



Bureau of Nutrition and Health Promotion

Friday Facts

Week ending Issue: October 7, 2011 – Issue #118

Policy

From the WIC Services Policy and Procedure Manual – 390.10 Proteus Employment Services

Proteus Employment Services serves as a liaison between WIC agencies and the migrant population. Proteus employees can assist with interpretation, outreach and referral to the WIC Program.

*Regional
offices*

Proteus serves migrant workers from the following offices

Address	Phone Number
Proteus, Inc. 3850 Merle Hay Road, Suite 500 Des Moines, IA 50310	(515) 271-5303 1-800-372-6031
Proteus, Inc. 409 Kenyon Road Fort Dodge, IA 50501	(515) 573-8225 1-800-798-8225
Proteus, Inc. 1548 S. Gilbert Street Iowa City, IA 52240	(319) 248-0178 1-800-397-9675

Information

Please direct questions to the Share our Strength’s Educational Outreach Coordinator, Claire Sadeghzadeh at csadeghzadeh@strength.org.

Share Our Strength’s Cooking Matters Mini-Grant Application for Shopping Matters

Information for Mini-Grant Applicants

Program Overview

Share Our Strength’s Cooking Matters™ empowers families at risk of hunger with the skills, knowledge and confidence to make healthy and affordable meals. With the help of volunteer culinary and nutrition experts, course participants learn how to select nutritious and low-cost ingredients and prepare them in ways that provide the best nourishment possible to their families. Cooking Matters is nationally sponsored

by the ConAgra Foods® Foundation and Walmart. Building on its proven success teaching families how to cook and eat healthy on a budget, Cooking Matters has created a line of tools called Shopping Matters™ to help more families make healthy and affordable choices at the supermarket.

- Shopping Matters for Adults is a free, guided grocery store tour that teaches low-income adults how to get the most nutrition for their food dollars.
- Shopping Matters for WIC Parents offers a similar hands-on learning experience but focuses more specifically on foods available in the WIC food package.

During both Shopping Matters tours, participants practice key food shopping skills like buying fruits and vegetables on a budget, comparing unit prices, reading food labels, and identifying whole grain foods. In order to expand the number of community partners implementing Shopping Matters tours in their area, Share Our Strength is offering mini-grants to run Shopping Matters for Adults and/or Shopping Matters for WIC Parents tours.

Partner Benefits

All selected mini-grant partners will receive:

- Copies of the Shopping Matters for Adults and/or Shopping Matters for WIC Parents facilitator guides, depending on which tours you decide to lead. Both facilitator guides include:
 - o Detailed guidance and checklists for planning your tour
 - o Supermarket talking points focused on key topics to address during the tour
 - o Suggested hands-on activities
 - o Handouts and recipes that will be provided to tour participants
- Access to Shopping Matters training webinars
- Materials to provide to participants:
 - o Handouts and recipe packets
 - o Branded reusable grocery bags
 - o Branded calculators
- A \$500 stipend^[1], which may be used for staff time, child care or transportation assistance, photocopies, translators, \$10 gift cards to complete the optional activity suggested in the facilitator guide, or additional costs associated with implementing this tour.

Partner Eligibility

All selected mini-grant partners must agree to:

- Lead at least 3 Shopping Matters tours **by the March 31, 2012 deadline**
- Reach a minimum of 25 participants (combined total across all tours)
- Conduct tours with low-income participants only
- Offer the tours without compensation from participants
- Distribute a short participant feedback survey to all tour participants, collect completed surveys, and return them to Share Our Strength by mail along with a completed Tour Reporting Form
- Cooking Matters Lead Partner Agencies are **not** eligible to apply for Shopping Matters mini-grants.
- Only nonprofit organizations with a currently valid 501c3 status and other eligible tax-exempt organizations are eligible to apply. If you have any questions about your eligibility please contact Share Our Strength's Educational Outreach Coordinator, Claire Sadeghzadeh at csadeghzadeh@strength.org.

Timeline

- Rolling application process starting on **September 19, 2011**
- Applications received between September 19 and October 15 will receive notification of acceptance by November 15.
- Applications received between October 16 and November 15 will receive notification of acceptance by December 15.

- Applications received between November 16 and December 15 will receive notification of acceptance by January 15
- Materials shipped to awardees within six weeks of application being received
- All tours completed by **March 31, 2012.**

Application

Applications may be accessed and submitted via the following link:

<http://www.zoomerang.com/Survey/WEB22CXVNFJ3A/>

If you would like to prepare your application in Word before submitting online, a copy of the questions has been provided for you on page 3. However, please note that **applications will only be accepted through the online survey.**

Questions

If you have questions regarding the application process, please send an email to Claire Sadeghzadeh at csadeghzadeh@strength.org. We will make every effort to respond to your email within 24 hours.

Mini-Grant Funding

Funding for these mini-grants has been provided with the generous support of Walmart, and was made possible by support from the ConAgra Foods Foundation.

For more information about Cooking Matters, please visit CookingMatters.org.

Share Our Strength's Cooking Matters Application for Mini Grant for Shopping Matters

Please note that **applications will only be accepted by accessing the online survey tool** via the link provided on page 2. A copy of the questions is provided here in case you wish to prepare your application in Word before submitting it online.

Applicant Name:

Phone Number:

Email Address:

Mailing Address (include organization name, if applicable):

1. Please explain why you are interested in Shopping Matters. As part of your response, please indicate whether you intend to lead Shopping Matters for Adults, Shopping Matters for WIC Parents, or both types of tours in your community.
2. Do YOU, the applicant, plan to personally lead participants on the store tour? Mark "yes" if you plan to be the tour facilitator. Mark "no" if you plan for someone else to act as the tour facilitator.
3. If you responded "yes" to question 2, please indicate your qualifications for facilitating a store tour. If you intend to lead Shopping Matters for WIC Parents, be sure to include your qualifications for working with WIC families.
4. If you responded "no" to question 2, please a) indicate the names of the individuals who you plan to have facilitate the tour and b) explain how these individuals are qualified to facilitate a store tour. If these facilitators will lead Shopping Matters for WIC Parents, be sure to include their qualifications for working with WIC families.
5. Please describe the audience you expect to participate in the tour. Indicate anticipated number of participants, ages, ethnicity, and other relevant characteristics.

6. Please indicate how you plan to recruit the audience described above.

7. Please check “yes” to acknowledge that you have read and accept the terms of the following statement:

I have fully read the Information for Applicants. If selected, I agree to comply with all pilot partner eligibility requirements. If I do not comply with any of these requirements, I agree to return the \$500 stipend provided by Share Our Strength.

Call for Applications: Spring 2012 Safe Routes to School Mini-grants

[View Call for Applications](#)

CHAPEL HILL, N.C. — The National Center for Safe Routes to School is now accepting applications for 25 mini-grants of \$1,000 each. These mini-grants support the goal of Safe Routes to School (SRTS) programs, which is to enable and encourage children to safely walk and bicycle to school. SRTS programs are implemented nationwide by parents, students, schools, community leaders, and local, state, and tribal governments.

Mini-grants fund activities that range from the nuts and bolts that help start or sustain a program to new ideas that explore the range of benefits of safe walking and bicycling. Selected mini-grant proposals will fit a school's identified needs and interests around safe walking and bicycling. The mini-grant activities should occur between January 1, 2012, and the end of the Spring 2012 semester.

Applications are due **Wednesday, October 19, 2011**.

For more information about the National Center's mini-grant program, visit www.saferoutesinfo.org/funding-portal/mini-grants.

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About The National Center for Safe Routes to School

Established in May 2006, the National Center for Safe Routes to School assists states and communities in enabling and encouraging children to safely walk and bicycle to school. The National Center serves as the clearinghouse for the federal Safe Routes to School program. The organization also provides technical support and resources and coordinates online registration efforts and provides technical support and resources for U.S. Walk to School Day and facilitates worldwide promotion and participation. The National Center is part of the University of North Carolina Highway Safety Research Center with funding from the U.S. Department of Transportation Federal Highway Administration. For more information, visit www.saferoutesinfo.org.

USDA Launches MiPlato: A Visual Reminder to Help Spanish-Speaking Consumers Make Healthier Food Choices

WASHINGTON, September 30 2011 – USDA Sec Vilsack unveiled MiPlato, the federal government's Spanish language food icon, to remind Spanish-speaking consumers to make healthier food choices. MiPlato is a new icon to prompt consumers to think about their food choices before they eat, to build meals, and to find information by going to ChooseMyPlate.gov.

Release No. 0428.11 Contact: USDA Office of Communications (202) 720-4623
http://usda.gov/wps/portal/usda/usdahome?contentid=2011/09/0428.xml&navid=NEWS_RELEASE&navtype=RT&parentnav=LATEST_RELEASES&edeployment_action=retrievecontent

Video of Press Conference <http://www.youtube.com/watch?v=CQjtL3nDXbs>



¿Qué hay en su plato?

Antes de comer, piense qué y cuánto va a servir en el plato, tazón o vaso. Durante el transcurso del día, incluya alimentos de todos los grupos: vegetales, frutas, granos integrales, lácteos bajos en grasa y alimentos que contengan proteína y sean bajos grasas.

-  Haga que la mitad de su plato contenga frutas y vegetales.
-  Asegúrese de que por lo menos la mitad de los granos consumidos sean integrales.
-  Cambie a leche descremada o con 1% de grasa.
-  Varie sus fuentes de proteína.

The following MyPlate materials are available in Spanish.

Los siguientes materiales de “MiPlato” están disponibles en español.

Gráficos de MiPlato (MyPlate graphics)

[PDF](#) [PNG](#)

Mini poster MiPlato (MiPlato mini-poster)

[¿Qué hay en su plato?](#)

("What's on your plate?")

"Slicker" MiPlato (MiPlato slicker)

[Slicker](#)

Hoja para colorear MiPlato (MiPlato coloring sheet)

[PDF](#) [PNG](#)



La Serie Diez Consejos de Educación en Nutrición
(10 Tips Nutrition Education Series)

Resources

New Materials at the Clearing House

New Nutrition Education cards from Nutrition Matters are currently available at the clearing house. The order numbers are as follows:

Steps to a Healthy Plate (English) - WI127

Steps to a Healthy Plate (Spanish) - WI128

Drink Water (English) - WI129

Drink Water (Spanish) - WI130

Less Sodium (English) - WI131

Less Sodium (Spanish) - WI132

Enjoy Family Meals (English) - WI133

Enjoy Family Meals (Spanish) - WI134

Don't forget...



that policy 215.61 outlines that the risk "Failure to Meet Dietary Guidelines for Americans" should only be assigned when no other medical or dietary risks have been identified for a participant ≥ 2 years old. What is your agency process??

Dates to Remember

2011

- October 24 & 25, 2011 – NETC
- January 31, 2012 – WIC Contractor's Meeting

- 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 30, 2012 – Communication and Rapport Building Core Workshop

Available Formula

Product	Quantity	Expiration Date	Agency	Contact
Neocate	19 cans – 14 oz powder 30 cans – 14 oz power	11/19/11 1/8/12	Rosebud WIC	Lucy Reifel @ 605-747-2617
Unflavored Peptamen Jr.	1 case & 23 cans	8/1/12	Mid-Sioux Opp.	Glenda Heyderhoff @ 712-786-3488
Similac PM 60/40	3 cans	10/2012	Johnson County Public Health	Chuck Dufano @ 319-356-6042