



Week ending issue: November 30, 2012 #159

Policy

From the WIC Certification Manual - 215.14 Precertification of Pregnant Women - Requirements for Using Referral Data (2 of 2)

The training provided for the referral agency staff by local WIC staff must address the following topics:

- Overall goals of precertification,
- Data collection,
- How applicants can complete the application process if proof of income is not available,
- Breastfeeding promotion and support,
- Confidentiality requirements,
- How to use WIC checks,
- Your Rights and Responsibilities as a WIC Participant, and
- Basic information about the WIC Program.

If infant feeding is discussed, referral agency personnel are encouraged to use open-ended questions to explore her attitude and knowledge about breastfeeding. This approach quickly identifies real and perceived barriers and helps staff provide targeted educational messages to address those issues. It also keeps the “door open” to provide more information about breastfeeding. This is much more effective than asking a woman how she plans to feed her baby and then trying to promote breastfeeding when she already stated her intent to formula-feed.

The WIC Program produces several client education brochures about breastfeeding. Referral agencies can obtain these brochures from the local WIC agency. A camera-ready copy is also available at no charge if the agency chooses to print their own supply.

The referral agency is required to provide each applicant with a copy of the brochure, *Thinking About Breastfeeding*.

Information

Clinic Flow, Think Outside the Box

The WIC-Talk listserv had a few emails going around this week regarding clinic design and flow. A program manager from Washington State sent a message outlining a new client-centered design model.

We are moving to new spaces for some of our clinics this year and next. We are building with a new client-centered design model where team members go to see the client versus the client coming to an office. The rooms where the clients are seen are called, "Client Service Delivery Rooms". All services are provided in the service delivery rooms and no team member is assigned a room. Each room has anthropometric equipment, computer, supplies, etc. Each team member has a cubicle in a pod area for close communication and coordination. We have opened our first site and it is going well with the new flow!

Think outside of the box and "normal" flow of clinic. Perhaps there are creative changes you can make to improve clinic flow in both travel and permanent clinic sites.

New Name for Gerber Good Start 2 Soy

Gerber Good Start 2 Soy will be changing its name to Gerber Graduates Soy beginning in March of 2013. Starting December 3rd, food instruments will now print as follows:

Containers 24 oz. Powder Good Start 2 Soy or Gerber Graduates Soy

No changes are taking place with the net contents, reconstitution amounts, or pricing.

It Works for Me

A New Section

In this issue of the Friday Facts, you will find information concerning clinic flow and how a WIC agency in Seattle is finding success with a new model. Sharing information among agencies is a good way to solve problems that are encountered every day. This is why networking times at conferences are the times many of those registered look forward to. A new section of the Friday Facts will be dedicated to those ideas agencies found that **worked** and would like to share. (There were many success stories in the progress reports that deserve sharing.) Send your success stories to your consultant, and we will put them in this section.

Resources

New School Lunch Guidelines & School Breakfast

Attached to this addition of the Friday Facts is information concerning the new school lunch guidelines and school breakfast. Both of these materials have been provided by the Iowa Department of Education. The contact person there is Carrie Scheidel [carrie.scheidel@iowa.gov].

When discussing family nutrition concerns, questions might arise about the changes in school lunches presenting an opportunity to talk about the reasoning for the changes. The information concerning school breakfasts is a good addition for your food security file. Cards containing this information are being made available by the Midwest Dairy Association. Please contact *Nikki Stahr RD, LD* [<mailto:nstahr@midwestdairy.com>] to order the cards. **To receive them they must be ordered by December 7, 2012.**

My Plate

There are new “My Plate” posters for preschoolers available from the USDA. Use this link to access them <http://www.choosemyplate.gov/preschoolers.html>.

Reports

Appointment Status Summary Report

The Appointment Status Summary Report in IWIN shows the number and percentage of appointments that have been kept, that are no show, cancelled, rescheduled, and that have no status for the date range selected. Information is shown for the state, the agency, and the agency’s specific clinics. This information can be used to monitor appointment status over time and identify trends.

Food Products

Approved Foods List

Oatmeal (Quick or Old Fashioned, 16-ounce container) Approved brands now include MOM’s Best, Best Choice and Our Family

Soy Beverage- The only authorized beverage is 8th Continent Vanilla or Original, the other flavors and “light” varieties of 8th Continent are not authorized. Store brands and other brands of soy beverage like Silk are not authorized.

Dates to Remember

2012

- Contractor’s Meeting – January 29, 2013
- New Employee Training Course – January 31, 2013
- Maternal and Breastfeeding Core Workshops – March 27-28, 2013
- New Employee Training Course – April 30, 2013
- New Employee Training Course – July 30, 2013
- Contractor’s Meeting – August 20, 2013
- Infant and Child Core Workshop – August 29, 2013
- Communication and Rapport Building Workshop – October 29, 2013
- New Employee Training Course – October 30, 2013

Available Formula

Product	Quantity	Expiration Date	Agency	Contact
Enfaport Lipil 8 oz RTU, 30 cal/fl oz	1 case (24 cans) + 4 cans	12/1/2012	Edgerton Women’s Health	Jen Clasen 563-359-6635
Peptamen Jr. with fiber	1 case (24 - 8 oz) plus 9 - 8 oz	1/1/2013	Mid Sioux Opportunity	Glenda Heyderhoff 712- 786-3488

Product	Quantity	Expiration Date	Agency	Contact
Peptamen Jr. with fiber	36 - 8 - oz	3/1/2013	Mid Sioux Opportunity	Glenda Heyderhoff 712-786-3488
Bright Beginnings Soy Vanilla flavor	8 oz RTU cans in cases of 6 17 cases (102 cans)	3/2013 and 2/2013	Siouxland District Health Department	Jean Sterner 712-279-6636
Pediasure 1.0 Enteral	1 case (24 cans)	7/1/2013	Pott County	Kris Wood 712-238-5886
EleCare Jr. Unflavored Portagen	1 containers – 14.1 oz 5 containers – 16 oz	8/2013 8/2013	New Opportunities	Sharon McDonald Williams 712-830-1329
Elecare Unflavored	8 containers 14.1 oz powdered	4/1/2014	Edgerton Women's Health	Jen Clasen 563-359-6635
Compleat Pediatric Unflavored	4 cases (24 – 8.45 oz. cans per case)	4 – Feb 2013	New Opportunities	Sharon MacDonald Williams 712-830-1329

School Meals are Changing

USDA has updated nutrition standards for school meals. The new guidelines draw on the latest nutrition science and take into account the health risks facing children today, including the childhood obesity epidemic and related illnesses such as hypertension and diabetes. They include:

- Increasing the amount of fruits and vegetables.
- Reducing sodium in meals over the next 10 years.
- Setting calorie maximums for the first time.
- Serving only 1% milk or fat-free (fat-free flavored).
- Increasing whole grains substantially.
- Minimizing/eliminating trans fat.
- 6 cents reimbursement increase

Build a Healthy Lunch



Talk with your School Food Service Director

Find out how the school food leaders in your district are responding to the new guidelines. How do they approach putting the standards into practice? What challenges do they anticipate? Knowing that the school community is following the issue and is supportive of the health-promoting changes can make a big difference in implementation.

Promote a Healthy School Environment

The food in the cafeteria is only one piece of the larger puzzle of a healthy school food environment. Teachers can incorporate health and wellness into classroom activities, principals need to implement strategies to incorporate wellness throughout the day, school nurses need to promote prevention and wellness in their practices, and parents need to stay engaged with supporting healthy behaviors. EVERYONE has a role!

Promote the HealthierUS School Challenge

The new nutrition standards set the minimum requirements for school nutrition; many school districts (both large and small) do and will continue to exceed the standards. The HealthierUS School Challenge, a voluntary USDA program, will recognize for wellness excellence!

The School Day Just Got Healthier!

USDA has developed a campaign titled, "The School Day Just Got Healthier." The campaign includes a collection of resources including brochures, fact sheets, FAQs, fliers, school lessons, templates and much more, to help prepare everyone for the changes to school meals this school year.

<http://www.fns.usda.gov/cnd/healthierschoolday/default.htm>.



For more information visit:

www.tinyurl.com/schoolnutritionstandards2012

Angela Mitchell: angela.mitchell@iowa.gov

Amanda Miller: amanda.miller@iowa.gov



Comparison of Current and New Regulatory Requirements under Final Rule “Nutrition Standards in the National School Lunch and School Breakfast Programs” Jan. 2012

National School Lunch Program Meal Pattern		
Food Group	Current Requirements K-12	New Requirements K-12
Fruit and Vegetables	½ - ¾ cup of fruit and vegetables combined per day	¾ - 1 cup of vegetables <u>plus</u> ½ -1 cup of fruit per day Note: Students are allowed to select ½ cup fruit or vegetable under OVS.
Vegetables	No specifications as to type of vegetable subgroup	Weekly requirement for: <ul style="list-style-type: none"> • dark green • red/orange • beans/peas (legumes) • starchy • other (as defined in 2010 Dietary Guidelines)
Meat/Meat Alternate (M/MA)	1.5 – 2 oz eq. (daily minimum)	Daily minimum and weekly ranges: Grades K-5: 1 oz eq. min. daily (8-10 oz weekly) Grades 6-8 : 1 oz eq. min. daily (9-10 oz weekly) Grades 9-12 : 2 oz eq. min. daily (10-12 oz weekly)
Grains	8 servings per week (minimum of 1 serving per day)	Daily minimum and weekly ranges: Grades K-5: 1 oz eq. min. daily (8-9 oz weekly) Grades 6-8 : 1 oz eq. min. daily (8-10 oz weekly) Grades 9-12 : 2 oz eq. min. daily (10-12 oz weekly)
Whole Grains	Encouraged	At least half of the grains must be whole grain-rich beginning July 1, 2012. Beginning July 1, 2014, all grains must be whole grain rich.
Milk	1 cup Variety of fat contents allowed; flavor not restricted	1 cup Must be fat-free(unflavored/flavored) or 1% low fat (unflavored)



Breakfast is Fuel for School



Did you know?

Breakfast is served daily at school! School breakfast will give your child a healthy start to the day. Breakfast at school is affordable, too.

If you qualify for free or reduced price school lunch, you also qualify for the breakfast program, with no additional paperwork. Help your child start the day right with school breakfast!

For more information contact your school's food service director!



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