



1-800-532-1579

Week ending issue: June 19, 2015 - Issue # 254

Policy

From the WIC Services Policy and Procedure Manual – 360.40 Outreach Educate about WIC at every opportunity

Take advantage of any opportunity to inform the public and potential participants about WIC:

- Participate in special events in your community, such as health fairs or early childhood fairs.
- Have an open house at your agency.
- Cooperate in community projects.
- Speak at prenatal classes, family life science classes, women’s clubs, or other community organizations.
- Have WIC listed in community health and social service resource guides.

Provide in-service training for health professionals and their clerical staff. When you speak about the WIC Program, take breastfeeding and nutrition education materials and nutrition health history cards to distribute. Make follow-up calls periodically to see if more materials or cards are needed.

Information

Celebrating You!

At the 2015 NWA Annual Education and Networking conference there was a session that talked about branding our name/program. One of the ideas and also something Pam McCarthy mentioned at our Iowa WIC Training was the concept of marketing ourselves as an authority and showcasing staff credentials.

We would like to start showcasing the awesome staff we have employed in our WIC clinics on our Iowa WIC Facebook page, in other words, YOU!

This is of course voluntary on your part and what will be posted about you will be according to your comfort level since you will be writing up what you want said about you. We would love to be able to post at least one (but a couple would be better) short bios each week. It could include whatever information you want to share such as your job title, college/degree, additional accreditations, years with WIC, past job experiences, number of kids, BF history (i.e. I have 3

children and breastfed one for 6 months, one for 18 months and one for 15 months), the languages you speak, whatever you want to share. If you want to include a picture that would be great too! I will use first names only but will also include your agency name and job role (i.e. nurse, dietitian, support staff, Peer counselor, etc.)

Please feel free to email your bio and picture to Nikki.davenport@idph.iowa.gov or if one staff member would like to gather the information for everyone in your agency who wants to participate and send it in together that would be fine too.

Webinar on Child Retention Strategies in the Special Supplemental Nutrition Program for Women, Infants and Children (WIC)

On August 26 (1:00 – 2:00 PM), FNS will host a one-hour webinar describing WIC child retention strategies currently underway for all State and local WIC agencies. The webinar will highlight three State agencies that have developed initiatives to increase the participation of children between the ages of one and four. The National WIC Director will provide an introduction and overview of the issue. The Arizona WIC Program will describe their focus group findings about obstacles to continued participation in WIC as well as describe their WIC Special Project Full Grant. The Vermont WIC Program will describe their WIC Special Project Mini Grant – WIC2Five: Using Mobile Health Education Messaging to Support Program Retention. The Minnesota WIC Program will describe their outreach/education to medical providers of WIC participants to encourage their continued participation in WIC.

Thank you of the Week

"WIC Staff- Thank you all for welcoming me into your workplace this week. I am still in awe at the amount of knowledge and expertise you all have in this field. I have learned an incredible amount of information and am leaving this week felling very inspired about dietetics. Thank you all for this fantastic opportunity."

~Broadlawns WIC Intern

Participant Centered Services

Differences between a Counselor Centered NE approach In WIC and a Participant Centered approach (adopted from The Oregon WIC Program “A comparison of nutrition education approaches in WIC”)

Counselor Centered approach-

The counselor wants to be seen as a knowledgeable nutrition expert-

The counselor:

1. Asks for information from the WIC participant about risks and problems
2. Decides which nutrition/health/behavior changes the WIC participant should make

3. Informs the WIC participant what is wrong with her current nutrition/health behaviors (her “nutrition risks”)
4. Presents an action plan with broad suggestions for behavior change
5. Asks yes/no and leading questions to confirm the WIC participant’s understanding of the nutrition information and action plan

The Participant:

1. Leaves with information she can use to change counselor – identified nutrition/health-related behaviors

Participant Centered approach-

The counselor wants to be seen as a facilitator or partner, who provides information, ideas and support to help the participant make positive nutrition/health behavior changes-

The counselor:

1. Asks for information from the WIC participant about her goals, abilities, questions and concerns
2. Helps the WIC participant decide which nutrition/health behaviors she wants to change, in the context of her own goals, culture and personal situation
3. Helps the WIC participant identify barriers to change and strategies she can use to overcome them
4. Offers information and ideas for how participant can change her behavior, with small doable action steps
5. Asks open-ended questions and uses active listening skills to encourage the WIC participant’s active participation and to make sure she (the counselor) understands

The Participant:

1. Leaves with information and decides what behaviors she can change
2. Gains ideas and makes her own decisions about small steps she can take, motivation to take those steps and a feeling of support that can help her to change her nutrition/health-related behaviors.

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) – 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

- WIC Contractor In Person Meeting: August 25, 2015
- Infant/Child Nutrition: September 1, 2015
- Communication and Rapport: October 28, 2015

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 |
| Nutren Jr. w/Fiber (Vanilla) | 78 (3 cases + 6 individual containers) | 9/2015 | Marion County Public Health | Jessica Johnson 641-828-2238 x225 |
| Enfaport | 14 - 8 oz cans | 9/1/15 | Broadlawns | Rose Logan 515-282-6717 |
| Powdered Pregestimil | 5 cans | 11/1/2015 | Operation Threshold | Sue Burnett 319-292-1827 |
| Powder Nutramigen Toddler with Enflora LGG | 7 – 12.6 oz Container 20 - 12.6 oz Container | 11/1/2015 2/1/2016 | Mid-Sioux Opportunity | Amy Kreber 712-786-3488 |
| RCF Concentrate | 26- 13 oz cans | 2/1/16 | Broadlawns | Rose Logan 515- |

| Product | Quantity | Expiration Date | Agency | Contact |
|---------------------------|---------------------------------|------------------------|---------------|-------------------------------|
| | | | | 282-6717 |
| Enfaport | 17 – 6 packs of 6 oz containers | 4/1/16 | HACAP | Angela Munson 319-366-7632 |
| Pediasure 1.5 cal Vanilla | 65- 8oz cans | 6/1/2016 | Broadlawns | Rose Logan |
| Calcilo XD | 1 can | 2/2017 | Broadlawns | Kathy Flagg 515-263-5660 |

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