# 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: July 15, 2011 - Issue #108

## **Policy**

# From the WIC Services Policy and Procedure Manual — 380.25 Nutrition Services for Special Populations

Special populations are participants who are migrant, homeless, or members of minority groups. All policies and procedures regarding participant instruction apply to nutrition services provided to special populations. However, consideration should be given to special needs these participants might have. At the contract agency's discretion, certifications and nutrition education contacts may be offered on-site at a homeless facility. This option may be desirable if several participants reside at a given facility or address.

Nutrition education contacts may be provided in a one-to-one setting or a group setting if the participant does not have a high-risk condition. However, contract agencies are strongly encouraged to provide one-to-one contacts for homeless participants because they:

- Provide more opportunity to individually tailor nutrition education messages to each participant's needs and circumstances, and
- Reduce the transportation burden for homeless participants, especially if completed on a walk-in basis

Culturally-appropriate nutrition education materials are available through a variety of sources. State WIC staff will relay information about specific resources to local agencies as they become available. Such sources include:

- WIC materials available at the ISAIC Clearinghouse (see Policy 340.15), and
- Internet sites such as state extension, government, and commodity organizations.

The state WIC office makes several key printed and audiovisual education materials available in languages other than English. Other visual aids may be helpful in obtaining information about food intake or providing nutrition education. Examples of materials available in contract agencies may include:

- Three-dimensional food models,
- Paper food models,
- Posters of Asian foods,
- A pictorial notebook including pictures of foods from various cultures, and
- WIC Spanish dictionary and language training materials.

Whenever possible, nutrition services should be provided by bilingual staff or through the use of volunteer or paid interpreters.

# *Information*

#### **Extra Income Guidelines**

If any agency needs income guidelines in English or Spanish, please contact Linda at the Pott. County office at (712)328-5886.

### National WIC Association – Washington Update

#### Safer Fruits and Vegetables: FDA Aims to Set Production Standards

**July 12, 2011** - FDA is working to create a food safety regulation appropriate for large-farm operators and small farmers, including sustainable, organic, and Amish farmers. The agency has been talking to farmers to gain insight on what should be included in the regulation. It has also been exploring partnerships with state agricultural departments and extension services, produce industry groups, and coalitions to help provide growers with produce safety training. The agency expects to publish a proposed rule by spring 2012.

To view the full FDA update visit:

http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm262031.htm

## Iowa Parks Need Your Help, for Free!

IDPH contact: Sarah Taylor Watts - staylor@idph.state.ia.us

Lake Macbride State Park in Solon, Iowa has been named one of the nationwide contenders eligible to receive \$100,000 for enhancements through the America is Your Park Program (AIYP). This program encourages people to visit their favorite local, state or national park this summer and vote for their park using various interactive tools for their park to win a grant to help restore or rebuild places for people of all ages to play and the title of "America's Favorite Park."

We need your help to alert your friends, neighbors and colleagues!

We know this voting thing has been done before and may seem daunting, but with very minimal promotions, Lake Macbride is currently in 9th place with over 14,000 votes. Iowans love their parks and let's put some action behind those words. A vote for Lake Macbride is a vote for all Iowa Parks!

- 1. First, we're hoping you can rally support for Lake Macbride State Park by logging on to <a href="http://livepositively.com/#/americasparks/vote">http://livepositively.com/#/americasparks/vote</a>, type in Lake Macbride in the Search for your park box and then cast your votes beginning today. You can vote as many times as possible until September 6<sup>th</sup>. You do not need to register your email address in order to vote. You can also share your votes via Facebook and Twitter to encourage your friends & colleagues to vote. 1 vote=1 point in the national competition.
- 2. Second, visit Lake McBride State Park yourself and encourage your friends and family to visit as well. If you "check in" on Facebook from the park and upload a photo or video of your outdoor experience you can earn up to 5 points for Lake Macbride in the national competition.
- 3. Third, plan to join us for a very special fitness event and check presentation at the park, Wednesday, August 3<sup>rd</sup> featuring Governor Terry Branstad and a host of other dignitaries. The activities will run from 9:30 a.m. 1 p.m. and will include fitness activities, educational displays and refreshments. Coca-Cola will present a check for \$10,000 to Lake Macbride State Park in a ceremony beginning at 10 a.m. Everyone is welcome to attend.

Goal: 3 Million Votes!! We know that you and every other Iowan appreciates having beautiful parks to play in and so we're asking all Iowans to show their support by voting, often. Lake Macbride will serve as a pilot for ensuring healthy vending choices in Iowa state parks. So your vote also shows your support for increasing access to healthy beverages and snacks.

Please let me know if you have questions about this program, or if you want to be involved in the fitness day on August 3<sup>rd</sup>. Thank you for supporting Lake Macbride State Park and America is Your Park!

For information on the program please visit: <a href="www.livepositively.com">www.livepositively.com</a> (and don't forget to vote!).

#### Dennis Haney

Community Health Consultant | Iowans Fit for Life | HPCDP | Iowa Department of Public Health | Lucas State Office Building | 321 E. 12th Street | Des Moines, Iowa 50319 | P: 515.281.7501 | F: 515.281.4913 | dennis.haney@idph.iowa.gov | www.idph.state.ia.us/iowansfitforlife/Default.asp

## **Training**

## 2011 Food & Health Survey Webcast

Back by Popular Demand! Join the International Food Information Council Foundation as we discuss findings from our 2011 Food & Health Survey, Thursday, July 21, 2011, 11:30 AM – 1:00 PM EDT

The 2011 Food & Health Survey: Consumer Attitudes toward Food Safety, Nutrition & Health, commissioned by the International Food Information Council Foundation, is the sixth annual national quantitative study designed to understand Americans' perceptions and behavior regarding important food safety, nutrition, and health related topics. The research provides valuable insights on how Americans view their own diets, their efforts to improve them, how they balance diet and exercise, and their actions when it comes to food safety practices.

#### Webcast Objectives Include:

- Understand consumer insights about today's major food & health topics.
- Identify misinformation and lack of understanding that exist for consumers about energy balance.
- Recognize consumers' knowledge gap between the recommended 2010 Dietary Guidelines actions and actual reported behavior.

Advanced registration is required, so register today!

https://www2.gotomeeting.com/register/579795730

#### **HOW TO PARTICIPATE**

What: IFIC Foundation 2011 Food & Health Survey

Health Professional Webcast

When: Thursday, July 21, 2011

11:30 AM - 1:00 PM EDT

Speakers:

#### Marianne Smith Edge, MS, RD, LD, FADA

Senior Vice President, Food Safety and Nutrition, International Food Information Council Foundation

#### Wendy Reinhardt Kapsak, MS, RD

Senior Director, Health and Wellness

International Food Information Council Foundation

#### Ann Bouchoux

Senior Director, Nutrients Communications Editor, Food Insight International Food Information Council Foundation

#### **Lindsey Loving**

Senior Director, Food Ingredient & Technology Communications International Food Information Council Foundation Moderator

#### Carrie Dooher

Director, Trends and Consumer Insights International Food Information Council Foundation

<u>Web Address</u>: To register, please follow this link: <u>https://www2.gotomeeting.com/register/579795730</u>

After registering, you will receive a confirmation email containing further information about joining the webinar, including dial-in instructions.

Twitter: @FoodInsight #foodinsight

**Questions:** Please contact Jania Matthews or

Carrie Dooher at 202-296-6540.

#### **CPE CREDIT**

1.5 CDR Continuing Professional Education credits will be offered for those who view the LIVE Web cast. Space is limited, so please register early.

# **EBT Update**

# **Clinic Pre-EBT Survey Results**

The WIC Clinic Pre-EBT survey was open for clinics to respond from June 8<sup>th</sup> through July 5<sup>th</sup>, 2011. A total of 144 clinics responded to the survey representing 100% of all WIC agencies in the State of Iowa. Of the 144 responses, 33% of the clinics are connected and 67% are disconnected.

Respondents reporting that the clinic is disconnected were asked to indicate why. Several options were made available as well as an option to indicate "other" and describe, respondents were instructed to indicate all that applied. The most common responses were:

- 1. **No Internet** connectivity available at the clinic site.
- 2. **Expense** of connectivity for the clinic.
- 3. Computers run slowly connected.
- 4. Interference with Site Network.

The survey results are important to WIC EBT planning because an online EBT solution would require all clinics to be connected during clinic in order to issue benefits to the card. The connectivity of clinics is an important piece of information needed in order to determine which EBT method, online or offline, is best for Iowa WIC. Finding that 67% of WIC clinics operate disconnected today does not eliminate online as a potential option, but does bring to light the need to resolve a variety of connectivity challenges if online is the solution chosen for Iowa. Thank you to all who participated in the survey.

# Dates to Remember

# <u>2011</u>

#### **NETC**

- July 25 & 26
- October 24 & 25

**Advisory Committee Meetings** 

- July 15
- October 7

Grow & Glow (Breastfeeding Training)

- July 19/20
- July 21-22

WIC Contractors' Meeting

• August 30

# Available Formula

Product	Quantity	<b>Expiration Date</b>	Agency	Contact
Enfaport Lipil	23 – 8 oz cans (ready-to-feed)	9/1/2011	Johnson County WIC	Chuck Dufano @ 319-356-6042
Neocate	4 cans – 14 oz Powdered	10/2011	Webster County	Kathy Josten @ 515-573-4107
Neocate	19 cans – 14 oz powder 30 cans – 14 oz power	11/19/11 1/8/12	Rosebud WIC	Lucy Reifel @ 605-747-2617
Elecare, Vanilla	4 cans, 14.1 oz Powdered Elecare Vanilla	Elecare Vanilla – March 2012	Upper Des Moines Opportunity	Julie Erskine @ 712-213-1230
Similac PM 60/40	3 cans	10/2012	Johnson County Public Health	Chuck Dufano @ 319-356-6042