Iowa WIC Vendor Newsletter

Volume 14 Issue 9 July 2013

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eWIC Update

What is *eWIC*?

The Healthy, Hunger-Free Kids Act of 2010, Public Law 111-296, was signed into law by President Obama on December 13, 2010. The act expanded several nutrition assistance programs, including WIC. It also mandates that State WIC food issuance migrate from a paper-based benefit delivery system to an electronic benefits transfer system (EBT) by October 1, 2020. WIC EBT is referred to by the Iowa WIC Program as "***eWIC***".

eWIC Improving the Delivery of Benefits

Electronic benefits transfer has been successfully implemented in several states, with many other states in the process of transitioning. States that have implemented WIC EBT noted several improvements to the WIC program, including:

- Elimination of paper checks has improved the shopping experience for WIC participants and for retail vendors
- Electronic approval of WIC items has improved the check-out experience for WIC participants and for cashiers
- Electronic payment processing has improved the reconciliation process for retail vendors
- Electronic issuance of benefits has streamlined the process at the WIC clinics

WIC Program Benefits

What are the Benefits of WIC?

- WIC provides health services to participants. These services include nutrition education, breastfeeding promotion and support, immunization screening and referrals, health and social services referrals and issuance of food instruments (currently checks in the future ***eWIC***) with which to buy nutritious foods
- WIC nurses and dietitians meet with participants to assess their diet and health history, provide nutrition counseling, and determine what foods are right for the participant and where these foods may be purchased.
- WIC also promotes and supports breastfeeding.

What foods may be purchased with WIC funds?

- **Infants** - Breastfeeding is very important for growing babies. If a mother is not able to breastfeed then iron-fortified formula is provided for the baby. When the baby is old enough, baby foods and plain infant cereal will be available for the participant to purchase with WIC food instruments.
- **Children 1-5 years old** -These children can receive milk, juice, cereal, eggs, peanut butter or dried beans, whole wheat bread, and fruits and vegetables.
- **Breastfeeding moms** - Moms who feed their babies by breastfeeding can receive milk, cheese, juice, cereal, eggs, peanut butter and/or dried beans, tuna or salmon, whole grain options (whole wheat bread, soft tortillas, brown rice and oatmeal), and fruit and vegetables.

The Iowa WIC Approved Products (APL) list is available:

- On line at http://www.idph.state.ia.us/wic and
- Multi-color food flyers are available by contacting the State WIC Office 1-800-532-1579.

General Information regarding WIC Program Information

State WIC Contact Information:

Iowa Department of Public Health
Lucas State Office Building
Iowa WIC Department
321 East 12th Street
Des Moines, Iowa 50319-0075

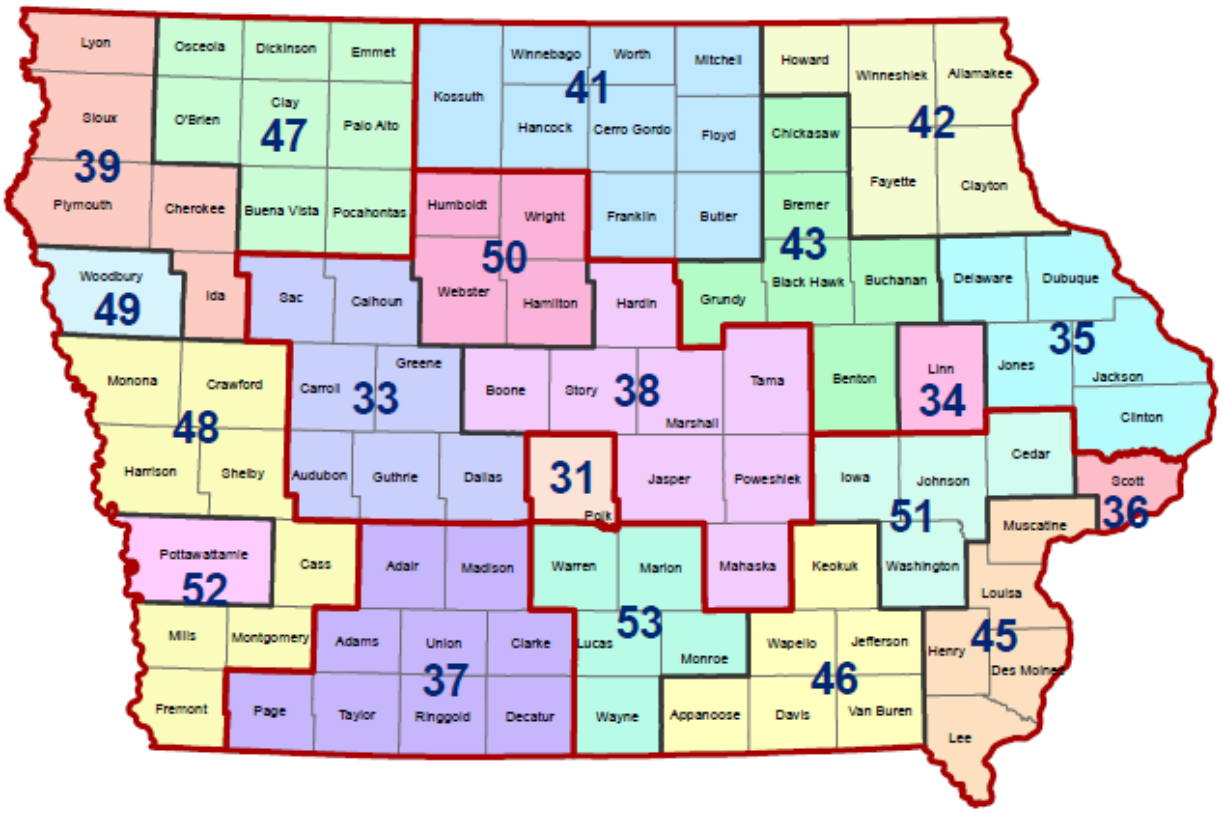
- Iowa WIC Agreements are for a three year period of time.
- Current WIC Agreements effective October 1, 2012 through September 30, 2015 for all Iowa WIC Authorized stores .
- Current Iowa WIC Approved Products List (APL) effective October 1, 2012 through September 30, 2015.
- 2015-2018 APL information will be requested in the Fall of 2014 for review during February and March 2015.

Iowa Counties and the WIC Agency serving each County

County #	County Name	Agency
01	Adair	37
02	Adams	37
03	Allamakee	42
04	Appanoose	46
05	Audubon	33
06	Benton	43
07	Black Hawk	43
08	Boone	38
09	Bremer	43
10	Buchanan	43
11	Buena Vista	47
12	Butler	41
13	Calhoun	33
14	Carroll	33
15	Cass	48
16	Cedar	51
17	Cerro Gordo	41
18	Cherokee	39
19	Chickasaw	43
20	Clarke	37
21	Clay	47
22	Clayton	42
23	Clinton	35
24	Crawford	48
25	Dallas	33
26	Davis	46
27	Decatur	37
28	Delaware	35
29	Des Moines	45
30	Dickinson	47
31	Dubuque	35
32	Emmet	47
33	Fayette	42

County #	County Name	Agency
34	Floyd	41
35	Franklin	41
36	Fremont	48
37	Greene	37
38	Grundy	43
39	Guthrie	33
40	Hamilton	50
41	Hancock	41
42	Hardin	38
43	Harrison	48
44	Henry	45
45	Howard	42
46	Humboldt	50
47	Ida	39
48	Iowa	51
49	Jackson	35
50	Jasper	38
51	Jefferson	46
52	Johnson	51
53	Jones	35
54	Keokuk	46
55	Kossuth	41
56	Lee	45
57	Linn	34
58	Louisa	45
59	Lucas	53
60	Lyon	39
61	Madison	37
62	Mahaska	38
63	Marion	53
64	Marshall	38
65	Mills	48
66	Mitchell	41

County #	County Name	Agency
67	Monona	48
68	Monroe	53
69	Montgomery	48
70	Muscatine	45
71	O'Brien	47
72	Osceola	47
73	Page	37
74	Palo Alto	47
75	Plymonth	39
76	Pocahontas	47
77	Polk	31
78	Pottawattamie	52
79	Poweshiek	38
80	Ringgold	37
81	Sac	33
82	Scott	36
83	Shelby	48
84	Sioux	39
85	Story	38
86	Tama	38
87	Taylor	37
88	Union	37
89	Van Buren	46
90	Wapello	46
91	Warren	53
92	Washington	51
93	Wayne	53
94	Webster	50
95	Winnebago	41
96	Winneshiek	42
97	Woodbury	49
98	Worth	41
99	Wright	50



#	Name-Location	Phone	#	Name-Location	Phone
31	River Plaza Broadlawns Des Moines Lutheran Des Moines	 515-282-5800 515-263-5660	43	Operation Threshold Waterloo	800-643-1629
33	New Opportunities Carroll	800-642-6330	45	Community Action of SE Iowa Burlington Muscatine	 319-753-0193 563-264-0855
34	HACAP Cedar Rapids	800-205-0676	46	American Home Finding Ottumwa	800-452-1098
35	Hillcrest Dubuque Hillcrest Clinton	877-437-3942 877-437-2942	47	Upper Des Moines Opportunity, Inc. Graettinger	 712-213-1230
36	Edgerton Women's Health Center Davenport Friendly House Davenport	 563-359-6635 563-322-1105	48	West Central Community Action Harlan	 800-338-4129
37	MATURA Creston	641-202-7114	49	Siouxland WIC Sioux City	800-587-3005
38	MICA Marshalltown Ames	641-752-7162 515-232-9020	50	Webster County Health Department Fort Dodge	 800-510-7756
39	Mid-Sioux Opportunity Remsen	 800-859-2025	51	Johnson County Public Health Iowa City	 319-356-6042
41	North Iowa Community Action Mason City	 800-657-5856	52	Pottawattamie County Council Bluffs	 712-328-5886
42	Clayton County VNA Elkader	 888-836-7867	53	Marion County Public Health Knoxville	 641-828-2238

In-State 1-800-532-1579 Direct Contact Numbers: Don Gourley 515-281-6205 or Ken Kane 515-281-3929

Iowa Department of Public Health
WIC Program
Lucas State Office Building
321 East 12th Street
Des Moines, Iowa 50319-0075

Attn: Store Management and Store Associates
July 2013 WIC Newsletter Vol 14 Issue 9

Iowa Program Vendor Contacts

WIC Vendor Coordinator—Don Gourley 515-281-6205
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WIC Vendor Representative—Ken Kane 515-281-3929
kenneth.kane@idph.iowa.gov

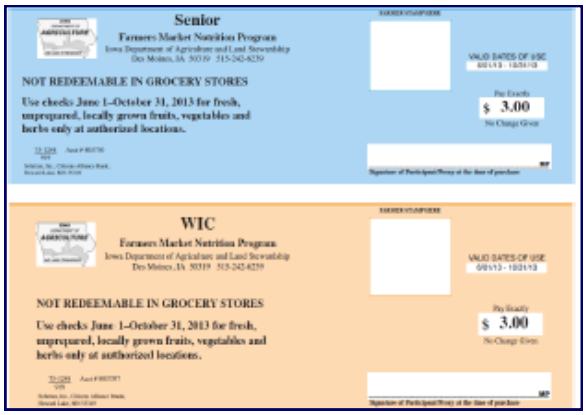
WIC Vendor Nutritionist—Nikki Davenport 515-725-2642
nikki.davenport@idph.iowa.gov

WIC Bureau Secretary — Sherry Smith 515-281-6650
sherry.smith@idph.state.gov

SNAP / Food Stamp Program Questions 800-414-1422

In-State Toll Free #: 800-532-1579
State WIC FAX#: 515-281-4913
Iowa Web site:
www.idph.state.ia.us/wic
FNS Web site:
http://www.fns.usda.gov/wic.

FMNP Farmers Market Nutrition Program Vouchers



Iowa WIC Authorized Grocery and Iowa Special Purpose Vendors are **"NOT"** authorized to accept FMNP Senior Vouchers and/or FMNP WIC Vouchers.

- Senior FMNP vouchers are blue.
- WIC FMNP vouchers are beige.
- FMNP vouchers were issued in May 2013 and are good through October 2013 at Farmers Markets.