

Iowa WIC Program  
1-800-532-1579



*The* Your child has you. And you have WIC.

*Bureau of Nutrition and Health Promotion*

## *Friday Facts*

*Week ending Issue: July 1, 2011 – Issue #107*

### ***Policy***

#### **From the WIC Services Policy and Procedure Manual — 380.20 Participant Input**

Program participants must have opportunities to provide input into the nutrition education component of the WIC Program, including breastfeeding promotion and support services.

Collecting input from participants helps the state and local agencies design more effective nutrition education and breastfeeding promotion programs. Participant input also helps staff develop services that meet participant needs.

Input is obtained through:

- Discussion of individual interests and desires in determining the focus of nutrition education contacts,
- Written comment and evaluation of education materials as they are developed and tested,
- Questions on the diet history asking for concerns or questions about nutrition or diet, and
- Participant surveys conducted by the local agency or the state WIC office using the survey feature in the WIC data system.

### ***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.

#### **Local Agency Recognition Program- Request for Comments Published**

The Request for Information (RFI) requesting public comments on the approach for selecting and awarding local agencies for excellence in WIC breastfeeding services and support, was published this week in the Federal Register. Section 231 of the Healthy, Hunger-Free Kids Act of 2010, [Public Law 111-296](#), requires that USDA establish a program to recognize WIC local agencies and clinics that demonstrate exemplary breastfeeding promotion and support activities. The intent of this program is to provide models and motivate other local agencies and clinics to strengthen their breastfeeding promotion and support activities and ultimately increase breastfeeding initiation and duration rates among WIC participants.

The comment period is open for 60 days. Comments must be received on or before August 29, 2011. You can access the RFI at <http://www.federalregister.gov/articles/2011/06/29/2011-16289/request-for-public-comments-for-special-supplemental-nutrition-program-for-women-infants-and#p-11>.

Jean Liekhus, WIC Director for the Mountain Plains Region, stated, “We believe that public comments will be beneficial to the development of award criteria and application procedures for this recognition program and you are encouraged to share this with your local agencies to provide thoughtful comments on this important initiative”

### ***Formula Update***

There have been some recent changes to some of the formulas which are listed below. These changes will occur in IWIN on July 1<sup>st</sup>.

Enfacare Lipil: There will be a delay from the change of EnfaCare 12.8 oz to the 15.1 oz size and Lipil is no longer part of the product name, so the or statement will be taken out and Lipil will be taken off of the check description. The check description will currently state “Containers 12.8 oz EnfaCare”.

Elecare: Elecare Vanilla and Elecare Unflavored will now be called Elecare Jr. Vanilla and Elecare Jr. Unflavored, respectively. Jr. has been added to the FI description. No changes in can size is occurring.

Vital Jr.: This product’s name is changing to Pediasure Peptide 1.0 Cal. The check description will currently state “Containers 8 oz. RTU Pediasure Peptide 1.0 Cal or Vital Jr”. There will be no change to the product size.

### ***EBT Update***

The State WIC EBT team and the Iowa Grocers Association worked together and held a meeting in Des Moines on June 22<sup>nd</sup> for Iowa retailers, Point of Sales representatives, and a representative from the Iowa Department of Agriculture and Land Stewardship (IDALS). A panel, which included a representative from the Texas Retail Association and the Michigan Spartan stores presented and discussed EBT related issues. Burger, Carroll, and Associates (BCA) also discussed a survey that vendors will be completing as part of the feasibility study. This meeting allowed attendees to learn more about EBT and ask questions.

Regional visits are also scheduled throughout Iowa for those who could not attend the June 22<sup>nd</sup> meeting. These meetings will also be conducted by the State WIC office and the Iowa Grocers Association.

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

#### **2011**

##### 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**

<b>Product</b>	<b>Quantity</b>	<b>Expiration Date</b>	<b>Agency</b>	<b>Contact</b>
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