



Week ending issue: February 27, 2015 – Issue #243

Policy

From the WIC Services Policy and Procedure Manual – 340.40 Outreach - Ideas for Outreach Activities- more ideas

Make a follow-up call or send a reminder card to current participants who have missed appointments.

Call or mail information to potential participants who are served by other programs within your agency, if a signed release of information form allows.

Distribute posters, brochures or other printed materials in a variety of locations such as:

- Grocery stores,
- Laundromats,
- Colleges,
- Thrift stores,
- Employers,
- Restaurants or cafes, and
- Buses.

A letter of introduction for those distributing posters is helpful. If income guideline pads are attached to the posters, check them regularly to replenish the supply.

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

Position Opening – WIC Program Director

The West Central Community Action is seeking a WIC Program Director for an eight-county WIC Program. Please see the posting at the end of this Friday Facts.

Thank you of the Week

“She came in for advice/referrals several times over the years as her life was changing from good to bad to good. She very strongly expressed appreciation for all the other parts of the program besides the food. She verbally related that she felt the love and respect we showed her along with the referrals/advice on parenting, self-esteem, self-respect, motivation to improve her life, and nutrition were as beneficial if not more so than the foods. We got her through a lot of rough times by just being here to listen to her and guide her in the right direction. She said that she really doesn’t know where she would be if it wasn’t for all of us.” —WIC Staff Member

**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

Why Collaboration, and what does it look like?

By collaborating with clients you lessen their resistance or “push back” and therefor behavior change can be seen more quickly.

- When a participant feels two ways about some of their behaviors, help them explore that.
- Don’t push a participant to make changes, they are responsible for change.
- Encourage participants to talk about their own reasons for change.
- Use an empathetic style based on cooperation, warmth and non-judgment.

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
Neocate	8-9 Containers	6/2015	Operation Threshold	Sue Burnett 319-292-1827
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).

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PROGRAM DIRECTOR NEEDED FOR WIC PROGRAM

West Central Community Action seeks a Program Director for an eight-county WIC Program.

Duties of this position include grant/program administration, clinic scheduling, staff supervision, managing client/community services and providing direct services as RN or dietitian as needed. The WIC Director will maintain relationships with county health departments and other local public and/or private health providers.

Must be either currently licensed as a Registered Dietitian or Registered Nurse in the State of Iowa. Travel, valid drivers license and auto liability insurance is required.

Benefits include: Health, dental and life insurance, paid holidays, vacation and sick pay, IPERS and 403(b) retirement programs.

Ad remains open until the position is filled. Mail, fax or e-mail letter of application/resume with salary requirements to:

Dennis Lawson
West Central Community Action
P.O. Box 709
Harlan, IA 51537

Fax: 712/755-3235
E-mail: dlawson@westcca.org
Website: westcentralca.org

EOE

General Information

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.

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

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.

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).

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.

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

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.

Continued on next page

General Information, Continued

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 (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.

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.

Meeting sponsors These workshops are sponsored by the Iowa WIC Program, Iowa Department of Public Health.

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

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

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

