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: April 13, 2012 – Issue # 138

Policy

From the WIC Program Goals Manual —120.10 Status Report on Outreach Plan for FFY2011 Action Plan 2

To assist WIC parents/guardians in decreasing screen time and increasing physical activity education regarding the importance of limiting television viewing is being finalized.

- Standards were developed for television viewing data collected by WIC agencies and added to local agency critical thinking guides.
- All WIC staff attending the 2010 State WIC Conference received training regarding these standards and appropriate data collection.
- In February 2011 three local WIC agencies assisted in the recruitment of WIC parent focus groups regarding parent education messages. WIC parent focus groups were then held in April in cooperation with two local WIC agencies. The focus groups provided feedback regarding developed parent education messages.
- Final parent education materials are still in development with plans to distribute during October-December 2011.

Don't forget…

that some of the Lactina Select breast pumps your agency may have available for breastfeeding moms can be repaired by Medela. Currently the WIC cost for these pumps is $958.80, and the maximum repair bill is $375. The $375 fee is for a level 3 repair and involves extensive repair to the motor. The repair process involves contacting Madela, shipping the pump to them, and making a decision on repairs after you are contacted by the technician. For more information, contact Madela at: 1-800-435-8316.

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

Product	Quantity	Expiration Date	Agency	Contact
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