



**Week ending issue: November 14, 2014 – Issue #233**

**Policy**

**From the WIC Services Policy and Procedure Manual – 330.50  
Referral Report**

<b>Description</b>	This report provides a count of referrals documented in the data system for each organization type and organization name.
<b>Data updated</b>	Monthly
<b>Parameters</b>	Local Agency, Date Range
<b>Records reported</b>	All referrals to and from WIC for the local agency in the selected data range
<b>Report columns</b>	Report columns include: <ul style="list-style-type: none"> <li>• Local Agency / Clinic</li> <li>• Count</li> <li>• From / To</li> <li>• Organization Type</li> <li>• Organization Name</li> </ul>
<b>Data sort order</b>	Local Agency, Clinic
<b>Totals available</b>	None (the only totals are based on clinic)
<b>Tips</b>	<ul style="list-style-type: none"> <li>• Use this report to evaluate effectiveness of program outreach activities.</li> <li>• Referrals made <u>by</u> WIC are labeled as From on the report. These referrals are based on the effective date when the referral was recorded in the system.</li> <li>• Referrals made <u>to</u> WIC are labeled as To on the report. These referrals are based on the date when the family is created in the system. <ul style="list-style-type: none"> <li>– This data field, Referred to WIC by, is located on the bottom of the Family Tab.</li> <li>– Local agency personnel are encouraged to complete this data field at the initial certification.</li> </ul> </li> <li>• This report lists referrals for only the selected month. The report will not accumulate for the federal fiscal year.</li> <li>• Referrals are not counted or printed for Organization Type = Unknown.</li> </ul>

## ***Information***

### **Welcome Nicole Newman**

The state WIC office is pleased to announce that Nicole Newman, RD, LD joined our staff on November 7<sup>th</sup> as a WIC CHC! Nicole has over five years of experience with two local WIC agencies and also has worked with Head Start. She is bilingual (Spanish) and will bring a passion for participant-centered education to her work here at IDPH.

### **FYI- Enfamil ProSobee**

Powder Enfamil ProSobee has been reactivated for one child in the state who due to their specific medical condition must have this formula. Just like Gerber Good Start Gentle which was activated for one specific baby due to their very specific circumstances we will be monitoring the issuance of this formula as well and will be contacting you to get a hold of any other client who receives this product and asking you to work with them to get their checks reissued for the contract soy formula. Thank you in advance for your help!

## ***Thank you of the Week***

### **Participant Thank You**

"The staff in Elkader are friendly, fun and answer any questions I have. They are helpful, friendly and if I call them and leave a message, they return my calls right away. I mean it I really like going there."

~VNA Dubuque WIC Participant

\* If you have a comment or story about how WIC has had a positive impact for you and your family we'd love to hear it! Please send us a pm and you could be featured in our next **"Thank you of the Week"** post!

### **Congratulations!**

The number of breastfeeding women in the Iowa WIC Program continues to grow

The number of breastfeeding women in Iowa grew 4.6% in FY2014 compared to FY2013.

In Oct 2014 Broadlawns reached an all-time high of 750 breastfeeding women. Broadlawns represents 15.22% of the total Iowa WIC participation and serves 19.89% of the WIC breastfeeding women.

Congratulations to Broadlawns and all Iowa WIC agencies for their breastfeeding promotion outreach efforts!

Check IWIN to see how your breastfeeding participation numbers compare.

## ***Participant Centered Services***

### **Heart Buttons Summary**

Heart Buttons are the deepest emotional desires and are what drives behavior. There are 10 Heart Buttons in all:

Reinvention  
Nurturing

Family Values  
Fun

Status	Control
Security	Independence
Stimulation Novelty & Diversion	Love Sex & Romance

The top 4 heart buttons for WIC are: Reinvention, Family Values, Fun, and Nurturing. Keep them in mind in all things you do from educating clients, naming group education classes, writing newsletters or social media posts, designing handouts, etc. Use emotional triggers rather than logic, logic disengages the heart buttons!

## *eWIC Update*

### **eWIC Implementation Kickoff**

The eWIC Implementation Kickoff Meeting took place October 28<sup>th</sup> – October 30<sup>th</sup>. This meeting consisted of members of FIS/CDP, WIC state staff, and other stakeholders. This meeting provided an opportunity for the implementation contactor to learn more about Iowa's needs and for Iowa to learn more about implementing an online eWIC system. Two of the current priorities include UPC collection, which the state has already been working on for some time and card design. It is very exciting to begin this new phase of the project!

## *WIC 40<sup>th</sup> Anniversary Trivia*

### **WIC 40<sup>th</sup> Anniversary Trivia Week #21**

#### Week #20 questions with answers in Bold

- Why on the WIC food package is oatmeal considered a grain option and not a cereal option? **Cereal must meet iron requirements of 28 mg iron/100 grams of dry cereal whereas oatmeal must meet standards of identity for whole grains and does not have an iron requirement.**
- Longhorn was a variety of a food approved on the WIC program in the 1970's. What food is being referred to? **Cheese**
- Who is the newest State Office WIC consultant to join our staff on November 7,2014? **Nicole Newman who will be working with the agencies that Pat Hildebrand was the consultant to.**

#### Week #21 questions,

- Which of the following cranberry products can be purchased with Cash Value Vouchers in Iowa?
  - Whole fresh cranberries
  - Canned cranberry relish
  - Refrigerated cranberry relish
  - Craisins
- The WIC Breastfeeding Peer Counselor Program started in Iowa in what year and what agency was the first to have a peer counselor program?
- Can Iowa WIC checks be used in the states that border Iowa, True or False?

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## Dates to Remember

### 2014

#### New Employee Training Go-to-Meeting

- NETC Go-To-Meeting (Support Staff) – November 20, from 8:30-11:30

### 2015 \*\*\*\*note highlighted dates and topics indicate a change from the usual\*\*\*\*

#### New Employee Training Go-To Meeting

- NETC Go-To- Meeting (All New Staff) – January 15, from 8:30-11:30
- NETC Go-To-Meeting (Health Professional) – January 21, from 8:30-11:30
- NETC Go-To-Meeting (Support Staff) - January 22, from 8:30- 11:30
- NETC Go-To- Meeting (All New Staff) – March 12, from 8:30-11:30
- NETC Go-To-Meeting (Health Professional) – March 19, from 8:30-11:30
- NETC Go-To-Meeting (Support Staff) - March 26, from 8:30- 11:30
- NETC Go-To- Meeting (All New Staff) – May 14, from 8:30-11:30
- NETC Go-To-Meeting (Support Staff) – May 21, from 8:30-11:30
- NETC Go-To-Meeting (Health Professional) - May 28, from 8:30- 11:30
- NETC Go-To- Meeting (All New Staff) – July 9, from 8:30-11:30
- NETC Go-To-Meeting (Health Professional) – July 16, from 8:30-11:30
- NETC Go-To-Meeting (Support Staff) - July 23, from 8:30- 11:30
- NETC Go-To- Meeting (All New Staff) – September 10, from 8:30-11:30
- NETC Go-To-Meeting (Health Professional) – September 17, from 8:30-11:30
- NETC Go-To-Meeting (Support Staff) - September 24, from 8:30- 11:30
- NETC Go-To- Meeting (All New Staff) – November 12, from 8:30-11:30
- NETC Go-To-Meeting (Health Professional) – November 18, from 8:30-11:30
- NETC Go-To-Meeting (Support Staff) - November 19, from 8:30- 11:30

#### Core Trainings

- WIC Contractor Webinar: January 29, 2015
- Maternal Nutrition: March 24, 2015
- Breastfeeding Nutrition: March 25, 2015
- WIC Contractor In Person Meeting: August 25, 2015
- Infant/Child Nutrition: September 1, 2015
- Communication and Rapport: October 28, 2015

## Available Formula

Product	Quantity	Expiration Date	Agency	Contact
Boost Breeze	24 8-oz containers	11/19/2014	Broadlawns	Rose Logan 515-282-6717
Pediasure Peptide 1.0 cal 8 oz RTU	1 case and 18 cans	12/2014	HACAP	Angela Munson 319-393-7811

<b>Product</b>	<b>Quantity</b>	<b>Expiration Date</b>	<b>Agency</b>	<b>Contact</b>
Elecare Jr. Unflavored Powdered	3 cases + 1 can	2/1/2015	Mid Sioux Opportunity	Amy Kreber 712-786-3488
Vanilla Pediasure 1.5 Calorie w/Fier	3 cases (24 cans/case)	2/2015	MICA	Sierra Meyer 515-232-9020 x105
Elecare Jr. Unflavored Powdered	2 cases + 2 cans	5/1/2015	Mid Sioux Opportunity	Amy Kreber 712-7886-3488
Powdered Nutricia Neocate Infant DHA/ARA Amino Acid Based Infant Formula w/iron	5 cans	8/2015	North Iowa Community Action	Carla Miller 641-432-5044 X24
EleCare Jr. Unflavored, powder	12 cans, 14.1 oz	11/2015	Siouxland	Allyson Woltman 712-279-6636
Similac PM 60/40	1 can	1/2016	Broadlawns	Kathy Flagg 515-263-5660
Calcilo XD	1 can	2/2017		

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