



Week ending issue: September 9, 2016– Issue #306

Policy

Policy from the WIC State Program Certification Policy and Procedure Manual – Policy 215.12 Precertification of Priority II Infants, Requirements for Using Referral Data – Breastfeeding

Exclusive breastfeeding in the early weeks is recommended to establish a mother's milk supply and get breastfeeding off to a good start. Therefore, the WIC Program does not provide supplemental formula in the first month unless medically indicated. Referral agency staff is expected to provide the same education messages about the impact of early supplementation.

If a mother chooses later to supplement her breastfed baby, WIC will provide formula in the amount needed. However, formula cannot be issued until the infant completes a certification appointment.

The local WIC agency is strongly encouraged to make telephone contacts with breastfeeding mothers before the certification appointment, especially if the referral agency indicates that the mother wants formula for her infant. If the mother does not have a telephone, the local agency must send a follow-up letter to her with the following information and/or enclosures:

- Information about getting breastfeeding off to a good start, and
- An invitation for her to call with questions or concerns about breastfeeding.

If the mother does not have a telephone and had requested formula for her infant, issue one can of powder formula and directions for contacting the local WIC agency to discuss how breastfeeding is going.

Thank you of the Week

Participant Centered Services

Taken from Molly Kellogg's Nutrition Tips for Nutritionist's *The Power of Choice-*

One vital technique to minimize resistance is to encourage personal choice and control. Here are examples of ways to empower our patients:

- At each visit, **offer choices** as often as possible. These may be relatively insignificant: which chair to sit in, which goal to work on first, or how soon to come for a return visit. This sets the tone for a collaborative relationship.
- **Ask permission** before offering advice. It takes only a few seconds to say, "I have some ideas about which foods will work best in that situation. Would you like to hear those now?"
- When patients want to pursue a behavior you do not believe will work or you even disapprove of, you could **pause before giving your opinion**. Begin with: "That is one of your choices" or "You could do that." It is indeed the patient's choice. No one is going to lock him up to keep him from doing it. Acknowledging this choice will likely make him more open to listening to your input. And then remember to ask permission before providing your opinion.
- When a patient comes back and has not made a change you expected, be willing to look at what happened **without judgment**: "Oh, that's interesting! I wonder how that came about. Would you be willing to explore that?"
- Take care with your **language**. "You should..." or "You have to..." or "You need to..." will usually elicit resistance. None of us likes being told what to do. When you have a professional opinion, offer it as an "I" statement. For example, "I have found that most patients on this medication feel better when they eat protein at each meal" instead of "You have to eat protein at each meal." (See [Tip #39](#) for more on Imperatives.)

Your patient's behaviors are indeed much more in his control than yours. Acknowledge this to the patient and get back to what you can do to help him reach his goals. Find ways to **leave the patient with the choice and control** while you stay in a consultant role.

Save the Date

November 4, 2016 - Breastfeeding Conference "Lactation Challenges"; 8:15-5:00 at Grace Community Church, 877 NE 64th St., Pleasant Hill/Des Moines.

Find Us on Facebook



<https://www.facebook.com/IowaWIC>

eWIC/Focus Update

Dates to Remember/Training

September:

- NETC Webinar (All New Staff) – September 15, 8:30-11:30 a.m.
- NETC Webinar (Health Professional) – September 22, 8:30-11:30 a.m.
- NETC Webinar (Support Staff) – September 29, 8:30-11:30 a.m.

October:

- Communication and Rapport Workshop – October 26th

November:

- **Breastfeeding Conference Available in the Des Moines Area 'Lactation Challenges'**
The conference will be held- Friday, November 4 from 8:15-5:00 at Grace Community Church, 877 NE 64th St. Pleasant Hill/Des Moines.
See the attached flyer at the end of this issue of Friday Facts
- NETC Webinar (All New Staff) – November 10, 8:30-11:30 a.m.
- NETC Webinar (Health Professional) – November 16, 8:30-11:30 a.m.
- NETC Webinar (Support Staff) – November 17, 8:30-11:30 a.m.

Available Formula

Product	Quantity	Expiration Date	Agency	Contact
Keto cal. 3:1, 11 oz. Unflavored Powder	8 containers	9-4-16	HACAP	Angela Munson 319-366-7632
Pediasure 1.0	1 case	11-16-16	HACAP	Angela Munson 319-366-7632
Ketocal 4.1 (vanilla)	1 case	9-9-16	HACAP	Angela Munson 319-366-7632

Product	Quantity	Expiration Date	Agency	Contact
Tolerex formula	7 boxes w/ 6 pkts each plus 2 pkts	2/17	HACAP	Angela Munson 319-366-7632
RTU Neosure	26 containers	9-1-17	Upper Des Moines Opportunity	Tammy Chapman, RD, LD 712-859-3885, Ext. 110
RCF Concentrate	11 cans	5/2017	Webster County WIC	Kathy Josten, LD, CBE 515-573-4107
Therapeutic Pediasure 1.5 cal. per ml 350 calorie	68 - 8oz cans		North Iowa Community Action	Carla Miller, LBSW (641)423-5044 ext. 24
Alfamino Infant 14.1 oz powder	3 containers	5/28/17	Pottawattamie County WIC	Kristine Wood, MS, RDN, LD 712-328-5886

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Additionally, program information may be made available in languages other than English.

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- (1) Mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights 1400
Independence Avenue, SW
Washington, D.C.20250-9410;
- (2) Fax: (202) 690-7442; or
- (3) Email: program.intake@usda.gov

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Basking Babies' 2016 Conference



“Lactation Challenges”

Important strategies for moms facing lactation challenges: moms who exclusively pump including information on different pumps and flanges; a session on increasing milk supply; a surgical approach to breast cancer in the lactating woman.

November 4, 2016: 8:15 a.m. - 5:00 p.m.

Grace Community Church 877 NE 64th St. Pleasant Hill/Des Moines

To register visit: <http://bit.ly/21euDQv>

Or contact Angela at lactationlady@live.com | 515-210-1868

Facebook hashtag: **#BBNov4Conference**

<https://www.facebook.com/AngelaBaskingBabies/>

Continuing Education

Nurses will be awarded .76 CEUs Iowa Board of Nursing Provider #17, **Dietitians:** 6 contact hours. **IBCLC:** 6.16 L-Cerps. Certificate of completion will be given to all attendees. Full attendance is required; no partial credit will be given

Cost:

Early bird registration fee (before October 10th) is \$80 per person, which includes lunch and snacks.

Speaker Information:



Dee Kassing has been an IBCLC in private practice for more than 20 years. She has worked part-time at a Level III Neonatal Intensive Care Unit (NICU) and on a hospital postpartum floor. Dee has also been a La Leche League Leader for 30 years and currently serves as an Assistant Area Professional Liaison Leader in Illinois LLL. She is a member of ILCA and USLCA and serves as the Secretary of her local USLCA Chapter. Dee also serves as the Secretary of the Edwardsville (Illinois) Region Breastfeeding Task Force. She loves the “detective work” that accompanies puzzling breastfeeding problems. Her specialty is sucking and latch-on problems. Her 2002 article, “Bottle-feeding as a Tool to Reinforce Breastfeeding,” was voted the Most Useful Article of the Year by readers of JOURNAL OF HUMAN LACTATION. Dee presents Peer Counselor training sessions for WIC

Departments. She is a frequent presenter at Area La Leche League Conferences, and has presented at the ILCA Conference, LLL International Conference, Lactation Consultant in Private Practice Workshop and various state and local conferences.



Tiffany Torstenson, D.O. will be sharing "Surgical Approach to Breast Cancer in the Lactating Woman" Dr. Torstenson graduated from the Des Moines University College of Osteopathic Medicine in 2007 and finished her general surgery residency at Mercy Medical Center in 2012. She went on to a breast surgical oncology fellowship at Mayo Clinic in Rochester, Minn., which she completed in 2013. She returned to Des Moines to join the team at the Katzmann Breast Center. Dr. Torstenson is actively involved in numerous clinical trials and is a huge advocate of these for her patients. She has multiple publications and speaking appearances. She is skilled in ultrasonography and her focuses are on oncoplastic breast surgery and nipple sparing mastectomy. She is actively involved in the surgical education of the residents in the general surgery program at Mercy Medical Center.