

CYF NEWS

JULY 2004

MICHIGAN STATE UNIVERSITY EXTENSION

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QUOTE OF THE MONTH

“You can’t leave footprints in the sands of time if you’re sitting on your butt. And who wants to leave buttpoints in the sands of time?”

—Bob Moawad

MESSAGE FROM THE LEADERSHIP TEAM

Food, fun, fellowship and learning all were highlights at the Michigan Extension Association of Family and Consumer Sciences (MEAFCS) summer retreat. We thank the association leadership who did a great job of planning a strong and interactive two days, Dr. Doris Wetters who helped financially support the retreat and joined in the festivities, and NEAFCS director Susie Brown of Nebraska who gave a national update and a time management presentation. Jan Seitz's "Get to Know Your Campus Staff" mixer was a big hit and lots of fun.

It was a special pleasure for campus staff members to showcase programming at the evening reception/exhibit session. Campus participants included Amy Saxe, Barb Mutch, Chris Flood, Erica Tobe, Kathy Majewski, Pat Hammerschmidt, Samone Jones, Sue Henry, Lillian Occena Po, Paul McConaughy, Linda Cronk, Viki Lorraine, Beth Moore and Laura Probyn. Beth, Laura, Paul and Samone also presented workshops.

Thanks to all for this great example of **TEAM**work –

*Together
Everyone
Achieves
More*

Your State Leaders,
Cheri, Kathy and Gayle



MICHIGAN FOOD THERMOMETER CAMPAIGN PILOT READY TO ROLL

The pre-test is done, the USDA Food Safety Mobile is gassed up, and “Thermy” and “Bac” are all charged up for the Michigan Food Thermometer Campaign Pilot. The campaign will kick off on August 2 at the Public Museum of Grand Rapids. Dr. Elsa Murano, USDA Undersecretary for Food Safety will be on hand to underscore the importance of the campaign.

The goal of the campaign is to increase awareness of the fact that the only sure way to know if meat is cooked enough to kill all the bacteria is to use a food thermometer.



Confirmed locations for Food Safety Mobile visits are:

- **August 2** — Public Museum of Grand Rapids from 10 a.m. – 3 p.m. Kick off will be at 11 a.m. with Dr. Elsa Murano, USDA Undersecretary for Food Safety
- **August 4** — Lowe’s, 28th and Beltline, Grand Rapids
- **August 5** — Family Fare, 701 68th St. SW Grand Rapids
- **August 6** — Briarwood Mall, Ann Arbor
- **August 7** — Dixboro Fair and Artisans on the Green, Ann Arbor
- **August 8** — Kroger, 400 S. Maple, Ann Arbor
- **August 9** — Ann Arbor Hands On Museum, 220 E. Ann Street
- **August 10** — Cobblestone Farms/Fuller Pool, Ann Arbor
- **August 11** — Eastwood Towne Center, Lake Lansing Road/US127, Lansing
- **August 12** — Kroger, 4884 Marsh Road, Okemos
- **August 13-15** — Great Lakes Folk Festival, East Lansing



Activities at most locations will include:

- Opportunities for children to meet and have pictures taken with “Thermy” and “Bac,”
- Food-focused carnival-style games with opportunities to win prizes,
- Story time with readings of “Fight BAC... the Children’s Guide to Food Safety,”
- Cooking demonstrations to explain thermometer usage,
- Free food thermometers to the first 200 people,
- Important family safety information distributed by MSU and USDA food safety staff.

Some locations will also include live radio remotes and children’s performers.

The campaign is supported by paid advertising in magazines, newspapers, on radio and television, and on the Internet. In addition, many kinds of free promotion and publicity are being secured.

Help is still needed in the children’s carnival area for many events. If you are available to help please contact Paul McConaughy, Program Leader, Family and Consumer Science at mcconaul@msu.edu.

In addition, if you are available to attend the kick off at 11 a.m. on August 2 at the Public Museum of Grand Rapids, please do. A good turnout there would set the stage for a successful campaign. Lunch will be served to everyone who attends that event.

For more information contact Paul McConaughy, Program Leader, Family and Consumer Science at mcconaul@msu.edu.

JUMP INTO FOODS AND FITNESS (JIFF)

"Jump Into Foods and Fitness" (JIFF) (4H1602) curriculum has received an "Award of Excellence" in the category of "Education and Training Brochures, Manuals and Reports" in the 2004 APEX Awards for Publications Excellence program.

According to the awards program sponsor, communications Concepts, "APEX Awards are based on excellence in graphic design, editorial content and the ability to achieve overall communications excellence. APEX Grand Awards honor the outstanding works in each main category, while APEX Awards of Excellence recognize exceptional entries in each of the sub-categories... With close to 5,500 entries, competition was exceptionally intense."

Communications Concepts is the publisher of "Writing That Works: The Business Communications Report," and is based in Springfield, Virginia.

"Jump Into Foods and Fitness" is a foods, nutrition and fitness curriculum that is designed for adult and teen volunteers, parents, professionals and others to use in working with children aged 8 to 11 (grades 3 to 5) to help them develop healthier lifestyles that will improve their overall health. JIFF was produced as a partnership with MSU Extension's Children, Youth and Family Programs (Family and Consumer Sciences and 4-H Youth Development) and the MSU Department of Kinesiology. It was partially funded with federal funds from the USDA Food and Nutrition Service by way of the Michigan Family Independence Agency and the Family Nutrition Program at Michigan State University.

The first printing of JIFF has just sold out and we're working on a reprint now. We'll let you know when it's available again from the MSU Bulletin Office. In the meantime, watch for enrollment information for the "Jump Through JIFF" online class that will run from October 11 to November 24, 2004.

Congratulations to the JIFF development team of Kalli Baird, Crystal Branta, Gayle Coleman, Sue Henry, Cynthia Mark, Rebecca McKee, Marian Reiter, Amy Saxe and Daisy Seremba! And thanks to the many county MSU Extension staff whose review and piloting feedback helped strengthen JIFF!

BREASTFEEDING AWARENESS

Babies Were Born to Be Breastfed! The National Ad Council's breastfeeding awareness campaign sponsored by the Department of Health and Human Services has been released! There are television, radio and print public service announcements.

The U.S. Department of Health and Human Services (HHS) Office on Women's Health (OWH) has been funded to carry out the recommendations of the HHS Blueprint for Action on Breastfeeding. The primary focus of this three-year campaign is to address six-month duration. The number one goal is to increase the number of moms who leave the hospital breastfeeding to 75 percent and who continue to breastfeed at 6 months to 50 percent. These are two of the recommendations from the Blue Print for Action. Another recommendation from the Blue Print is a national media campaign to make breastfeeding **normal, desirable and achievable**.

The OWH, Department of HHS is looking for local breastfeeding experts to take the ad campaign and ensure that it is noticed by local media. They also want participants to localize the story.

In preparation for the campaign, extensive research was conducted in Chicago, San Francisco and New Orleans in November and December 2002. Thirty-six focus groups, including first-time expectant and new mothers, expectant fathers and grandmothers, were brought together to discuss infant feeding practices. Half of the groups were African American and half were general market and included formula feeders, formula-feeding intenders, breastfeeding feeders, and breastfeeding intenders.

The overwhelming outcome from all of the focus groups was that the **consequences of not breastfeeding** and/or the **risks of formula feeding** were **vital** in the decision to breastfeed or not. Most knew of the "benefits" and felt that breastfeeding was like adding vitamins to formula and that formula was the standard. Perhaps this is due to the way breastfeeding is discussed in the mainstream. "If you choose to breastfeed..." or "Benefits of breastfeeding include..." If language were reframed to "If you do not breastfeed, your child is more at risk for childhood cancers, diabetes, ear infections, obesity..." people will begin to see that there are consequences associated with not breastfeeding. It is not a matter of making people aware of breastfeeding; it is a matter of changing behaviors.

There is also a need to clarify an attainable goal for duration. When asked how long one should breastfeed, participants' answers spanned 2 months to 2 years. Going back to work was often used as a reason for weaning or not breastfeeding at all. Though the U.S. Surgeon General and leading medical and pediatric organizations have published recommendations on the duration of breastfeeding, it has not been consistently or effectively conveyed to the American public.

Despite much controversy and significant efforts by the formula companies to stop the campaign, it has been released. Their efforts to stop the campaign failed; however, their tactics were successful at diluting the campaign and resulted in the removal of scientific findings that show the increased risk of diabetes and leukemia among formula fed infants.

AUGUST IS BREASTFEEDING MONTH – BREASTFEEDING IS GOOD FOR MICHIGAN

Governor Jennifer Granholm signed a proclamation naming August Michigan Breastfeeding Awareness Month. Both Governor Granholm and our state's surgeon general, Dr. Kimberlydawn Wisdom have acknowledged breastfeeding is an important health behavior.

World Breastfeeding Week 2004: Exclusive Breastfeeding: the Gold Standard *Safe, Sound, Sustainable*

Exclusive breastfeeding for six months means that the infant receives only breast milk, from his or her mother or expressed breast milk, and no other foods or drinks with the exception of drops or syrups consisting of vitamins, mineral supplements, or medicines during this time. Exclusive breastfeeding is:

SAFE because it contains protective factors that help to prevent and fight infections, such as diarrhea and pneumonia, and reduce the risk of allergic conditions, particularly asthma.

SOUND because nutrients in breast milk are present in the right quantity and they are of special quality. Formula and other foods contain nutrients in different amounts, and of very different quality.

SUSTAINABLE because it helps a household's food security. A woman can make good milk from any mixture of foods, however simple.

Most babies are not exclusively breastfed. On average, globally, only 39 percent of babies breastfeed exclusively, even in the first four months of life. Breast milk can provide all that babies normally need for the first six months of life, including all the water.

To ensure that her baby gets enough milk, a mother needs to:

- Be confident that she can do it, and that her milk is the safest and soundest for her baby;
- Start breastfeeding soon after delivery;
- Know how to make sure that her baby is properly attached to the breast;
- Let the baby suckle frequently - whenever he or she wants to. This is called baby-led feeding;
- Let the baby continue suckling for as long as he or she wants, at each feed. A baby who has other feeds is less hungry, and takes less breast milk. As a result the breasts produce less milk. The other feeds do not increase a baby's intake: they replace breast milk. The baby gets less food, and may not grow as well.

Mothers may not breastfeed exclusively because:

- They do not know how important it is, or how to do it;
- They lack confidence, and have nowhere to turn for support;
- People around them, such as fathers and grandmothers, are unsupportive, and moms may have to resume employment.

Achieving the Gold Standard - mothers can do it with help and support! Accurate knowledge, a supportive environment, and confidence are major factors which enable mothers to breastfeed successfully.

Health Care Providers should follow the Global Strategy and counsel mothers about breastfeeding, before, during and after delivery.

The community, employers and families need to understand about exclusive breastfeeding, and how to support mothers to achieve it.

Other mothers can give each other support. Mothers, acting together, can help to change community attitudes.

Remember, support of breastfeeding friendly practices benefit families everywhere. Do your part in celebrating World Breastfeeding Week 2004.

Source: www.waba.org

TRES Ms — TWO-DAY TRAINING

Tres Ms (Madres y Mujeres del Mañana) is a project that provides education and assistance about breast and cervical cancer issues to medically underserved Latina women enrolled in Medicaid. MSUE staff (Community Coordinators) for this project will participate in a two-day training on campus that will familiarize them with resources within the university. These resources will include research within the Michigan Hispanic population (Julian Samora Institute), the new Breast Cancer and Environmental Research Center and a local Community Center that is doing outreach work in the Lansing area with the Hispanic population. In addition, staff will gain knowledge about the male Latino population in understanding the importance of breast/cervical cancer screening. This knowledge, experience, and networking opportunity will assist the community coordinators in learning how to better reach and serve this hard to reach population.

The training is scheduled for August 30-31, 2004, and will be held at the Julian Samora Research Institute in the Nisbet Building.

This two-day training was made possible by a Multicultural Action Mini Grant received from the MSUE Diversity Office. For additional information please contact Kimbirly Bodfish at 2.2118.

SLAM THE DOOR ON VIRUSES

The first step to keeping viruses at bay is taking responsibility. Have you ever gotten one of those e-mails where you've been accused of sending a virus to an e-mail address that you've never laid eyes on before? Well most of us have. It's a direct result of someone not responsibly keeping the Windows Update patches and virus definitions up-to-date on their computer(s).

If you have your Windows Updates current and virus software definitions, the messages are bogus e-mails generated by viruses on other people's virus-infected computers that have your e-mail address as well as others in the address book of their e-mail software.

All you need to do is delete them — the two-step delete. Delete them out of your inbox and then delete them from the trash. In Outlook and Eudora,

messages aren't truly deleted until you empty your Trash (Eudora) or Deleted Items (Outlook).

This is how the situation above occurs:

Most worm viruses (the kind we've been getting lately) do what's called E-MAIL SPOOFING. E-mail spoofing is the ability a virus has to generate and send a bogus e-mail using e-mail addresses it finds on a computer — usually in the address book of the e-mail software program loaded on the computer. The viruses are capable of replicating and e-mailing themselves through these bogus e-mails to other unsuspecting PC users and their PCs.

In short, those e-mails some of you have been receiving are "residue" of virus activity from another user's computer. Just double delete them.

Here are three simple steps on how to prevent your PC from getting infected, harming data on your computer and/or passing the viruses to other computers.

1. Don't open unfamiliar email messages; double delete them (see above). REMEMBER — messages aren't truly deleted until you delete them out of the email software's trash.
2. Keep your Windows Update patches up-to-date. Really, the Windows Updates are more important than the virus software you have on your PC because the virus software can't affectively prevent some virus outbreaks without certain Windows Update patches being installed. You should check the Microsoft Web site weekly for new updates by visiting <http://v4.windowsupdate.microsoft.com/en/default.asp> and following the instructions.
3. Keep the virus definitions for your virus software up-to-date as well. Without the latest virus definitions it's as if you have no virus protection at all on your PC since only the latest virus definitions will stop newly-spread viruses.

For questions, comments or concerns please email me at jonessam@msu.edu.

Blue Ribbon Q&A

- Q.** Several youth from my county attended Peer Plus this past February at Kettunen Center. Where in Blue Ribbon do I report these numbers?
- A.** In Blue Ribbon go to ES237|Training Log and enter your information here. It is important to enter these training participation numbers since they are included in your ES-237 final report. We're glad you didn't miss these numbers. Your report will now more accurately reflect the work of your county.
- Q.** When is the ES-237 report due to the State 4-H office?
- A.** This year's deadline is Tuesday, September 7.

If you have questions or need help contact Judy Lentz-Bishop, at bishopj@msue.msu.edu, 517.353.2922 or Laura Allen, at lacourse@msue.msu.edu, 517.432-7632.



Deadline for Next Edition of "CYF NEWS"

August 9, 2004, is the deadline for submitting articles for the August 13, 2004, edition of "CYF News." Please submit articles to Gail Hebert at hebertg@msue.msu.edu