



**Week ending issue: March 28, 2014 – Issue #205**

**Policy**

**From the WIC Certification Policy and Procedure Manual – 235.09 Fully Breastfeeding (Up to 1 year)**

**Introduction**

This food package is called Food Package VII in the federal regulations. It is issued to the following three groups of women:

- Fully breastfeeding women whose infants do not receive formula from WIC,
- Women pregnant with two or more fetuses, and
- Women fully or partially breastfeeding multiple infants.

**Contents**

The contents of the food package are listed in the table below.

<b>Food Category</b>	<b>Amount</b>
Juice, single strength	144 oz.
Milk, fluid	24 qt.
Breakfast cereal	36 oz.
Cheese <u>Note:</u> This is part of the standard package; it is <u>not</u> a substitution for milk. This cheese <u>cannot</u> be replaced with other milk products.	1 lb.
Eggs	2 dozen
Fruits and vegetables	\$10.00
Whole wheat bread or whole grain options	1 lb.
Fish (canned)	30 oz.
Legumes, dry	1 lb.
Peanut butter	AND 18 oz.

Notes:

- These groups of women will receive FIs for 1% low fat or fat-free skim milk.
- Women fully breastfeeding multiple infants are prescribed 1.5 times the maximum allowances listed above.

## Information

### Healthy Lifestyle Conference 2014

At the end of the Friday Facts you will find information and a registration form for the Healthy Lifestyle Conference which will be held on April 23. This conference aims to inform and update conference participants about current health issues regarding obesity, increase public awareness of overweight issues that affect our health and lifestyles, and engage participants in learning about effective strategies for providing obesity prevention education. It will also be posted to the web portal on the Training page under Webinars/CEUs.

### IWIN Formula Changes

On April 1<sup>st</sup>, there will be a couple of formula changes in IWIN.

#### Similac For Spit-Up

1. The check description will include an OR statement due to the can size change that is planned to occur on July 1st. The FI description will read as follows: "Containers 12.3 oz. OR 12.0 oz. Powder Similac For Spit-Up".
2. The powdered Similac for Spit-Up formula will now require medical documentation.

The RTU Similac for Spit-Up formula will not require medical documentation until October 1, 2014.

#### Similac Sensitive Concentrate

Please remember to no longer issue the Similac Sensitive Concentrate formula starting April 1<sup>st</sup> as this formula will be discontinued at this time.

### eWIC Update

Iowa and Colorado WIC have selected FIS/CDP to provide eWIC services. FIS/CDP works with the online eWIC system. Currently, contract negotiations are underway with FIS/CDP and a contract execution date is scheduled for July 1, 2014. Below is some general information about an online eWIC system.

- Participants will be using the magnetic strip cards to redeem food benefits.
- Benefits are loaded onto the card through a remote host. Clinics will need to be connected for benefits to be loaded onto the card.
- Once benefits are loaded, participants will be able to use their benefits immediately.
- The participant does not necessarily need to be present for food package changes.

## Food Products

### Changes affecting Beech-Nut Baby foods

We have been notified by Beech-Nut that they will be working on a "brand re-invention" over the next few months. They will be updating their product labels and even their brand logo itself. There will also be some changes that affect products. Effective April 1, 2014 Beech-Nut will be making the following changes that will affect WIC-eligible products.

Stage 1 (2.5oz.) Ham & Ham Broth will be discontinued

Stage 2 (4 oz.) Sweet Potatoes and Apples will be discontinued  
 Stage 2 1/2 – discontinuing the entire line with the exception of Banana and Mixed Berries which will be re-stage as a Stage 2 item

***Dates to Remember***

**2014**

- 2014 Iowa WIC Training – October 9

**New Employee Training Go-to-Meeting**

- NETC Go-To-Meeting (All new staff) – May 8, from 8:30-11:30
- NETC Go-To-Meeting (Support Staff) – May 15, from 8:30-11:30
- NETC Go-To-Meeting (Health Professional) – May 22, from 8:30-11:30  
**\*\*\*\* Please note changes in order of trainings for May**
- NETC Go-To-Meeting (All new staff) – July 10, from 8:30-11:30
- NETC Go-To-Meeting (Health Professional) – July 17, from 8:30-11:30
- NETC Go-To-Meeting (Support Staff) – July 24, from 8:30-11:30
- NETC Go-To-Meeting (All new staff) – September 11, from 8:30-11:30
- NETC Go-To-Meeting (Health Professional) – September 18 , from 8:30-11:30
- NETC Go-To-Meeting (Support Staff) – September 25, from 8:30-11:30
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- NETC Go-To-Meeting (All new staff) – November 6, from 8:30-11:30
- NETC Go-To-Meeting (Health Professional) – November 13, from 8:30-11:30
- NETC Go-To-Meeting (Support Staff) – November 20, from 8:30-11:30

**Core Trainings**

- Maternal: March 25, 2014
- Breastfeeding: March 26, 2014
- Infant/Child: August 28, 2014
- Communication and Rapport: October 29, 2014

**Contractor’s Meetings**

- August 26 - 10:00 a.m. - 3:00 p.m.

***Available Formula***

Product	Quantity	Expiration Date	Agency	Contact
Similac Go and Grow	5 cans	5/2014	Edgerton Women’s Health Center	Deb Dodson 563-359-6635
Peptamen Junior	6 cases/24 - 8.45 - oz	6/2014	Mid Sioux Opportunity	Glenda Heyderhoff 712-786-3488

Pregestimil	1 can (16 oz) Powder 10 cans (16 oz) Powder	7/2014 9/2014	Upper Des Moines Opportunity	Tammy Chapman 712-859-3885 Ext. 110
Duocal	1 can – 14 oz	4/2016	Mid-Sioux Opportunity	Glenda Heyderhoff 712-786-3417
Elecare Jr Vanilla Powder	4 can 1 can	9/2014 10/2014	Mid Sioux Opportunity	Glenda Heyderhoff 712-786-3488
Elecare Jr Unflavored Powder	1 case/6 cans each	1/2015	Mid Sioux Opportunity	Glenda Heyderhoff 712-786-3488
Elecare Jr Unflavored Powder	2 cases/6 cans each	2/2015	Mid Sioux Opportunity	Glenda Heyderhoff 712-786-3488
Elecare Jr Unflavored Powder	2 cases/6 cans each	5/2015	Mid Sioux Opportunity	Glenda Heyderhoff 712-786-3488
Duocal Powder	2 cans 1 can	8/2015 6/2015	Mid Sioux Opportunity	Glenda Heyderhoff 712-786-3488
EleCare Jr. Unflavored, powder	12 cans, 14.1 oz	11/2015	Siouxland	Allyson Woltman 712-279-6636

# Healthy Lifestyle Conference

**April  
23,  
2014**



Presented by  
Southeast Iowa  
Regional Coalition for  
Lifestyle  
Enhancement

**Comfort Suites  
Burlington, IA  
April 23, 2014  
8:00 am – 4:30 pm**

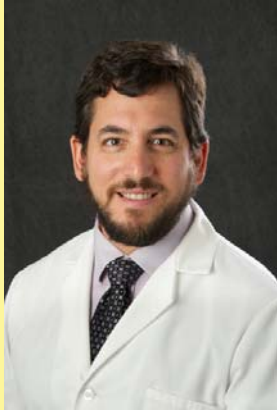
**Featured Speakers:**  
Todd Burstain, MD  
Jim Painter, Ph.D., RD

# Conference Agenda

Wednesday, April 23, 2014

- 8:00 – 8:45 a.m. Registration
- 8:45 – 9:00 a.m. Welcome and Introductions
- 9:00 – 10:30 a.m. "Tackling Obesity: The number one public health problem in the developed world"  
*Dr. Todd Burstain*
- 10:30 – 10:45 a.m. Beverage Break
- 10:45 – 12:15 p.m. "Food Psychology: Why we eat more than we think"  
*James Painter, Ph.D.*
- 12:15 – 1:00 p.m. Lunch is provided
- 1:00 – 1:45 p.m. *Breakout Sessions:*  
Exercise through the Lifespan: A physical Therapy Perspective *Allison Blodgett*  
All 4Kids: Happy, Healthy, Active, Fit *Angela Wozniak, M.Ed., CHES*  
Workplace Wellness: Where to Start *Amy Gould MHA*
- 2:00 – 2:45 p.m. *Breakout Sessions Repeated*
- 2:45 – 4:15 p.m. "Sensual Nutrition"  
*James Painter, Ph.D.*
- 4:15 p.m. Wrap Up and Door Prizes!!!

# Speakers



**Todd Burstain, MD** received his BA from Rice University in Houston, Texas and his MD from the University of Texas Southwestern Medical School in Dallas, Texas. He did his residency at Duke University Medical Center.

The title of his presentation is: "Tackling Obesity: The number one public health problem in the developed world" The objectives of the presentation are:

1. Understand hormonal control of weight and consequences of the hormonal disregulation of obesity.
2. Understand role of diet, sleep, exercise, stress, mood, and pain in obesity.
3. Provide concrete tools to give to patients to help with diet, sleep and stress management.

**Jim Painter** received a Master's degree from Oklahoma State University and a Ph.D. from the University of Illinois. Jim has been a Registered Dietitian since 1980 and is a member of the American Dietetic Association.

He worked with Marriott Corporation in the 1980s, taught at the University of Illinois in the 1990s and is presently a professor in the School of Family and Consumer Sciences at Eastern Illinois University. He serves on advisory boards for Paramount Farms Pistachio Health and is the Director of Nutrition Research for the California Raisin Marketing Board. He is associated with Apicius the Culinary Institute in Florence, Italy.



Jim has been the recipient of numerous grants that have focused on changing our eating environment. He has more than 100 peer reviewed publications and presentations to his credit. He produced the video *Portion Size Me* and coauthored *The Art of Nutritional Cooking 3rd ed.*, a nutrition text for culinary students. His current studies focus on mindless eating and stealthy calorie intake control.

This presentation shows that most people are not aware of their volume of food consumption. This lack of awareness may lead to over-consumption. Some techniques will be presented, in a fun and entertaining way, that will help consumers be aware of their eating patterns and provide ways to reduce intake. Participants will be able to: recognize that most people are not aware of their total consumption, list environmental factors that lead to over-consumption and identify techniques that will help individuals track consumption and reduce weight.

## Breakout Session Speakers

**Allison Blodgett, DPT** is Physical Therapist at Fort Madison Community Hospital with 9 years of experience in health and wellness. She is a 2005 graduate from Western Illinois University with a Bachelors of Science in Exercise Science and a 2010 graduate of the University of Iowa with a Doctorate of Physical Therapy.

Her presentaion is: Exercise through the Lifespan - A Physical Therapy Perspective on posture and prevention. This is a look at how our posture evolves as we age, common injuries/pains that can occur and simple exercises for fitness.



**Angela Wozniak** Angela has worked in community health/health education for 10 years. She received her BS in Psychology from Kutztown University and her M.Ed. in Health Education from Virginia Tech. She is the program officer for the AFRI Grant at University of Nevada Cooperative Extension and maintains the online classroom for All 4 Kids.

She will present: All 4 Kids: Happy, Healthy, Active, Fit. All 4 Kids is a health and physical activity program for preschool children. The program incorporates dance and interactive activities to teach the children to Be Active, Eat Smart, and Live Healthy. This session will introduce the program and instruct attendees on how to access the entire curriculum online. The program is free of charge and provides the tools required to learn and conduct the program. Participants will also be taught the dances of the program. There will be hands on learning in navigating the online classroom.

**Amy Gould, MHA**, Wellmark Health Management Consultant has provided wellness and health management consulting for over 12 years. Her role at Wellmark is to work with employer groups to create an infrastructure for successful wellness programs, improve existing programs, develop education on employee behavior change programs and evaluate program impacts on employee health and productivity. She holds a Bachelor of Science in Health Promotion from the University of Iowa and a Masters degree in Health Care Administration from Des Moines University.

The presentation she will present is: Workplace Wellness – Where to Start. Employers are questioning workplace wellness programs as a way to curb health-related costs and help employees be more engaged and productive. Have you been considering a workplace wellness program for your organization? Maybe you need additional information to validate if wellness can make a difference at your organization, or need help in determining where to begin, or just need a better understanding as to the staff and resources to implement wellness in your organization? Starting a workplace wellness program may seem a bit overwhelming when in reality can be accomplished by taking a few simple steps. So, “Where do I start?” this presentation will share with you affordable wellness solutions and strategies for long term wellness success.



# General Information

## Conference Registration:

Registration includes lunch, beverage breaks and conference materials.

The temperatures in the conference rooms may fluctuate,  
so please dress appropriately.

**Registration fee:** \$75 if postmarked by April 14, 2014  
After April 14, Registration is \$95  
Student Registration rate is \$25

**Cancellation Policy:** Cancellations must be received in writing by  
April 14, 2014 and are subject to a \$15 service fee.  
After April 14, substitutions will be accepted but no refunds will be given.

Please make your check payable to: SIRCLE Conference

Send your registration fees to:  
**SIRCLE Conference**  
Community Action of Southeast Iowa  
Attention: Christine O'Brien  
2850 Mt. Pleasant Street - Suite 108  
Burlington, Iowa 52601  
FAX: 319-753-0687

## CEUs available for the following:

**Nurses:** .81 CEU hours pending approval through Southeastern  
Community College: Provider Number 24.

**Dietitians and other disciplines:** A Certificate of Attendance will be  
available for those needing CEU documentation.

## For More Information Contact:

Christine O'Brien at (319) 753-0193 or [christine.obrien@caofseia.org](mailto:christine.obrien@caofseia.org)

# Conference Information

## Conference Goals

- ✓ Inform and update conference participants about current health issues regarding obesity.
- ✓ Increase public awareness of overweight issues that affect our health and lifestyles.
- ✓ Engage participants in learning about effective strategies for providing obesity prevention education.

## Conference Location

### Comfort Suites

1780 Stonegate Center Drive  
Highway 61 South, Burlington, Iowa



You may book accommodations at this hotel by calling them directly at 319-753-1300 or through their website at [www.comfortsuites.com](http://www.comfortsuites.com). Parking is free.

## Conference Partners & Sponsors



IOWA STATE UNIVERSITY  
Extension and Outreach

HENRY COUNTY HEALTH CENTER  
CARE YOU TRUST. COMPASSION YOU DESERVE.

# Healthy Lifestyles Conference Registration

Please use the form below to register for the Healthy Lifestyles Conference,  
to be held in Burlington, Iowa on Wednesday, April 23, 2014

Name: \_\_\_\_\_

Title: \_\_\_\_\_ RN License Number: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Please note any Special Needs (Dietary, Disability, Breast Feeding Room, etc.): \_\_\_\_\_

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## Conference Fees:

Early Bird Registration Fee: \$75 – (postmarked by April 14, 2014)

Registration Fee: \$95 after April 14, 2014

Student Registration Fee: \$25

**Check Enclosed** (*Make check payable to SIRCLE Conference*)

Amount \$ \_\_\_\_\_

Check # \_\_\_\_\_

PO # \_\_\_\_\_

Send Check to:

**SIRCLE Conference**

Community Action of Southeast Iowa

Attention: Christine O'Brien

2850 Mt Pleasant Street - Suite 108

Burlington, IA 52601

FAX: 319-753-0687

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