

CWA FLASH

April 26, 2011

Federal Updates

Federal Budget: No Good News

With the Continuing Resolution in place to fund the government through September (thus avoiding a government shutdown this fiscal year), negotiations continue on the details of more cuts to reduce the deficit, focusing on FY12. The [House passed a FY12 budget plan](#), including cuts to discretionary programs to pre-08 funding. Look for the Senate plan any day. There may be another showdown looming, however, as there are threats from conservative Republicans and others, to vote against legislation to raise the debt ceiling, which again could bring the federal government to a halt. In the meantime, the Appropriations Committee has begun working on details for spending bills even though the final budget has not been passed by both Houses of Congress. Read up on discussions for [cuts to Medicaid and Medicare](#).

SNAP Food Benefits Proposed Cuts

Part of the FY12 proposed cuts include [restructuring SNAP food benefits](#) to be a block grant and reducing benefits or eligibility. These drastic cuts would primarily effect families and individuals already living in poverty, thus increasing hunger as families struggle to stretch monthly benefits. Block grants and changes to eligibility would severely limit states' ability to serve eligible families and individuals. **Action Item:** Sign on to this [national letter](#) demanding that SNAP food benefits be protected.

State Updates

Slow Road to Budget Negotiations

Governor Brown is still on the road discussing budget solutions in local communities and calling on lawmakers to return to the negotiations. Both sides agree pension and regulatory reform are needed, but can't reach consensus to move forward. The Governor wants voters to decide on sales and vehicle tax extensions and a renewal of an expired income tax hike to offset the existing budget reductions, particularly for public education. Follow the issues at the [Sacramento Bee](#) and the [California Budget Project](#).

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Our Top News Picks

GOT BREASTMILK?

On Mother's Day, pediatrician Dr. Jim Sears—of the talk show *THE DOCTORS*—will be featured in a campaign to promote the health benefits of breastfeeding for mom and baby. The California Milk Processor Board—creator of GOT MILK?—has partnered with La Leche League International to educate women on perinatal health, including food sources of calcium and vitamin D, healthy eating, weight control, and regular exercise. The League will use the GOT BREASTMILK? slogan on promotional and educational materials in exchange for royalties. Read more in the [GOT BREASTMILK? press release](#).

Soda Tax Study Released

For cash-strapped counties, the proposed state soda tax (AB 669-Monning) could have been a lifeboat, according to a new [county-by-county analysis](#) of how that revenue would be returned to local communities. Based on new estimates by the State Board of Equalization, the proposed penny-an-ounce tax on sugary beverages would have raised an estimated \$1.7 billion annually in California. Most of those funds (85 percent) would have been returned to counties, based on population, to pay for education (about \$233 per

CWA Updates

Hospital Infant Feeding Act

CWA-sponsored SB 502 (Pavley and deLeon) requires general acute care hospitals and those with perinatal units to have an infant feeding policy and routinely communicate the policy to all perinatal unit staff. Senate Appropriations Committee hearing **Monday, May 2**. **Action Item:** Send in support letters to Appropriations by April 28. For info, go to [our website](#) and [subscribe to the bill](#).

Policy Day May 25

WIC & Breastfeeding Policy Day will be a timely and substantive opportunity to make a difference in Sacramento. We'll be supporting CWA's sponsored bill and other related legislation, as well as advocating for key WIC and breastfeeding issues. It's time to start making appointments to visit your state legislators. Visit [our website](#) for scheduling information and a sample letter. Don't know who your Legislators are? Find out at [LegInfo!](#) Make sure to sign up for the [on-line advocacy training](#) being held on Thursday, May 12 at 11am, to train you on these bills and basic advocacy. If you are unable to attend this training, please let Donna know. Register for Policy Day at [Eventbrite](#) by May 18. This event is FREE, lunch and materials provided. [Email Donna Hoffman](#) or call her at 530-750-2280.

Tragic News

Our colleague and friend, Jane Heinig, Executive Director of the Human Lactation Center at UC Davis, lost her son, Scott, on April 17. The recent college graduate and star baseball pitcher died suddenly of unknown causes. Cards can be sent to UC Davis Human Lactation Center, Department of Nutrition, One Shields Avenue Davis, CA 95616. Donations can be made to the Scott Heinig Youth Baseball Fund at P.O. Box 316, Davis, CA 95617.

Resources

National Women's Health Week: It's Your Time

This week-long health observance (**May 8-14**), coordinated by the U.S. Department of Health and Human Services' Office on Women's Health, is designed to promote and support women being healthy and safe. Consider sponsoring a local event to provide information, screenings, and resources during the Health Week or any time in May, such

student) and children's health programs. For now [AB 669 is on hold](#) and likely will not be heard this bill season, but [efforts to educate about the health risks of soda consumption](#) will continue. The study illustrates the significant benefits of a state soda tax, and could stimulate discussion about local soda taxes, too.

Our Projects



CalFresh Now... Summer Food Soon!

In April, continue to help ensure eligible WIC participants get [CalFresh benefits](#) and let them know they can often qualify for both CalFresh and WIC benefits to help feed their families. Get ready to promote the [Summer Meals Program](#) in May by finding out which [2010 local sites](#) will offer meals to kids in 2011. Potential sponsor agencies can attend a free webinar on Wed., May 4 (10-11:15 AM). More info at 916-944-4935 and/or register at the [CA Summer Meals Coalition](#).

as a display table, health fair, educational workshop, or fitness event. Get great ideas and planning tools, order free materials, and add your event(s) to the online activity registry at the USDHHS Women's Health website. www.womenshealth.gov/whw .

ORDER DEADLINE EXTENDED: **Food for Thought: Eating Well on a Budget** is a new bilingual nutrition education product from Sesame Workshop and the National WIC Association designed to help reduce food insecurity among WIC families. Kit includes educational materials and DVD, [caregiver's guide](#), other tools. View and download some materials at [Sesame Street](#) and/or [order complete kits](#) (under \$3 each) by **May 16** for spring/summer delivery!

Training Opportunities

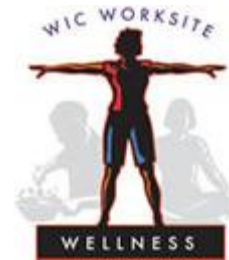
Note: We invite readers to submit information about training that promotes a range of issues supporting healthy living environments. Look for opportunities marked NEW!

Beyond 9 Training

PHFE WIC is offering their wonderful [preconception health](#) training to WIC local agencies. Attendees of this free full-day, interactive session will gain knowledge, skills and resources to provide quality support and care for postpartum WIC mothers including a successful women's health group education-in-a-box. Schedule your agency's training by contacting [Denise Gee](#) or [Sharen Anthony](#).

We're All In This Together! May 5-6, Roseville. A conference presented by The Breastfeeding Coalitions of Greater Sacramento, El Dorado County, and Placer Counties, featuring Catherine Watson Genna (Special Clinical Day for conference attendees only May 4) and Nancy Wight. Further details at [the Placer coalition website](#), by phone (916-276-8016 or 916-296-4076) or [email](#).

Lactation: An Advanced Update and Review: May 16-18 with Molly Pessl to prepare for the IBLCE exam or just update your knowledge. May 16-17: IBLCE exam blueprint as a foundation for study and practice; May 18: test taking strategies, photos and practice exams. More info on both courses at the [SWAG Conference website](#).



Ready for Recess?

Take a quick break from sitting at your desk with this [5-minute group physical activity video](#). Developed by the Los Angeles County Department of Public Health and UCLA's School of Public Health to encourage regular physical activity participation in the workplace, it's a fun group activity that can be used at meetings or staff breaks and was specifically designed to accommodate all shapes, sizes and abilities. **NEW!** You can find 2010-2011 issues of the [WIC Worksite Wellness Newsletter](#) on our website.



The Power of the Mother-Baby Connection

by Kittie Frantz. Sponsored by the Breastfeeding Coalition of San Joaquin County. **May 20**, Stockton. Register at the [San Joaquin coalition website](#) or e-mail [Mary Woelfel](#) or call (209) 468-3267.

NEW! Business Case for Breastfeeding

Learn why and how to develop and implement an employee lactation accommodation policy, including legal requirements, impact on employees, and best practices. **June 13**: morning or afternoon sessions in Los Angeles, \$20. For more info, email gcolvin@breastfeedla.org or register at [Breastfeeding Task Force of Great LA](#).

Western Regional Maternal and Child Health Epidemiology (MCH Epi) Conference June 19-20, San Francisco. Maternal, Child and Adolescent Health Program (MCAH) of the California Department of Public Health sponsors local, state, tribal and federal public health professionals to focus on the application of MCH EPI methodology to improve maternal and child health outcomes. Go to the [registration information page](#), or contact Mark Law or Mattea Campbell Langel at (402) 561-7500 or via [email](#).

Western National Maternal and Infant Nutrition Intensive Course: July 27-29, on-site (Minneapolis) and distance education from the University of Minnesota. Topics: breastfeeding promotion for minority women; feeding issues in early childhood; food insecurity and weight; effective advocacy messages; obesity; environmental health; more. Details at the [UMN School of Public Health website](#).

About CWA

Our mission is to lead California communities to nourish, educate, support, and empower families in building a healthy future.

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To be added to the Flash mailing list, send e-mail to [Margaret Aumann](#). California WIC Association is strongly committed to protecting the privacy of visitors to our website and subscribers to our mailing lists.



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