

# WIC Life – July 2019

Opportunities for Otsego | 3 West Broadway, Oneonta, NY 13820 | 607-433-8071 | [www.ofoinc.org/wic](http://www.ofoinc.org/wic)  
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## WOMEN, INFANTS & CHILDREN (WIC)

### Hours of Operation

|           |                 |
|-----------|-----------------|
| Monday    | 8:00AM – 5:00PM |
| Tuesday   | 8:00AM – 5:00PM |
| Wednesday | 8:00AM – 6:00PM |
| Thursday  | 8:00AM – 5:00PM |
| Friday    | 8:00AM – 5:00PM |

We are open on the 4<sup>th</sup> Saturday of the month from 8:30AM – 12:30PM. This month we are open on Saturday, July 27, 2019.

### Outreach Days

|                   |                                   |
|-------------------|-----------------------------------|
| Richfield Springs | July 3 & 22nd<br>9:45AM – 2:00PM* |
| Cooperstown       | July 9<br>9:30AM – 2:00PM*        |
| Cherry Valley     | July 19<br>9:45AM – 2:00PM*       |

\*Our last appointment on site days is 1:30PM

### Closings

WIC will be closed on July 4<sup>th</sup> in recognition of Independence Day.

### Contact Us:

Phone: 607.433.8071 or 607.433.8000  
Fax: 607.433.8066  
Email: [ask\\_ofo\\_@ofoinc.org](mailto:ask_ofo_@ofoinc.org)

### What is WIC Life?

WIC Life is our new newsletter format with tips and tricks to help you make the most of your WIC enrollment. Whether you're interested in diet tips, ways to stay active, shopping tips, or healthy recipes, we're sure you'll find something of interest in each newsletter. And don't forget to check the WIC section of the Opportunities for Otsego webpage for our online edition.

### Shopping with Susan WIC Shopping Tips from a Real WIC Mom

If your shopping trip with eWIC still feels like a grocery cart with one sticky wheel, these tips might help.

Good News! Many grocery stores are getting the codes for bagged fruits and vegetables into their cash register systems, so check out will be easier. We've heard that buying juice is sometimes tricky. Scan the juice with the WIC2GO app to see if it is WIC approved. Then check your shopping list to make sure you have selected the size and container type on your personalized list. It's a process – We're all learning together.



### Move It to Lose It Diet and Physical Activity Tips from Michael

#### Getting your kids into the Three Elements of Fitness

If you've ever watched kids on a playground, you've seen the three elements of fitness in action when they:

1. run around the bases playing kickball (**endurance**)
2. cross the monkey bars (**strength**)
3. bend down to pick up a ball (**flexibility**)

Parents should encourage their kids to do a wide variety of activities so that they can work on these three elements.

**Endurance** develops when kids regularly get aerobic activity. (Article continued on last page.)

## What's Cookin' with Barb & Heather

So baby has had it with baby food! What to do with unused jars of infant food? How about sharing it with the family?

### Sloppy Joes (serves 8)

#### Ingredients:

Nonstick cooking spray  
2 Tbsp. olive oil  
½ cup chopped red onion  
½ cup chopped celery  
2 cloves garlic, minced  
1 pound of lean ground turkey  
4-ounce jar of infant sweet potatoes  
4-ounce jar of infant butternut squash  
½-cup beef broth  
¼-cup tomato paste  
1 Tbsp. Worcestershire sauce  
½ tsp. salt  
1/8 tsp. pepper  
8 whole grain hamburger or hot dog buns

#### Directions:

Coat a large non-stick skillet with cooking spray and set it over medium heat. When the skillet is hot, add the oil. Add onion, celery, and garlic and cook until the onion starts to soften about 3 – 4 minutes.

Add the meat, breaking it up with a wooden spoon and cooking until no longer pink. Add the jarred baby foods, beef broth, tomato paste, Worcestershire sauce, salt and pepper. Reduce heat to low, cover and simmer until the liquid is reduced by about ½ or about 15 – 20 minutes. Spoon the mixture over buns and serve.

(from the Montana WIC newsletter adapted from Jessica Seinfeld's Deceptively Delicious Simple Secrets to Get Your Kids Eating Good Food.)

## Family Life Hacks– Low cost, No Cost Family Fun with Maryann

Take your family on a picnic!

You can use the WIC foods. Pack peanut butter sandwiches, baby carrots and apples.

There are a lot of parks in our towns and villages that are free and that have picnic tables. You can also use a blanket to sit on. Remember to bring sunscreen and bug spray.

For a list of some free parks you can go to the Otsegooutdoors website at <http://otsegooutdoors.org/listing/beaver-pond-trail/>

Have fun!



## Peer Counselors' Corner Words from Wise Women with Ginny and Alice

Breastfeeding Babies and Mamas Benefit from Support" Dads, grandmas, grandpas, friends and relatives, this column is for you!

How can you support your favorite breastfeeding mom?

-Deflect negative comments from Family & Friends

-Calm your fussy baby while Mom gets ready to nurse or takes a short break afterward.

-Head off discouragement. Remind Mom of her goals, offer positive encouragement.

-Care for a tired and busy Mom. Make sure she has a comfortable spot to nurse, with plenty of body support (pillows, blankets), a drink of water, a healthy snack, etc. Take care of household tasks that need attention.

Remember that your support can make the difference needed to reach those breastfeeding goals.



Contributed by PC Coordinator, Ginny

## Inside Scoop:

### WIC News You Can Use with Mary

#### WIC News and Program Updates

#### Q. What if I can't download the WIC2go app?

A. Try the <https://www.wicconnect.com>. You can create an account and access your benefit information over this secure website. Or, during our business hours, you can call the WIC office and we can tell you when your benefits start, when they end, and what you have left to use before they end.

#### Q. If I lose my eWIC card, do I have to come in to pick up a new one?

A. If we have the name of the person you selected as caretaker in our database, that person can come in to pick up a new eWIC card. They must bring identification for themselves. Remember, we cannot mail replacement eWIC cards.

## Nutritionist's Choice

Here you will find an interesting article on a nutrition topic written by one of our WIC nutritionists or a guest nutritionist. We want you to know why and how what you eat matters.

### Cravings and What They Mean

We all go through phases where we crave certain foods or food groups, like sweets and bread. To understand cravings, we need to first look at hunger. There are two types of hunger that we aim to sate, homeostatic and hedonic. Homeostatic hunger is the physical need to eat while hedonic hunger is the desire to eat foods for pleasure. The first step is to determine which hunger we are feeding and how to feed it properly and then to figure out what it all means.

We know the signs of when homeostatic hunger strikes, our stomachs growl and the hunger becomes gradual, with hedonic hunger it's the basic crave where we want a certain food texture or flavor, like salty or sweet, and crunchy or chewy. One of the most common cravings we have is for salty. Craving salt can mean the body needs salt due to increased sweating and salt loss from excessive overheating or that we just want it in a comfort food like chips or popcorn. Cravings can be based on moods. When we crave sweets, even when we don't normally eat them, it can mean that we are especially stressed and feel we are being pulled in different directions. These snacks are usually higher in fat and fat can feel stabilizing and grounding. It takes longer to digest. Craving pasta or other high carbohydrate foods are comforting to us. Determining if we are eating out of hunger or for comfort can help us figure out where we are emotionally.

Sugary treats used to be served as a reward or for a special occasion. Now we find them more common and readily available. Sweets like cupcakes and cakes for desserts were a reward for eating our veggies and finishing our meal. There is a sweet-reward connection. Once we are aware of it and understand where these cravings come from, we can aim to establish a new goal or hobby that will produce these "feel-good" feelings. We can also substitute fruits or lightened desserts if we continue to want something sweet.

When we crave chocolate, we are looking for a mood booster. Chocolate contains polyphenols that do just that. Studies show that just looking at or smelling chocolate can activate our pleasure centers. Smelling coffee beans triggers the brain's pleasure centers as well as working out does. There are ways to change these cravings and boost your mood. Working out increases serotonin levels that boosts our mood. If you are still craving chocolate, make a substitution. Instead of having a chocolate shake, make a smoothie with a small serving of cacao or dark chocolate.

Cheese is another common craving. Cheese contains the stimulant tyramine and milk contains tryptophan, which also release serotonin, and both contain choline, which has soothing properties. The creamy texture adds to the comfort level as does the increased fat. By increasing exercise levels, even by taking a walk, going hiking or doing yoga, you release endorphins that also soothe and comfort your body. You can even make your own ice cream if you crave that creamy texture by blending frozen bananas with cocoa powder or other frozen fruit.

Fatty foods are another craving, as they tend to also be comfort foods and mood boosting. A study published in 2014 found that healthier comfort foods, such as popcorn, are just as likely to boost a negative mood as a more caloric comfort food or a food we feel neutral about, i.e. ice cream vs. a granola bar. To get the same full, comfort feeling fatty foods have, reach for healthy fats to give a natural energy and mood boost. Avocados are a great choice as they offer the creamy texture we often crave and are a source of healthy fats. There are other ways to find the comfort we seek. It can be taking time for yourself and connecting with others, or just meditating or sitting in silence for a few minutes to center yourself.

When we are feeling stressed we often reach for salty and crunchy snacks. We find it satisfying to hear that crunch when we eat chips or pretzels. We also reach for these foods when we are feeling frustrated, angry or feeling resentful. Crunching can feel cathartic, like punching a wall without really punching it. Exercise is a great way to release pent up stress and tension. You can also identify which areas in your life causes you stress and take steps to eradicate them, even something simple as calling someone to talk it out can help. If you continue to feel the urge to crunch, reach for healthier options like popcorn, crunchy produce or even hummus with crunchy veggies.

Pasta and other carbohydrates are another common craving, especially when we are stressed or sad. They provide a mood-boosting and short-term energy boost that we normally associate with comfort from an early age. The smell of freshly baked bread and baked goods can often relax us as it did when we were younger. It is a subconscious reaction. We often reach for them for comfort when we are feeling agitated or upset. Stopping to take a minute and just breathe when we are stressed is a proven way to calm down. We can also identify what makes us stressed and find ways to remove them. Many of us overschedule ourselves and rush around. Just giving ourselves a bit extra time or scheduling fewer activities, can reduce our stress. We can also incorporate whole, unrefined carbs into our diet like quinoa, sweet potatoes or squash and get creative with our veggies to re-create the textures we want.

Caffeine and soda craving are two of the most common cravings, who can live without caffeine? Caffeine is a mood and energy booster, a stimulant. Soda is sweet and carbonated; these bubbles signify levity, creativity and fun, which creates the pick-me-up feeling. Drinking sparkling flavored water will give you the bubbles you desire while adding a green smoothie or natural foods like an apple can increase energy. Getting enough sleep is a simple way to cut down on the need for caffeine, even getting outside and getting fresh air will pep you up.

## Nutritionist's Choice (continued)

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### Cravings and What They Mean

We are used to our cravings. Finding out what causes them and how to adjust them and deal with them to keep us healthy can be a challenge. Did you know it takes as little as 21 days to change cravings and habits? It gives the body and mind time to adjust and once you learn to live without something, like soda, you don't really miss it the longer you go without. Talking about and finding out why we crave the things we do also helps us change and curb the craving. So, what do you crave and what changes will you make?

Submitted by Heather Brown, WIC Nutritionist

## Move It to Lose It (continued) Diet and Physical Activity Tips from Michael

During aerobic exercise, large muscles are moving, the heart beats faster, and a person breathes harder. Aerobic activity strengthens the heart and improves the body's ability to deliver oxygen to all its cells. Aerobic exercise can be fun for both adults and kids. Aerobic activities include bicycling, roller skating, soccer, swimming, tag, walking, jogging, running

Improving strength doesn't always mean lifting weights. Instead, kids can do push-ups, stomach crunches, pull-ups, and other exercises to help tone and strengthen muscles. They also improve their strength when they climb, do a handstand, or wrestle. Stretching exercises help improve flexibility, allowing muscles and joints to bend and move easily through their full range of motion. Kids get chances every day to stretch when they reach for a toy, practice a split, or do a cartwheel. (Gavin, M. L., MD. (2018, June). Kids and Exercise. Retrieved May 31, 2019).

Submitted by Michael White, WIC Nutritionist

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Washington, D.C. 20250-9410;
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