

Iowa WIC Program
1-800-532-1579



Your child has you. And you have WIC.

Bureau of Nutrition and Health Promotion

Friday Facts

Week ending Issue: March 5, 2010 – Issue # 52

Policy

From the WIC Services Policy and Procedure Manual — 315.40 Nutrition Education Expenditures

Nutrition education includes all costs directly related to general nutrition education, such as:

- *Salaries and benefits,*
- *Travel and training costs for WIC staff who provide nutrition education,*
- *Cost to procure, develop, print or distribute nutrition education materials,*
- *Costs of equipment required to conduct nutrition education training,*
- *Interpreter and translator costs to facilitate training,*
- *Cost associated with monitoring and evaluating nutrition education,*
- *Training costs for WIC staff to attend Intensive Courses in Nutrition, WIC Conference, and core trainings, and*
- *Program materials, resources and activities that teach, promote and reinforce the health benefits associated with physical activity.*

Information

Welcome Pat Hildebrand

Welcome to Pat Hildebrand! Pat joined the state WIC team February 19th. Pat has managed the administration of several programs for Mid Iowa Community Action in Marshalltown including WIC, Maternal and Child Health, Head Start, BASICS, Ryan White HIV Case Management, and the Story County Community Dental Clinic and the I-Smile Dental Program. Pat is a WIC nutritionist filling the position that Susan Pohl vacated. We are thrilled to have Pat on our team and we surely will benefit from all of her local level expertise and experience!!

Extension of 2009 Poverty Guidelines until at Least March 31, 2010

According to the Department of Health and Human Services website, the 2009 Poverty Guidelines will remain in effect until at least March 31, 2010. The reason for the freeze is that for the first time since the poverty guidelines were issued in 1965, the annual average Consumer Price Index has decreased from the previous year. If the 2009 guidelines weren't frozen, the HHS would have had to issue 2010 poverty guidelines that were lower than the 2009 poverty guidelines. The lower guidelines could have resulted in the removal of participants from the WIC program due to being over income.

For more information go to <http://aspe.hhs.gov/poverty/09extension.shtml>.

Resources

Just in Time Parenting eNewsletters

Check out a national extension initiative — Just in Time Parenting eNewsletters! These free email newsletters are targeted to parents of young children. Parents can subscribe by clicking on this link — <http://www.extension.org/parenting>. The subscription link can be found in the section, In This Resource Area, below the featured articles and activities. By recording their child's birth date, a free age-paced newsletter (i.e., related to their child's age) will be e-mailed to them. The newsletters are sent on a monthly basis during a child's first year of life and approximately every other month after that.

These newsletters provide quality, research-based information to families at the time it can be most useful and make the biggest difference in their lives. The newsletters can also be downloaded and printed.

How can Just in Time Parenting newsletters make such a big difference?

- It pulls together the core information parents need to help their children and family thrive.
- It connects parents to resources and information – when they or their children need help.
- It can be read by all the adults in the family, and can help dispel child-rearing myths and misinformation.
- It is easy to get and a convenient way to learn how to help children grow up healthy and ready for success.

Help spread the word and use these resources with your parents! To find out more, go to http://www.extension.org/mediawiki/files/1/10/JITPOct25_07.pdf to review a presentation about the development and evaluation of the newsletters.

Non-branded Food Label Cards

A set of over 60 8 1/2 X 11 60 **non-branded color** food label cards on card stock are now available for purchase at <http://extension.missouri.edu/publications/DisplayPub.aspx?P=N574>

Each card displays a Nutrition Facts label and a photo of a typical food package as well as an ingredient list. These realistic food cards include baby foods, candies, chips, combination foods, foods from the milk group, drinks including energy drinks, fruits and vegetables, grains and meat and beans. Some foods are those found in WIC packages. In addition, selected food cards include typical health claims and food safety/handling messages to familiarize audiences with this information. These food cards can be used with youth and adults.

If you have questions about this resource, please call Ellen Schuster at (573) 882-1933 or email her at schusterer@missouri.edu

Available Formula

Product	Quantity	Expiration Date	Agency	Contact
Neocate Infant	5 cans - 14 oz powder	4/2010	Siouxland District Health Dept.- WIC	Jeannie or Sneha at 712-279-6636
Enfaport Lipil	48 – 8 oz cans	6/2010	Mid-Sioux WIC	Glenda Heyderhoff at 712-786-3488
Peptamen Jr 1.5 (vanilla)	96 cans – 8.45 oz RTU	12/2010	Broadlawns	Nikki Davenport at 515-282-6710 or ndavenport@broadlawns.org
Elecare Infant	10 cans- 14.1 oz powder	3/2012	Webster Co. Health Dept.	Kathy Josten at 515-573-4107