



*Bureau of Nutrition and Health Promotion*

## *Friday Facts*

*Week ending Issue: February 18, 2011 – Issue #89*

### ***Policy***

*Several policies in the WIC Services Policy and procedure Manual were updated 12/01/10 due to the recent implementation of SharePoint. Please pass along to your agency fiscal staff.*

#### **From the WIC Services Policy and Procedure Manual — 340.00 and 340.10 Equipment Purchasing Guidelines**

This policy provides guidance for purchasing agency equipment, documentation, and inventory requirements.

Equipment is defined as an item with a cost or value of \$5,000 or more, and an anticipated useful life of one year or more. Computer software is excluded from this definition.

The type and quantity of equipment purchased by the agency must be submitted in writing for approval prior to purchase. The agency budget is responsible for funding all equipment purchases.

*Note: A copy of the "Equipment Acquisition Form" can be found in your SharePoint WIC Contract folder under Report Templates. If your agency has approval to purchase equipment you must download this form to your computer and complete it at the time you file your monthly EEW that shows the equipment purchase. Once completed, upload to the Completed Reports folder.*

### ***Information***

#### **Michelle Obama to Promote Breastfeeding as IRS Gives Tax Breaks for Nursing**

First lady Michelle Obama will be speaking out to remove barriers to breastfeeding, Politics Daily has learned, throwing the spotlight on nursing as a way to reduce childhood obesity.

This comes as the Obama administration in the past year has made several moves to encourage breastfeeding -- including a push for more flexible workplace rules and an Internal Revenue Service ruling on Thursday that breast pumps and other nursing supplies qualify for tax breaks.

Mrs. Obama -- who has spoken in public about nursing her youngest daughter, Sasha -- is going to tread carefully in what might be a sensitive area for some women -- and not use her bully pulpit to directly ask more women to breast feed.

Related Stories

- \* IRS Says Breastfeeding Expenses Are Tax Write-Offs. Finally.
- \* Capitol Hill Breastfeeding: Can 'Boob Cubes' Boost Bipartisanship?
- \* Breastfeeding Would Save \$13 Billion, But at What Cost to Working Moms?

"Breastfeeding is a very personal choice for every woman," Kristina Schake, Mrs. Obama's communications chief, told Politics Daily. "We are trying to make it easier for those who choose to do it."

Last week, Mrs. Obama touched on breastfeeding strategy at a lunch with 10 print reporters who cover her to mark the first anniversary of her "Let's Move" anti-childhood obesity campaign.

Looking ahead to what she will do in the second year of "Let's Move," Mrs. Obama said: "We also want to focus on the important touch points in a child's life. And what we're learning now is that early intervention is key. Breastfeeding. Kids who are breastfed longer have a lower tendency to be obese."

"We want to get into child-care centers, day-care centers, and start talking about how -- what kind of snacks they're getting there. We want to have those conversations at an earlier level. But those are just some of the things that you'll see."

Breastfeeding rates are low among African-American mothers compared to other racial and ethnic groups, according to the Centers for Disease Control and Prevention, and Mrs. Obama took note of this when she addressed the Congressional Black Caucus Conference on Sept. 10.

"And because it's important to prevent obesity early, we're also working to promote breastfeeding, especially in the black community -- where 40 percent of our babies never get breastfed at all, even in the first weeks of life, and we know that babies that are breastfed are less likely to be obese as children," she said.

Robin Schepper, executive director of "Let's Move," told Politics Daily, Mrs. Obama wants to increase breastfeeding rates but "is not telling women to breastfeed ... but wants to make it easier for moms by encouraging hospitals to change practices so after a baby is born, the baby is in the room with them."

Toward that goal, Mrs. Obama is going to push more hospitals to be certified as "Baby Friendly" by Baby Friendly USA, a non-governmental organization that works with the United Nations Children's Fund, or UNICEF, to increase breastfeeding opportunities. Only 3 percent of births occur at U.S. hospitals with the "Baby Friendly" designation.

In a "Let's Move" policy report issued last May, one of the problems mothers may have with breastfeeding starts in the hospital where after birth, "many babies are unnecessarily given formula and separated from their mothers, making it harder to start and practice breastfeeding."

Meanwhile, the Internal Revenue Service announced Thursday that the costs for "breast pumps and supplies that assist lactation are medical care" are now, under the IRS code eligible for tax breaks. That means that breastfeeding supplies could be treated as deductible medical expenses and/or be reimbursed under flexible spending plans.

In the child nutrition bill President Obama signed Dec. 13, the WIC program for low-income women -- the nickname for the Special Supplemental Nutrition Program for Women, Infants, and Children -- provides more breastfeeding counseling and supplies to eligible mothers.

The Affordable Care Act signed by Obama on March 13 -- the health care overhaul Republicans are trying to repeal -- requires certain employers to give nursing mothers break time and a place -- not a bathroom -- to express milk. The Labor Department is in charge of enforcement; the law covers a baby's first year.

Obama also ordered federal agencies to provide time and private space for nursing mothers and is encouraging bosses to give the same treatment to professional women who may not be covered by Labor Department rules.

White House senior adviser Valerie Jarrett -- and chair of the White House Council on Women and Girls -- noted in a post at [www.whitehouse.gov](http://www.whitehouse.gov) last December that workplace rules have a major impact on a woman's decision whether to nurse.

"While 75 percent of women initially breastfeed their baby, after six months only 43 percent are still breastfeeding at all," Jarrett wrote. "One of the most common reasons mothers cite for discontinuing breastfeeding is returning to work and not having break time or a private space to express milk. Many studies have shown these types of worksite supports help women continue to breastfeed after returning to work."

## **Reports**

### **Outreach Report**

Did you know the Outreach Report is available for use in IWIN? This report lists contact information about WIC participants. For more information regarding this report, please see policy 330.45.

## **Resources**

We are happy to announce that the **Breastfeeding: A Magical Bond of Love** materials are available for WIC staff to order at <http://www.fns.usda.gov/wic/Breastfeeding/MagicalBondOrderForm.pdf>. The electronic files of these materials have been accessible on the WIC Works Resource System for quite some time and will remain at [http://www.nal.usda.gov/wicworks/Learning\\_Center/support\\_bond.html](http://www.nal.usda.gov/wicworks/Learning_Center/support_bond.html). The father post is currently available at the clearinghouse. Below is a summary of the project, initially launched in 2008.

**WIC Hispanic Breastfeeding and Promotion Project** is a breastfeeding initiative which addresses perceived barriers to breastfeeding among Hispanic participants by providing research-based, culturally-sensitive breastfeeding resources. These resources help WIC staff effectively communicate the benefits of breastfeeding to Hispanic mothers and those that influence a mother's decision to breastfeed (i.e., the baby's father and grandmother). The theme of this project, *Breastfeeding: A Magical Bond of Love*, is used throughout the resources to emphasize the loving connection between a breastfeeding mother, her child, and other family members. Project materials include a DVD, educational brochures designed for the mother, grandmother and father; a discussion guide; and a poster. All resources, except the discussion guide, are available in English and Spanish.

## **Training**

### **Training Opportunity**

At the end of the Friday Facts is an excellent training opportunity.

## ***EBT Update***

### **Advantages of EBT for WIC Approved Vendors**

Benefit	Description of Benefit
Improve store-participant relations	<ul style="list-style-type: none"><li>• Stores are no longer the “WIC Authorized Items police”. Cashier/participants are not required to make a decision on what items are authorized to be purchased. Items are electronically stored (either on the card or on a master file).</li><li>• WIC Identification will be stored on the EBT card.</li><li>• Each Item will be maintained in the UPC database – stores will have a more accurate description of approved items.</li></ul>
Payment – claims are automatic (electronic)	<ul style="list-style-type: none"><li>• Elimination of paper (checks)</li><li>• Reduction of manual records -- paperwork</li><li>• Store’s account will be credited by the close of business, usually within hours.</li></ul>
Avoid risks associated with Food Instrument mistakes	<ul style="list-style-type: none"><li>• WIC Food items will be identified by system.</li><li>• Wrong package size and/or quality will not be allowed.</li><li>• Cashier is not responsible that the date of purchase is within authorized dates.</li><li>• Cashier is not responsible for signature – no signature required.</li><li>• Bookkeeping is not responsible for applying 5-digit WIC stamp</li></ul>
Reduce “time in lane”	<ul style="list-style-type: none"><li>• Family benefits are combined onto one card. The cashier is not required to separate individual WIC family member’s transactions within an order, as family benefits will be combined onto one card.</li><li>• Reduce number of non-approved WIC items being purchased.</li></ul>

## ***Dates to Remember***

### **2011**

#### NETC

- April 18 & 19
- July 25 & 26
- October 24 & 25

#### Advisory Committee Meetings

- March 4
- July 15
- October 7

Core Workshops

- March 28 & 29 - Maternal Nutrition and Breastfeeding Workshop
- April 29 - Communication & Rapport Building Workshop
- June 23 & 24 - Infant and Child Nutrition Workshop

**Available Formula**

<b>Product</b>	<b>Quantity</b>	<b>Expiration Date</b>	<b>Agency</b>	<b>Contact</b>
Pregestimil Lipil	8 cans Powder	4/2011	Broadlawns	Nikki Davenport at 515-282-6710
Vital Jr. (Vanilla)	18 bottles	7/2011	Broadlawns	Nikki Davenport at 515-282-6710
Enfaport Lipil	23 – 8 oz cans (ready-to-feed)	9/1/2011	Johnson County WIC	Chuck Dufano @ 319-356-6042
Neocate One +	4 boxes	1 expires 10/2011; 1 expires 12/2011; and 2 expire 2/2012	Broadlawns	Nikki Davenport at 515-282-6710
Similac Special Care Premature 24kcal	5 cases 48 pk 2 oz bottles	11/2011	Broadlawns	Nikki Davenport at 515-282-6710
Neosure 12.8 ounces	7 cans – 12.8 ounces	1 can expires 1/1/12; 3 cans expire 4/1/12; 3 cans expire 5/1/12	MICA	Meghan Hansen at 515-232-9020
Neocate One+	3 boxes (15 pkgs/box) 1 box (13 pkg/box)	1 box expires 12/11; 2 boxes expire 11/12	Broadlawns	Nikki Davenport at 515-282-6710

# Healthy Lifestyles Conference

Wednesday, March 30, 2011

Comfort Suites, Burlington, Iowa

8:00 am – 4:30 pm

## Featured Speakers:

Dr. Toni Yancey

Amanda Archibald, RD

Kevin Eikenberry



Presented by the  
Southeast Iowa Regional  
Coalition for Lifestyle  
Enhancement

# Speakers

**Toni Yancey** Toni (Antronette K.) Yancey, MD, MPH serves on the Institute of Medicine (IOM) Standing Committee on Childhood Obesity Prevention, the National Physical Activity Plan Coordinating Committee, the California Department of Public Health Advisory Committee, the Boards of Directors of the Public Health Institute, Action for Healthy Kids, and the Partnership for a Healthier America, and the non-profit supporting First Lady Michelle Obama's Let's Move campaign to end the childhood obesity epidemic. Her second book, *Instant Recess: Building a Fit Nation -- 10 Minutes at a Time* (University of California Press, Berkeley, CA), was released in October 2010.



Dr. Yancey completed her undergraduate studies in biochemistry and molecular biology at Northwestern University, her medical degree at Duke, and her preventive medicine residency/MPH at UCLA. She is a basketball enthusiast and poet/spoken word artist.



**Amanda Archibald, RD** is a visionary in the national dialog about food, food choice and food education. The way she looks at, thinks and talks about food sets her apart in the field of food and food talk. Her trailblazing food-centric educational concepts, forums and ideas are literally redefining the food and culinary conversation, from the field to the plate. Uniquely trained as both an analyst and a food and nutrition expert (Registered Dietitian), Amanda understands the challenges of distilling complex ideas into relevant, easy to teach and easy to digest concepts. She is the founder of Field to Plate®.

Amanda was educated in the UK and the USA and has lived and worked in 5 different countries. She is a member of Les Dames D'Escoffier and the American Dietetic Association and serves on the National Advisory Board for Cooking Matters™, the acclaimed culinary education program of Share Our Strength. She is an accomplished cook crediting her culinary knowledge and palate to human curiosity, extensive culinary coaching in the USA and a strong home economics foundation established in Europe. She is a passionate advocate for the disadvantaged and underserved, and a lifelong supporter of professionals and organizations who dedicate themselves to serving the causes of those whose voices may otherwise go unheard.

**Kevin Eikenberry** is a recognized world expert on leadership development and learning and is the Chief Potential Officer of The Kevin Eikenberry Group. He has spent the last 20 years helping organizations all across North America, and clients from around the world, on leadership, learning, teams and teamwork, creativity, and more. His client list includes: Aramark, the American Red Cross, A&W Canada, Bell Helicopter, Chevron, HillRom, Invesco, John Deere, Purdue University, Sears Canada, Southwest Airlines, the U.S. Marine Corps, the U.S. Mint, Verizon, and many more.



Kevin is the author of the bestselling books *Remarkable Leadership* and *Vantagepoints on Learning and Life*, and a contributing author to over 20 other books – his newest book *#Leadershiptweet* – is a collection of short leadership ideas originally written and published on Twitter. His next book, co-authored with Guy Harris, titled *From Bud to Boss – Secrets of the Successful Transition to Remarkable Leadership*, is due in February. He publishes three electronic newsletters and a blog collectively read by over 40,000 people worldwide. You can learn more about him and his organization at <http://KevinEikenberry.com>.

# Breakout Session Speakers



**Karen Davis**, Food Consultant, Karen Davis Communications. Karen Davis has more than 18 years of food marketing and education experience working for companies such as Maytag Appliances, the National Pork Producers Council, and the Iowa Egg Council. Karen received her Bachelor of Science degree from Iowa State University where she double majored in Home Economics Education and Educational Services in Family and Consumer Sciences. She writes a regular column for *Our Iowa* magazine, travels as a freelance demonstrator for Taste of Home Cooking Schools, and operates her own freelance food marketing company, Karen Davis Communications.

**Nancy Degner:** As Executive Director for the Iowa Beef Industry Council, Nancy Degner is responsible for overseeing all promotion, education and research programs. Special program responsibilities include areas of beef nutrition, selection and preparation, public relations, food safety and education programs. The Iowa Beef Industry Council is supported by Iowa cattle producers through a beef check-off of \$1.00 per head on all cattle. These funds are used for beef information, education, promotion and research.



Nancy is a graduate of Iowa State University with a double major in Food and Nutrition/ Food Science and Home Economics Education. Prior to joining the Beef Council staff in 1975, Nancy taught home economics at LeMars Community High School.



**Cathy Strohbehn:** Catherine Strohbehn, PhD, RD, CP-FS, has been a faculty member in the Hotel, Restaurant and Institution Management program at Iowa State University since 1986, teaching courses related to food safety, human resources, and foodservice management. Effective June, 2006, she became the HRIM Extension Specialist. Prior to joining academia, she worked in the institutional foodservice setting for three years. Her research has been in areas of food safety and sanitation, including HACCP implementation in hospitality and institutional operations and she has investigated local food use by institutions and commercial foodservice operations.

Dr. Strohbehn is a registered dietitian with the American Dietetic Association and is certified by the National Environmental Health Association as a professional in food safety. She is the 2010 recipient of the NSF International Food Safety Leadership Educator Award.



# Conference Agenda



Wednesday, March 30, 2011

- |                    |   |
|--------------------|---|
| 8:00 – 8:45 a.m.   | Registration  |
| 8:45 – 9:00 a.m.   | Welcome and Introductions   |
| 9:00 – 10:30 a.m.  | The Untold Story: Why America Is Struggling to Follow Good Food Advice<br><b>Amanda Archibald</b>   |
| 10:30 – 10:45 a.m. | Beverage Break  |
| 10:45 – 12:15 p.m. | Recapturing Recess: Structural Integration of Physical Activity Throughout the Day<br><b>Dr. Toni Yancey</b>  |
| 12:15 – 1:00 p.m.  | Lunch is provided   |
| 1:00 – 1:45 p.m.   | <b>Breakout Sessions:</b><br>The Low Down on Local Foods: <b>Cathy Strohbehn</b><br>Healthy Eating for Healthy Living: <b>Nancy Degner</b><br>Family Friendly Healthy Cooking: <b>Karen Davis</b> |
| 2:00 – 2:45 p.m.   | Breakout Session Repeats  |
| 2:45 – 2:55 p.m.   | Break   |
| 2:55 – 3:00 p.m.   | Celebrity Surprise!   |
| 3:00 – 4:15 p.m.   | Next! Creating Your Remarkable Future<br><b>Kevin Eikenberry</b>  |
| 4:15 p.m.          | Wrap Up and Door Prizes!!!  |



# Conference Goals



- ❖ Inform and update conference participants about current health issues regarding obesity.
- ❖ Increase public awareness of overweight issues that affect our health and lifestyles.
- ❖ Engage participants in learning about effective strategies for providing obesity prevention education

## Conference Location

**Comfort Suites**  
1780 Stonegate Center Drive  
Highway 61 South, Burlington, Iowa

You may book accommodations at this hotel by calling them directly at 319-753-1300 or through their website at [www.comfortsuites.com](http://www.comfortsuites.com). Parking is free.



## Funding:

This conference is funded in part by Great River Medical Center, Lee County Health Department and Community Action of Southeast Iowa.

## Partners/Sponsors



**Des Moines County**  
**Public Health**  
Serving the Community

# General Information

## Conference Registration:

Registration includes lunch, beverage breaks and conference materials.

**Registration fee:** \$70 if postmarked by March 23, 2011  
After March 23, Registration is \$90  
Student Registration rate is \$25

**Cancellation Policy:** Cancellations must be received in writing by March 23, 2011 and are subject to a \$15 service fee. After March 23, 2011, substitutions will be accepted but no refunds will be given.

Please make your check out to: SIRCLE Conference

Send your registration fees to:

SIRCLE Conference  
Community Action of Southeast Iowa  
Attention: Christine O'Brien  
2850 Mt. Pleasant Street - Suite 108  
Burlington, Iowa 52601  
FAX: 319-753-0687



## CEUs available for the following:

**Nurses:** .6 CEUs hours pending approval through Southeastern Community College: Provider Number 24.

**Dietitians and other disciplines:** A Certificate of Attendance will be available for those needing CEU documentation.

**For More Information Contact:**

Christine O'Brien at (319) 753-0193 or [christine.obrien@caofseia.org](mailto:christine.obrien@caofseia.org)

# Healthy Lifestyles Conference Registration

Please use the form below to register for the Healthy Lifestyles Conference,  
to be held in Burlington, Iowa on Wednesday, March 30, 2011.

Name: \_\_\_\_\_

Title: \_\_\_\_\_ RN License Number: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Please note any Special Needs (Dietary, Disability, Breast Feeding Room, etc.): \_\_\_\_\_

## Conference Fees:

Early Bird Registration: Fee \$70 – (postmarked by March 23, 2011)

Registration: Fee \$90 after March 23, 2011

Student Registration: Fee \$25

Check Enclosed (*Make check payable to SIRCLE Conference*)

Amount \$ \_\_\_\_\_

Check # \_\_\_\_\_

PO # \_\_\_\_\_

Send Check to: **SIRCLE Conference**  
Community Action of Southeast Iowa  
Attention: Christine O'Brien  
2850 Mt Pleasant Street - STE 108  
Burlington IA 52601  
FAX: 319-753-0687

**Cancellation Policy:** Cancellations must be received in writing by March 23, 2011 and are subject to a \$15 service fee. After March, substitutions will be accepted but no refunds will be given.