

***Week ending issue: July 17, 2015 – Issue # 257***

### ***Policy***

#### **From the WIC Services Policy and Procedure Manual – 360.40 Outreach Contact the media**

Consider the following tips when contacting the media.

- Radio or television stations are required to devote a certain amount of time to public service announcements. A public service announcement is more likely to be aired if a station is contacted in person rather than by mail. Paid advertising is also a possibility and can be targeted to the desired audience. However, cost is a consideration.
- Local newspapers may print “newsworthy” stories about WIC. An in-service for newspaper staff may make them more receptive to publishing WIC stories. Letters to the editor and paid advertising are other possibilities.
- Newsletters directed toward health or human service professionals may print an article about WIC.
- Billboard companies may be willing to sponsor a billboard as a public service. Paid billboard advertising is also an option.
- Social media may be an option to increase outreach efforts.

See page 7 of this policy for guidelines on media outreach messages.

### ***Information***

#### **Breastfeeding Educational Opportunity in Des Moines**

The Breastfeeding Coalition of Polk County is sponsoring the training, Breastfeeding Education for Iowa Communities, on September 15, 2015 from Noon to 5:15 PM. The training is open to all individuals who provide support to breastfeeding families. Please see the flyer at the end of the Friday Facts for more information.

#### **Infant-Child Nutrition Workshop**

The Infant-Child Nutrition Workshop will be taking place on September 1, 2015. Please see the draft agenda and registration information for the event at the end of the Friday Facts.

#### **World Breastfeeding Week Activities**

The MICA and the Edgerton Women’s Health Center Peer Counselor Programs will be hosting events for World Breastfeeding Week. Please see the flyers at the end of the Friday Facts for more information about the events.

## *Thank you of the Week*

"A Mom and Dad were here for nutrition education for their son who turns 5 soon. Mom told us how thankful she was for the WIC program and all the staff who had been most helpful to her and her son over the years. They had started out at River Plaza and then transferred to another clinic location due to an address change. Soon after, staff member Leslie transferred there as well. Mom said she was grateful to see the familiar face of Leslie again, remembering how kind she was. As a thanks to WIC, the mom had made us a layered Vietnamese Jelly dessert. She told us how she painstakingly made all her own flavorings: lemon, coffee, green tea and coconut and had molded the layers in a heart shaped dish. WIC service does not go without notice!" ~Broadlawns WIC

## *Participant Centered Services*

The use of scaling questions when working with clients can be very helpful to gauge how ready a participant is to change and even help move them closer to their goal. This week try using a scaling question like "On a scale of 1-10 how important is it that you \_\_\_\_\_?" or "On a scale of 1-10 how confident are you that you can \_\_\_\_\_?" Then based upon their answer follow up with a question like "Why didn't you choose as higher (or lower) number?" Or "What would it take to move you closer to a \_\_\_\_?" The use of these types of questions can help you work through the barriers and issues a client may feel are standing in the way of reaching their behavior change goal.

## *eWIC/Focus Update*

Be sure to fill in the Preferred Language information for non-English families. The preferred language section can be found in the Member link in IWIN. Doing this will ensure that the Interpreter checkbox and Preferred Spoken Language drop down in Focus are filled out in Focus

## *Find Us on Facebook*



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

## Dates to Remember

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

### New Employee Training Go-To Meeting

- 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
- \*\*Please note the dates in November.**

### Core Trainings

- 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
Pediasure Peptide 1.0	16 containers	7/2015	NICAO	Janelle Pansegrau 641-423-5044 x35
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
Nutren Jr. w/Fiber (Vanilla)	78 (3 cases + 6 individual containers)	9/2015	Marion County Public Health	Jessica Johnson 641-828-2238 x225
Enfaport	14 - 8 oz cans	9/1/15	Broadlawns	Rose Logan 515-282-6717
Powdered Pregestimil	5 cans	11/1/2015	Operation Threshold	Sue Burnett 319-292-1827
Powder Nutramigen Toddler with Enflora LGG	7 – 12.6 oz Container 20 - 12.6 oz Container	11/1/2015 2/1/2016	Mid-Sioux Opportunity	Amy Kreber 712-786-3488
RCF Concentrate	26- 13 oz cans	2/1/16	Broadlawns	Rose Logan 515-282-6717

<b>Product</b>	<b>Quantity</b>	<b>Expiration Date</b>	<b>Agency</b>	<b>Contact</b>
Peptamen Junior 1.5 Cal	114 – 250 ml containers	3 – 6/2016	HACAP	Angela Munson 319-366-7632
Enfaport	17 – 6 packs of 6 oz containers	4/1/16	HACAP	Angela Munson 319-366-7632
Pediasure 1.5 cal Vanilla	65- 8oz cans	6/1/2016	Broadlawns	Rose Logan
Calcilo XD	1 can	2/2017	Broadlawns	Kathy Flagg 515-263-5660
Powder Infant EleCare Amino Acid Based Infant Formula with Iron	5 – 14.1 oz cans	3/2017	North Iowa Community Action	Janelle Pansegrau 641-423-5044 x35

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The U.S. Department of Agriculture prohibits discrimination against its customers, employees, and applicants for employment on the bases of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation, or all or part of an individual's income is derived from any public assistance program, or protected genetic information in employment or in any program or activity conducted or funded by the Department. (Not all prohibited bases will apply to all programs and/or employment activities.)

If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at [http://www.ascr.usda.gov/complaint\\_filing\\_cust.html](http://www.ascr.usda.gov/complaint_filing_cust.html), or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442 or email at [program.intake@usda.gov](mailto:program.intake@usda.gov).

Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339; or (800) 845-6136 (Spanish).

USDA is an equal opportunity provider and employer



# BREASTFEEDING EDUCATION

*For Iowa Communities*

**DEVELOPED BY THE IOWA BREASTFEEDING COALITION**

Sponsored by the Breastfeeding Coalition of Polk County

*The purpose of this training is to enhance your knowledge and assist you in providing support to breastfeeding families. The training was developed based on a survey conducted by the Breastfeeding Coalition of Polk County.*

**DATE:** Tuesday, September 15, 2015

**TIME:** 12:00 – 5:15 PM

**PLACE:** East Tower Auditorium, Mercy Medical Center-Des Moines  
1111 6<sup>th</sup> Ave, Des Moines, IA 50314

## 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, and low milk production) and strategies to resolve them
- Review proper use of breastfeeding aids such as nipple shields, breastpumps, and supplementers

## Intended Audience

Individuals who 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.

## Presenters

- Angela E. Swieter, RN,BSN, IBCLC, ICD,ICPE, ICPE. Angela is a Lactation Consultant in private practice and owner of Basking Babies, LLC.
- Marieta Boberg, MS,RD, LD, IBCLC. Marieta is a Lactation Consultant and a Registered Dietitian. She works for the Broadlawns WIC Program in Des Moines.

## SCHEDULE

Noon-12:30 REGISTRATION  
12:30-12:45 Welcome/Opening  
12:45-2:45 CONFERENCE  
2:45-3:00 Break (light snacks)  
3:00-5:00 CONFERENCE  
5:00-5:15 Evaluations/Certificates

## Contact Hours

**Nursing:** 4.8 contact hours provided by the Iowa Board of Nursing Provider #59 Genesis Medical Center

**Dietitian:** 4.0 contact hours provided for registered and/or licensed dietitians

**For more information and a brochure contact the Mercy Nurse @ 515.243.2584 option 1**

Brochure also available on our facebook page: [Breastfeeding Coalition of Polk County](#)

Please wear appropriate clothing as the conference room can be cool



[breastfeedpolkia@gmail.com](mailto:breastfeedpolkia@gmail.com)

## Breastfeeding Education for Iowa Communities Tuesday, September 15, 2015

### REGISTRATION FORM

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Employer \_\_\_\_\_

Title \_\_\_\_\_

### CREDITS

Please check all that apply

NURSES RN/LPN LICENSE NUMBER \_\_\_\_\_

LICENSED DIETITIAN LICENSE NUMBER \_\_\_\_\_

### CONFERENCE FEE

\$45 All Participants

Make check or money order payable to:

**Breastfeeding Coalition of Polk County**

Note: Credit cards not accepted

**Mail Registration form & check/money order to**

Attn: Mercy Nurse  
Mercy Medical Center  
1111 6<sup>th</sup> Ave  
Des Moines, IA 50314

**Mail by Tuesday, September 1, 2015**

## Infant-Child Nutrition Workshop-FFA Building Ankeny DMACC-Room 213

Tuesday, September 01, 2015

This workshop will help dietitians, nurses, health educators, and answer parent's questions about food intake, growth, and oral health for infants and children.

### Agenda

8:30am to 9:00am	Registration
9:00am to 10:00am	Feeding Your Infant and Child
10:00am to 11:00am	Milk Feedings for Infants
11:00am to 11:15am	Break
11:15am to 12:15pm	Oral Health Recommendations Infancy through Childhood
12:15pm to 1:15pm	Lunch
1:15pm to 2:30pm	Working with Families with Special Health Care Needs
2:30pm to 2:45pm	Break
2:45pm to 3:45pm	Underweight Infants and Children
3:45pm to 4:45pm	Overweight Infants and Children
4:45pm	Adjourn

### Speakers

Mary Kay Brinkman, RDH, BS Dental Consultant, Iowa Department of Public Health  
Nikki Davenport, RD, LD, WIC Nutrition Services Coordinator, Iowa Department of Public Health  
Kimberly Stanek, RD, LD, Nutrition Consultant, Iowa Department of Public Health  
Jody Kealey, RD, LD, Nutrition Services Program Coordinator, Child Health Specialty Clinics

### Objectives

After attending this workshop, you will be able to:

1. Describe current recommendations for feeding infants and children.
2. Describe stages of growth and nutrition needs for infants and young children.
3. Describe how stage of development relates to the introduction of solid foods.
4. List recommended practices for infant and child oral hygiene.
5. Discuss feeding and nutrition concerns for children with special health care needs.
6. Identify overweight and underweight children and suggest feeding guidelines.
7. Describe how stage of development relates to the introduction of solid foods.

## General Information

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**Registration fee** The registration fee for the workshop is \$40.00. This fee covers lunch, breaks and print materials.

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**Deadline** Space is limited so pre-registration is required by August 26, 2015.

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**How to register** You may register by

- Mail using the enclosed registration form or
- Telephone by calling (515) 964-6800 or 1-800-342-0033 or

Online at  
<https://ce.dmacctraining.com/dmacc2/public/store/search.do?navigator=search&coursetype=EVNT&searchInitLetter=>

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**Location** The workshop will be held at the Ankeny campus of the Des Moines Area Community College. The workshop will be in the FFA Enrichment Center in Room 213.

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**Parking** Parking is available at no charge. A map of the campus is enclosed. **Please notice the change in location. (See campus map.)**

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**CEUs**

- Continuing education units have been requested for registered nurses through CRN #18408.
- Certificates of attendance will be provided to dietitians.
- In order to receive a certificate attendance for files, CEUs must be requested.

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**Infants attending** Mothers may bring quiet breastfeeding babies less than 6 months of age to the workshops. Due to the professional nature of the sessions, mothers are expected to care for their babies outside the meeting room when needed. It may be easiest to bring a support person along to provide baby care outside the meeting room.

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*Continued on next page*

## General Information, Continued

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**Directions from Interstate 35** Follow these directions if you will be traveling to Ankeny on Interstate 35.

Step	Action
1	Exit the interstate at Exit 90 and turn west onto Oralabor Road (also known as Highway 160). <u>Note:</u> This exit is marked for the community college.
2	Move to the right lane and continue on Oralabor Road to the intersection with Highway 69.
3	Turn north (or right) onto Highway 69 and move to the left lane.
4	Continue on Highway 69 to the first stoplights and turn west into the campus.
5	Watch for signs to the Conference Center.

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**Directions from Interstate 80** Follow these directions if you will be traveling to Ankeny from Interstate 80.

Step	Action
1	Exit the interstate at Exit 136 and turn north onto Highway 69.
2	Move to the left lane and continue north on Highway 69 approximately three miles. At the intersection with Highway 160, you can see the campus across the intersection and to the left.
3	Continue north through the intersection. Turn west (left) at the next stoplight to enter the campus.
4	Watch for signs to the Conference Center.

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### Meeting sponsors

These workshops are sponsored by the

- Iowa WIC Program, Iowa Department of Public Health and
  - Bureau of Food and Nutrition and Transportation, Iowa Department of Education.
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### Questions

Use the table below to determine who to call with questions.

IF you have questions about...	THEN call...
registration	(515) 964-6800.
the agenda	1 (800) 532-1579 and ask for Nikki or Kimberly

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## REGISTRATION

### Infant & Child Nutrition Workshop

September 1, 2015

Name: \_\_\_\_\_ Daytime phone: \_\_\_\_\_  
Address: \_\_\_\_\_ Social Security #: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Agency: \_\_\_\_\_

**Please check the box below if you would like a vegetarian meal. The meal may contain dairy products.**

\_\_\_\_\_ I would like a vegetarian meal

The registration fee is \$40 for the workshop. Please make checks payable to Des Moines Area Community College.

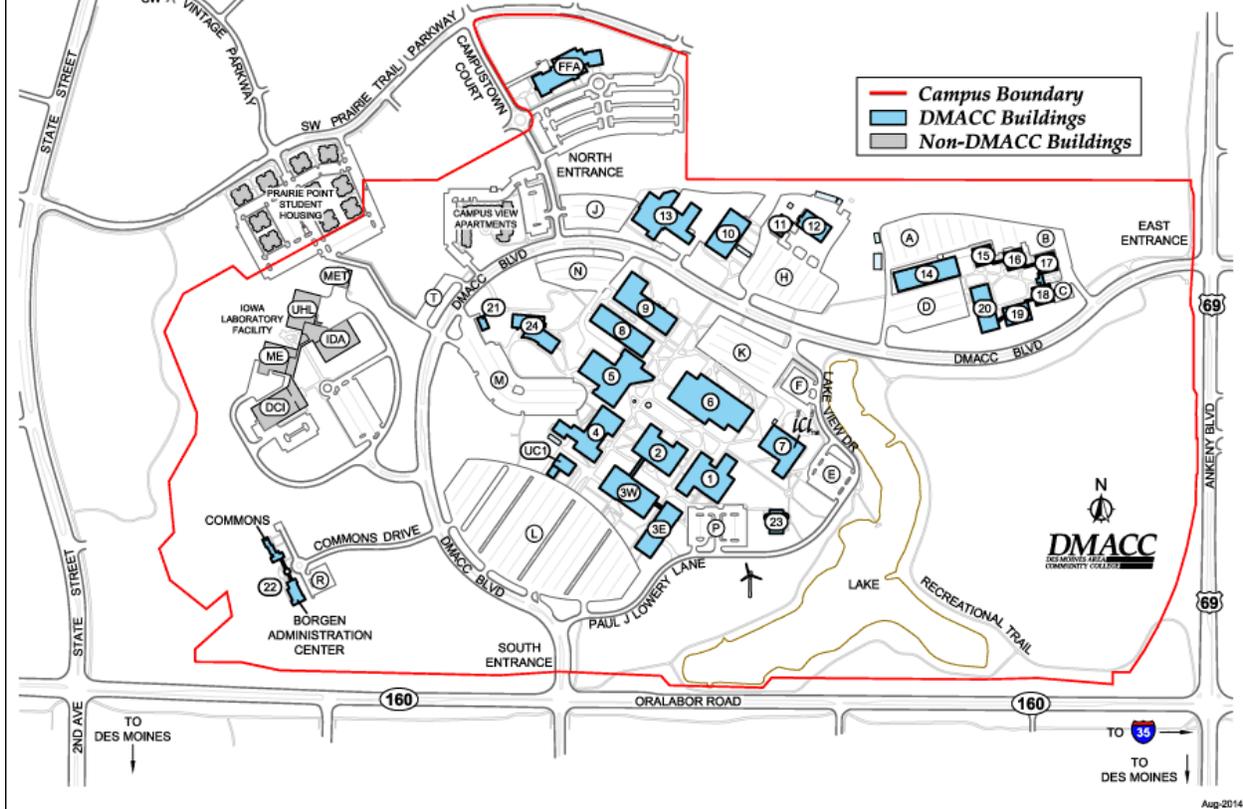
**Temperature in this room may be variable, please bring a sweater. Please notice the change in location. This workshop is on the north end of campus in the FFA Enrichment Center in room 213.**

**Register online at**

<https://ce.dmacctraining.com/dmacc2/public/store/search.do?navigator=search&coursetype=E VNT&searchInitLetter=> or **Send this form and payment by August 26, 2015 to:**

Des Moines Area Community College  
Registration Building 1  
2006 Ankeny Blvd.  
Ankeny, Iowa 50021

# ANKENY CAMPUS





# Make Breastfeeding Work for Everyone

## A World Breastfeeding Week & Big Latch On Event

*Hosted by the Ames Loving Support Breastfeeding Peer Counselors*

*Please Join Us*

**Saturday, August 1st, 10am-11:30am**

**At the Ames Public Library Auditorium**

515 Douglas Ave in Ames

- ♥ Get Tips on Breastfeeding in Front of Others Comfortably
- ♥ Learn about the Family Friendly Business Initiative & Which Local Places Welcome you to Breastfeed There (& How to Become a Family Friendly Business)
- ♥ Breastfeeding/Pumping Mothers can Participate in the Big Latch On at 10:30am & be part of an International Breastfeeding Awareness Event to Normalize Breastfeeding
- ♥ Find out what Breastfeeding Support is available here in the Ames Area & Meet Other Breastfeeding Mothers in the Community
- ♥ Enter to Win Prizes

*For more information contact the Ames Loving Support Breastfeeding Peer Counselors at:*  
**AmesBreastfeedingHelp@yahoo.com**



# WORLD BREASTFEEDING WEEK EXPO

## WHEN

**Saturday, August 1, 2015**  
**9am-noon**

## WHERE

**Genesis Adler Health  
Education Center**

**1236 E. Rusholme, Davenport, IA 52803**

**VENDORS INCLUDE:** · **WIC Peer Counselors & Scott County WIC** ·  
**QC Breastfeeding Coalition** · **La Leche League** · **Rock Island**  
**County WIC** · **Iowa State Expanded Food & Nutrition Program** ·  
**Genesis Lactation Consultants** · **Edgerton Women's Health**  
**Center** · **Child Care Resource & Referral** · **Thirty One Gifts** ·  
**Parent Pals** · **Little Lambs Birth Services** · **Sweekit Photography** ·  
**and more...**

## MORE EVENT INFO:

<https://www.facebook.com/events/1430006010627296/>



## FAMILY EVENT

## FREE ADMISSION

**Informational booths**  
**Freebies**  
**Door prizes**

## HOSTED BY:

**WIC Peer Counselors**  
**at Edgerton Women's**  
**Health Center**

## LET'S MAKE IT WORK!

**Together let's**  
**celebrate, educate,**  
**and empower**  
**women to give their**  
**babies the very best!**

## PANEL DISCUSSION:

**Working &**  
**Breastfeeding**  
**10:30am**



**loving support.**

MAKES BREASTFEEDING WORK