



**Week ending issue: February 13, 2015 – Issue #241**

## **Policy**

### **From the WIC Services Policy and Procedure Manual – 340.40 Outreach**

Outreach activities are intended to help ensure that those individuals at greatest risk are aware of WIC services. Coordination of efforts with MH, CH, FP, Public Health Nursing, and EPSDT through county-level agreements to exchange referrals is required.

To encourage pregnant women and mothers with newborns to participate in WIC, local WIC agencies that operate within or in coordination with a hospital must provide written information about the WIC Program to potential WIC participants who receive inpatient or outpatient services (OB, postpartum, well-child, etc.) at the hospital.

*WIC agencies are expected to collaborate with Maternal Health, Child Health, Family Planning, and I-Smile providers if another agency in their community provides those services.*

WIC agencies are required to coordinate services through county-level agreements with the Department of Human Services, which administers Food Assistance, FIP, EPSDT, and Medicaid.

The following materials are available from the state WIC office:

- Tear-off flyers with information on WIC, the state toll-free number and the income guidelines, in both English and Spanish, in pads of 25 with cardboard backing;
- Posters available in English with a slot to insert the pads of tear-off flyers; and
- Two types of brochures:
  - For potential participants, in both English and Spanish, and
  - For other professionals, to explain WIC and encourage referrals

Available materials are stored at the Iowa Substance Abuse Information Center (ISAIC) and must be ordered using the Clearinghouse Online Ordering System. Go to <http://www.idph.state.ia.us/wic/agencies.asp> for more information about ordering outreach materials.

To ensure that members of minority groups are informed of program benefits, WIC agencies must make annual contacts with minorities or other groups serving minorities in their service area.

## **Information**

Please see the flyer at the end of this edition of Friday Facts regarding the 2015 Webinar Series: Addressing Health Disparities through the National Prevention Strategy and Partnerships Presented by Region VIII Federal Partners.

## CEU Opportunity

The Nutrition Services Branch of North Carolina in collaboration with the University of North Carolina – Chapel Hill is pleased to announce that Module 2: Basic Nutrition, of the Pediatric Nutrition Course (PNC) series, will be offered in 2015. This is an online, faculty guided, self-paced module of about 35 hours to be completed between March 30, 2015 and June 12, 2015. This course has been approved for 20 CPEUS – Level 1 from the Commission on Dietetic Registration – Academy of Nutrition and Dietetics for Registered Dietitian Nutritionists (RDNs), Registered Dietitians (RDs), and Dietetic Technicians, Registered (DTRs). For all others, 3.0 Continuing Education Units (CEUs) will also be awarded. The course fee for those residing outside of North Carolina is \$100. Please see the Training tab of the web portal under Webinars/CEUs for more information. The deadline for the online registration is March 2, 2015.

### Thank you of the Week

“When our third child was born, he measured completely average in every way. However, he struggled to maintain his weight, and failed to gain over the following weeks. I was so frightened, worried, and confused! The ladies at the WIC office...became my supporting angels. They had me coming in regularly for frequent weight checks and counseling. The director even called me at home to check on him! ...Now, our little boy is almost 5 and will be graduating from the WIC program soon. I will miss celebrating his growth mile stones with our team of ‘WIC Angels’.” – WIC Participant

*\*We would love to hear from you! If you have a comment or story about how WIC has made a difference for you and your family we'd love to hear it! (We won't use your name!) Please send it to us in a pm and you could be featured in our next “Thank you of the Week” post!*

### Participant Centered Services

What does **Building Rapport** look like?

- Greet the participant
- Introduce yourself
- Indicate expected length of the appointment
- Set the agenda
- Ask permission to proceed

### Save the Date

## Maternal Nutrition Workshop & Breastfeeding Workshop

Please see the information for the Maternal Nutrition & Breastfeeding Workshops on March 24 & 25, 2015 at the end of this Friday Facts.

### 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) – 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
- \*\*\*\* Please note changes in order of trainings for May**
  
- 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**

- 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

### **WIC Training**

June 9, 2015 – 2015 Iowa WIC Training

## 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
Similac PM 60/40	1 can	1/2016	Broadlawns	Kathy Flagg 515-263-5660
Calcilo XD	1 can	2/2017		

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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).

USDA is an equal opportunity provider and employer



**2015 Webinar Series  
Addressing Health Disparities through the  
National Prevention Strategy and Partnerships  
Presented by Region VIII Federal Partners**

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**The Role of Individuals and Families  
Thursday, February 19, 2015, 2:00 – 3:30 pm, MT (4:00-5:30 ET)**

**2:00-2:05 Welcome and Adobe Connect Logistics**

Speaker: Cherri Pruitt, U.S. Department of Health and Human Services, Health Resources and Services Administration, Region VIII Maternal and Child Health Consultant

**2:05-2:20 What IS the National Prevention Strategy; it's Strategy to Eliminate Health Disparities; and the Role of Social Determinants of Health**

Speaker: Lorenzo Olivas, U.S. Department of Health and Human Services, Office of the Secretary, Office of Minority Health, Region VIII

**2:20-2:40 More Than Just a Haircut! The Barbershop/Salon Health Outreach Program** - Take a quick trip to the shop! In this fun and informative presentation you will learn how you can improve the health of a very captive audience in African American barbershops and salons. The session will discuss disparities, the evidence, and a unique solution.

Speaker: Terri Richardson, MD, Kaiser Permanente, Colorado Black Health Collaborative Health Access Committee

**2:40-3:00 Community Health Workers/Promotores de Salud: Critical Players in the Prevention Workforce** - Learn about the characteristics, history and possibilities of the Community Health Workers/Promotores de Salud model as it gains inclusivity in the National public health advocacy and prevention arena. The presentation will include challenges and successes, as well as specific examples of program implementation and evaluation processes.

Speaker: Fernando Pineda-Reyes, CEO CREA Results

**3:00-3:20 Restoring Voices: Empowering Refugee Communities to Advocate for Women and Girls** – By utilizing innovative programming and collaborating with community partners, the Refugee Services Office in Utah is working to improve the lives of refugee women and girls.

Speaker: Elise Reifschneider, Women's Services Coordinator, Refugee Services Office, Department of Workforce Services, State of Utah

**3:20-3:30 Questions & Answers and Additional Resources**

**TO REGISTER, PLEASE GO TO:**

[https://hrsa.connectsolutions.com/nps\\_webinar\\_event/event/registration.html](https://hrsa.connectsolutions.com/nps_webinar_event/event/registration.html)

**Please contact:** [RegionVIIFedPartners@HHS.GOV](mailto:RegionVIIFedPartners@HHS.GOV) with any questions, to be added to our direct webinar series distribution list, or to request a written transcript of this event.

**Continuing education credits from the Centers for Disease Control and Prevention for this activity are pending.**

## General Information

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**Registration fee** The registration fee for each workshop is \$40.00. This fee covers lunch, breaks and print materials. Lunch will be prepared and served by students in the culinary arts program in the Bistro or a local caterer.

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**Deadline** Space is limited so pre-registration is required by March 16, 2015.

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**How to register** You may register by:

- Mail using the enclosed registration form, or by
- Telephone by calling (515) 964-6800 or 1-800-342-0033 or
- Register online  
at <https://ce.dmacctraining.com/dmacc2/public/store/search.do?navigator=courseCategories>

This event would only be cancelled due to natural or political catastrophes with notice provided to all registrants via phone and email.

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**Location** Both workshops will be held at the Ankeny campus of the Des Moines Area Community College. The workshops will be in the “Oak Room” in the Conference Center (also referred to as Building 7).

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**Parking** Parking is available at no charge. Use Lot E for easy access to the Conference Center. A map of the campus is enclosed for your reference.

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**Lodging** Lodging is available in the Ankeny and Des Moines area. Call the hotel directly to negotiate a rate.

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**CEUs**

- Each workshop has been approved for 6 contact hours.
- Continuing education units have been requested for registered nurses through Nursing Provider Number 22.
- Certificates of attendance will be provided to registered and licensed dietitians to document activities for their professional development portfolios.
- Professional License numbers are required for CEUs. Please bring this information with you on the day of the event.

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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.

<b>Step</b>	<b>Action</b>
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 (right) onto Highway 69 and move to the left lane.
4	Continue on Highway 69 to the first stoplight 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.

<b>Step</b>	<b>Action</b>
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.

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

<b>IF you have questions about...</b>	<b>THEN call...</b>
registration	(515) 256-4908.
the agenda	1 (800) 532-1579 and ask for Nikki.

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## REGISTRATION

### Maternal Nutrition Workshop Breastfeeding Workshop

March 24 and 25, 2015

Name: \_\_\_\_\_ Daytime phone: \_\_\_\_\_  
Address: \_\_\_\_\_ Social Security #: \_\_\_\_\_  
\_\_\_\_\_ Date of Birth: \_\_\_\_\_  
\_\_\_\_\_  
Agency: \_\_\_\_\_

**I am registering for the following workshop(s) (*please check one*):**

- Both days  
 March 24 only (Maternal) — NURS 983 CRN 28508-200 (6 contact hours)  
 March 25 only (Breastfeeding) — NURS 984 CRN 28509-200 (6 contact hours)

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

**Send this form and payment by March 16, 2015 to:**

Des Moines Area Community College  
Registration Building 1  
2006 Ankeny Blvd.  
Ankeny, Iowa 50023

# ANKENY CAMPUS

