



Week ending issue: March 20, 2015 – Issue #245

Policy

From the WIC Services Policy and Procedure Manual – 340.40 Outreach-Media Outreach Guidelines

Outreach efforts may offend the general public if they imply that the WIC Program is soliciting or advocating participation simply to use federal funds.

Advertising should clearly emphasize the purpose of the Iowa WIC Program, and that eligibility is based on nutritional risk as well as income.

Example #1: Keep your children healthy and happy. You may be eligible for nutrition advice, health screening and nutritious foods from WIC. Call for more information.

Example #2: (Picture of woman with phone) “I thought I wasn’t eligible, so I didn’t call.” Call to find out if your family is eligible for nutrition advice and foods from WIC. Income and health criteria are used to determine eligibility.

Advertising should not give the impression that WIC is just free food, or that people merely need to be low-income to qualify.

Example #1: Free food available for families with young children. Come to 123 Agency if your income meets these guidelines.

Example #2: Keep your tax dollars in Iowa! Free food is available from WIC. Call today to receive your share.

Information

Emerging Leaders in MCH Nutrition Training Institute - Application Open

Dear Maternal and Child Health/Public Health Leader:

We are requesting your help in identifying emerging Maternal and Child Health (MCH)/public health nutritionists to participate in the [2015 Emerging Leaders in MCH Nutrition Training Institute](#). Do you know a nutritionist who is employed with a state or local public health agency or in a community-based program that you feel will be a future leader in the field of MCH/public health nutrition? To qualify for the program, the nutritionist must meet the following qualifications:

- Be identified as an emerging nutrition leader, which is defined as someone who has been employed as a community/public health nutritionist for not less than three and not more than ten years;

- A Registered Dietitian/ Registered Dietitian Nutritionist, or licensed/certified nutritionist/dietitian;
- Work in the area of MCH within a state or local public health agency or a community-based organization;
- Work in a state or territory east of the Rocky Mountains; and,
- Demonstrated leadership at work, within a professional organization or in the community.

Please encourage future nutrition leaders to apply for this year-long training program. The application packet and a fact sheet on the Institute available online at <http://nutrition.mchtraining.net/emerging-leaders>. If you have any questions, please contact Heidi Church at 773-459-3700 or heidird@gmail.com. Applications are due March 31, 2015.

We appreciate your assistance in this recruitment effort. By working together we can help guarantee that strong nutrition services will exist in the future for women, infants, children, adolescents, and families.

Sincerely,

Krista Casazza, PhD, RD, LD
University of Alabama at Birmingham

Diane Anderson, PhD, RD, CSP, LD
Baylor College of Medicine

Jamie Stang, PhD, MPH, RD, LN
University of Minnesota, School of Public Health

Marsha Spence, PhD, MS-MPH, RD, LDN
University of Tennessee, Knoxville

Margaret Tate, RDN, MS
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Heidi Church, MS, RD
Up!RD Consulting

Quarterly Print Order Form

The Quarterly Print Order Form is now available on the Web Portal under Resources. Orders should still be sent the State Office quarterly in the months of March, June, September, and December.

Thank you of the Week

**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

Affirmations- look for the right opportunity to make a genuine affirming statement to build rapport and establish a relationship with your client. You could affirm a trait, attribute or strength of the participant or just their effort towards a healthy behavior. Focus on those things that support a positive change, this will increase the clients' confidence in their own ability to change as well as shows respect and support.

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 (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 |
| Powdered Pregestimil | 5 cans | 11/1/2015 | Operation Threshold | Sue Burnett 319-292-1827 |
| Similac PM 60/40 Calcilo XD | 1 can 1 can | 1/2016 2/2017 | Broadlawns | Kathy Flagg 515-263-5660 |
| Pediasure 1.5 cal Vanilla | 113 8-oz cans | 6/1/2016 | Broadlawns | Rose Logan 515-282-6717 |

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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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