



*Bureau of Nutrition and Health Promotion*

## *Friday Facts*

*Week ending Issue: April 6, 2012 – Issue # 137*

### ***Policy***

#### **From the WIC Program Goals Manual – 120.10 Status Report on Outreach Plan for FFY2011 action Plan 1**

To better meet needs of current and potential participants, we had originally intended to survey participants on their need for extended hours. After some state office discussion a survey was completed with local agencies instead.

- A survey was completed by local agency coordinators regarding their agency practices for providing extended hours of service. The definition of extended hours included noon hour appointments and appointments available after 4:00 pm.
- Each agency provided many varied responses for the ability to provide extended hours to current and potential WIC participants.
- After evaluation of these answers, a conference call was held on March 30, 2011 with local agency coordinators and lead staff regarding participation and outreach efforts. The data was shared with all agencies to allow for discussion and potential evaluation for changes.
- A survey directed towards potential participants would be the ideal next step; and is currently being evaluated for feasibility.

### ***Information***

#### **Hunger Hits Home**

Mark your calendar for an evening at home on Saturday, April 14th. Food Network will premiere a first-of-its-kind documentary about childhood hunger in America at 7 p.m. CST. The information is attached at the end of the Friday Facts.

#### **Healthy Life Conference**

The SIRCLE Conference will be held Wednesday, April 25, 2012 on Healthy Lifestyle in Burlington, Iowa. The information and registration for this conference is attached at the end of the Friday Facts.

### ***Dates to Remember***

#### **2012**

- April 25, 2012 – Healthy Lifestyle Conference
- August 21, 2012 – WIC Contractor's Meeting

- August 29-30, 2012 – Infant and Child Nutrition Core Workshops
- October 26, 2012 – 2012 Iowa WIC Training
- October 30, 2012 – Communication and Rapport Building Core Workshop

### ***Available Formula***

<b>Product</b>	<b>Quantity</b>	<b>Expiration Date</b>	<b>Agency</b>	<b>Contact</b>
EleCare Unflavored Formula	5 cans - 14.1 oz Powder	8/2013	North Iowa Community Action Organization	Carla Miller @ 641-423-5044 ext.24
EleCare Jr. Unflavored	7 containers – 14.1 oz	8/2013	New Opportunities	Sharon McDonald Williams @ 712-830-1329



A SPECIAL PRESENTATION  
**HUNGER  
HITS HOME**  
OUR CHILDREN. OUR PROBLEM. OUR SOLUTION.



Dear Friend,

Mark your calendar for Saturday, April 14.

That night, Food Network will premiere a first-of-its-kind documentary about childhood hunger in America.

The documentary, **Hunger Hits Home**, tells the story of three American families facing hunger, and takes a close-up look at the impact hunger has on a child. The documentary also provides a potent and urgent call to action — something everyone can do to make a difference. We're so proud to be a part of this important documentary. This is a big moment for our cause and our campaign, and I want to be sure that you are a part of it.

We hope you'll watch the premiere with us — at your home — starting at 8:00 p.m. EST/7:00 p.m. CST.

**Be among the first to see Hunger Hits Home — and make sure others do, too.**

Let us know that you're committed to watching it and then take a peek at the trailer.

**What:** Hunger Hits Home, narrated by Jeff Bridges, national spokesman for No Kid Hungry

**Where:** Your home with TV tuned to Food Network

**When:** Saturday, April 14 - 8:00 p.m. EST/7:00 p.m. CST

[RSVP Now](#)

Because you're already a part of the No Kid Hungry campaign, **we hope you will share the trailer with everyone you know — the more people we can get to watch the documentary, the more we are able to raise awareness about this crisis and get closer to ending childhood hunger in America.** In fact, why not invite them over to watch it with you on Saturday, April 14?

Thanks for holding a seat in front of your TV to watch **Hunger Hits Home** with us.

Sincerely,

Billy Shore  
Founder and CEO

# Healthy Lifestyle Conference

Wednesday, April 25, 2012

Comfort Suites, Burlington, IA

8:00 am – 4:30 pm

## Featured Speakers:

Linda Spangle, RN, MA

Jon Morgan, MS

Walt Stasinski, MEd, MPH



Presented by the  
Southeast Iowa Regional  
Coalition for Lifestyle  
Enhancement

# Speakers

**Linda Spangle** is an expert at helping any dieter become a success story! A skilled weight-loss coach, speaker and writer, Linda is recognized nationally as a leading authority in the areas of emotional eating, motivation, self-esteem, and other issues related to successful weight management. A registered nurse with a Master's degree in health education, Linda is the owner of Weight Loss for Life, a healthy lifestyles coaching and training program located in Denver, Colorado. Linda received her Bachelors in Nursing from South Dakota State University and her Masters in Health Education from the University of Northern Colorado. You can read more about her at [www.weightlossjoy.com](http://www.weightlossjoy.com).

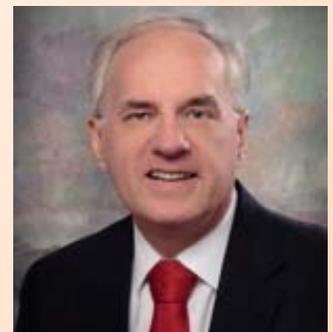


Linda is the author of two nationally acclaimed books: *Life is Hard, Food is Easy* and *100 Days of Weight Loss*. In addition to being interviewed by hundreds of radio shows, newspapers and magazines, Linda has been a guest on numerous TV shows, including *Fox News*, *Lifetime TV*, and *The O'Reilly Factor*. Linda's work has also been featured in more than two dozen women's magazines, including *Shape*, *Redbook*, *Fitness* and *Women's Day*.



**Jon Morgan** is the Physical Activity Coordinator for the Wisconsin Division of Public Health. In this position, he is responsible for coordination of physical activity interventions and policies related to the Wisconsin Nutrition, Physical Activity and Obesity Program. Included in these responsibilities is dissemination of information to local coalitions and other partners about evidence-based strategies and best practices. Jon is the primary author of the Wisconsin Worksite Wellness Resource Kit, which has been adopted by 16 other states and a number of organizations. Prior experience includes work as the Director of the Bureau of Emergency Medical Services and Injury Prevention and 12 years as a high school physical education and health teacher. Jon has a B.S. and M.S. in Education from the UW-Madison.

**Walt Stasinski** was born the son of hard-working Polish immigrants who came to the U.S. with not much more than the clothes on their back. After earning a Master's Degree in Education from Wayne State University and a Master's Degree in Public Health from University of Michigan, he began his real education, in the school of hard knocks. His early "speaking" career began as a teacher and football coach at Wayne State University. This is where he learned how to motivate and inspire. He found that people learn more when they're having fun, so humor became an integral part of his communication style. He has his personal reasons, too.



He directed programs at hospitals including the Wellness Initiative for 10,000 employees at Beaumont Hospital in Royal Oak, Michigan. He continued to fine-tune his leadership skills until he took the ultimate leadership role, President of Potential Unlimited, a company he founded and still runs.

# Breakout Session Speakers

**Kaitlyn Harris** is an Exercise Specialist with Great River Medical Center (Health & Fitness) in Burlington, Iowa. She has a BS in Human Performance and Fitness, a BA in Psychology and is currently in a Master's program studying Exercise Sciences: Performance Enhancement and Injury Prevention.

Kaitlyn will speak on how to get started exercising at home and tips to keep it going. In her breakout session **“How to Get Started in Exercise”**, she'll share simple ideas to teach students, clients, or patients how to get started moving without pushing too hard and turning them away from exercising.



**Dennis Haney** is a Community Health Consultant with Iowa Department of Public Health. He has a BS degree in Psychology from Iowa State University and is an avid runner.

His break out session, **“But We'd Rather Sit on the Couch and Eat Cookies: A Primary Prevention Approach”**, features an overview of ready-to-use resources available for communities, businesses, schools, and health care settings. The resources were developed and piloted in Iowa and focus on improving healthy eating and active living opportunities.

**Michelle Roling** is a Licensed Mental Health Counselor and Certified Eating Disorder Specialist who uses her skills in multiple venues. She is one of the Eating Disorder Treatment Coordinators at Iowa State University's Student Counseling Service. She facilitates eating disorder assessment and treatment for ISU students, oversees eating disorder work on campus and trains future therapists who have an interest in working with eating disorders.

Michelle has a private practice in Adel, “Sharing is Healing”, with clients ages 5-95 dealing with body image, self-acceptance and mental health concerns. Along with her passion for training, teaching and raising awareness, part of her practice includes presenting to audiences on topics surrounding eating disorders, self-harm and issues of mental health. Her breakout session is entitled **“Eating Disorders 101”**.



# Conference Agenda

Wednesday, April 25, 2012

- 8:00 – 8:45 a.m. Registration
- 8:45 – 9:00 a.m. Welcome and Introductions
- 9:00 – 10:30 a.m. Linda Spangle, RN, MA  
**When Life is Hard and Food is Easy – Changing the Patterns in Weight Loss and Health Behavior**
- 10:30 – 10:45 a.m. Beverage Break
- 10:45 – 12:15 p.m. Jon Morgan, MS  
**Nutrition and Physical Activity - What Works in a Variety of Settings**
- 12:15 – 1:00 p.m. Lunch is provided
- 1:00 – 1:45 p.m. ***Breakout Sessions:***  
Michelle Roling, M.Ed., LMHC, CEDS  
**Eating Disorders 101**  
Dennis Haney, BS  
**But We'd Rather Sit on the Couch and Eat Cookies: A Primary Prevention Approach**  
Kaitlyn Harris, BS, BA  
**How to Get Started in Exercise**
- 2:00 – 2:45 p.m. ***Breakout Session Repeats***
- 2:45 – 4:15 p.m. Walt Stasinski, MEd, MPH  
**The Power of Fun at Work - Practical Tools to Reduce Stress, Re-Energize and Defuse Conflict**
- 4:15 p.m. Wrap Up and Door Prizes!!!

# 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.

## Partners/Sponsors

**LEE  
CHD**

Lee County  
Department  
of Health

 Great River  
Health Systems

*Community  
Action*  
OF SOUTHEAST IOWA

IOWA STATE UNIVERSITY  
Extension and Outreach

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

 *Southeastern*  
COMMUNITY COLLEGE

# General Information

## Conference Registration:

Registration includes lunch, beverage breaks and conference materials.

**Registration fee:** \$70 if postmarked by April 18, 2012  
After April 18, Registration is \$90  
Student Registration rate is \$25

**Cancellation Policy:** Cancellations must be received in writing by April 18, 2012 and are subject to a \$15 service fee. After April 18, 2012, substitutions will be accepted but no refunds will be given.

Please make your check out 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:** .6 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)

# 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 25, 2012.

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.): \_\_\_\_\_

## Conference Fees:

Early Bird Registration: Fee \$70 – (postmarked by April 18, 2012)

Registration: Fee \$90 after April 18, 2012

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 - STE 108

Burlington, IA 52601

FAX: 319-753-0687

**Cancellation Policy:** Cancellations must be received in writing by April 18, 2012 and are subject to a \$15 service fee. After April 18, substitutions will be accepted but no refunds will be given.