC Programs from USDA's Southwest Region have planned this conference to share ideas and pool resources to address some of the issues we face in providing quality WIC services as we serve more eligible women and children.

A large portion of our conference program has been planned with local clinic staff in mind. These are the people who have made it possible to increase the number of women and children served by WIC in recent years and are working hard to expand services to "full funding" levels.

The Southwest Region includes the five geographic states of Arkansas, Louisiana, New Mexico, Oklahoma, and Texas as well as fourteen Indian Tribal Organizations. We expect between 500 and 600 staff to attend the conference. Some of those attending work for local contract agencies, some for city or county health departments unaffiliated with state departments of health, some for Tribal Councils and/or Indian Health Service, and some for state health departments at the state or local level.

In preparing your address, it might be helpful for you to know that not everyone attending the conference has a clear idea about why the President has identified WIC for "full funding". Local directors and managers are especially concerned with how to expand WIC services and maintain or improve quality. Since many clinics also provide other services to WIC participants, local staff are also anxious about the impact of health care reform on all the services they provide.

"An Equal Opportunity Employer"

Page 2
March 14, 1994
Carol Rasco

1:45


We have blocked out ~~1:30~~-2:30 as the time for your presentation but we have the flexibility to change that to any other time during that afternoon. Please let us know how much time you would like and if you would prefer another time.

If you would like to discuss some of the issues state and local WIC Programs are facing which would assist you in preparing your address, please feel free to call me. My telephone number is (501) 661-2598. I can also put you in touch with other state WIC directors and/or some local directors.

Would you like some time with some of the WIC state, local and USDA staff before or after your address? I am sure several state and local directors would enjoy talking about WIC with you. We have enjoyed your support. We look forward to the opportunity for staff from other states to learn more fully what an effective advocate you are.

We can pay part or all of your expenses if that is appropriate. Also, we would be happy to assist you in your travel arrangements - from a ride to the airport to whatever else you need.

Sincerely,



Mac Heird, Director
Division of WIC

cc: Sandra Nichols, M.D.
Nancy Kirsch

MH:AS/as

ANITA SOUTHARD, AR WIC PROGRAM CALLED TO SAY THAT SENATOR BUMPERS OFFICE HAS PHONED AND INFORMED THEM THAT HE ALSO IS SPEAKING AT THE EVENT. ANITA WANTED TO KNOW FROM CAROL WHETHER SHE WANTED TO SPEAK BEFORE OR AFTER SENATOR BUMPERS. PLEASE ADVISE. IT IS TOTALLY CAROL'S DECISION! 501-661-2123
4:35PM.

Sunday / May 15
11:00-11:30 WIC Directors
→ State/local
→ Indian Tribal

Location: TBA

Speech: Excelsior Ballroom

Title of Speech?

Protocol says afterwards, I think. Consult w/ Leg. Affairs. Make sure I can still make plane.

What is status of earlier meetings w/ WIC officials?

THE WHITE HOUSE
WASHINGTON

Ante
Southard
(501) 261-2123
Chairman
fax: 661-2464

① flight from LR 5/15
Ret. 3:30 & 5:00

② Talk w/ CHR before calling
Mac Neird

Confirm what we can
expect from Govt agency

→ Ticket }
Car } Clarissa
Hotel } x67903

Confirm speech time ~~1:30-2:00~~ ^{2:00-2:30} ✓

- NO Q+A ✓

- Willing to have mtg. that a.m. for
(no entertainment necessary)

- bullet pts / questions from
mtg. participants

Title of speech
Briefing
Mention
Bill

Delta 4:15 - 7:55 (New York)	AA 5/12/44 4:45 - 8:20 (Chicago)
4:45 - 7:30 (Cincinnati)	TWA 4:35 - 7:51 (St. Louis)

AA 5:08 - 9:21 (Nashville)	TWA 6:00 - 11:00 (St. Louis)
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USAir
6:05 - 10:48
(Charlotte)

Arkansas Department of Health

4815 West Markham Street
Little Rock, Arkansas 72205-3867

(501) 661-2378

Fax (501) 661-2464



Division of WIC

Facsimile

Transmittal

Sheet

Date: 4/22/94

SX # (202)
456-2878

To: Rosalyn Miller
Office of Domestic Policy
Second floor / West Wing

From: Dita Sutherland
Arkansas WIC Program

Please let me know as soon
as possible if you see any
problems with this. We are still
working on the format.
Thanks

National Service Programs Fact Sheet

On September 21, 1993, the President signed into law the National and Community Service Trust Act, creating the Corporation for National and Community Service, generally known as the Corporation.

The Corporation's mission is to engage Americans of all ages and backgrounds in community-based service that will address the nation's educational, public safety, human, and environmental needs while providing educational opportunity to those participants who make a substantial commitment to service.

To accomplish its goals, the Corporation is funding a new national service initiative called AmeriCorps, which will be very similar to the current VISTA Program, and is already being called "the domestic Peace Corps."

FNS programs, and the State agencies that administer them, are extremely well-suited to enter into cooperative arrangements with AmeriCorps participants. Secretary Espy has committed his full support to the AmeriCorps concept of anti-hunger/nutrition initiatives (addressing one of the most basic human needs) across the country.

AmeriCorps participants will comprise a pool of workers who can, at a significantly lower administrative cost, provide much-needed assistance to State and local WIC agencies. Some of the functions that AmeriCorps participants could perform include:

- providing child care services in local agency waiting areas, client transportation, etc;
- assisting in basic support functions such as xeroxing, telephone coverage, setting appointments, travel, etc; or
- helping nutritionists develop, set up, and present nutrition education lessons or modules.

National Voter Registration Act (NVRA)

Beginning in January 1995, State and local WIC offices will also be involved in implementing the provisions of the NVRA, providing WIC applicants and participants the opportunity to register to vote, along with any assistance they may need in doing so.

WIC State agencies should also be able, working in partnership with their State election officials, to make use of the services of AmeriCorps participants to assist in the voter registration efforts at local WIC offices.

WIC and Immunizations Fact Sheet

- o Emphasis on immunization promotion is appropriate for the WIC Program given its mandate to function as an adjunct to health care services and WIC's very effective role as a "gateway" program for important maternal and child health benefits. The WIC Program has regulatory responsibility to coordinate with immunization services.
- o The Centers for Disease Control and Prevention's (CDC) National Immunization Program, DHHS, and the Food and Nutrition Service, USDA, have initiated a cooperative effort to increase immunization rates among preschool-age participants in WIC.
- o In response to the 1989-1991 national measles epidemic, CDC and local health departments, in cooperation with WIC State agencies, initiated demonstration projects during 1990-1992 to discover ways to increase immunization rates among preschool children served by WIC.
- o As a result of the national FNS/CDC coordination initiative, numerous special immunization promotion activities are taking place at the State and local levels. For example:
 - o In July 1993, Texas began providing immunizations to WIC infants/children and their siblings in WIC clinics in conjunction with scheduled WIC services. The Texas WIC State agency is reimbursed by CDC on an established per-shot basis. As a result of these coordinated efforts, the immunization status of WIC infant/child participants and their siblings has been improved and the incidence of childhood vaccine preventable diseases has been reduced.
 - o The Chickasaw Nation WIC Program has worked closely with the tribal public health nursing department for the last 10 years to ensure timely immunization of children. The WIC Program delivers services to over 1,500 infants and children at 11 locations throughout the 11 1/2 county area defined as the Chickasaw Nation.
 - o To continue to improve immunization rates of preschool children, the Louisiana WIC Program has, in cooperation with the State Immunization Program, trained 100 nutrition paraprofessionals and clerks to review age-appropriate immunization status.
 - o In Oklahoma, the OK-WIC automated system will be enhanced to include an immunization piece. The system will record the immunization status of participants and produce reports by age groups. The Oklahoma State Department of Health Immunization Division is pursuing integrating a Vaccine Management System with the OK-WIC system.
 - o Arkansas Department of Health has developed a computer tracking system which can access the status of age-appropriate shots for WIC participants. Additionally, the system can generate reminders to parents that shots are due.



JIM GUY TUCKER
GOVERNOR

Arkansas **DEPARTMENT OF HEALTH**

4815 WEST MARKHAM STREET • LITTLE ROCK, ARKANSAS 72205-3867
TELEPHONE AC 501 661-2000

SANDRA B. NICHOLS, M.D.
DIRECTOR

May 5, 1994

Ms. Rosalyn Miller
Office of Domestic Policy
White House
Second Floor, West Wing
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear Ms. Miller:

A copy of the program for the conference, Partners in Growth - Ensuring Access is enclosed for Ms. Rasco. We have not received the final copy from the printer, so please excuse the xerox copy.

I have written in pen beside the Sunday afternoon speakers the approximate time they have been given.

We are expecting at least 500 in attendance on Sunday afternoon.

Sincerely,

A handwritten signature in cursive script, appearing to read "Anita Southard".

Anita Southard
WIC Program Specialist
Conference Program Chair



WELCOME TO LITTLE ROCK!

On behalf of conference co-hosts Arkansas Advocates for Children and Families, Southwest Region USDA Food and Nutrition Service and the Arkansas WIC program, I want you to know how pleased and honored we are that you have chosen to participate in this conference, "Partners in Growth - Ensuring Access".

"Partners in Growth - Ensuring Access" is the third Southwest Region conference in a series designed to help us meet the challenge of serving more eligible women and children with the quality WIC services which have been so successful in improving the health of our children.

You have made the difference throughout the Southwest Region in the number of WIC participants served every month. WIC Programs have grown rapidly because of you. This conference is especially for those of you who work with WIC participants day-to-day and local managers whose planning and decisions determine how well WIC services are delivered to our clients. *You make the difference in the availability, accessability and quality of the services WIC participants receive.*

We hope the conference gives you ideas you can use, a renewed appreciation for the clients we serve, a recognition of the many ways quality WIC services can be delivered, new things to think about, new friends from around the Region, new energy for your life and your work, and of course, some fun, too!

Sincerely,

Mac Heird, Director
Arkansas WIC Program

INTRODUCTION TO THE CONFERENCE



Why?

This conference celebrates the 20th Anniversary of the implementation of the WIC Program and looks forward to the expansion of the Program to serve all eligible women and children who need and want our services.

President Clinton and the Congress have identified WIC as a priority for full funding - funds available to serve every eligible applicant. Why? A concurrent resolution of Congress quotes some of the results of research studies on WIC's impact on the health of infants, children, and women:

- ◆ prevents low birthweight and reduces the number of very low birthweight babies
- ◆ reduces anemia
- ◆ increases the rate of immunizations in children
- ◆ saves money on medical and other health related costs
- ◆ reduces fetal death and infant mortality

These are results to celebrate! Our challenge is to expand as quickly as possible to meet the target of full funding by 1996. That is the reason this conference is being held - to help all of us find ways to serve more eligible participants and maintain the high quality of WIC services that have been so successful in improving the health of children in the most critical periods of growth.

Who?

We have identified each concurrent session according to the staff we believe will find it most useful. However, ***you may attend any session you wish as long as space is available.*** The three groups we have identified are:

- | | |
|-------------------|--|
| CLINICAL | Nutritionists, nurses, home economists, nutrition paraprofessionals and management staff with responsibilities and interests in the issues presented |
| MANAGEMENT | Administrators, managers, directors and coordinators |
| GENERAL | Everybody - including clinic support staff as well as all other local and state staff |

SUNDAY MAY 15, 1994

PLENARY SESSIONS 1:00 pm - 4:00 pm

Excelsior Ballroom

Opening General Session (1:00 pm - 2:30 pm)



Presiding: Mac Heird, Conference Chairman and Director, Arkansas WIC Program

Welcome: *Mayor Jim Dailey*

Dr. Sandra B. Nichols, Director, Arkansas Department of Health

Ruthie Jackson, Southwest Regional Administrator, USDA Food & Nutrition Service

Amy Rossi, Executive Director, Arkansas Advocates for Children and Families

Special Guest **Senator Dale Bumpers, Arkansas**

Arkansas' senior and fourth term Democratic Senator is among the most honored and respected state and national leaders. Governor of Arkansas for two terms, he became known for his leadership in government reorganization and concern for rural, education, and health issues - most notably, with his wife Betty, developing a model child immunization program. The Senator is one of the most effective champions of the WIC Program in the nation. He was the first recipient of an award by the National Association of WIC Directors, has successfully held the line against reductions in WIC funds and requested, along with Senator Tom Harkin (D-Iowa), the widely quoted GAO study which summarized the many positive effects of WIC.

Keynote Address **Carol Hampton Rasco** **Assistant to the President for Domestic Policy**

As the President's Chief Domestic Policy Advisor, Carol Hampton Rasco supervises and coordinates the work of the White House staff of the President's Domestic Policy Council. She also serves on the Department of Education's National Education Goals Panel. A native Arkansan, Ms. Rasco worked with President Bill Clinton in the Governor's Office for ten years. From 1985-1992, she was Governor Clinton's Liaison to the National Governor's Association and worked closely with NGA staff on welfare reform, child care and health care reform. Ms. Rasco is noted among Arkansans and national advocates for her deep commitment and effective, influential leadership on issues affecting children.

BEVERAGE BREAK (2:30 pm - 3:00 pm)

General Session (3:00 pm - 4:00 pm)

"WIC - Challenges and Opportunities"

William E. Ludwig, Administrator, USDA Food and Nutrition Service

"Southwest Perspective on the Challenge of Expanding WIC Services"

Sondra Ralph, Southwest Region Director, Supplemental Food Programs, USDA, Food and Nutrition Service

"Update on Current WIC Legislation"

Stefan Harvey, WIC Director, Center on Budget and Policy Priorities

"A Taste of Arkansas" 5:30 pm - 8:30 pm

Riverfront Park • Sunken Plaza/Patio

(Casual dress is appropriate)

MONDAY MAY 16, 1994

CONCURRENT SESSIONS 8:00 am - 9:30 am

Video Festival • Excelsior • Hall of Fame



CLINICAL
Conference
Center
2D

"What Makes Nutrition Education Meaningful to Clients?"

- ▶ Cheryl Achterberg, PhD, Director, Pennsylvania State University Nutrition Center and Dawn Carsey, MA, University of Texas at El Paso

Anthropologists have long said "Tell me what you eat and I will tell you who you are." Food carries cultural meaning. Nutrition doesn't have such meaning. Successful nutrition education compliments and connects to cultural and personal food meanings. This presentation describes how such meaning can be made and reinforced. Ms. Carsey will describe how residents along the Texas-Mexico border linked personal control to other variables. Education was found to have a profound impact on an individual's sense of personal control of life events.

GENERAL
Conference
Center
2E

**"Different Strokes for Different Folks:
Appreciating Differences in Personality Types" (Repeated Later)**

- ▶ Kanice Newton, Director of Human Resources, rha health services, inc.

Discover the normal differences in people, as revealed by the Myers Briggs Type Indicator questionnaire, and what this can mean in the workplace. You will learn to appreciate the gifts and strengths of yourself and others, and learn how to capitalize on these strengths to serve your clients.

MANAGEMENT
Excelsior
LaHarpe

"Issues and Opportunities in Opening New Sites"

- ▶ Jackie Longacre, Program Development Specialist, Oklahoma State Department of Health

This session explores the various issues and opportunities encountered in opening new sites with contract agencies. Ideas to anticipate and ease problems and facilitate successful start-ups will be discussed.

GENERAL
Conference
Center
2C

"A Walk Across Arkansas" (Repeated Later)

- ▶ Arkansas WIC Program: Narrator, Dick Jones Health Educator Supervisor, Arkansas Department of Health
Featuring: WIC Specialists, Shirley Jones and Ceretha Crowder

From the Mississippi Delta to the Ozark Mountains, experience the why's and how's of the Arkansas WIC Program. Enjoy finding out about the delivery of WIC services in the Natural State and get new ideas to take home. You will also learn about Arkansas' beauty and you may even leave with a door prize!

MANAGEMENT
Excelsior
Arkansas
River
Valley

"Making the WIC Pitch to Working Families"

- ▶ Marsha Walker, Outreach Coordinator, Texas WIC Program

Many WIC mothers are also full-time working women. What do you do about working families who may need WIC but do not apply because they believe their job (or their husband's job) would make them ineligible? This session relates experiences as told by working mothers and reveals what they want most from WIC. The group will play a game called "Barrier Bingo".

BEVERAGE BREAK 9:30 am - 10:00 am

MONDAY MAY 16, 1994

CONCURRENT SESSIONS 10:00 am - 11:30 am
Video Festival • Excelsior • Hall of Fame



CLINICAL STAFF
Conference
Center
2D

"How Do We Know Our Nutrition Education is Successful?"

▶ Cheryl Achterberg, PhD, Director Pennsylvania State University Nutrition Center

The purpose of this presentation is to describe five evaluation methods for nutrition education interventions that are relatively rapid and appropriate for use in the community. Suitable conditions for use of each method will be discussed as well.

GENERAL
Conference
Center
2B

"Developing a Comic Vision" (Repeated Later)

▶ Tim Gard, Humorist and President, Comic Visions

Every day we face challenges and encounter situations that routinely cause stress in our personal and professional lives. We need help, we need ... a Comic Vision! Having a Comic Vision is choosing to laugh when we can, be serious when we have to, and actively using laughter as a balance to the serious side of every day life. Tim will show us how to naturally and effectively harness laughter to benefit ourselves as well as amuse.

MANAGEMENT
Excelsior
LaHarpe

"Take a Walk Over and Through Your Facilities with ADA In Mind"

▶ Jim Pearsall, Staff Architectural Section, Arkansas State Building Services

This presentation will give you a guided tour of your own facilities with the provisions of the Americans with Disabilities Act (ADA) in mind. Beginning with your parking area, this guided tour takes you throughout your facilities to help you assess your compliance with ADA. A question and answer session will follow.

MANAGEMENT
Excelsior
Arkansas
River
Valley

"How to Work With Advocacy Groups"

▶ Stefan Harvey, WIC Director, Center on Budget and Policy Priorities
and Amy Rossi, Executive Director, Arkansas Advocates for Children and Families

How can you be more effective in presenting your issues and concerns to established advocacy groups? How can you capture the interest of established advocates? What are effective ways to educate them about your services and issues?

GENERAL
Conference
Center
2E

**"Different Strokes for Different Folks:
Appreciating Differences in Personality Types"**

▶ Kanice Newton, Director of Human Resources, rha health services, inc.

Discover the normal differences in people, as revealed by the Myers Briggs Type Indicator questionnaire, and what this can mean in the workplace. You will learn to appreciate the gifts and strengths of yourself and others, and learn how to capitalize on these strengths to serve your clients



LUNCHEON

11:45 am - 1:15 pm

"Balancing Work, Home, and Spirit"

Faith Spotted Eagle

When was the last time you considered honoring yourself, acknowledging and caring for that which is unique and precious within? Cultures can either enhance or detract from this. How can we embrace the changing world that we live in with choices that are empowered with: *1) acknowledging the power of belief, 2) becoming aware of the role of oppression, 3) mending our role with the earth, 4) nurturing self, and most importantly, 5) living by the stories that we tell...and maybe, changing some of those stories for our own growth and enhancement? Much of this learning comes from the hearts of children.*

About Our Speaker...

Faith Spotted Eagle is a member of the Ihanktonwan Band of Dakota, (Yankton Sioux) of South Dakota, but has lived in Spokane for the last six years. She has a Masters Degree in Counseling and has 17 years experience as a high school counselor/principal, mental health worker, college instructor and now private entrepreneur. She specializes in human services program design, training and intervention services for organizations.

Ms. Spotted Eagle was the First President of the WHITE BUFFALO CALF WOMANS' SOCIETY, a group which developed and funded the first Native American Battered Woman's Shelter in the nation.

She gained experience in working with children and families through a principalship with the Shoshone-Bannock Tribal School in Ft. Hall, Idaho and as a counselor for four years at Blackfoot High School, Idaho and Todd County High School, Missi South Dakota. She worked for three years with the Children's Hospitalization Alternative Program with Community Mental Health (CHAP), a project for children with severe emotional disturbances.

MONDAY MAY 16, 1994

CONCURRENT SESSIONS

1:30 pm - 3:00 pm

Video Festival • Excelsior • Hall of Fame



GENERAL
Excelsior
LaHarpe

"The C's of Diversity...Culture, Caring, and Collaboration"

▶ Faith Spotted Eagle, Private Consultant, Spotted Eagle and Associates

This session will follow up on Ms. Spotted Eagle's luncheon address. She will share her experience in working in collaboration with a WIC program to make it more responsive to participants cultural values and needs.

GENERAL
Conference
Center
2D

"User Friendly Facilities and Staff" (Repeated Later)

▶ Jackie Dosch, RD, RN, Director, Division for Nutrition, Outreach and Training and Jeanie Cochrane, RD, Nutrition Education Specialist, Texas WIC Program

Excellent customer service is not a frill any longer. In order to provide effective services and encourage participants in their efforts to raise healthy children, we must provide a child-friendly environment that women and children look forward to visiting. Texas staff asked participants and non-participants what they wanted... come and find out what they said.

MANAGEMENT
Excelsior
Arkansas
River
Valley

"Advocacy Groups: Assistance with Expansion Issues"

▶ Stefan Harvey, WIC Director, Center on Budget and Policy Priorities and Amy Rossi, Executive Director, Arkansas Advocates for Children and Families

What role can advocates play in dealing with issues which hamper expansion of your program? What do you need to communicate to advocacy groups to gain effective assistance? What issues can advocacy groups help with? Are there issues advocates cannot help with?

MANAGEMENT
Conference
Center
2C

"Mobile Health Units: Experiences of Three States"

▶ Panel: Nancy J. Cathey, MS, RD, District Nutritionist, New Mexico
Monica Stender, WIC Director, Driscoll Children's Hospital, Texas
Janet Robertson, RN, Coordinator, Mobile Health Services, Arkansas Department of Health

A panel of local managers will offer their insights and adventures in the implementation of mobile unit WIC services in three states. Community assessment, planning, (floor plans, ADA capacities, types of services, etc.), implementation and maintenance will be covered.

CLINICAL
Conference
Center
2E

"The Challenge of Nutrition Education: Helping Adults Learn"

▶ Jacqueline R. Abels, MA, Private Consultant

The adult learner is unique in that she must play an active part in the learning process. We are not so much responsible for "teaching" the client as we are responsible for "helping" her learn. We will discuss strategies for making the learning experience more meaningful to adult WIC clients. Session attendees will practice the "art" of adult education.

MANAGEMENT
Excelsior
LaSalle

"Challenges to Growth: A Survey of Factors Influencing Local Program Expansion"

▶ Sondra Ralph, Regional Director, Kelly Yee, Anne Lucas, and Penny Van Zandt, Program Specialists, Supplemental Food Programs, USDA Food and Nutrition Service, Southwest Region

"Challenges to Growth" is USDA's region-wide survey of state and local WIC expansion issues. Come learn about the background and progress of the survey. Whether you participated in the survey, or have responsibilities for managing growth at the clinic/local agency level, we welcome your views on meeting the challenges to WIC program expansion.

BEVERAGE BREAK 3:00 pm - 3:30 pm

MONDAY MAY 16, 1994

CONCURRENT SESSIONS

3:30 pm - 5:00 pm

Video Festival • Excelsior • Hall of Fame



GENERAL
Conference
Center
2B

"Developing a Comic Vision"

▶ Tim Gard, Humorist and President, Comic Visions

Every day we face challenges and encounter situations that routinely cause stress in our personal and professional lives. We need help, we need ... a Comic Vision! Having a Comic Vision is choosing to laugh when we can, be serious when we have to, and actively using laughter as a balance to the serious side of every day life. Tim will show us how to naturally and effectively harness laughter to benefit yourself as well as amuse.

MANAGEMENT
Excelsior
LaHarpe

"Expansion: How to Make It Work in Your Clinic Environment"

▶ Panel: Melinda Newport, RD, Director, Chickasaw Nation WIC Program
Marie Zaczkowski, RD, Director, City of Dallas WIC Program and
Wanda Hogue, Manager, Health Management Area XI, Arkansas

A panel of WIC Program Directors will share with you how they have successfully expanded services in various clinic environments, including integrated, co-located and stand-alone WIC sites. Hear how they have done it and share your own successes in expanding in a variety of settings.

MANAGEMENT
Excelsior
Arkansas
River
Valley

"How to Do Effective Local Outreach With No Time, No Money and No Staff"

▶ Marsha Walker, Outreach Coordinator Texas WIC Program

Successful outreach depends on knowing the audience you are trying to reach and tailoring your outreach efforts to those specific groups. It includes direct contact to get the WIC message where it must be heard. It's not the money, but the message that counts. The best and least expensive form of outreach is good customer service! The presentation includes a short training video entitled "Outreach Happens".

CLINICAL
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2D

**"Serving a Culturally Diverse Population:
Health and Food Beliefs and The Ethnic Food Package"**

▶ Abigail November, PhD, RD, LD, Senior Research Nutritionist,
and Jeanie Cochrane, RD, LD, Nutrition Education Specialist, Texas WIC Program

The United States has a very diverse population. What are some of the health and food beliefs and practices? How can WIC become more sensitive to our changing population? Discussion of these issues will be followed by an update on the mission and progress of the Ethnic Foods Package Committee.

CLINICAL
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"Breastfeeding Services: Special Deliveries"

▶ Panel: Martha Hall, MSN, RN, IBCLC, Office of Breastfeeding
Services, Arkansas; Ruby Wolf, WIC Director Pueblo of Zuni;
Nadirah McCoy Shepherd Breastfeeding Coordinator, City of Dallas WIC Program

Descriptions of three approaches to delivering breastfeeding services, promotion, and support. Included are: coalition building, publicity, physician training, work with hospitals, staff training, and peer counseling.

TUESDAY MAY 17, 1994

CONCURRENT SESSIONS

8:00 am - 9:30 am

Video Festival • Excelsior • Hall of Fame



GENERAL
Conference
Center
2B

"Candid Camera Comes To WIC: What Messages Are We Sending?"

- ▶ Skit - Presented by the staff of the New Mexico WIC Program: Randy Edwards, Sharon Porterbiles, Joanne Gallegos, Mary Meyer, Nancey Cathey, Shirley Jacquez, Debbie Rivera and Deanna Torres

This skit illustrates the types of messages we might be giving to our clients about breastfeeding. Counseling techniques to facilitate communication with the client will be demonstrated.

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"Nutrition Education in Cooperation with Head Start"

- ▶ Karen Wilk Rubin, MS, RD, LD, WIC Director, Seminole Tribe of Florida, and Valery Henderson, RD, Nutrition Coordinator, Santo Domingo WIC Program

Since food habits form early, it is important to introduce preschoolers to a variety of nutritious foods. The presentation includes demonstrations and examples of nutrition education with children in Head Start and how it is documented for WIC. The impact of nutrition education on children's attitudes toward WIC and food will be discussed.

MANAGEMENT
Excelsior
Arkansas
River Valley

"Patient Flow Analysis - An Introduction"

- ▶ Henry Klimek, WIC Project Manager, Louisiana and Carol Filer, Program Specialist, Texas WIC Program

Patient Flow Analysis (PFA) is a program which allows staff to objectively look at their clinic operations from the perspective of the participant. This management tool can identify a clinic's strengths and weaknesses while enhancing communication and coordination between staff. Texas and Louisiana staff will discuss how PFA works and reasons to conduct a PFA survey as well as how this system has been implemented in each of their states.

GENERAL
Conference
Center
2C

"Celebrating Diversity: Building Effective Relationships"

- ▶ Robert Criner, Motivational Speaker and Personal Development Trainer, Sharing the Vision

Celebrating Diversity: Building Effective Relationships...this presentation is designed to enhance relationships, increase productivity, build confidence and enthusiasm. Participants learn to: Understand benefits of diversity, develop verbal and non-verbal skills and create open communication with others. The information shared will inspire, educate, and motivate!

GENERAL
Excelsior
LaHarpe

"Why Didn't I Think of That? Unleashing Your Creativity"

- ▶ Elaine B. Wooten, Staff Development Coordinator, Arkansas Department of Health

Do you have an old problem that needs a new approach? Need new ideas to get clients' attention? Would you like to be thought of as the "idea person" in your organization? Your creative power isn't missing...it's just hiding! Learn how to turn problems into opportunities, and listen to your colleagues say "Why didn't I think of that?!"

GENERAL
Conference
Center
2E

"What Keeps Clients Coming Back?"

- ▶ Jackie Dosch, RN, RD, LD, Director, Division of Nutrition, Outreach and Training and Jeanie Cochrane, Nutrition Education Specialist, Texas WIC Program

Three little words: Good customer service. Respectful treatment goes a long way to keep WIC participants happy even in crowded conditions and with long waits. Ethnicity has a great impact on what behavior participants see as "rude" and "disrespectful". Learn more about ethnically appropriate techniques for delivering high quality customer service.

BEVERAGE BREAK 9:30 am - 10:00 am

TUESDAY MAY 17, 1994

CONCURRENT SESSIONS 10:00 am - 11:30 am

Video Festival • Excelsior • Hall of Fame



GENERAL
Conference
Center
2D

"User Friendly Facilities and Staff"

▶ Jackie Dosch, RD, RN, Director Division for Nutrition Outreach and Training and Jeanie Cochrane, RD, Nutrition Education Specialist Texas WIC Program

Excellent customer service is not a frill any longer. In order to provide effective services and encourage participants in their efforts to raise healthy children, we must provide a child-friendly environment that women and children look forward to visiting. Texas asked participants and non-participants what they wanted... come and find out what they said.

MANAGEMENT
Excelsior
Arkansas
RiverValley

"Patient Flow Analysis: Local Experiences with Using Patient Flow Analysis"

▶ Local Staff from Texas and Louisiana

Local management staff from Texas and Louisiana relate their experiences and insights with using Patient Flow Analysis (PFA). Louisiana has used PFA in integrated clinics and Texas has used it in "WIC Only" or co-located clinics. Staff will discuss how PFA enabled their clinics to serve participants more effectively and efficiently.

GENERAL
Conference
Center
2C

"Cultural Competency: What It Is and What It Is Not"

▶ John Evans, Executive Director, Center for Minority Health Initiatives & Cultural Competency, Texas Department of Health

Experiencing cultural competency from an individual perspective. Relating culture and ethnicity to who we are. How can we meet and work with people from other cultural and ethnic perspectives with sensitivity, confidence and most of all - true competence? What role does fear and ignorance of other cultural and ethnic groups play in our competence? This session will involve assessment of individual attitudes, and shared cultural experiences and expectations.

GENERAL
Conference
Center
2E

"Homemade Memories or Making Mealtime Fun!"

▶ Marita Littauer, Author, Homemade Memories, CLASS Speakers, Inc.

While spending hours in the kitchen cooking doesn't appeal to too many people these days, good food and good times do! In this session, Marita will present practical ways to make the mealtime fun for everyone. You will learn to create a memorable mood, develop positive conversation, and plan quick and easy menus. These ideas can be passed on to the people you are helping and incorporated into your own home.

CLINICAL STAFF
Excelsior
LaHarpe

"Minimum Intervention for Maximum Results: How to Use Techniques to Change Behavior"

▶ Hazel N. Cattlett, MS, RD, Nutrition Education Coordinator, WIC Program and Ken Flatt, Manager, WIC Immunization Demonstration Project, City of Dallas Department of Health and Human Services

A workshop on individual counseling designed to help participants master the 4-step Minimum Intervention Technique of counseling. Participants will have an opportunity to practice the Minimum Intervention Technique using smoking cessation counseling for pregnant women as an example.

LUNCH ON YOUR OWN...11:30 am - 1:00 pm

TUESDAY MAY 17, 1994

CONCURRENT SESSIONS

1:00 pm - 2:30 pm

Video Festival • Excelsior • Hall of Fame



MANAGEMENT

Excelsior
Arkansas
River
Valley

"Clinic Scheduling"

- ▶ Joyce Conant, RD, Director, Natchitoches Primary Care, Louisiana; Wanda Hogue, Manager, Health Management Area XI, Arkansas; Henry Klimek, WIC Manager, Louisiana

Scheduling services and appointing clients are basic issues confronted daily by all clinic managers. Mr. Klimek will provide an overview and the other panelists will discuss some of the factors which they consider in planning services and appointing clients.

CLINICAL
Conference
Center
2E

"The Smart Link: Making Nutrition Education Happen with WIC and EFNEP"

- ▶ Lou Ann Scott and Kim Keith, EFNEP Nutrition Education Assistants, Oklahoma State University and Teresa H. Booth, EFNEP Specialist, University of Arkansas

Arkansas, Chickasaw Nation and Choctaw Nation WIC Programs work with EFNEP Programs to deliver and enhance nutrition education to urban, rural, teen and breastfeeding participants. This session will include general descriptions and specific ideas of these collaborative efforts.

GENERAL
Conference
Center
2B

"Candid Camera Comes To WIC: What Messages Are We Sending?"

- ▶ Skit - Presented by the staff of the New Mexico WIC Program: Randy Edwards, Sharon Porterbiles, Joanne Gallegos, Mary Meyer, Nancey Cathey, Shirley Jacquez, Debbie Rivera and Deanna Torres

This skit illustrates the types of messages we might be giving to our clients about breastfeeding. Counseling techniques to facilitate communication with the client will be demonstrated.

GENERAL
Conference
Center
2D

"Personality Puzzle"

- ▶ Marita Littauer, Author, *Personality Puzzle*, CLASS Speakers, Inc.

Have you ever noticed that there are people out there who are different from you? Perhaps you work for them? Maybe you work with them or even live with them. In this session you will learn to identify different personality styles, adjust your expectations accordingly and meet their emotional needs. As you put together the pieces in your Personality Puzzle you can improve relationships with everyone in both your personal and professional life.

MANAGEMENT
Conference
Center
2C

"Texas Marketing Study: Listening to Our Customers"

- ▶ Jackie Dosch, Division Director for Nutrition, Training and Outreach, Texas WIC Program

A presentation of findings of the Texas WIC Marketing Study, and plans to redesign the WIC "product" in accord with what customers say they want. Texas WIC talked to participants from all ethnic groups, in rural and urban areas, and in different types of agencies. Best Start/WIC also talked with pregnant Medicaid participants who were eligible but not participating in WIC; and WIC staff. Texas will change how the WIC product is delivered to make WIC easily accessible and within reasonable costs.

BEVERAGE BREAK 2:30 pm - 3:00 pm

TUESDAY MAY 17, 1994

CONCURRENT SESSIONS

3:00 pm - 4:30 pm

Video Festival • Excelsior • Hall of Fame



MANAGEMENT
Excelsior
LaSalle

"National Funding Issues and Local Impact"

- ▶ Dennis Bach, Bureau Chief, Bureau of Nutrition Services and Jackie Dosch, RN, RD, LD, Director, Division of Nutrition Education, Outreach and Training, Texas Department of Health

This session will provide a forum for discussion of the proposed WIC food funding formula and the implication for local WIC programs. Workshop participants will have an opportunity to provide input into the development of the WIC Nutrition Services and Administration funding formula.

CLINICAL
Conference
Center
2D

"Facilitated Nutrition Education - A Meaningful Way to Reach Clients"

- ▶ Deanna Torres, RD, Nutrition Education Coordinator and Jane Peacock, MS, RD, Director, New Mexico WIC Program

The New Mexico WIC program will present their new approach to nutrition education through facilitated group format. They will describe the development of the new curriculum, its implementation, tips for staff training, and the clients' positive response to the sessions.

GENERAL
Excelsior
LaHarpe

"Encouraging Wise Use of WIC Foods and A Historical Perspective on the WIC Food Package"

- ▶ Zulma M Sauri, LDN, RD, WIC Nutrition Coordinator, Louisiana WIC Program and Doris Dvorscak, USDA FNS Supplemental Food Programs Division

With food demonstrations held in sanitarian approved, kitchens, Louisiana WIC is able to teach participants innovative ways to use WIC foods. This is accomplished with demonstrations of pre-approved tasty recipes that are economical as well. The session will also provide a historical discussion of why WIC foods were chosen.

MANAGEMENT
Conference
Center
2E

"Traveling Teams and Satellite Clinics"

- ▶ Allen Hardnack, Mobile Services Unit, Oklahoma WIC Program, Carol Rose, Nutritionist, Eight Northern Pueblos Council WIC Program; Bonnie Dodson, RN, Local Health Unit Administrator, St. Francis County, Arkansas

WIC services are often available in scattered sites or in sites which are satellites of the main site. These panelists will describe how WIC services are offered in borrowed, temporary and/or limited facilities. Also, do sites select you or you them?

GENERAL
Arkansas
River
Valley

"Challenges to Growth: A Survey of Factors Influencing Local Program Expansion"

- ▶ Sondra Ralph, Regional Director, and Kelly Yee, Anne Lucas, and Penny Van Zandt, Program Specialists; Supplemental Food Program, USDA Food and Nutrition Service, Southwest Region.

"Challenges to Growth" is USDA's region - wide survey on state and local WIC expansion issues. Come learn about the background and progress of the survey. Whether you participated in the survey, or have responsibilities for managing growth at the clinic/local agency level, we welcome your views on meeting the challenges to WIC program expansion.

GENERAL
Conference
Center
2C

"A Walk Across Arkansas"

- ▶ Arkansas WIC Program: Narrator, Dick Jones Health Educator Supervisor, Arkansas Department of Health. Featuring: WIC Specialists, Shirley Jones & Ceretha Crowder

From the Mississippi Delta to the Ozark Mountains, experience the why's and how's of the Arkansas WIC Program. Enjoy finding out about the delivery of WIC services in the Natural State and get new ideas to take home. You will also learn about Arkansas' beauty and you may even leave with a door prize!

WIC's 20th BIRTHDAY PARTY! • 5:30 pm - 9:00 pm • The Old Statehouse

WEDNESDAY MAY 18, 1994

CONCURRENT SESSIONS

8:30 am - 10:00 am



CLINICAL
*Excelsior
LaSalle*

"What About Those Children With Special Needs?"

▶ Elaine Goodson, MS, RD, LD, Nutrition Education Coordinator, Texas WIC Program and Mimi Kaufman, MPH, RD, LD, Community Nutrition Coordinator, Texas Department of Mental Health & Mental Retardation

Part I: The world view of parents of children with special needs: Find out what parents of special needs children think and how your clinic can meet their needs. Part II: Clinical issues for children with Cerebral Palsy or Cleft Lip/Palate: assessment, physical aspects and nutrition intervention.

MANAGEMENT
*Conference
Center
2E*

"Identifying and Reaching the 'Hard to Reach' Participant"

▶ Marsha Walker, Outreach Coordinator, Texas WIC Program

WIC only works if it is used effectively by the people who need it, so we can't wait for participants to find us. How do we locate these individuals and how do we make WIC services accessible and irresistible to them? Come ready to share the ideas that are working for you and your WIC project.

CLINICAL
*Conference
Center
2D*

"Let the Learning Begin! Nutrition Education for Young Children"

▶ Vonnie Felton, Darcy Ralls, Diana Suttmiller, Paraprofessionals, Debbie Tipton, RD, LD, Nutrition Coordinator, Choctaw Nation of Oklahoma WIC Program: Lou Hankins, BS, MS, Nutritionist, and Billie Elliott, Program Specialist, FNS Oklahoma Field Office

Young Children have tremendous potential for establishing lifelong healthy eating habits when provided with accurate and motivating learning experiences. "Let The Learning Begin!" promises to expose participants to a myriad of nutrition education activities and resources to make learning fun and interesting...games, puzzles, songs, stories, puppets, cooking and food tasting, etc.

MANAGEMENT
*Excelsior
Arkansas
River
Valley*

"WIC and Health Care Reform: State Perspectives"

▶ Mary Donahue, Minnesota WIC Director and Jeanece Seals, Community Nutrition Services Director, Tennessee

Minnesota and Tennessee are in the process of implementing some aspects of health care reform. Panelists will describe their states' initiatives and, as far as possible, relate the impact of the initiatives on the delivery of WIC services in their states.

GENERAL
*Excelsior
LaHarpe*

"In Search of Myself...Have You Seen Me Anywhere?"

▶ Jayni Blackburn, LSW, Director of Education and Public Relations
George W. Jackson Mental Health Center

Becoming more mature is a learning process. An accurate self-concept affects the goals, decisions and growth process of everything you do and the success of relationships you have. This program will discuss the basic elements and threats to healthy self-management and explore the theme that each individual can unleash his potential and discover his own reality through the realization that "real true pain" exists when we don't risk to know ourselves.

BEVERAGE BREAK 10:00 am - 10:30 am

WEDNESDAY MAY 18, 1994

CONCURRENT SESSIONS 10:30 am - 12:00 noon



MANAGEMENT
Excelsior
LaSalle

- "How to make WIC Newsworthy"**
▶ Invited Panel: Doug Krile, News Director, KARK-TV, Little Rock; Max Brantley, Editor, Arkansas Times; Bob Ludkin, Managing Editor, Arkansas Democrat-Gazette

Does your program need media attention? These panelists have been invited to share with you ways you can capture their interest and, hopefully, a positive response for your WIC news. Come talk with them about ways to present your issues.

CLINICAL
Conference
Center
2D

- "Food Pyramid...Shared Ideas"**

WIC programs from around the region will share ideas on ways they have incorporated the Food Guide Pyramid into materials, nutrition plans, and nutrition education presentations. Come share your ideas and learn about others.

CLINICAL
Excelsior
Arkansas
River
Valley

- "Health Care Reform - Impact on Local WIC Services"**

▶ Denise Duval West, Director, Dade County WIC Program, Florida, and Joyce Conant, RD, Director, Nutrition Services, Natchitoches Primary Care, Louisiana

Managed care and HMOs are already having an impact on local WIC services - from who provides services to how services are delivered. Some ways are more successful than others. Learn some of the issues that need to be kept in mind in states' health care reform plans.

GENERAL
Excelsior
LaHarpe

- "In Search of Self...Have You Seen Me Anywhere?"**

▶ Jayni Blackburn, LSW, Director of Education and Public Relations
George W. Jackson Mental Health Center

Becoming more mature is a learning process. An accurate self-concept affects the goals, decisions and growth process of everything you do and the success of relationships you have. This program will discuss the basic elements and threats to healthy self-management and explore the theme that each individual can unleash his potential and discover his own reality through the realization that "real true pain" exists when we don't risk to know ourselves.

GENERAL
Conference
Center
2E

- "What Do Non-Clinical Staff Need to Know About Breastfeeding?"**

▶ Janet Rourke, MSHP, LD, CLE, Breastfeeding Promotion Coordinator,
Texas WIC Program

Why should you promote breastfeeding? This presentation can sensitive non-clinical staff to clients' cries for help, provide basic information about breastfeeding, help you identify possible problems, guide you to make appropriate referrals and answer general questions about breastfeeding.

LUNCHEON 12:00 noon - 1:30 pm
Excelsior Ballroom

Closing Remarks

Mac Heird, Director, Arkansas WIC Program

"Challenges Ahead"

Stanley Garnett, Director, Supplemental Food Programs
Division, USDA Food and Nutrition Service

1 **Subtitle F—Special Fund for WIC**
2 **Program**

3 **SEC. 8501. ADDITIONAL FUNDING FOR SPECIAL SUPPLE-**
4 **MENTAL FOOD PROGRAM FOR WOMEN, IN-**
5 **FANTS, AND CHILDREN (WIC).**

6 (a) **AUTHORIZATION OF ADDITIONAL APPROPRIA-**
7 **TIONS.**—There is hereby authorized to be appropriated for
8 the special supplemental food program for women, infants,
9 and children (WIC) under section 17 of the Child Nutri-
10 tion Act of 1966, in addition to amounts otherwise author-
11 ized to be appropriated for such program, such amounts
12 as are necessary for the Secretary of the Treasury to fulfill
13 the requirements of subsection (b).

14 (b) **WIC FUND.**—

15 (1) **CREDIT.**—For each of fiscal years 1996
16 through 2000, the Secretary of the Treasury shall
17 credit to a special fund of the Treasury an amount
18 equal to—

- 19 (A) \$254,000,000 for fiscal year 1996,
20 (B) \$407,000,000 for fiscal year 1997,
21 (C) \$384,000,000 for fiscal year 1998,
22 (D) \$398,000,000 for fiscal year 1999,
23 and
24 (E) \$411,000,000 for fiscal year 2000.

1 (2) AVAILABILITY.—Subject to paragraph (3),
2 amounts in such fund—

3 (A) shall be available only for the program
4 authorized under section 17 of the Child Nutri-
5 tion Act of 1966, exclusive of activities author-
6 ized under section 17(m) of such Act, and

7 (B) shall be paid to the Secretary of Agri-
8 culture for such purposes.

9 (3) LIMITATION.—For a fiscal year specified in
10 paragraph (1), the amount credited to such fund for
11 the fiscal year shall be available for use in such pro-
12 gram only if appropriations Acts for the fiscal year,
13 without the addition of amounts provided under sub-
14 section (a) for the fund, provide new budget author-
15 ity for the program of no less than—

16 (A) \$3,660,000,000 for fiscal year 1996,

17 (B) \$3,759,000,000 for fiscal year 1997,

18 (C) \$3,861,000,000 for fiscal year 1998,

19 (D) \$3,996,000,000 for fiscal year 1999,

20 and

21 (E) \$4,136,000,000 for fiscal year 2000.

22 **TITLE IX—AGGREGATE**
23 **GOVERNMENT PAYMENTS**

TABLE OF CONTENTS OF TITLE

TITLE IX—AGGREGATE GOVERNMENT PAYMENTS

Subtitle A—Aggregate State Payments

Arkansas WIC Program
Arkansas Advocates for Children and Families
USDA Food and Nutrition Service Southwest Region



SOUTHWEST REGION
WIC CONFERENCE
MAY 15-18, 1994

Excelsior Hotel
Little Rock, Arkansas

ABOUT THE SPEAKERS...

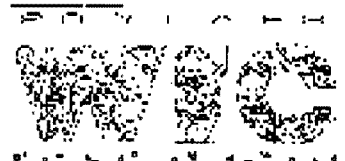
Carol Hampton Rasco Domestic Policy Advisor to The President

Carol Hampton Rasco, Assistant to the President for Domestic Policy, is a native Arkansan who worked with President Bill Clinton in the Arkansas Governor's office for ten years.

As the President's chief domestic policy advisor, Ms. Rasco supervises and coordinates the work of the White House staff of the President's Domestic Policy Council. She also serves on the Department of Education's National Education Goals Panel.

In Arkansas, Ms. Rasco was Governor Clinton's Senior Executive Assistant responsible for the staff and operations of the Governor's office. From 1985 through 1992, she was Governor Clinton's Liaison to the National Governors' Association. During this period, she worked closely with the NGA's Washington staff both during Governor Clinton's Chairmanship and while he was lead Governor on welfare reform, child care and health care reform.

On Sunday, May 15, Ms. Carol Hampton Rasco will be presenting the keynote address at the Opening General Session, scheduled from 1:00 - 2:30 p.m.



Arkansas WIC Program
Arkansas Advocates for Children and Families
USDA Food and Nutrition Service Southwest Region



SOUTHWEST REGION
WIC CONFERENCE
MAY 15-18, 1994

Excelsior Hotel
Little Rock, Arkansas

PRESS RELEASE

For more information, contact:

Mac Heird, Director

Arkansas WIC Program

Arkansas Department of Health

(501) 661-2598

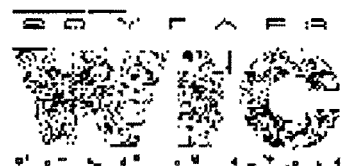
FOR IMMEDIATE RELEASE

May 17, 1994

(Little Rock) - The Southwest Region WIC Conference is meeting in Little Rock, May 15 - 18, at the Excelsior Hotel. Over 600 participants will be attending including representatives from New Mexico, Texas, Oklahoma, Louisiana and the Southwest Region's 14 Indian Tribal Organizations. Representatives from federal agencies will also be in attendance.

On Tuesday evening, May 17, WIC will celebrate a 20th Birthday Party from 5:30 - 7:30 p.m. at The Old Statehouse. WIC is a special supplemental food program for Women, Infants and Children. This program provides nutrition education and vouchers for foods rich in calcium, iron, protein and vitamins A and C that pregnant, postpartum and breastfeeding women, babies and children under five years of age need to improve their health. In Arkansas, over 83,500 Arkansas women and children a month received WIC food and nutrition education last year.

- more -



In Arkansas, WIC clinics were started in 1974, in 14 counties. These counties included Arkansas, Ashley, Bradley, Calhoun, Chicot, Cleveland, Cross, Desha, Drew, Lincoln, Monroe, Phillips, Prairie, and Woodruff. By 1979, WIC became available in all 75 counties.

Over the years, WIC has changed and grown. Certifying income eligibility has been streamlined for families already receiving other assistance. Breastfeeding education and promotion has been added.

In 1992, the General Accounting Office (GAO) issued a report which had been requested by Arkansas' Senator Dale Bumpers and Senator Tom Harkin (D - Iowa). The report concluded that WIC saved over \$472 million in medical costs in one year. GAO projected over one billion dollars in savings due to WIC over an 18 year period.

President Clinton identified WIC in his 1993 State of the Union Address as a program worthy of funding levels to serve every eligible woman and child who would use the program.

In 1994, Arkansas' mobile health unit, designed to take WIC and other health services to locations in Northwest Arkansas, began operating. This unit will improve access to WIC by increasing the number of locations where WIC is available. This mobile health unit will be at the conference.

- ### -

A press packet will be available on Tuesday, May 17 at the Old Statehouse.

Arkansas WIC Program
Arkansas Advocates for Children and Families
USDA Food and Nutrition Service Southwest Region



SOUTHWEST REGION
WIC CONFERENCE
MAY 15-18, 1994

Excelsior Hotel
Little Rock, Arkansas

PRESS RELEASE

For more information, contact:

Mac Heird, Director

Arkansas WIC Program

Arkansas Department of Health

(501) 661-2598

FOR IMMEDIATE RELEASE

May 13, 1994

(Little Rock) - The Southwest Region WIC Conference is meeting in Little Rock , May 15 - 18, at the Excelsior Hotel. Over 600 participants will be attending including representatives from New Mexico, Texas, Oklahoma, Louisiana and the Southwest Region's 14 Indian Tribal Organizations. Representatives from federal agencies will also be in attendance.

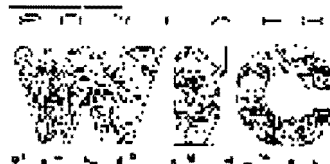
Senator Dale Bumpers and Carol Hampton Rasco, Assistant to the President for Domestic Policy, will speak at the opening session, to begin at 1:00 p.m. Sunday, May 15, at the Excelsior Ballroom.

William Ludwig, Administrator for the United States Department of Agriculture (USDA) Food and Nutrition Service will also speak.

On Monday, May 16, Dr. Cheryl Achterberg, Director of the Pennsylvania State University Nutrition Center, will be presenting two workshops. They include making nutrition education meaningful to clients (8:00 - 9:30 a.m.) and how to evaluate the success of nutrition education (10:00 - 11:30 a.m.)

Dr. Achterberg is internationally respected for her innovations in teaching techniques.

- more -



Among the populations targeted are inner city minorities, people of low literacy, school children, teens, athletes, and the elderly.

Dr. Achterberg has demonstrated that instructional videotapes, satellite teleconferences and multi-media materials can be designed for effective nutrition education in Japan, Canada, Spain, New Zealand and France and throughout the United States.

- ### -

A press packet will be available on Monday, May 16, at the Partners in Growth Conference Office (Vinson Room) in the Excelsior Hotel, Little Rock.

Arkansas WIC Program
Arkansas Advocates for Children and Families
USDA Food and Nutrition Service Southwest Region



SOUTHWEST REGION
WIC CONFERENCE
MAY 15-18, 1994

Excelsior Hotel
Little Rock, Arkansas

PRESS RELEASE

For more information, contact:

Mac Heird, Director

Arkansas WIC Program

Arkansas Department of Health

(501) 661-2598

FOR IMMEDIATE RELEASE

May 15, 1994

(Little Rock) - The Southwest Region WIC Conference is meeting in Little Rock, May 15 - 18, at the Excelsior Hotel. Over 600 participants will be attending including representatives from New Mexico, Texas, Oklahoma, Louisiana and the Southwest Region's 14 Indian Tribal Organizations. Representatives from federal agencies will also be in attendance.

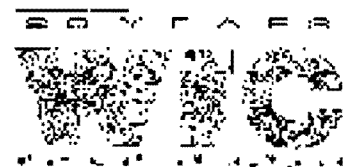
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11:30 a.m.) Dr. Achterberg is internationally respected for her innovations in teaching techniques.

Dr. Achterberg is the recipient of the 1993 Mead Johnson Award from the American Institute of Nutrition, recognizing her prominence in nutrition education and intervention research. Investigating ways in which information processing and psychology affect personal nutrition decisions,

Dr. Achterberg tests strategies devised to improve food choices.

- more -



On Tuesday evening, May 17, WIC will celebrate a 20th Birthday Party from 5:30 - 7:30 p.m. at The Old Statehouse. WIC is a special supplemental food program for Women, Infants and Children. This program provides nutrition education and vouchers for foods rich in calcium, iron, protein and vitamins A and C that pregnant, postpartum and breastfeeding women, babies and children under five years of age need to improve their health. In Arkansas, over 83,500 Arkansas women and children a month received WIC food and nutrition education last year.

In 1994, Arkansas' mobile health unit, designed to take WIC and other health services to locations in Northwest Arkansas, began operating. This unit will improve access to WIC by increasing the number of locations where WIC is available. This mobile health unit will be at the conference.

-###-

A press packet will be available on Sunday, May 15, outside the Excelsior Ballroom, Excelsior Hotel, Little Rock.

Arkansas Department of Health

4815 West Markham Street
Little Rock, Arkansas 72205-3867
(501) 661-2373



Division of WIC

Fax (501) 661-2464

Facsimile Transmittal Sheet

Date: 5/4/94

To: Rosalyn Miller
Office of Domestic Policy
2nd Floor, West Wing

From: Anita Southard
Arkansas WIC Program

Attached is information about the meeting scheduled for Sunday, May 15, 11-11:30 am with WIC Directors. The points for discussion were culled from several. A list of Directors invited and expected to attend is listed.

Josephine Library
Also a bunch is being scheduled for another group of Arkansas and USDA staff for 11:30-1:00. Ms Rasco is invited to attend if she likes and her schedule allows.

Special Funding for WIC program

file

Background:

This provision in the bill was driven from the Vermont delegation, Senators Jeffords and Leahy. Congressional asks that in mentioning this you give credit to the Vermont Senators, in the above order.

Provision:

The goal of this provision is to allow a dedicated amount of funding, not subject to discretionary spending caps, for the WIC program. These funds would supplement the WIC funding appropriated through the normal appropriations process, subject to caps. You should know that there is a problem in the 95 budget, which, as released, does not reflect this supplemental WIC funding. Health care is working with OMB on this issue, and the Ed and Labor committee incorporated good language on this provision in their mark.

Because this approach basically creates a capped entitlement, OMB is very nervous about the precedent it sets for other public health programs subject to discretionary spending caps. Congressional asks that if you are asked whether we can use this same approach to create capped entitlements for other public health initiatives, you should say that we should talk about that separate and apart from the commitment we make to the WIC program as part of the Health Security Act.

Clinton Presidential Records Digital Records Marker

This is not a presidential record. This is used as an administrative marker by the William J. Clinton Presidential Library Staff.

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Publications have not been scanned in their entirety for the purpose of digitization. To see the full publication please search online or visit the Clinton Presidential Library's Research Room.

RESEARCH

Prenatal WIC participation can reduce low birth weight and newborn medical costs: A cost-benefit analysis of WIC participation in North Carolina

PAUL A. BUESCHER, PhD;
LINNEA C. LARSON, MPH, RD;
M. D. NELSON, Jr, MBA;
ALICE J. LENIHAN, MPH, RD

ABSTRACT: A number of previous studies have found that prenatal participation in the Special Supplemental Food Program for Women, Infants, and Children (WIC) improves birth outcomes, but only a few studies have provided cost-benefit analyses. The present study linked Medicaid and WIC data files to birth certificates for live births in North Carolina in 1988. Women who received Medicaid benefits and prenatal WIC services had substantially lower rates of low and very low birth weight than did women who received Medicaid but not prenatal WIC. Among white women, the rate of low birth weight was 22% lower for WIC participants and the rate of very low birth weight was 44% lower; among black women, these rates were 31% and 57% lower, respectively, for the WIC participants. Multivariate logistic regression analysis confirmed that prenatal participation in a WIC program reduced the rate of low birth weight. It was estimated that for each \$1.00 spent on WIC services, Medicaid savings in costs for newborn medical care were \$2.91. A higher level of WIC participation was associated with better birth outcomes and lower costs. These results indicate that prenatal WIC participation can effectively reduce low birth weight and newborn medical care costs among infants born to women in poverty. *J Am Diet Assoc.* 1993; 93:163-166.

The Special Supplemental Food Program for Women, Infants, and Children (WIC) is one of the largest public health programs in North Carolina for pregnant women and infants. WIC, a nationwide program funded by the US Department of Agriculture, provides nutrition education for low-income women and children and vouchers for the purchase of specific supplemental foods and infant formula. Pregnant, breast-feeding, and postpartum women; infants; and children up to age 5 who are at medical or nutritional risk are eligible. WIC also refers participants to prenatal care, well-child care, and other services.

A number of previous studies have found that maternal participation in prenatal WIC programs improves birth outcomes (1-10). Cost-benefit studies of WIC, however, have rarely been published (8,9,11). The present study assesses the impact of prenatal WIC participation on low birth weight and Medicaid costs for newborn medical care in North Carolina in 1988. According to the Institute of Medicine (12), the rate of low birth weight is the best single outcome measure of prenatal nutrition intervention. Because only Medicaid births are examined in the present study, the WIC and non-WIC groups are similar in terms of income level. Few other WIC studies have adequately controlled for income in the comparisons. It has been suggested that well-designed studies of the costs and benefits of nutrition care could support The American Dietetic Association's goal of expanding and securing a stronger financial base for nutrition care services (13).

METHODS

Medicaid and WIC data files were linked to 1988 birth certificates of infants born in North Carolina. Hospital claims for newborn care paid by Medicaid were matched to the birth records using the infant's name, date of birth, and other information to identify Medicaid births. Once Medicaid births were identified, an infant's Medicaid identification number could be used to track all claims paid for any service beginning within 60 days of age (eg, inpatient, outpatient, physician, medications); these claims were extracted from the Medicaid paid claims data file and costs were summarized. If a hospitalization began within 60 days of age but extended beyond that time, all costs for the hospitalization were counted. WIC records were matched to the birth records using mother's name, county, and date of birth to identify women who received WIC services during the prenatal period. Women with one or more prenatal WIC visits were counted as WIC participants. Each woman's WIC identification number was matched to WIC redemption files to determine the number and dollar value of food vouchers redeemed during the pregnancy as well as the date when WIC services began. The WIC program cost was calculated as the total value of all food vouchers redeemed plus an administrative cost, which North Carolina WIC administrators estimated to be approximately \$8 per participant per month.

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PARTNERS IN GROWTH

CONFERENCE INFORMATION

YOUR BADGE

It is required that you wear your identification badge for admission to all functions.

SMOKING

Conference registrants and their guests are requested to refrain from smoking during the program meetings and luncheons.

REGISTRATION: - Statehouse Conference Center 3rd level

Sunday	5/15/94	10:00 a.m. - 6:00 p.m.
Monday	5/16/94	7:00 a.m. - 5:00 p.m.
Tuesday	5/17/94	7:00 a.m. - 5:00 p.m.
Wednesday	5/18/94	7:00 a.m. - 9:00 p.m.

PARKING

Attendees may park in the following areas:

*Markham and Main Streets	Hour: \$1.50	Day: \$6.00
*2nd and Main Streets	Hour: \$1.00	Day: \$4.25
("Early Bird Special": Arrive before 9:00 a.m., \$2.15 per day.)		
Robinson Center Parking Garage	Hour: \$1.00	Day: \$5.00
Stephens Parking Plaza	Hour: \$2.25	Day: 10.50
(Markham and Louisiana Streets)		

**Guests staying overnight at the Excelsior Hotel may have their parking tickets validated at the hotel registration desk.*

MESSAGE BOARD

Incoming messages for conference attendees will be posted on a message board in the registration area.

WIC VAN SERVICE

Requests may be made through the conference office in the Excelsior Hotel, Finley Vinson Room.

EXHIBITS - Statehouse Conference Center, Rotunda, 2nd level

Visit our exhibits!! The exhibits are an important part of our meeting. Please get acquainted with the representatives of the firms. Let them know we appreciate their participation and help in making the meeting a success. They will welcome your questions and requests for literature.

Exhibit hours are:	Monday:	8:00 a.m. - 5:00 p.m.
	Tuesday:	8:00 a.m. - 5:00 p.m.

PARTNERS IN GROWTH
CONFERENCE INFORMATION
PAGE 2

MOBILE UNIT TOURS - Ashley Street, East side of Excelsior Hotel

	<u>Monday</u>	<u>Tuesday</u>
Open:	9:00 a.m. - 11:45 a.m.	9:00 a.m. - 11:30 a.m.
Closed:	11:45 a.m. - 1:15 p.m.	11:30 a.m. - 1:00 p.m.
Open:	1:15 p.m. - 5:00 p.m.	1:00 p.m. - 3:00 p.m.

MEAL TICKET SALES

Additional tickets are available at the conference registration area for guests at the following prices:

Taste of Arkansas (Sunday night)	\$25.00
Luncheon (Monday)	\$14.00
Birthday Party (Tuesday night)	\$ 5.00
Luncheon (Wednesday)	\$20.00

CONTINUING EDUCATION HOURS

The American Dietetic Association has awarded the following Continuing Education Hours for registered dietitians participating in the Partners in Growth III Conference:

Sunday:	1 hour
Monday:	8 hours
Tuesday:	6 hours
Wednesday:	3 hours

Sign-up sheets are available at the registration desk.

PARTNERS IN GROWTH CONFERENCE COMMITTEES

Arrangement/Entertainment Committee

Jennifer Lowe, Chair
Rita Bradley
Letha Grooms
Margie Hunter
Linda Jetton
Millie Mondahl
Elbert Strong
Lisa Stage

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Partners in Growth Conference Hosts Royal Blue Ribbons

Marie Archer	Angelia Mack
Merry Anderson	Millie Mondahl
Rita Bradley	Joni McGaha
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Elizabeth Delone	Pat McVay
Christopher Dozier	Mary Pearson
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PARTNERS IN GROWTH - ENSURING ACCESS

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MAY 15 - 18, 1994

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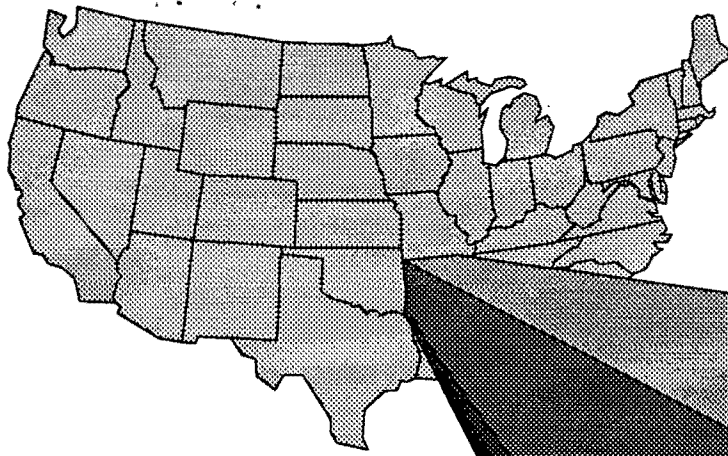
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Partners In Growth Conference

Exhibitors Location List

NAME	Booth #s
Collie Craft, Inc.	1 & 2
General Materials	3
Gerber Products Company	4 & 5
First America	7 & 8
Mead Johnson	10 & 11
Triangle Health Care Systems, Ltd.	12 & 13
The Quaker Oats Company	14 & 15
New Mexico Native American Breastfeeding Coalition	16 & 17
Nestle' Beverage Company	19 & 20
Chickasaw Nation WIC Program	22 & 23
General Mills, Inc.	24
Ross Products Division, Abbott Laboratories	25 & 26
Arkansas WIC Program	27 & 28
Welch's	29 & 30
Louisiana WIC Program	31 & 32
Texas WIC Program	33 & 34
Campaign for Healthier Babies	35
Arkansas State Employees Association	36 & 37
Arkansas Parks & Tourism	38



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BAR-B-QUE
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THE FIXINS.**

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OF
ARKANSAS**

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GOOD ENTERTAINMENT.**

RIVERFRONT PARK (IF IT DOESN'T RAIN, HOTEL BALLROOM IF IT DOES)

TAKE ELEVATOR BY REGISTRATION DESK TO 1ST FLOOR TO PARK

SUNDAY - 5:30 - 8:30 pm

CASUAL DRESS IS NOT ONLY APPROPRIATE, BUT PREFERRED.

SILENT AUCTION

**DON'T MISS THE
SILENT AUCTION!!**

**LOCATED IN THE ACTIVITY
CENTER (LEVEL 1)**

**THE AUCTION WILL BE OPEN:
9 TO 5 PM, MONDAY, MAY 16
9 TO 5 PM, TUESDAY, MAY 17**

**Winning bids will be announced at the
Birthday Party at 6:30 pm, Tuesday.**

***All proceeds will benefit Arkansas
Advocates for Children and Families.***



For Good Food, Good Drinks and Good Times It's
Monday Night At
Juanita's Cantina

Juanita's is one of Little Rock's best and most popular restaurants and entertainment spots. They serve excellent Tex-Mex food and your favorite beverages.

Entertainment will start at 8:30pm and will be provided by the

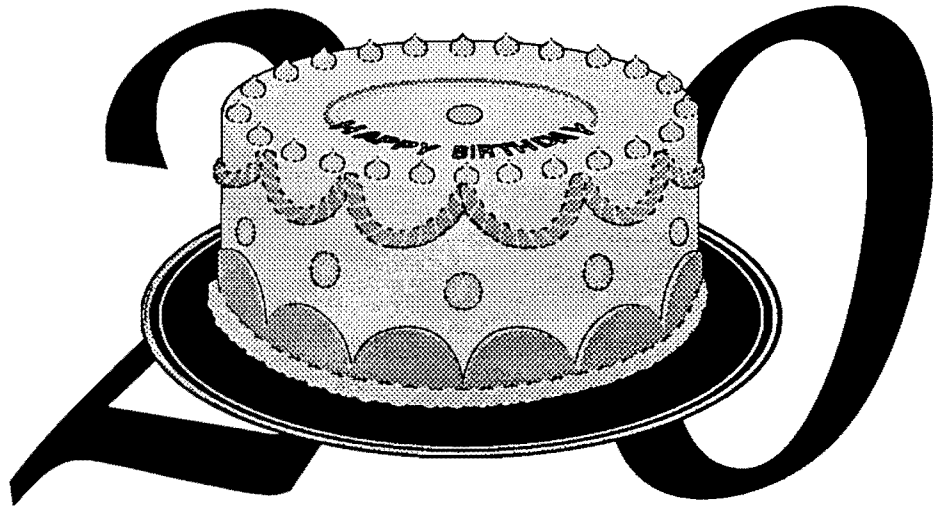
Franklin - Devlin Band

(With special guests you may recognize.)

Bus transportation will leave from the Excelsior Lobby at 6:00 and 6:30pm and will depart from Juanita's returning to the hotel every hour from 8:00 to 12:00pm.

Tickets are \$5.50 covering transportation and entertainment and may be purchased at the Registration Desk. Food and beverages are on your own.

Tickets limited to 1st 300 people.



WIC Is Twenty *Come help us celebrate!*

You are invited to a birthday party Tuesday, 5:30 p.m.-7:30 p.m. to celebrate WIC's 20th birthday at the Old Statehouse next door to the hotel.

If the weather cooperates, the party will be outside, inside if it rains. We will have cake and punch.

Entertainment will be provided by the Nickolodeon Choir, Perritt Elementary School, Arkadelphia, Arkansas.

Come join us in the fun!!

Clinton Library Transfer Form

Case #, if applicable		Accession #			
Collection/Record Group	Clinton Presidential Records	Series/Staff Name	Carol Rasco		
Subgroup/Office of Origin	Domestic Policy Council	Subseries	Meetings, Trips, Events		
Folder Title	WIC [Women, Infants, Children] Meeting C	OA Number	7262	Box Number	
Description of Item(s)	Magnet - State of Arkansas; Pin - State of Arkansas				

Donor Information							
Last Name:		First Name:		Middle Name:		Title:	
Affiliation:		Phone (Wk):		Phone (Hm):			
Street:		City:		State (or Country):		Zip:	

Transferred to:	Museum		
Other (Specify):			
Transferred by:	Rhonda Wilson		
Transfer Point	During Processing	Date of Tranfer	8/24/2005

RASCO, CAROL HAMPTON

* HAS SECOND
PACKET

| MUST HAVE

|

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LITTLE ROCK, ARKANSAS.

Make plans to attend your upcoming convention in Little Rock, Arkansas. We can't wait to have you as our special guest. And, while you're here in our capital city, you'll find there'll be so much to see and do — there's something for everyone! From dining and dancing to just dallying around. So don't miss out. Sign up today! Then get ready for a getaway filled with nonstop fun. Things to do and see in Little Rock include:

DINING & NIGHTLIFE.

Here in our capital city, we have well over 400 restaurants to choose from. Whether you're looking for Italian or Chinese, seafood or steak; Little Rock has it all. And, after dinner, there's plenty of nightlife, too. From jazz to top 40 to 50's bee-bop, there's something for every musical taste.



THE GREAT OUTDOORS.

Arkansas has long been known as "The Natural State". And with one visit, you'll certainly see why. There's so much — and so close by. From the

majestic Ozark Mountains and the fascinating Ozark Folk Center in Mountain View, to the Crater of Diamonds State Park in Murfreesboro, Arkansas offers a host of unique experiences within only one or two hours' drive of Little Rock. And without even leaving the city limits you can climb a mountain in Pinnacle State Park, or enjoy a riverboat cruise along the Arkansas River.

SHOPPING GALORE.

With state-of-the-art malls, a myriad of shopping centers, discount outlets and a variety of specialty boutiques, in Little Rock, you can easily shop 'til you drop. And, if antiques are your thing —

then boy are you in for a real treat! Little Rock is truly an antique paradise. As a matter of fact, antique buffs come from far and wide to discover our treasures.

HISTORICAL HAPPENINGS.

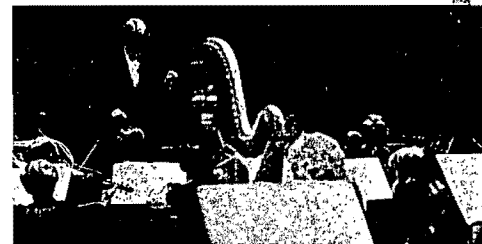
From the Old State House, and the Quapaw Quarter to the Arkansas Territorial Restoration with buildings dating back to 1821, Little Rock is full of history. For example... did you know that Little Rock was the birthplace of General Douglas MacArthur? MacArthur Park is just one of Little Rock's many "must see" historical sites.



THE ARTS.

Ballet. Fine arts. Symphony. Theatre. Opera. And much, much more. All thriving in Little Rock, Arkansas. So while in town, you can go see a play, spend an afternoon browsing at the Arkansas Arts Center or catch an exhibit at the Decorative Arts Museum. In Little Rock, the arts are alive and well!

So be sure to attend your upcoming convention in Little Rock... where there's always something exciting unfolding before your very eyes.



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Statehouse Plaza • P.O. Box 3232 • Little Rock, AR 72203
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**Arkansas WIC Program
Arkansas Advocates for Children and Families
USDA Food and Nutrition Service Southwest Region**



**SOUTHWEST REGION
WIC CONFERENCE
MAY 15-18, 1994**

**Excelsior Hotel
Little Rock, Arkansas**

ADDENDA



MONDAY MAY 16, 1994

MANAGEMENT
*Excelsior
LaSalle*

"Legislative Forum"

◆ 8:30 - 9:30 am

An opportunity for those interested in current WIC national legislation to gather to discuss some of the issues pending before Congress.

**ROOM
CHANGES**

"A Walk Across Arkansas" *moved to Conference Center Room 2B*

◆ 8:00 - 9:30 am

"The C's of Diversity - Culture, Caring, and Collaboration" *moved to Conference Center Room 2D*

◆ 1:30 - 3:00 pm

"User Friendly Facilities and Staff" *moved to Conference Center Room 2B*

◆ 1:30 - 3:00 pm

**SPEAKER
CHANGE**

"Expansions: How To Make It Work in Your Clinic Environment"

◆ 3:30 - 5:00 pm

▶ Ann Salyer-Caldwell, WIC Director, Tarrant (TX) County Health Department replaces Marie Zaczowski.

TUESDAY MAY 17, 1994

**ROOM
CHANGE**

"User Friendly Facilities and Staff" *moved to Conference Center Room 2B*

◆ 10:00 - 11:30 am

**SESSION
ADDED**

"Coordinating WIC Services"

◆ 10:00 - 11:30 am

▶ Dana Graun, RD, WIC Director, Cherokee Nation of Oklahoma.

This presentation will focus on the coordination of services within the Cherokee Nation. The Cherokee Nation provides health, education, social, and community development services to portions of fourteen counties in northeastern Oklahoma. WIC is colocated with a full spectrum of health services in 8 of 15 sites.

**SPEAKER
INFORMATION**

"Patient Flow Analysis: Local Experiences Using Patient Flow Analysis"

◆ 10:00 - 11:30 am

Texas Staff: Ann Slayer-Caldwell, WIC Director, Tarrant County Health Department; Norma Longoria, WIC Director, Hidalgo County Health Department; Shannon O'Quin, Texas WIC Program Regions IV and V; Louisiana Staff: Henry Klimek, WIC Program Manager.

(OVER)

ADDENDA



TUESDAY MAY 17, 1994

ROOM
CHANGES

- "National Funding Issues and Local Impact" *moved to Conference Center Room 2F*
◆ 3:00 - 4:30 pm

- "A Walk Across Arkansas" *moved to Conference Center Room 2B*
◆ 3:00 - 4:30 pm

- "Encouraging Wise Use of WIC Foods and a Historical Perspective on the WIC Food Package"

◆ 3:00 - 4:30 am

SPEAKER
CHANGE

- ▶ John Patrick (JP) Passino, Nutritionist, FNS Supplemental Food Programs Division replaces Doris Dvorcsak.

5:30 ERROR IN TIME FOR THE BIRTHDAY PARTY 5:30 - 7:30 pm

WEDNESDAY MAY 18, 1994

ROOM
CHANGES

- "Identifying and Reaching the Hard to Reach Participant" *moved to Conference Center Room 2B*

◆ 8:30 - 10:00 am

- "In Search of Myself...Have You Seen Me Anywhere?" *moved to Conference Center Room 2C*

◆ 8:30 - 10:00 am

ROOM
CHANGES

- "Health Care Reform - Impact of Local WIC Services" *moved to Conference Center Room 2B*

(Misabeled as Clinical. Should have been labeled Management.)

◆ 10:30 - 12:00 noon

- "In Search of Myself...Have You Seen Me Anywhere?" *moved to Conference Center Room 2C*

◆ 10:30 - 12:00 noon

AMERICAN

1. **CHEERS ON BROADWAY**
372-5494
TCBY Bldg., 5th Broadway
11am-7pm, Tues.-Fri.
11am-3pm, Mon.
2. **DAVE'S PLACE**
372-3283
416 W. 7th
11am-2pm Mon-Fri.
Open weekends on Special Events.
3. **DOE'S EAT PLACE**
376-1195
1023 W. Markham
11am-2pm, Mon. - Fri.
5:30pm-10pm, Mon. - Sat.
4. **PROFILES EXCELSIOR**
375-5000
#3 Statehouse Plaza
11am - 11pm, Mon-Sat.
11am - 2pm Sat. Brunch
5. **SPORTS PAGE**
372-9316
414 Louisiana
11am-7pm, M-on - Fri.
6. **THE GASLIGHT ROOM**
375-4558
523 Louisiana
(Lower level)
The Lafayette Building
11am-2pm, Mon.-Fri.

BARBECUE

7. **TERRI LYNN'S**
376-2226
406 S. Louisiana
11am-2:30pm, Mon. - Fri.

CAFETERIAS & CAFES

8. **BLUE PLATE SPECIAL**
371-0888
Tower Bldg., 4th & Center
6:30am-3pm, Mon. - Fri.
9. **D & D CAFE**
372-8610
406 S. Main
7am-4pm, Mon. - Fri.
8am - 3pm, Sat.
10. **FRANKE'S CAFETERIA**
372-1919
First Commercial Bldg.
4th. & Broadway
11:00am - 2:00pm, Mon.-Fri.
11. **JERRY'S CAFE**
376-3663
701 Scott (Albert Pike)
7am-2pm, Sun. - Mon.
12. **LINS**
376-1384
308 E. Capitol
5am - 4pm, Mon-Sat.
5am - 12noon, Sun.
13. **RIVERSIDE CAFE
CAMELOT HOTEL**
372-4371
424 W. Markham
6:30am - 11am Mon.-Fri.
6-2pm Sat. 6:30am-11 Sun.
14. **YOUR MAMA'S GOOD
FOOD**
372-1811
402 Louisiana
11am - 2pm, Mon.-Fri.
15. **DONAGHEY BUILDING
COFFEE SHOP**
375-9545
7th & Main
7am - 3pm, Mon.-Fri.

**EXCELSIOR HOTEL-
APPLE BLOSSOM**

375-5000
#3 Statehouse Plaza
6:30pm - 11pm, Mon.-Sun.

**RADISSON LEGACY
COURTYARD CAFE**

374-0100
625 W. Capitol
6am - 11am, breakfast
11am - 2pm, lunch

WALLACE GRILL

372-3111
Markham & Main St.
5:30am - 2:45pm, Mon.-Fri.
5:30am - 12:30pm, Sat.

DELI**DADDY'S DOWNTOWN**

375-5954
2nd & Center
11am - 3pm

**DELI ON THE RIVER -
EXCELSIOR HOTEL**

375-5000
#3 Statehouse Plaza
11am - 8pm, Mon.Sat.

SLICK'S

375-3420
MainStreet Market
7am - 3pm, Mon.- Fri.

SUBWAY

372-7111 Pyramid Bldg.
221 W. 2nd (2nd & Center)
6:30am-8pm Mon-Fri.

10am-4pm Sat.
Open Sunday on Special Events.

TNT SUBS

374-6801
TCBY Tower
425 W. Capitol
11am - 3pm

WILD DILLS DELI

374-6131
4th & Broadway
7am - 2pm, Mon.-Fri.

ETHNIC**INTERMEZZO**

374-2223 Boyle Bldg.
103 W. Capitol, Suite 103
9am - 4pm Mon-Fri.

**TAJ MAHAL
INDIAN RESTAURANT**

375-0909
412 Louisiana
11am - 2:30pm, Mon. - Fri.

FAST FOODS**ANDYS**

372-4448
320 Center
6:30am - 4pm, Mon. - Fri.

BACK YARD BURGERS

376-4338
824 S. Broadway
10am-10pm Sun. - Thur.
10am - 11pm Fri. & Sat.

BOJANGLES

372-0082
719 S. Broadway
6am - 9pm, Mon.-Sat.
7am - 9pm, Sun.

MCDONALDS

374-8861
701 S. Broadway
6am - 11pm, Mon.-Thurs.
6am - 12 midnight, Fri & Sat.

MINUTE MAN

375-0392
4th & Broadway
10:30am - 10pm, Mon.-Sat.

RALLY'S HAMBURGER

374-5444
712 S. Broadway
10am-Mid-night, Sun-Thurs.
10am-1am, Fri. & Sat.

SCHLOTZSKY'S

372-2861
210 Center
10am-6pm, Mon.-Fri.

FRENCH**CAFE SAINT MORITZ**

372-0411
225 E. Markham
11am-2pm, Tues. - Sat.
6pm-9:30pm, Tues. - Sat.
11am - 3pm, Sun.

HOTEL RESTAURANTS**CAMELOT HOTEL-
KINGS COURT**

372-4371
Markham & Broadway
11am-2pm &
5pm-10pm, Mon.-Sun.

**CAPITAL HOTEL-
ASHLEY'S**

374-7474
111 W. Markham
6:30am-10:30am, 11am-2:30
& 6pm-11pm, Mon.-Sun.

**EXCELSIOR HOTEL -
JOSEPHINE'S**

372-6952
#3 Statehouse Plaza
6am-10pm, Tues. - Sat.
11am-2pm, Sun.

**HOLIDAY INN
CITY CENTER - SWAN'S**

376-0268
617 S. Broadway
6am-2pm, 4pm-10pm, Mon.-Sun.

ITALIAN

39. **CIAO'S**
372-0238
405 W. 7th
11am-2pm, Mon.-Fri.
6:30pm-9pm, Tues.
40. **IRIANA'S PIZZA**
374-3656
Markham & Main
11am-11pm, M-Thurs.
11am-12Mid, Fri.-Sat.
11am-3pm, Sun.
41. **SPAGHETTI
WAREHOUSE**
376-3100
1010 E. 3rd. St.
Sun. - Thur. 11am-10pm
Fri.-Sat. 11am-11pm
42. **THE GRINGO GRILL**
374-4015
107 E. Markham
11am-2pm, Mon.-Fri.
Open weekends on Special Events.
43. **THE GRINGO GRILL
EXPRESS**
376-8226
408 S. Louisiana
11am-2pm, Mon.-Fri.
44. **CHINA CAFE**
374-8100
418 W. 7th
11am-8pm, Mon.-Sat.
Closed Sun.

GOLDEN PANDA

375-2155
418 S. Main
11am-8pm, Mon.-Sat.
(Lunch Buffet)

**LAM'S GARDEN
CHINESE RESTAURANT**

376-7742
612 S. Center
11am-9pm, Mon.-Sat.

MAGIC WOK

372-2005
205 W. Capitol
11am-3pm, Mon.-Fri.

SPECIALTY FOODS**SHERI'S NATURAL FOOD**

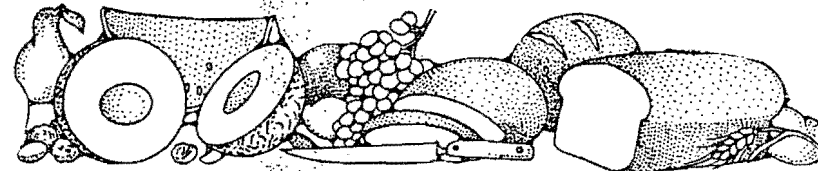
372-5421
534 S. Broadway (YMCA)
11am-2pm, Mon.-Fri.

TCBY TOWER

374-5421
5th & Broadway
6:30am-5:30pm, Mon.-Fri.

TCBY YOGURT

372-2219
100 N. Louisiana
7:30am-5:30pm, Mon.-Fri.

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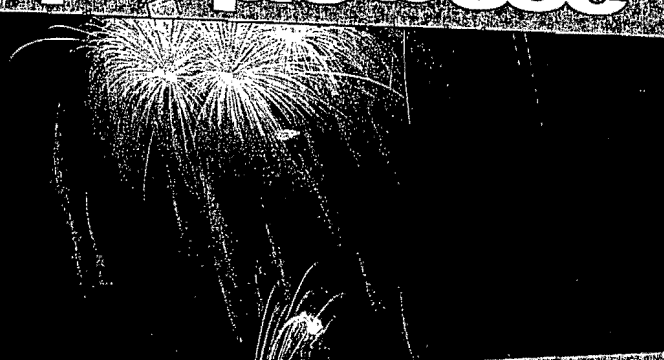


Little Rock
North Little Rock
full of surprises



places to go

people to see



things to do



Video Festival Schedule - Hall of Fame Room

Monday, May 16, 1994

8:00 - 9:30 am

Staff Development and Training

Breastfeeding: You can Make the Difference (Eng. 13:00)
(Staff training), Texas WIC

Better Beginning (Eng., 7:00)
(New employee WIC orientation), Louisiana WIC

Hematocrit & Hemoglobin
(Eng. 17:32) (Staff training), Texas WIC

Nutrition Education The Facilitated Way (Eng. 18:00) (Staff development)
New Mexico WIC

Weighing and Measuring (Eng. 31:00)
(Staff training), Texas WIC

Texas WIC Program: Videos available from Metropost, 501 N. IH-35, Austin, Texas 78702. Telephone (512)477-3876, FAX (512) 477-3912. Copying and shipping about \$10.00 per tape depending on the number of tapes ordered. Available in English and Spanish.

Pennsylvania WIC Program: Contact Melanie Fox, Pennsylvania Department of Health, Division of Special Food Programs (WIC), P. O. Box 90, Room 604, H & W Building, Harrisburg, PA 17108. Copies available to State WIC programs while supplies last. They are willing to loan to allow copies to be made after supply is exhausted.

WCD Enterprises, Inc. WIC: Copies of videos not available.

10:00 - 11:30 am

Miscellaneous

They Count on You (Eng. 7:00)
(Vendor Orientation), Louisiana WIC

WIC Vendor Video (Eng. 10:00)
(Vendor orientation), Arkansas WIC

Physician's Training Guide for Louisiana WIC (Eng. 12:00)
(For private physicians), Louisiana WIC

Partners for Healthy Babies (PSAs, Eng. :30 each) (Teens and general population), Louisiana WIC

R U Kidding (Eng. 20:00) (Children's T. V. Show ages 3-10) WCD Enterprises, INC. WIC (Wichita, Caddo & Delaware Tribal Organization)

Corazo'n a Corazo'n (Heart to Heart) (Spanish only 19:37) (Teens discussing pregnancy), Texas WIC

-Arkansas WIC Program: Contact Rod Jones, Arkansas Department of Health, WIC Program, Slot 43, 4815 West Markham Street, Little Rock, AR 72205. Telephone #661-2473; Fax #661-2464. Copies available to State WIC Programs while supplies last. They are willing to loan to allow copies to be made after supply is exhausted.

Louisiana WIC Program: See information provided in Hall of Fame.

1:30 - 3:00 pm

Nutrition and Maternal Education

ABC's for Mom (Eng. 10:20 - Spa. 12:25) (Guide Through Baby's First Year), Texas WIC

Babytalk (Eng., 10:00) (Infant cues and eating patterns), New Mexico WIC

Managing Diarrhea (Eng. 4:53, Spa. 6:17) (Children's diarrhea and treatment), Texas WIC

Healthy Eating for a Healthy Baby (Eng. 10:00) (Prenatal-weight gain), New Mexico WIC

Healthy Foods for Healthy Kids (Eng. 7:25, Spa. 8:20) (Guidelines for Feeding Children 1-5), Texas WIC

As the Bottle Turns (Eng. 9:58) (Iron fortified formula), Pennsylvania WIC

The Food Guide Pyramid (Eng. 10:00) (Children preparing food from the Pyramid), New Mexico WIC

Expecting the Best (Eng. 12:50, Spa. 16:30) (Planning early for pregnancy), Texas WIC

Healthy Foods for Healthy Kids (Eng. 7:25, Spa. 8:20) (Guidelines for Feeding Children 1-5), Texas WIC

3:30 - 5:00 pm

Breastfeeding, Orientation, Nut. Ed.

Chuckles and the Happy Teeth (Eng. 7:28, Spa. 8:19) (Puppet Teaches Good Dental Habits), Texas WIC

Chuckles and the Super Snacks (Eng. 6:43, Spa. 6:34)
(Eating Healthy Snacks), Texas WIC

Breastfeeding and Working (Eng. 11:57, Spa. 12:21) (Real Moms who have successfully combined working and breastfeeding), Texas WIC

Smart Women, Smart Choices (Eng. 8:12) (Breastfeeding), PA WIC

Yes, You Can Breastfeed (Eng. 13:35, Spa. 13:38) (Positions, Latch-on, builds confidence), Texas WIC

Delivery Self Attachment (Eng. 6:00) (Newborn's ability to self attach.)
Arkansas Breastfeeding Clinic

Welcome to WIC (Eng., 11:00) (Participant orientation), Arkansas WIC

Welcome to WIC (Eng. 10:16, Spa. 11:35) (Participant's Overview), Texas WIC

Participation (Eng., 7:00) (Patient Orientation), Louisiana WIC

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Louisiana WIC Program: See information provided in Hall of Fame.

PARTNERS IN GROWTH - ENSURING ACCESS

Evaluation Form

Sunday, May 15, 1994

PLENARY SESSIONS

Opening General Session: 1:00 p.m. to 2:30 p.m.	Evaluation		
	Excellent	Good	Fair
Welcome			
Senator Bumpers			
Carol Hampton Rasco			
General Session: 3:00 p.m. to 4:00 p.m.			
WIC - Challenges And Opportunities.			
Southwest Perspective On The Challenge Of Expanding WIC Services.			
Update On Current WIC Legislation.			
A Taste Of Arkansas: 5:30 p.m. to 8:30 p.m.			
"A Taste Of Arkansas"			

Comments:

PARTNERS IN GROWTH - ENSURING ACCESS

Evaluation Form

Monday, May 16, 1994

Concurrent Sessions: 8:00 a.m. to 9:30 a.m. (check the session you attended)		Evaluation		
		Excellent	Good	Fair
	What Makes Nutrition Education Meaningful To Clients?			
	Different Strokes For Different Folks: Appreciating Differences In Personality Types.			
	Issues And Opportunities In Opening New Sites.			
	A Walk Across Arkansas.			
	Making The WIC Pitch To Working Families.			
I Found A New Idea, Something I Want To Think About Or A New Friend: <input type="checkbox"/> Yes <input type="checkbox"/> No				
Concurrent Sessions: 10:00 a.m. to 11:30 a.m. (check the session you attended)				
	How Do We Know Our Nutrition Education Is Successful?			
	Developing A Comic Vision.			
	Take A Walk Over And Through Your Facilities With ADA In Mind.			
	How To Work With Advocacy Groups.			
	Different Strokes For Different Folks: Appreciating Differences In Personality Types.			
I Found A New Idea, Something I Want To Think About Or A New Friend: <input type="checkbox"/> Yes <input type="checkbox"/> No				
Luncheon: 11:45 a.m. to 1:15 p.m.				
	Balancing Work, Home, And Spirit.			
I Found A New Idea, Something I Want To Think About Or A New Friend: <input type="checkbox"/> Yes <input type="checkbox"/> No				
Concurrent Sessions: 1:30 p.m. to 3:00 p.m. (check the session you attended)				
	The C's Of Diversity...Culture, Caring, And Collaboration.			
	User Friendly Facilities And Staff.			
	Advocacy Groups: Assistance With Expansion Issues.			
	Mobile Health Units: Experiences Of Three States.			
	The Challenge Of Nutrition Education: Helping Adults Learn.			
	Challenges To Growth: A Survey Of Factors Influencing Local Program Expansion.			
I Found A New Idea, Something I Want To Think About Or A New Friend: <input type="checkbox"/> Yes <input type="checkbox"/> No				
Concurrent Sessions: 3:30 p.m. to 5:00 p.m. (check the session you attended)				
	Developing A Comic Vision.			
	Expansion: How To Make It Work In Your Clinic Environment.			
	How To Do Effective Local Outreach With No Time, No Money, And No Staff.			
	Serving A Culturally Diverse Population: Health And Food Beliefs And The Ethnic Food Package.			
	Breastfeeding Services: Special Deliveries.			
I Found A New Idea, Something I Want To Think About Or A New Friend: <input type="checkbox"/> Yes <input type="checkbox"/> No				

PARTNERS IN GROWTH - ENSURING ACCESS

Evaluation Form

Tuesday, May 17, 1994

Concurrent Sessions: 8:00 a.m. to 9:30 a.m. (check the session you attended)		Evaluation		
		Excellent	Good	Fair
	Candid Camera Comes To WIC: What Messages Are We Sending?			
	Nutrition Education In Cooperation With Head Start.			
	Patient Flow Analysis - An Introduction.			
	Celebrating Diversity: Building Effective Relationships.			
	Why Didn't I Think Of That? Unleashing Your Creativity.			
	What Keeps Clients Coming Back?			
I Found A New Idea, Something I Want To Think About Or A New Friend: <input type="checkbox"/> Yes <input type="checkbox"/> No				
Concurrent Sessions: 10:00 a.m. to 11:30 a.m. (check the session you attended)				
	User Friendly Facilities And Staff.			
	Patient Flow Analysis: Local Experiences With Using Patient Flow Analysis.			
	Cultural Competency: What It Is and What It Is Not.			
	Homemade Memories Or Making Mealtime Fun!			
	Minimum Intervention For Maximum Results: How To Use Techniques To Change Behavior.			
I Found A New Idea, Something I Want To Think About Or A New Friend: <input type="checkbox"/> Yes <input type="checkbox"/> No				
Concurrent Sessions: 1:00 p.m. to 2:30 p.m. (check the session you attended)				
	Clinic Scheduling.			
	The Smart Link: Making Nutrition Education Happen With WIC And EFNEP.			
	Candid Camera Comes To WIC: What Messages Are We Sending?			
	Personality Puzzle.			
	Texas Marketing Study: Listening To Our Customers.			
I Found A New Idea, Something I Want To Think About Or A New Friend: <input type="checkbox"/> Yes <input type="checkbox"/> No				
Concurrent Sessions: 3:00 p.m. to 4:30 p.m. (check the session you attended)				
	National Funding Issues And Local Impact.			
	Facilitated Nutrition Education - A Meaningful Way To Reach Clients.			
	Encouraging Wise Use Of WIC Foods And A Historical Perspective On The WIC Food Package.			
	Traveling Teams And Satellite Clinics.			
	Challenges To Growth: A Survey Of Factors Influencing Local Program Expansion.			
	A Walk Across Arkansas.			
I Found A New Idea, Something I Want To Think About Or A New Friend: <input type="checkbox"/> Yes <input type="checkbox"/> No				
Comments:				

