

*Week ending issue: July 3, 2015 - Issue # 255*

## ***Policy***

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

#### **Develop a list of agency contacts**

Develop a list of other providers and organizations in your area who serve, or have a concern for, the same population as WIC. Personal contact with the organization is important so that they know where to refer clients who have questions. Leave brochures for potential participants at agencies/organizations that will distribute them or make them available for individuals to pick up.

Give brochures for professionals to the providers on your list as you are distributing other information. Contacts may include:

#### Health providers/organizations

- Obstetricians, pediatricians, family practitioners and midwives
- Public health nurses
- Hospital nursing staff and dietitians in obstetrics and pediatric units
- School nurses
- Family planning agencies
- Managed care organizations and insurance entities, especially those that provide services to the Medicaid population

#### Social service providers/organizations

- Hospital social workers
- Private social service agencies
- Indian centers
- Proteus or refugee assistance agencies
- Homeless facilities
- Unemployment office
- Shelters for victims of domestic violence
- Department of Human Services (DHS)
- SNAP
- Medicaid
- FIP

#### Education providers/organizations

- Head Start

- Area Education Agency—Early ACCESS Regional Liaisons
- Preschools/child care centers
- Schools
- Extension Service, especially EFNEP and FNP workers

#### Other groups

- Ministers, priests and rabbis
- Food pantries
- Substance abuse counseling agencies
- March of Dimes
- Women's groups
- Businesses that employ potential WIC participants
- Libraries
- Long-term care facilities

## **Information**

### **Income Guidelines**

The updated income guideline tear pads are now available for ordering from the Clearinghouse.

### **Celebrating You!**

At the 2015 NWA Annual Education and Networking conference there was a session that talked about branding our name/program. One of the ideas and also something Pam McCarthy mentioned at our Iowa WIC Training was the concept of marketing ourselves as an authority and showcasing staff credentials. We would like to start showcasing the awesome staff we have employed in our WIC clinics on our Iowa WIC Facebook page, in other words, YOU!

This is of course voluntary on your part and what will be posted about you will be according to your comfort level since you will be writing up what you want said about you. We would love to be able to post at least one (but a couple would be better) short bios each week. It could include whatever information you want to share such as your job title, college/degree, additional accreditations, years with WIC, past job experiences, number of kids, BF history (i.e. I have 3 children and breastfed one for 6 months, one for 18 months and one for 15 months), the languages you speak, whatever you want to share. If you want to include a picture that would be great too! I will use first names only but will also include your agency name and job role (i.e. nurse, dietitian, support staff, Peer counselor, etc.)

Please feel free to email your bio and picture to [Nikki.davenport@idph.iowa.gov](mailto:Nikki.davenport@idph.iowa.gov) or if one staff member would like to gather the information for everyone in your agency who wants to participate and send it in together that would be fine too.

### **Webinar on Child Retention Strategies in the Special Supplemental Nutrition Program for Women, Infants and Children (WIC)**

On August 26 (1:00 – 2:00 PM), FNS will host a one-hour webinar describing WIC child retention strategies currently underway for all State and local WIC agencies. The webinar will highlight three State agencies that have developed initiatives to increase the participation of children between the ages of one and four. The National WIC Director will provide an

introduction and overview of the issue. The Arizona WIC Program will describe their focus group findings about obstacles to continued participation in WIC as well as describe their WIC Special Project Full Grant. The Vermont WIC Program will describe their WIC Special Project Mini Grant – WIC2Five: Using Mobile Health Education Messaging to Support Program Retention. The Minnesota WIC Program will describe their outreach/education to medical providers of WIC participants to encourage their continued participation in WIC. Log on information will be provided at a later date. Please see the document at the end of Friday Facts.

## **Enfagrow Toddler Next Step Milk Drink**

Enfagrow Toddler Next Step Milk Drink now comes in a Natural Milk flavor in addition to the vanilla flavor that it came in before. The FI description for this formula has changed from “Containers 24 oz. Powder Enfagrow Toddler Next Step Vanilla Milk Drink” to “Containers 24 oz. Powder Enfagrow Toddler Next Step Milk Drink.” Participants can choose which flavor they would prefer to buy at the store. There are no differences in the reconstituted rate of the formula or the amount that can be put on the FI. The Iowa WIC Program Formula Product Guide on the WIC Web Portal has been updated to reflect this change.

### *Thank you of the Week*

“You guys are so nice here, I will admit I didn’t really want to come here at first, but everyone here is so nice and no one here makes me feel bad that I’m here, I never feel like you guys judge me.” “You must really like your job, I can tell.” ~Broadlawns WIC Participant

### *WIC Shout Out*

Cheers to Operation Threshold for recently achieving the goal of having all of their clinics connected! Other agencies that have completed this task are: North Iowa Community Action, Community Action of Southeast Iowa, VNA - Dubuque, West Central Community Action, and Marion County Public Health.

### *Participant Centered Services*

Change talk is the language to listen for when working with clients, it tells you where they are in their progress of changing behaviors. The acronym **DARN** helps you to remember the four types of early change talk (DARN- they aren’t quite there yet).

**Desire:** Statements about preference for change

“I want to...” “I would like to...” “I wish...”

**Ability:** Statements about ability

“I could...” “I can...” “I might be able to...”

**Reasons:** Specific arguments for change.

“I would probably feel better if...” “That would give me more energy to...” “This keeps me from...”

**Need:** Statements about what is important

“I ought to...”

“I really should...”

“I have to...”

When a client is in the contemplation and action stages of change you hear the final two types of change talk.

Commitment: Statements about likely change

“I will...” “I am going to...”

Taking Steps: statements about action taken.

“I actually went out and...” “This week I started...” “I am now doing...”

## ***eWIC/Focus Update***

The week of June 22<sup>nd</sup>, local agency Champions and state staff received training from Ciber on the new Focus system. User Acceptance Testing (UAT) will take place with the Champions and state staff into September.

Data from IWIN will be converted into Focus and therefore, it is very important that information is being recorded into IWIN accurately to help ensure information transfers to Focus correctly. For example:

1. Make sure to mark a participant’s preferred language in the dropdown on the Members hyperlink or that information will not convert to Focus.
2. Make sure that infants are linked to the mother in the IWIN Pregnancy tab in the box titled “Infant(s) Born From this Pregnancy”.

## ***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 (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
- \*\*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*

<b>Product</b>	<b>Quantity</b>	<b>Expiration Date</b>	<b>Agency</b>	<b>Contact</b>
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
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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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).

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# WIC CHILD RETENTION WEBINAR

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## SAVE THE DATE

**WHEN:** August 26, 2015; 2:00 – 3:00 PM (EST)

**TOPIC:** WIC Child Retention Strategies

**PRESENTED BY:** Arizona, Minnesota, and Vermont WIC State Agencies

**AUDIENCE:** All State and Local WIC Agencies

Log-on information will be provided at a later date.