

This Issue

Idaho WIC Website Updates

Outreach

- Targeting Priority Populations
- Child Retention

Customer Service

- Recognition
- Survey

Nutrition Education

- Fresh Ideas
- Documentation Tips

Breastfeeding and Peer Support

- Vendor
- e-WIC Update (EBT)
- April Changes

WISPr

Shelter Policy

Quick Links

[Idaho WIC Website](#)
[National WIC Association](#)

[WIC Works Resource System](#)

[2011 Annual PRATS Data](#)

Idaho WIC Website Updates

- **Current Forms**—You can find all of the current forms on the right side of the webpage under the *clinic staff* section.
- **Policy Manual**—We have added Chapter 11 Financial Management to the policy manual.
- **WIC Program Data Catalog**—The updated catalog of all reports available in WISPr is now available online.
- **Formula Handbook**—The Formula Handbook, last updated February 2015, has been broken down into sections for simplifying searches.
- **Non-WIC Staff Guidance**—Provides the minimum training requirements for Non-WIC staff.
- **FFY 2015 Civil Rights Training**—Make sure all staff who preform WIC duties complete the Civil Rights training by September 30, 2015.
- **COMING SOON**—Look for new income guidelines beginning July 1, 2015.

Outreach

Targeting Priority Populations:

This resource from [Oregon WIC's Outreach Morsels](#) includes:

- General information on identifying and targeting priority populations.
- Determining the best population for your targeted outreach.
- Examples in Oregon of how their WIC agencies worked with priority populations.



Child Retention:

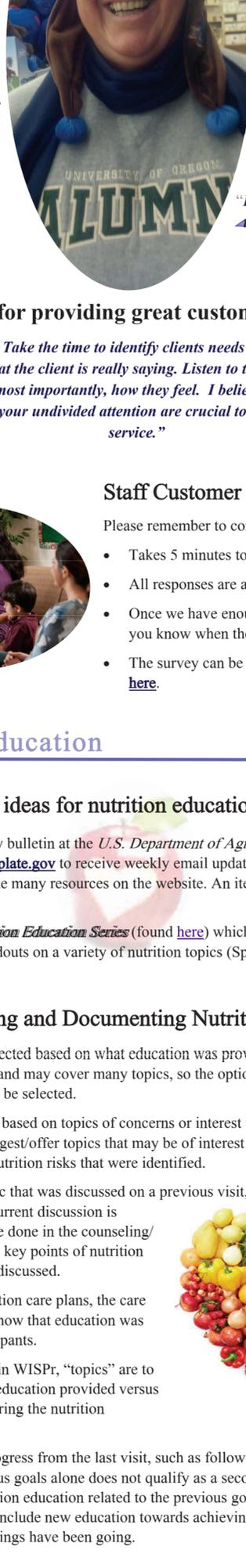
In an effort to increase child retention, the Arizona WIC program is planning to give away nutrition related books to participants on their 1st birthday. These small incentive items, with a nutrition or breastfeeding message, for birthdays and “graduation” from WIC can often be found at low cost on the following sites:

- The WIC Works Education and Training Materials Database <http://wicworks.nal.usda.gov/wic-etmd> includes some low cost children’s books.
- The USDA, Food and Nutrition Information Center also has a list of books at http://www.nal.usda.gov/fnic/pubs/fun_preschool.pdf
- www.noodlesoup.com also has books for \$1.00-\$2.00 each.

Customer Service Recognition

To highlight great customer service in action, every quarter we will recognize a WIC staff member for their efforts to provide excellent customer service at their local agency.

To kick off, the State Office would like to recognize BJ Bjork. BJ has been providing excellent customer service for almost 3 years for the Idaho WIC program.



“I appreciate BJ for always being willing to take an extra minute to teach me so that I can provide better customer service. She may not always know the answer but she always sends me in the right direction.”
~State WIC Staff

“BJ adds a ‘personal touch’ any time she answers a help desk call. She makes time to ask how the person is doing and/or how things are going.” ~State WIC Staff

“BJ is always available to help” ~State WIC staff

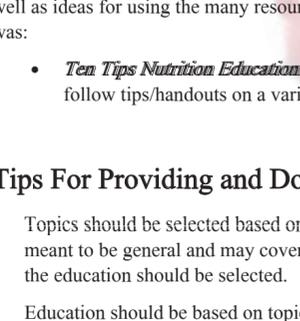
BJ’s tip for providing great customer service:

“Be a good listener. Take the time to identify clients needs by asking questions and concentrating on what the client is really saying. Listen to their words, tone of voice, body language, and most importantly, how they feel. I believe that effective listening and giving the client your undivided attention are crucial to providing good customer service.”

Staff Customer Service Survey:

Please remember to complete the staff survey!

- Takes 5 minutes to complete.
- All responses are anonymous.
- Once we have enough responses, we will let you know when the survey will close.
- The survey can be accessed using the link [here](#).



Nutrition Education

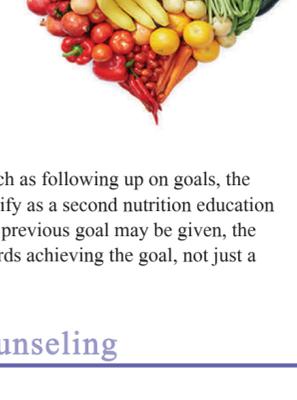
Need some fresh ideas for nutrition education?

Sign up for a free weekly bulletin at the *U.S. Department of Agriculture’s (USDA’s)* website www.choosemyplate.gov to receive weekly email updates about what’s new as well as ideas for using the many resources on the website. An item recently highlighted was:

- **Ten Tips Nutrition Education Series** (found [here](#)) which has quality easy-to-follow tips/handouts on a variety of nutrition topics (Spanish versions included).

Tips For Providing and Documenting Nutrition Education:

- Topics should be selected based on what education was provided. The topics are meant to be general and may cover many topics, so the option you feel best represents the education should be selected.
- Education should be based on topics of concerns or interest to the participant. If they do not have one, suggest/offer topics that may be of interest based on assessment discussion and the nutrition risks that were identified.
- If you select the topic that was discussed on a previous visit, it would be best practice to discuss how the current discussion is different. This can be done in the counseling/plan section. Include key points of nutrition education that were discussed.
- For combined education care plans, the care plan should include how that education was relevant to all participants.
- When documenting in WISPr, “topics” are to reflect the nutrition education provided versus what is discussed during the nutrition assessment.
- When discussing progress from the last visit, such as following up on goals, the discussion of previous goals alone does not qualify as a second nutrition education contact. While nutrition education related to the previous goal may be given, just a discussion of how things have been going.



Breastfeeding & Peer Counseling



The **Loving Support Makes Breastfeeding Work** website has a tip sheet for dads and other information for family and friends at <http://lovingsupport.nal.usda.gov/family-friends>.

Vendor & eWIC

e-WIC Update:

The Idaho WIC program has released a Request for Proposals for an eWIC planning contractor. We will hopefully have a contractor in place mid-July.



Reminder of Changes Started April 2015:

Gerber 2-packs will change to 4 oz containers instead of 3.5 oz. Either size is approved while stores sell their remaining 3.5 oz inventory.



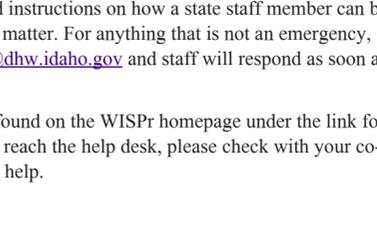
New **4.25 oz** Beech-Nut varieties **are not WIC approved**.

Beech-Nut Classics in **4 oz** containers **are WIC approved**.



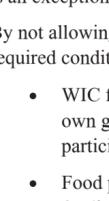
General Reminders:

- Always review checks with participants to ensure accuracy.
- Double-check whether infant formula should be powder or concentrate.



WISPr

Help Desk:



A protocol is developing for contacting state staff in the event that all staff are in a meeting. While we will try to forward all phones, the 800 numbers cannot be forwarded. If you call one, you will receive a message with detailed instructions on how a state staff member can be reached for an urgent matter. For anything that is not an emergency, please email: wicwd@dhw.idaho.gov and staff will respond as soon as possible.

Help Desk contact information can be found on the WISPr homepage under the link for *WIC Help Desk Support*. If you cannot reach the help desk, please check with your co-workers or supervisor to see if they can help.

Policy

Providing Benefits To Participants in Shelters & Institutions:

If a participant reports they are temporarily living in a shelter home and cannot bring food inside, staff cannot issue food benefits during that time. Formula can always be issued, it is an exception.

By not allowing individuals from WIC to bring in food, the shelter doesn't meet the three required conditions to be compliant with WIC:

- WIC foods given to the participant must not be transferred to the institution’s own general inventory. The foods must be available to and used by the WIC participant only.
- Food purchased with WIC checks/CVVs cannot be combined and used in group feeding.
- The institution cannot restrict the use of the supplemental food by the WIC participant or restrict participation in any WIC services.

The participant can still receive breastfeeding and nutrition education, dietitian visits, and peer counseling until food benefits can be provided again.

The local agency is responsible for keeping a list of shelters that do not meet WIC conditions and trying to refer participants to shelters that allow participants to bring in foods.

Local agencies should consider periodically contacting the institutions in their area to ensure continued compliance with the conditions outlined above.

Reference: *Idaho WIC Program Policy Manual chapter 4, section A, pages 7-8.*

Thank You!

Thank you for all you do to support and promote the health of women, infants and children in Idaho!