



**Week ending issue: December 7, 2012 – Issue 160**

### ***Policy***

#### **From the WIC Certification Manual - 215.14 Precertification of Pregnant Women**

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Proof of identity, address and income must be documented in order to precertify the applicant. If this documentation is missing, contact the applicant and tell her what documentation she must bring to the WIC agency or the designated local WIC contact to complete the process.

Note: Depending on the local agency schedule and the woman's access to transportation, it may be a better use of everyone's time to complete a face-to-face certification appointment when applicants bring the required documentation to the WIC agency.

### ***Information***

#### **Iowa State University Extension and Outreach to Families Seeking Qualified Candidates for Three Positions**

Field Specialist II - Nutrition & Health - Families Extension - Polk County (#121285) - Ensure Consideration Deadline 01/07/2013, Open Until Filled; serves Central Iowa

This position plans, develops, publicizes, implements, presents and evaluates formal and informal education in a multi-county area to enhance the health status of Iowa individuals and families through improved nutrition and lifestyle decision making.

Extension Program Specialist II - Nutrition & Health - Families Extension - Two Positions -- Northwest Iowa and East Central Iowa (#121286) - Ensure Consideration Deadline 01/07/2013, Open Until Filled

These positions will provide research-based educational programming in the area of nutrition and health in a designated multi-county area.

The Extension Program Specialist II positions are entry level requiring less experience than the Field Specialist II position, both prefer Masters degrees and registered dietitians. For more information, go to: <http://www.extension.iastate.edu/jobs/>

## Johnson County Social Media Assessment

A survey was conducted throughout the Johnson County Public Health service area in November and December 2011 to assess WIC participants' preferences of social media formats. 183 participants were asked if they would use/ prefer text messaging, blogging, message boards, Twitter, Facebook, or "other" (fill in the blank) as a way to communicate with the WIC office about nutrition and breastfeeding. Overwhelmingly participants indicated they would prefer text messaging (45.4%). The second most preferred methods were Facebook and telephone/cell phone, each with 16.4% of the vote (see Table).

Social Media Format	Number of Clients	Percentage Of Clients
Text Messaging	83	45.4
Facebook	30	16.4
Telephone/Cell phone	30	16.4
e-mail	26	14.2
Message board	4	2.2
Postal Mail	4	2.2
Blogging	3	1.6
Twitter	2	1.1
Face-to-face Contact	1	0.5
Total	183	100.0%

In 2012 it was decided to implement a texting system and although some difficulties were encountered with finding a service with an "opt out" feature and concerns with funding an acceptable texting service was identified and Johnson County has moved forward with providing Breastfeeding alerts and information to clients who "opt in". They will begin adding physical activity and health/nutrition education messages to pregnant women in FY2013.

### CHNA.org – Free Community Health Needs Assessment Tool

We are excited to announce the nationwide beta 2.0 launch of [CHNA.org](http://CHNA.org), a state-of-the-art, **FREE**, web-based utility that will prove to be an invaluable resource in the work we all do to assess and make measurable improvements in community health and well-being.

CHNA.org is designed to assist hospitals, non-profit community-based organizations, state and local health departments, financial institutions, engaged citizens, and other key stakeholders in understanding the needs and assets of their communities. A product of collaboration among nearly [two dozen partners](#) spanning the health care and community improvement sectors—[CHNA.org offers comprehensive GIS mapping, analytic and reporting tools to facilitate the assessment of community health needs and assets that is critical to shaping and investing in the health and well-being of our communities.](#)

CHNA.org is nested within the [Community Commons](#), an interactive mapping, networking, and learning utility serving the broad-based healthy, sustainable, and livable communities' movement.

#### CHNA.org includes the following key capabilities:

- An easy to use, intuitive platform to guide you through the process of conducting community health needs assessments
- The ability to create a community health needs assessment report
- The ability to select area geography in different ways
- Ability to identify and profile geographic areas with significant health disparities
- Single-point access to thousands of public data sources, such as the U.S. Census Bureau and the Behavioral Risk Factor Surveillance System (BRFSS)
- Feedback functionality and access to technical support
- Adaptability and development for future learning and versions

**You are invited to 'sign on'** (e.g. get a free username and password) to [CHNA.org](http://CHNA.org) to discover its power for yourself. Look for the online tutorials at the site.

**Sign up for one of the upcoming one-hour webinars** that will provide an overview of CHNA.org and will guide you through how to use the platform:

[Click here to sign up for Thursday, December 13, 2012](#) at 9:00 PT / 11:00 CT / 12:00 ET

[Click here to sign up for Tuesday, December 18, 2012](#) at 9:00 PT / 11:00 CT / 12:00 ET

[Click here to sign up for Thursday, January 17, 2013](#) at 11:00 PT / 1:00 CT / 2:00 ET

The partners expect that CHNA.org **will help to dramatically reduce the time and expense associated with traditional modes of collecting and analyzing data** for community health needs assessments, allowing local resources to be devoted to partnering on actions that directly foster healthy, sustainable and livable communities.

As this utility is still in its early stages of deployment, we welcome you to share your feedback about your experience with it and to offer suggestions for future enhancements. You can do that using the feedback tools provided on the site.

ASTHO is pleased to be among the multiple leaders and organizations across the country who has been investing their time, talents and resources in this unprecedented national partnership and resource.

We are pleased to make this resource available for widespread use, and invite you to visit [CHNA.org](http://CHNA.org) today to explore its many possibilities.

## Missed Appointment Report

The missed appointment report provides a list of applicants and participants who missed or cancelled their appointment and have not rescheduled. This report allows you to search for specific appointment and participant types for a specified date range. This report can be generated for the last three full months of data. For example, on July 9 this report can be generated for the months of April, May, and June. This report can help agencies determine the effect of appointment reminder procedures and provide follow-up with participants who have missed their appointment and encourage them to reschedule. See policy 330.40 for more information about this report

## Resources

### Loving Your Family-Iowa

Loving Your Family-Iowa (LYF-IA) is designed to deliver nutrition education to low-income families with children under age 10 in Iowa counties where Extension and Outreach does not have a [nutrition education program](#).

Using a “Train the Trainer” format, Extension and Outreach staff train and support staff from other agencies that already have an established relationship with young families (HOPEs, PAT, etc.). LYF-Iowa is [funded by Food Assistance Nutrition Education](#).

As a result of participating in Loving Your Family lessons, participants will:

- Eat fruits and vegetables, whole grains, and fat-free or low-fat milk and milk products every day.
- Be physically active every day as part of a healthy lifestyle.
- Balance calorie intake with calories expended.

#### Lessons

Delivered in three 45-minute sessions, lessons focus on:

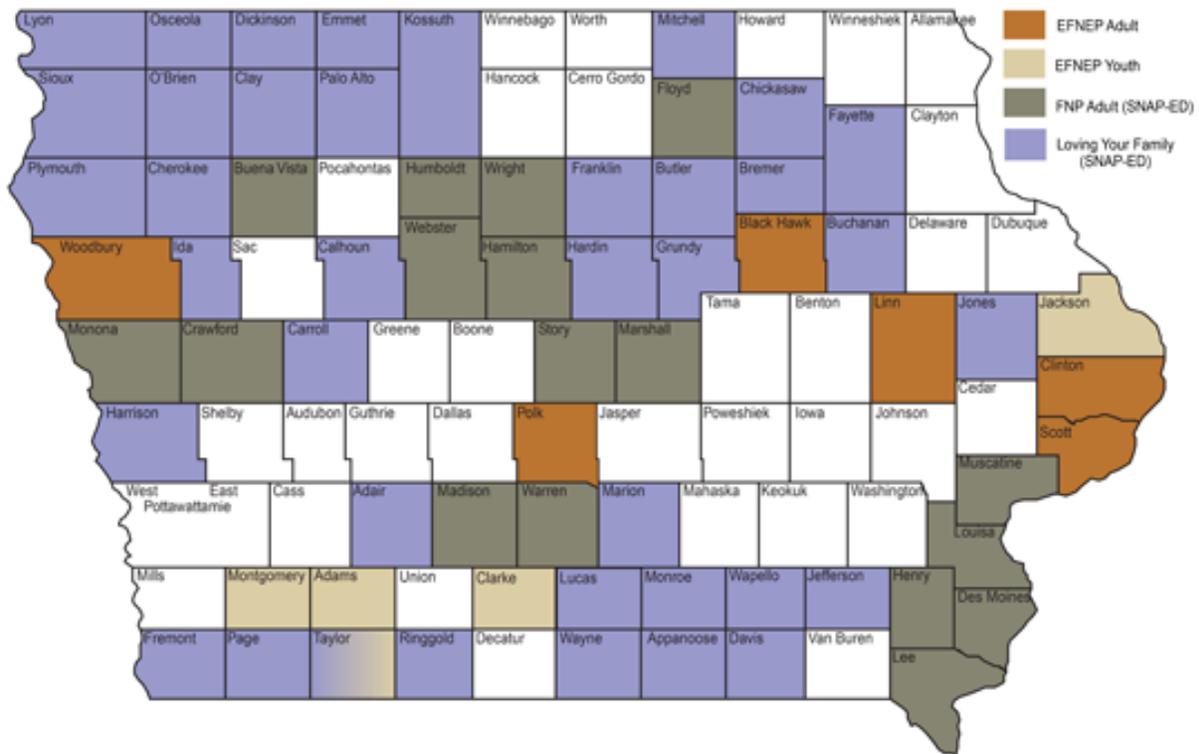
Family Meals	Calcium-Rich Foods
How Much Food and Physical Activity	Snacks
Vegetables and Fruits	Fast Food
Seven 15-minute mini-sessions include:	Food Safety
Reading Labels	Healthy Pregnancy (optional)
Grains	

#### Contacts

If you are interested in more information about Loving Your Family-IA, contact [Beverly Peters](#), LYF-IA Program Coordinator or [Justine Hoover](#), Extension Program Specialist.

#### Locations

The Loving Your Family program is available in the counties in blue on the below map.



## Training

### A New Look for WIC New Employee Training (NETC)

As a result of past input and a recent survey, we will be moving forward with a webinar based NETC. A pilot will be held January 2013 in Johnson County, and the webinars for all agencies will begin in February 2013. The webinar dates are posted in today's "Dates to Remember" section. In addition to the change to the webinar format, the trainings will be held every other month to provide greater access for new employees.

## Dates to Remember

### 2012

- Contractor's Meeting – January 29, 2013
- New Employee Training Course – February 27 & 28, 2013
- Maternal and Breastfeeding Core Workshops – March 27-28, 2013
- New Employee Training Course – April 29 & 30, 2013
- New Employee Training Course – June 26 & 27, 2013
- Contractor's Meeting – August 20, 2013
- New Employee Training Course – August 27 & 28, 2013
- Infant and Child Core Workshop – August 29, 2013
- Communication and Rapport Building Workshop – October 29, 2013
- New Employee Training Course – October 30 & 31, 2013

## Available Formula

<b>Product</b>	<b>Quantity</b>	<b>Expiration Date</b>	<b>Agency</b>	<b>Contact</b>
Peptamen Jr. with fiber	1 case (24 - 8 oz) plus 9 - 8 oz	1/1/2013	Mid Sioux Opportunity	Glenda Heyderhoff 712- 786-3488
Peptamen Jr. with fiber	36 - 8 - oz	3/1/2013	Mid Sioux Opportunity	Glenda Heyderhoff 712- 786-3488
Bright Beginnings Soy Vanilla flavor	8 oz RTU cans in cases of 6 17 cases (102 cans)	3/2013 and 2/2013	Siouxland District Health Department	Jean Sterner 712-279-6636
Pediasure 1.0 Enteral	1 case (24 cans)	7/1/2013	Pott County	Kris Wood 712-238-5886
EleCare Jr. Unflavored  Portagen	1 containers – 14.1 oz  5 containers – 16 oz	8/2013  8/2013	New Opportunities	Sharon McDonald Williams 712-830-1329
Elecare Unflavored	8 containers 14.1 oz powdered	4/1/2014	Edgerton Women's Health	Jen Clasen 563-359-6635
Compleat Pediatric Unflavored	4 cases (24 – 8.45 oz. cans per case)	4 – Feb 2013	New Opportunities	Sharon MacDonald Williams 712-830-1329
Pediasure Peptide 1.5 Cal Vanilla	1 case (24 RTU containers)  3 cases (72 RTU containers)	3/1/2013  6/1/2013	Broadlawns	Rose Logan 515-282-5800