 Policies from the WIC State Program Services Manual:  
Policy 110.10 Needs Assessment - Overview

During FFY2011, each county board of health was charged with the responsibility to complete a Community Health Needs Assessment and Health Improvement Plan (CHNA-HIP). These 99 plans were developed by community teams of health professionals, community leaders and consumers, and identified health priorities and proposed activities addressing those priorities. The plans were submitted electronically to the Iowa Department of Public Health and can be accessed from the department’s web page. Progress reports were submitted in 2013 and information will continue to be updated regularly.

The 20 WIC contractors are strongly encouraged to be involved in developing the CHNA-HIPs for their service areas by providing data, participating in discussions and assisting with the written plan. The WIC office visit requires state WIC consultants to review local agencies involvement in the county CHNA-HIP activities with local agency coordinators.

WIC contractors are also strongly encouraged to link their activities and action plans to the community priorities identified in these plans.

During the 2008 legislative session a new grant requirement was enacted into Iowa Code. Iowa Code 8.11 states that each application for a grant from a state agency must include a minority impact statement. This statement must include the following information:

- Any disproportionate or unique impact of proposed policies or program on minority persons in Iowa,
- A rationale for the existence of program or policies having an impact on minority persons in Iowa, and
- Evidence of consultation of representatives of minority persons in cases where a policy or program has an identifiable impact on minority persons in Iowa.

The minority impact statements submitted will then be used by the state for informational purposes.

Thank You of the Week:

“I was 18 years old when I first heard of the WIC program. In fact, the reason I heard of it, like many young moms, was because I was in trouble. I was young, single, fresh out of high school, scared, and, yes, pregnant. I was truly in need. Not only in need of financial assistance, but above all things, in need of sound advice and encouragement to make the right decisions for me and my unborn baby.” -- WIC Participant

Participant Centered Services:

Try using the following language when working with a pregnant woman this week:
Every mom wants to insure the best for her baby. Do you have any medical concerns that could be impacting you or your baby?
Customer Service Tip:
How to say "no" or explain policy to a participant in a customer service-oriented way:
Ask open-ended questions: "How will that work for you?"

Another Thank you:
We had this letter arrive here at the office today. Made us smile, and wanted to share.

Luz E. Collins
Pottawattamie County WIC
300 W. Broadway Ste. #9
Council Bluffs, IA  51503
712-328-5886
712-328-5810(Fax)
Luz.collins@pottcounty-ia.gov

Thank you!!!
Council Bluffs WIC Office,

I would like to thank the wonderful staff in this office. All greeted me with a warm smile. I didn’t feel judged nor inferior. I am thankful for the help you’ve all given to help my child live healthy & safe. It’s good to know others care about my son’s health & progress. Also, the healthy recipes given are fantastic! My 1-year-old son loved the carrot pancakes, topped with cooked blueberries! Thank you for your smiles & hard work to help those in need. My family appreciates all you do!

-WIC family recipient
Breastfeeding Culture in Hispanic Mothers in the USA

Presented by: Ana Maria Linares, DNS, RN, IBCLC, Associate Professor College of Nursing, University of Kentucky

Hispanics are a diverse group with ancestry from 28 countries. Almost a quarter of all births in the US are to Hispanics. While 80% of Hispanics in the United States initiate breastfeeding indicating an intent to breastfeed. Unfortunately, only 16% can meet the national guidelines of six months exclusive breastfeeding (recommended by APA and WHO) suggesting that systematic barriers exist and contribute to breastfeeding rates that fall below the national average and short of the Healthy People 2020 goals.

Learner Objectives: the learner will be able to

1. Identify racial and ethnic disparities in breastfeeding duration and exclusivity in Hispanic women living in the USA.
2. Describe the cultural issues associated with Hispanic mothers choosing infant feeding.
3. Identify factors that are associated with initiation, duration, and exclusivity of breastfeeding in Hispanic women.
4. Identify health risk factors associated with suboptimal breastfeeding in Hispanic mothers and infants.
5. Identify potential interventions to promote breastfeeding in Hispanic women.
Please join the Southwest Iowa Breastfeeding Coalition on October 1, 2018 for:

**Breastfeeding, the Oral Cavity, and Ankyloglossia**

**Presenter:** Erin Wetzel, D.D.S.
Dental Director for All Care Health Center

**Location:** Methodist Jennie Edmundson, Ridge Doctors Building Room 2HA classroom (Located on the 2nd floor)

**Time:** 12:00pm-1:30pm on October 1, 2018

**RSVP to:** Stephanie Buelna by September 24, 2018
stephanie.buelna@pottcounty-ia.gov or 712-328-5886 or by google forms: https://goo.gl/forms/0ynlyqd9mJSSPGxc2

**Note:** Attendance will be capped at 50 participants. Due to food count we must receive your RSVP by September 24.

**Food provided by:** All Care Health Center

**Continuing Education Credit:** Free 1hr continuing education credit PENDING for IBCLCs, DDSs, RDHs, RDAs, RNs

**Objectives:**

**I. Analyze Dental Caries & Breastfeeding**

A. Discuss Prevention of Early Childhood Caries and how it relates to Breast Feeding
   1. Does Breastfeeding Increase the Risk of Early Childhood Caries?
   2. Explore the Benefits of breastfeeding as it relates to dental health and the development of the oral cavity.
   3. Examine the Detrimental effects of bottle feeding as it relates to oral health, caries, and permanent tooth formation
   4. Review Home Care Recommendations

B. Review the process behind the Diagnosis of Early Childhood Caries
   1. Teething
   2. Description of Early Childhood Caries

C. Investigate Infant/Pediatric Oral Treatment Options
   1. Infant Oral Health, Maternal Oral Health, and First Dental Exam
   2. To Refer or not to Refer

**II. Identify Tongue-tie (Ankyloglossia)**

A. Analyze Symptoms & Causes
B. Review Diagnosis & Treatment
C. Explore its Effects on Breastfeeding
   1. Can it affect breastfeeding?
   2. To correct or not to correct?

**Stephanie M. Buelna, MS, RD, LD, IBCLC**
Dietitian & Breastfeeding Peer Counselor Coordinator
Pottawattamie County WIC Program
300 W. Broadway, Ste. 9
Council Bluffs, IA 51503
P: (712) 328-5886  F: (712) 328-5810
Breastfeeding Education
for Iowa Communities

This training was developed by the Iowa Breastfeeding Coalition and is hosted by the Breastfeeding Coalition of Polk County. The purpose is to enhance your knowledge and equip you in providing support to breastfeeding families.

Monday, October 8, 2018
12:15 - 4:30 pm
Registration 11:45 am - 12:15 pm
Iowa Lutheran Hospital
700 E University
Des Moines, IA 50316
Conference Room A/B
Cost $45 per person
Lunch on your own (you are welcome to bring lunch)
CEUs provided for nurses and dietitians

Objectives
• Review strategies that address barriers to breastfeeding
• Identify common myths about breastfeeding
• Identify factors that impact milk production
• Explain importance of position and latch in attaining breastfeeding success
• Explain how to maintain milk production during separation
• Identify breastfeeding concerns (engorgement, plugged ducts, sore nipples, low milk supply) and strategies to resolve them
• Review proper use of breastfeeding aids such as nipple shields, breast pumps, and supplementers

Intended Audience Individuals that work with breastfeeding families including hospital staff, physician office staff, nurse practitioners, midwives, nurses, dietitians, public health staff, WIC staff, peer counselors, childbirth educators, nurse educators, doulas, family support workers, La Leche League, and other interested community supporters.

Speakers:
Marieta Boberg, MS RD LD IBCLC RLC
Angela Sweeter, RN, BSN, IBCLC, RLC, ICD, ICCE, ICPD
Breastfeeding Education
for Iowa Communities
Hosted by Breastfeeding Coalition of Polk County

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12:15 - 4:30 pm
Registration 11:45 am - 12:15 pm
Iowa Lutheran Hospital
700 E University
Des Moines, IA 50316
Conference Room A/B

Cost $45 per person
Lunch on your own (you are welcome to bring lunch)

Registration: Please register by October 1, 2018

Name ____________________________________________

Credentials/Position _____________________________________________

Employee _____________________________________________________

Email _________________________________________________________

Phone Number __________________________

Would you like nursing CEUs?    Yes_____   No _____

Would you like RD/LD CPEUs?    Yes_____   No _____

Can pay by check (payable to Breastfeeding Coalition of Polk County) or PayPal
Please send registration form and check to:

Sue Logan
1555 Andrews Dr
Pleasant Hill, IA 50327

Questions: email Sue Logan at breastfeedingcoalitionpolk@gmail.com
Available Formula:

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<td>12-1-2018</td>
<td>Broadlawns WIC/Lutheran</td>
<td>Rose Logan 515-263-5621</td>
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<tr>
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<td>1 can 11 cans</td>
<td>10-1-2019 1-1-2020</td>
<td>VNA – Elkader, IA</td>
<td>Theresa Eberhardt 563-245-1145(cell) or 563-329-0094(cell)</td>
</tr>
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Trainings & Meetings:
2018 State Staff Meeting Dates
(The dates below are dates that the WIC State Staff have staff meetings and it may be more difficult to reach a staff member during these times).

- October 2, 2018 (9 - 11 am)
- October 4, 2018 (9-11 am)
- October 16, 2018 (9-11 am)
- November 1, 2018 (9-11 am)
- November 6, 2018 (9-11 am)
- November 20, 2018 (9-11 am)
- December 4, 2018 (9-11 am)
- December 6, 2018 (9-11 am)
- December 18, 2018 (9 - 11 am)

2018 Training Dates
- October 24, 2018 – Communication and Rapport Core Training

NETC Meetings
September:
- NETC Go-To-Meeting (Support Staff) – September 27, 8:30-11:30 (Connie & Caryn)

November:
- NETC Go-To-Meeting (All new staff) – November 8, 8:30-11:30 (Nikki & Caryn)
- NETC Go-To-Meeting (Health Professional) – November 14, 8:30- 11:30 (Nikki & Caryn)
- NETC Go-To-Meeting (Support Staff) – November 15, from 8:30-11:30 (Connie & Nicole)
You asked, we listened. We have increased the number of webinars so we can best serve all of our members. We encourage you to register for our upcoming webinars.

Important: To attend these NWA webinars, you must register in advance. The links below take you directly to registration. Upon completing your registration, you will receive a confirmation email. If you don’t see that email, please check your spam/junk mail folder. We strongly recommend you add sqldb@icohere.com to your email safe senders list to be sure you get your confirmation and other important emails about the webinar.

Getting 5 year old WIC children ready for Kindergarten webinar on October 4th at 3:00 pm ET, sponsored by NWA’s Local Agency Section. WIC is an ideal place to engage young parents to optimize the development and school readiness of young children. It is clear from current research that significant differences exist in children’s exposure to language-rich environments. Children born into poverty hear 30 million fewer words before they reach kindergarten than those who come from middle and higher income families. Because of this gap, children born into poorer families tend to test lower on school readiness scores than their higher income counterparts. This disparity develops before kids are even five years old and the gap continues throughout life. By pairing school readiness messages with WIC services from pregnancy through early childhood, children can graduate from WIC at age 5 ready for Kindergarten. This webinar will discuss the Little by Little Program, and the impact it is making on our WIC children!

New Research Unveils What WIC Infant and Young Children are eating: 2016 Feeding Infants and Toddler Study (FITS) webinar on November 13th, at 3:00 pm ET. Some noteworthy success has been achieved in dietary patterns since 2008; however, additional progress is needed to ensure infants and young children are receiving optimal nutrition for growth and development. This new FITS data offers unique evidence on the impact of the revised WIC food packages and is particularly relevant for the WIC Staff who are on the front line engaging and inspiring families to make healthy eating choices.

WIC Nutrition Assessment Practices webinar on December 11th at 3:00pm ET. Nutrition Assessment in WIC is a delicate balancing act of sometimes competing priorities. Staff are often instructed to be thorough but build rapport, collect accurate data but use conversational assessment, provide education but only after a complete assessment and identify all applicable risk factors but don’t overwhelm the participant with nutrition education. It can get complicated! Join this webinar for an interactive opportunity to explore pitfalls and best practices in WIC Nutrition Assessment Practices.

Missed a webinar? Check out our Webinar Archives tab in the NWA online community for all past webinars.

NWA’s mission: The National WIC Association provides its members with tools and leadership to expand and sustain effective nutrition services for mothers and young children.
Non-Discrimination Statement:

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA. Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotape, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form (AD-3027) found online at: [http://www.ascr.usda.gov/complaint_filing_cust.html](http://www.ascr.usda.gov/complaint_filing_cust.html) and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

**Mail:**
U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410

**Fax:** (202) 690-7442
**Or E-mail:** program.intake@usda.gov

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