



Bureau of Nutrition and Health Promotion

Friday Facts

Week ending Issue: March 30, 2012 – Issue # 136

Policy

From the WIC Program Goals Manual – 120.10 Outreach Action Plan 2. Iowa WIC Rebranding

By August 31, 2012, a marketing plan for the new Iowa WIC logo will have been established which includes a time schedule for updating all outreach materials for use by State and local programs.

Rebranding the logo of the Iowa WIC Program will accomplish two purposes:

1. Differentiate the Iowa WIC Program from other state, Indian Tribal, and territorial WIC Programs and
2. Increase recognition of Iowa WIC nutrition services within the state.

The following activities are planned to meet this objective:

- By October 1, 2011 determine new WIC logo.
- By December 1, 2011, choose materials that will need to be printed and design a template that will be available for future printing with the new logo.
- By March 1, 2012 conduct focus groups to test the materials before distribution.
- By May 1, 2012 make any changes to the materials as a result of the focus groups.
- By July 1, 2012 materials will be printed and a template will be available for future printing.
- By August 1, 2012 materials will be available to agencies.

Information

Going to the NWA Annual Conference in Denver?

The National WIC Association Conference is May 20-23 in Denver and is hosted by the Mountain Plains Region this year. The conference planning committee is seeking volunteers, particularly in the registration area. There are 1½ and 2 hour shifts available on Saturday from 4:00-7:00 p.m., Sunday from 7:00 a.m. - 6:00 p.m. and Monday from 7:00 a.m. – noon. There are also opportunities to volunteer to assemble conference bags (likely to be Saturday morning but the time is yet to be determined) and to be room monitor during conference sessions. If you are interested in volunteering, please contact Brenda Dobson via email or phone.

Income Guidelines

Although the 2012-2013 WIC Income Guidelines have been posted, we are unable to implement these until we receive official guidance from our Regional Office. Until further notice, the 2011-2012 income guidelines must be used.

Dates to Remember

2012

- March 29-30, 2012 – Maternal and Breastfeeding Nutrition Core Workshops
- August 21, 2012 – WIC Contractor’s Meeting
- August 29-30, 2012 – Infant and Child Nutrition Core Workshops
- October 26, 2012 – 2012 Iowa WIC Training
- October 30, 2012 – Communication and Rapport Building Core Workshop

Available Formula

Product	Quantity	Expiration Date	Agency	Contact
Similac PM 60/40	3 cans	10/12	Broadlawns	Kathy Flagg @ 515-263-5660
EleCare Unflavored Formula	5 cans - 14.1 oz Powder	8/2013	North Iowa Community Action Organization	Carla Miller @ 641-423-5044 ext.24
EleCare Jr. Unflavored	7 containers – 14.1 oz	8/2013	New Opportunities	Sharon McDonald Williams @ 712-830-1329