



*Bureau of Nutrition and Health Promotion*

## *Friday Facts*

*Week ending Issue: July 22, 2011 – Issue # 109*

### ***Policy***

#### **From the WIC Services Policy and Procedure Manual — 380.30 Medical Reimbursement for Nutrition Services**

Iowa Medicaid rules include provisions for reimbursement for nutrition counseling services by licensed dietitians. These rules cover the provision of enhanced nutrition services for high-risk pregnant women and for Medicaid-eligible recipients 20 years old and younger. This policy contains guidelines on what services may be billed and how a WIC agency can be reimbursed.

Services can be billed only if they are above and beyond the WIC nutrition education protocol. Contacts that fulfill the requirements for Medicaid include:

- A WIC second education contact that includes a nutrition assessment (and a diet history).
- Additional contacts (beyond the WIC second education contact) for medical nutrition therapy services.

Note: Medical nutrition therapy services include individualized assessment, intervention, monitoring, and follow-up of nutrition interventions specific to the management or treatment of existing conditions.

### ***Information***

#### **Look before You Lock Program and Contest**

**Washington, DC, July 18, 2011** – KidsAndCars.org announced a new pilot program last week called the “Look Before You Lock” program. The first of its kind, this program distributes safety cards to raise awareness about how forgetting that your child is locked in a hot car can result in the children suffering heat stroke and even death.

Cards will be available in either English or Spanish and will be distributed as part of the free information packets given to new parents when leaving the hospital. Toyota Motor Sales, USA, Inc. provided a grant to fund the program launch.

In addition, they are sponsoring a contest for people who would like to begin receiving an occasional safety text message from KidsAndCars. They are also giving away 14 Car Seat Monitors. Donated by Cars-N-Kids, the Cars-N-Kids Car Seat Monitor alerts you if your child becomes unbuckled when traveling in your vehicle.

Feel free to invite WIC families with vehicles to sign up today to receive safety text messages from the new KidsAndCars.org text service. Sign up before July 20, 2011, for your chance to win a car seat monitor. All 14 winners will be notified via text on July 21, 2011. Text 'kidsandcars' to 46986 and you'll be automatically entered to win.

## Breaking News: IOM Releases Recommendations for Women's Prevention Services



AMCHP is pleased to share that the Institute of Medicine (IOM) released a new report today recommending eight preventive health services for women. These services will be added to the services that health plans will cover at no cost to patients under the Patient Protection and Affordable Care Act of 2010 (ACA). At the request of the US Department of Health and Human Services (HHS), the IOM's Preventive Services for Women Committee identified critical gaps in preventive services for women as well as measures that will further ensure women's health and well-being. HHS is expected to respond to these recommendations by the end of August. The proposed recommendations contribute significantly to state efforts to improve women's health overall, and support efforts to promote preconception and inter-conception care for women of child bearing age.

The IOM recommends that HHS require health insurance plans cover the following preventive services for women with no cost sharing:

- screening for gestational diabetes
- human papillomavirus (HPV) testing as part of cervical cancer screening for women over 30
- counseling on sexually transmitted infections
- counseling and screening for HIV
- contraceptive methods and counseling to prevent unintended pregnancies
- lactation counseling and equipment to promote breast-feeding
- screening and counseling to detect and prevent interpersonal and domestic violence
- yearly well-woman preventive care visits to obtain recommended preventive services

AMCHP Chief Executive Officer Michael Fraser, PhD, CAE, stated, "I am pleased that these IOM recommendations recognize the unique health needs of women and strongly support their widespread adoption. AMCHP urges the Department of Health and Human Services to implement these scientifically based recommendations and develop the guidelines necessary to afford women access to comprehensive preventive services."

A summary of the IOM report is [here](#); the full report is [here](#); and AMCHP's Comments to the Institute of Medicine are [here](#).



Become a Champion to End Hunger



FNS recently invited all state and local WIC agencies to join them in the commitment to End Hunger. Ultimately, the health and well-being of our nation is dependent on the health of our children. This public engagement strategy is a call to action for all individuals, local and state governments and other organizations to get involved in ending childhood hunger along with the current Hunger-Free

Communities grantees. With updated interactive web content, FNS has the ability to better communicate with interested parties and support their work.

Updates were recently launched to the FNS Ending Childhood Hunger web pages including a commitment drive to end childhood hunger, a portal that leads to a hunger themed section of [serve.gov](http://serve.gov), and a user-friendly online version of the Stakeholder's Guide to Ending Childhood Hunger. With these new resources, FNS is expanding their outreach efforts with the public, enhancing communications about FNS programs with more interactivity and engaging the public in the process of identifying and highlighting solutions.

The cornerstone of these resources is FNS's on-line commitment drive to end childhood hunger. With the commitment drive, they ask individuals, corporations, community organizations, grass tops organizations, State and local governments, and National non-profits to join them in making a commitment to take action. Once people make a commitment through the web site they can enroll to receive news about how they can participate in ending childhood hunger, new and existing FNCS resources and updates to the site.

**You can make a commitment at [www.endhunger.usda.gov](http://www.endhunger.usda.gov).**

If you have any questions about this effort, or how to access resources, please contact the Mountain Plains Regional Office WIC Team at (303) 844-0331, and any of their staff can assist you.

## **Childhood Obesity Posters**

Your agency received Childhood Obesity Posters at the recent "Grow and Glow" conference. These posters were developed by the Massachusetts WIC Program using the emotional approach to working with families and modified slightly by the Iowa WIC staff. The goal of this new initiative is to:

Provide a consistent message to Iowa families about how to achieve and maintain a healthy weight for their young children.

WIC Agencies will:

1. Share one poster and electronic copies of accompanying handouts dealing with childhood obesity per quarter with community partners focusing on pediatric physicians, community health centers, hospitals, YM/YWCAs and other agencies
2. Provide PSA's to local media addressing the same topic each quarter
3. Utilize the same posters and handouts in the WIC clinics each quarter
4. Use this opportunity to be talking with community partners on a quarterly basis concerning community collaborations to stress ways to prevent childhood obesity in Iowa

The Schedule is as follows:

- July 2011- deliver posters and electronic handouts to local agencies
- August 2011- agencies will receive PSA's to distribute to local media and will distribute the first poster and electronic handouts to community partners
- September to November 2011: "Grow a Healthy Child"
- November 2011- Next delivery of electronic handout & PSA's. Meet with partners
- December 2011 to February 2012: "You eat, you talk, you listen, you laugh, you learn"
- February 2012- Next delivery of electronic handout & PSA's. Meet with partners
- March to May 2012: "Good food can surprise you"
- May 2012- Next delivery of electronic handout and PSA's. Meet with partners
- June to August 2012: "Spoil them with hugs, not with treats"
- September 2012: Survey of effectiveness in Survey Monkey

If you have any questions, please contact Pat Hildebrand. *See Attachment at end of Friday Facts.*

## **Training**

### **Quick Health Data Trainings- please share with your grantees and colleagues!**

Please assist the OWH with the dissemination of this training information.

We are pleased to announce the availability of telephone training on the Office on Women's Health online information system QuickHealthDataOnline. The system contains data on demographics, mortality, reproductive and maternal health, disease incidence, and access to care at the county level for all states and territories; additionally, data are included on prevention, violence, and mental health at the state level. To the extent possible, data are provided by race, ethnicity and gender, and where applicable/available, by age. Also, the system incorporates graphing and mapping features so that the data of interest can be used directly as tables, graphs/chart and maps.

The training lasts one hour, and you can be sitting at your desk using your computer. The dates/times available for the sessions are as follows:

#### **Quick Health Data Online 101:**

Wed.	Aug. 24	2-3 pm eastern
Fri.	Aug. 26	11 am - 12 pm eastern (MAPPING)
Mon.	Sept. 19	3-4 pm eastern
Wed.	Sept. 21	1-2 pm eastern (MAPPING)

You will need the following numbers to access the training session:

- Toll Free Number: 1-877-925-6129
- Passcode: 410171

Prior to the start of the session, please (1) be sitting in front of your computer, (2) open Internet Explorer on your computer, and (3) go to the following web address: [www.womenshealth.gov/quickhealthdata](http://www.womenshealth.gov/quickhealthdata). A number of participants tend to sign up for the sessions, so, in order to permit everyone to hear the discussion, it is requested that participants set their telephones on Mute. The training staff will stay on the line to answer all questions arising from the session as well as addressing questions during the session. You are welcome to attend any of these training sessions and to suggest additional topics! I hope that you will take advantage of the training and the information available from the system. Participating in this training will assist you with supporting data when applying for contracts and grants.

The Office on Women's Health can be accessed from [www.womenshealth.gov](http://www.womenshealth.gov)



## **EBT Updates**

### **Price Look-up Codes (PLU codes)**

Price Look-up Codes (PLU codes) are numbers attached specifically to fruits and vegetables, much like a Universal Product Code (UPC) is attached to other products. Some states who have implemented EBT have chosen to use a general PLU code for fruits and vegetables in which redemption data shows that a participant bought simply a fruit or vegetable. Other states have chosen to use the PLU codes for specific fruits and vegetables in which data shows what kinds of fruits and vegetables have been redeemed with the CVV.

## ***Dates to Remember***

### **2011**

#### NETC

- July 25 & 26
- October 24 & 25

#### Advisory Committee Meetings

- October 7

#### WIC Contractors' Meeting

- August 30

## ***Available Formula***

<b>Product</b>	<b>Quantity</b>	<b>Expiration Date</b>	<b>Agency</b>	<b>Contact</b>
Enfaport Lipil	23 – 8 oz cans (ready-to-feed)	9/1/2011	Johnson County WIC	Chuck Dufano @ 319-356-6042
Neocate	4 cans – 14 oz Powdered	10/2011	Webster County	Kathy Josten @ 515-573-4107
Neocate	19 cans – 14 oz powder 30 cans – 14 oz power	11/19/11  1/8/12	Rosebud WIC	Lucy Reifel @ 605-747-2617
Similac PM 60/40	3 cans	10/2012	Johnson County Public Health	Chuck Dufano @ 319-356-6042

***The Right Foods  
Today are the Roots for a Healthy  
Tomorrow.***



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Growth Begins with  
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2. Breastfeeding is one of the simple things a mother can do to promote a healthy weight for herself and her child.

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