



# WIC Training Webinar

January 31, 2017

1:00 – 3:00 CST

1.27.17



Navigating Adobe Connect



## Agenda

- ▶ Out of State Transfers – NEW Website
- ▶ Income Documentation - NEW Requirement
- ▶ Nondiscrimination Statement Handout -- NEW
- ▶ Rights and Responsibilities – When to review with clients
- ▶ Assessing Ethnicity and Race Over the Phone
- ▶ Proofs -- Reminder
- ▶ Proof of Address
- ▶ Determining Income
- ▶ Date of Birth
- ▶ Help Desk Issues



## Agenda

- ▶ WIC Foods & Food Package Changes
- ▶ Baby Behavior Update
- ▶ Clinic Service and Admin Survey
- ▶ Outreach/Media Campaign Update
- ▶ Diversity Assessments -- NEW
- ▶ WIC-CSFP Conference
- ▶ Future Training

## Out of State Transfers

**NEW**

USDA Website

<http://www.fns.usda.gov/wic/wic-contacts>



## Out of State Transfers

Choose a State

**Women, Infants and Children (WIC)**

WIC Contacts



Choose a State

## Out of State Transfers

State  
Texas

<b>Texas Department of State Health Services</b> Post Office Box 149347 Austin, TX 78714-9347 United States See map: <a href="#">Google Maps</a>	Edgar Curtis, WIC Director Phone: (512) 341-4400 Fax: (512) 341-4441 Toll Free: 1-800-942-3678 <b>VOC Contact: 1-800-942-3678</b> Email: <a href="mailto:Edgar.Curtis@dshs.state.tx.us">Edgar.Curtis@dshs.state.tx.us</a>	<ul style="list-style-type: none"> <li>Women Infants and Children (WIC)</li> </ul>
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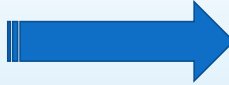
## Out of State Transfers

- Nebraska's Contact Number is WIC Help Desk Phone #

State  
Nebraska

<b>Nebraska Department of Health and Human Services</b> Post Office Box 95026 301 Centennial Mall South Lincoln, NE 68509-5026 United States See map: <a href="#">Google Maps</a>	Peggy Trouba, WIC Director Phone: (402) 471-2781 Fax: (402) 471-7049 Toll Free: 1-800-942-1171 <b>VOC Contact: 402-471-0911</b> Email: <a href="mailto:peggy.trouba@nebraska.gov">peggy.trouba@nebraska.gov</a>	<ul style="list-style-type: none"> <li>Women Infants and Children (WIC)</li> </ul>
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## Out of State Transfers



**Only for Clients Transferring to Nebraska from Another State**

## Out of State Transfers



**What If an Out of state Clinic calls you directly??**

- Give them the information for transfer
- Do NOT refer to Help Desk or Website

## Income Documentation -- NEW Requirement

Log Dollar amount of each Pay Stub in Income Notes

Income Determination				
Sources	Proof	Amount	Period	
Employment	Pay stub (paper or elec...	\$200.00	Weekly	\$200.00; 175.00; 225.00;200.00
Employment	Pay stub (paper or elec...	\$503.50	Semi-monthly	512.00;495.00 Dad: HyVee

If Room in Notes Enter Person and Where Work

## New Nondiscrimination Handout

### USDA NONDISCRIMINATION STATEMENT

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotape, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint of discrimination, complete the [USDA Program Discrimination Complaint Form](http://www.ascr.usda.gov/complaint_filing_cust.html), (AD-3027) found online at: [http://www.ascr.usda.gov/complaint\\_filing\\_cust.html](http://www.ascr.usda.gov/complaint_filing_cust.html), and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

- (1) mail: U.S. Department of Agriculture  
Office of the Assistant Secretary for Civil Rights  
1400 Independence Avenue, SW  
Washington, D.C. 20250-9410;
- (2) fax: (202) 690-7442; or
- (3) email: [program.intake@usda.gov](mailto:program.intake@usda.gov).

This institution is an equal opportunity provider.

**NEBRASKA**  
Good Life. Great Mission.  
DEPT OF HEALTH AND HUMAN SERVICES

## Rights & Responsibilities

### When to Cover – before assessing ID, Residency and Income

- ▀ What to Cover
  - ▀ Always Nondiscrimination Statement



## Rights & Responsibilities

### How Do I Know When to:

- ▀ Read Entire R & R's
- ▀ Summarize



## Rights & Responsibilities

### Tool for Summarizing:

- ▶ Laminated Sheet
- ▶ Rev Date 8.2015

#### WIC BENEFITS:

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Nutrition Education     | <input checked="" type="checkbox"/> Supplemental Foods         |
| <input checked="" type="checkbox"/> Breastfeeding Education | <input checked="" type="checkbox"/> Screening of Iron Levels   |
| <input checked="" type="checkbox"/> Referrals               | <input checked="" type="checkbox"/> Height & Weight Assessment |



To Help Achieve Your Nutrition & Health Goals

#### RIGHTS & RESPONSIBILITIES AND PROGRAM EXPLANATION CHECKLIST

##### WIC Staff –

- Provide Benefits* – give you information about nutrition, breastfeeding and healthy foods. We will help you get other services like SNAP, Medicaid and Immunizations
- Maintain privacy* – keep everything you tell us confidential
- Not Discriminate* – if you feel that you have been discriminated against, you can file a complaint

##### WIC Applicant –

- Tell the Truth* – provide WIC with the most current and truthful information. WIC may verify the information
- Enroll Children only if you are* – the legal guardian, custodial parent, step-parent married to the minor's parent or foster parent of the child you are enrolling
- Be On Time* – call the WIC office if you cannot keep your appointment

## Assessing Ethnicity and Race Over the Phone

### Journey:

- ▶ requires ethnicity and race to create a record
- ▶ Need record to make an appointment
- ▶ More clients not wanting to identify race over the phone





## Assessing Ethnicity and Race Over the Phone

### Approaches that have worked for others:

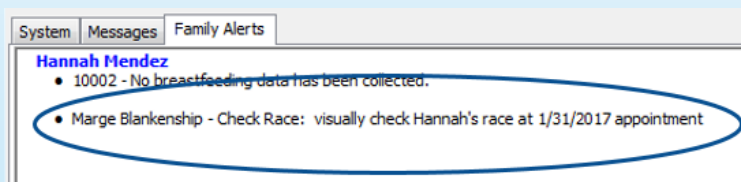
- ▀ Assure them it is for data purposes only
- ▀ Assure them it will not be shared....



## Assessing Ethnicity and Race Over the Phone

### NEW POLICY:

- ▀ Don't Force Them to Identify
- ▀ Use White
- ▀ Add an alert to record that staff should visually identify when they come to appointment



## Questions?

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## Proofs

Can WIC use same proofs for family members who are certified within a few days or week of each other without seeing the proofs again?



**MONDAY**

**WEDNESDAY**

## Proofs

**NO...We must see the proof again even when:**

- ▶ It is the exact same proof, such as pay stub or utility bill
- ▶ Nothing has changed

**MONDAY**



**WEDNESDAY**



## Proof of Address



### Using PO Boxes

▶ **When Can Use...**

- ▶ Small towns that only deliver mail to a post office box

OR

- ▶ The postmaster will not deliver mail with a street name on it AND they have no bills with a service address

OR

- ▶ The family is provided housing and utilities as part of their work (ranch workers, ministers) AND they do not have a cell phone

## Proof of Address



### When You Cannot Use a PO Box:

- ▶ Family lives with another family
- ▶ Teen lives with Parents
- ▶ Family prefers to use a PO box for their mail
- ▶ Families living in mid-size or large towns (usually have a population over 300-400)

## Proof of Address

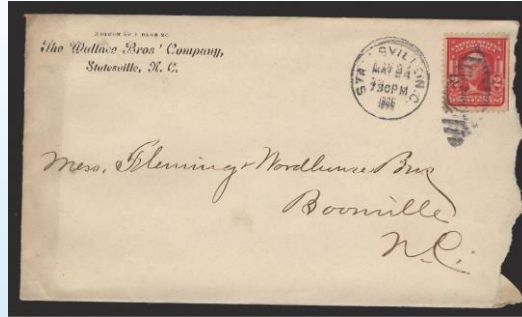


### When You Cannot Use a PO Box:

- ▶ All mail comes in someone else's name
- ▶ Post Office will deliver mail with both the street address and PO box
- ▶ Family pays for utilities

## Proof of Address

Using An Envelope as Proof of Address



**MUST BE POSTMARKED WITHIN LAST 30 DAYS....**

## Proof of Address

Using A Bill with the DATE on the inside ...



Mailed on Sep 10 2007

Water & Wastewater Services  
 1111 TEST PL  
 SAN DIEGO CA 92102-3742

2511111111 000011749

116.74  
 TOTAL AMOUNT DUE

TYPE OF SERVICE	METER	FROM	TO	DAYS	METER READING	UNIT	AMOUNT	CODE
Water Base Fee		08-03	09-04	32			15.18	
Water Used		08-03	09-04	32	2823	2845	55.26	E
					7 HCF @ \$2.2830 =	\$15.98		
					7 HCF @ \$2.4610 =	\$17.23		
					8 HCF @ \$2.7750 =	\$22.03		
Sewer Base Fee		08-03	09-04	32			2.31	
Sewer Srvce Chrg		08-03	09-04	32			4.11	
Storm Drain Fee							0.95	
<b>Water Usage</b>								
<b>CURRENT CHARGES</b>							117.81	
<b>PREV. BALANCE</b>							1.07CR	
<b>TOTAL AMOUNT DUE</b>							<b>\$116.74</b>	

**DATE SENT MUST BE WITHIN LAST 30 DAYS....**

## Proof of Address

Using A Bill with the DATE on the inside ...



**DATE BILLED MUST BE WITHIN LAST 30 DAYS....**

## Proof of Address

Using A Shipping Statement from

- Amazon
- Etsy
- Ebay
- Retailer such as Walmart, Target, BestBuy, etc.

### **MUST INCLUDE:**

- Authorized Representatives Name
- Street Address or Billing Address that is the same as the Mailing Address given to WIC
- Date Shipped (within last 30 days)



## Questions?



## Determining Income

### INCOME ASSESSMENT QUESTIONS

**Explaining WIC Income Assessment to Clients:**

"In order to qualify for WIC, you must meet WIC income guidelines. USDA requires that we see documentation for ALL sources of income or proof of Medicaid, Kids Connection, SNAP or ADC. This is needed for all people living in your household who receive income."

1. **Are you working for someone or are you self-employed?**
  - If working for someone: How often do you work? *Review pay stubs for gross income*
  - If self-employed: farmer, rancher, babysitter, Avon, Tupperware, Tastefully Simple, Home De'cor, Pampered Chef, Candles, Paper route or other similar job
    - o *If self-employed, review tax forms or bookkeeping records for net income.*
    - o *If uneven or sporadic, average several months*
2. **Does anyone living with you work for someone or are they self-employed?** (clarify using same bullets above)
3. **Do you or anyone living with you receive money from any of the following:**
  - Social Security or disability / including military disability
  - Pensions or retirement check
  - Unemployment check
  - Workers compensation check
  - Child Support or Alimony Support
  - Inheritance – last 30 days
  - Lottery winnings over \$1500 – last 30 days

*if yes, ask how often and to see documentation*

## Determining Income

### For Families who Receive Pay at Different Intervals

#### Weekly and Biweekly; weekly and monthly;

- Enter information into Income Panel in Journey
- Do Not add up all pay and then enter into Journey

Income Determination					
Sources	Proof	Amount		Period	
Employment	Pay stub (paper or elec...	\$200.00		Weekly	\$200.00; 175.00; 225.00;200.00
▶ Employment	Pay stub (paper or elec...	\$503.50		Semi-monthly	512.00;495.00

## Date of Birth

- Importance of entering it correctly
- Seeing many errors from date entered/given over the phone and actual date.
- For new clients – Check the DOB when they come for appointment and correct before the CPA sees them

Person ID:	354102	Old Participant ID:	
*First Name	<input type="text" value="Claudia"/>	Member Type	<input checked="" type="radio"/> Auth Rep
Middle Name	<input type="text"/>		<input type="radio"/> Additional
*Last Name	<input type="text" value="Mendez"/>		<input type="radio"/> Inactive /
Suffix	<input type="text"/>		<input type="radio"/> Proxy
Date of Birth	<input type="text" value="01/30/1980"/>		<input type="radio"/> Inactive P
Special Needs	<input type="text"/>		



## Questions?



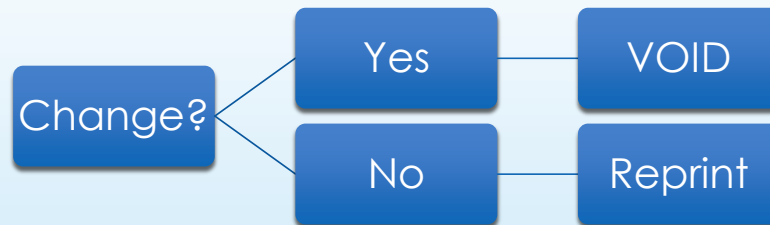
## Help Desk Issues

-Contacting The Help Desk

- ▶ 1-888-275-2018
- ▶ 402-471-0911
- ▶ [DHHS.WICHelp@nebraska.gov](mailto:DHHS.WICHelp@nebraska.gov)
- ▶ ~~[DHHS.Helpdesk@nebraska.gov](mailto:DHHS.Helpdesk@nebraska.gov)~~ (incorrect)

## Help Desk Issues

### Reprint vs Void



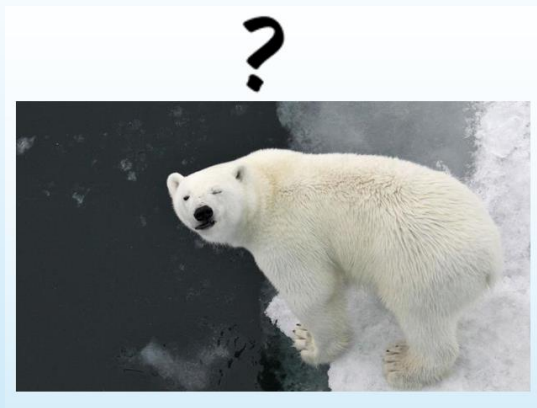
## Help Desk Issues

- Void - Makes checks no longer valid
  - Have checks in hand or fill out stolen report (Not Replaced)
  - Write void and put checks aside
  - Select correct checks and hit Void
  - New food package
  - Print
  - Verify
    - MICR Line
    - Make sure you still have Voided checks
    - Check FI History
- Reprint – Makes checks no longer valid and prints a copy of old checks
  - Have checks in hand or fill out lost/stolen report (Replacing)
  - Write VOID on checks and put checks aside
  - Select correct checks and hit reprint
  - Verify
    - MICR Line
    - Make sure you still have Voided Checks
    - Make sure duplicate checks did not print
      - Be careful with new mothers

## Help Desk Update

- New Journey version:
  - Next update: February 9<sup>th</sup> (after office hours [6PM CT])
  - What to expect and what to do on and after February 10<sup>th</sup>?

## Questions?



## WIC Foods – Yogurt



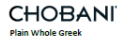
## Yogurt Approval

- State has reviewed and selected the brands of yogurt to be included on the WIC approved food list
- Brand and Product Specific
- Approved Brands
  - Dannon, Oikos, Chobani, Great Value, Lucerne, Best Choice, Brown Cow, Our Family, Kroger, Fareway, Mountain High

**\*NEW\* Nebraska WIC Approved Yogurt**  
**\*NUEVO\* Nebraska WIC Yogur Aprobado**

Effective February 24th, 2017, Nebraska WIC has added yogurt.  
 A partir del 24 de Febrero de 2017, el programa de Nebraska WIC ha añadido yogur.

**Whole Milk Yogurt**  
**Yogur de leche entera**  
 For children one year of age.  
 Para niños de un año de edad.



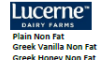
**BUY ONLY**  
 The listed brands, flavors, and fat levels of cow's milk yogurt in 32 oz or quart container.

**PUUEDE COMPRAR**  
 Un contenedor de 32 onzas o un cuarto de yogur de vaca con las marcas, sabores, y niveles de grasa indicados.

- DO NOT BUY** // // // // //
- Any other brand, size, or flavor of yogurt
  - Lactose-free or soy yogurt
  - Yogurt with mix-in ingredients, such as granola, candy, or nuts
  - Drinkable yogurts
  - Yogurt tubes
  - Fat level different than what is printed on the check
  - Organic yogurt

- NO PUEDE COMPRAR** // // // // //
- Ninguna otra marca, tamaño o sabor de yogur
  - Yogur sin lactosa o yogur de soya
  - Yogur con ingredientes añadidos, como granola, dulce, o nueces
  - Yogures bebibles
  - Yogur de tubo
  - Un nivel diferente de grasa indicado en el cheque
  - Yogur orgánico

**Low-Fat & Non-Fat Yogurt**  
**Yogur bajo en grasa o yogur sin grasa**  
 For women and children ages 2-5.  
 Para mujeres y niños de 2 a 5 años.



Remember: 32 oz. size only!  
 Recuerdo: Sólo contenedor de 32 onzas!

# Yogurt Availability in Stores

## Low-fat and Nonfat Yogurt

- Nearly all **large** stores carry multiple authorized brands & flavors in low-fat/nonfat varieties
- Most **medium & small** stores have at least one of the authorized brands available in low-fat/nonfat
- Some **small** store currently DO NOT stock any 32 oz. containers
  - Nearly all agencies have at least one store that have no authorized containers
  - The stores that have no 32 oz. containers available there is other stores within a short distance that would have it in most areas.

## Whole Milk Yogurt

- Only issued in food packages to 1-year olds.
- Available at most large stores
- Not widely stocked across the state in small stores
- **Please consider availability when issuing food packages**

## Yogurt In Food Packages

- Yogurt is allowed only as a *partial* substitution for dairy
- A maximum of 32 ounces of yogurt is allowed
- 32 ounce yogurt = 1 quart of milk
- 1 pound of cheese = 3 quarts of milk
  - This is why the standard cheese packages offer the can of evaporated milk – to make up the missing 1 quart of milk when cheese is part of the package
  - 1 can evaporated milk = 1 quart
- No packages with only milk and yogurt
- Tailoring?

## Food Packages – Yogurt

**Food Package** Effective Date 03/01/2017 | 2 of 2 | New Edit Delete

End Date: Do Not Auto-Update

Verified  Special Diet  (Prescribed Formula/Food, Religious Reason) [Documentation](#)

Self-Reported  Details

Model Food Package: **Preg/Part BF In - Standard Cheese + Yogurt**

View: Full  2/3  1/3 \*FB Issuance 3 Months 1st Du

Food Package Name: Preg/Part BF In - Standard Cheese + Yogurt

Category	Item Description	F11
06 Legumes	(16-18 OZ) PEANUT BUTTER OR DRI...	
16 Grains	(16-OZ) BREAD/ TORTILLAS OR (14...	
19 Fruits and Veget...	FRESH FRUITS AND VEGETABLES M...	1
49 Yogurt	<b>(32-OZ) YOGURT - LOWFAT OR NON...</b>	
52 Milk - Fat Free/1%	(GALLON) MILK - 1% OR FAT FREE ...	
53 Juice - 12 oz Fro...	(11.5-12 OZ) FROZEN OR POURABL...	

**Food Package** Effective Date 03/01/2017 | 7 of 7 | New Edit Delete

End Date: Do Not Auto-Update

Verified  Special Diet  (Prescribed Formula/Food, Religious Reason) [Documentation](#)

Self-Reported  Details

Model Food Package: **Toddler - Standard Cheese + Yogurt**

View: Full  2/3  1/3 \*FB Issuance 3 Months 1st Du

Food Package Name: Toddler - Standard Cheese + Yogurt

Category	Item Description	F11	F12	F13	Month	Total
06 Legumes	(16-18 OZ) PEANUT BUTTER OR DRI...	1		All	1	
16 Grains	(16-OZ) BREAD/ TORTILLAS OR (14...	1	1	All	2	
19 Fruits and Veget...	FRESH FRUITS AND VEGETABLES M...	1		All	1	
49 Yogurt	<b>(32-OZ) YOGURT - WHOLE MILK YOG...</b>		1	All	1	
51 Milk - Whole	(GALLON) WHOLE MILK	2	1	All	3	
54 Juice - 64 oz	(64-OZ) JUICE	1	1	All	2	

**New model food package choice**  
**Standard Cheese + Yogurt**

## Yogurt Timeline

- Implementation will begin in February 2017
- Vendor newsletter will be sent from state to stores on February 6<sup>th</sup>
- Week of February 13<sup>th</sup> - materials will be provide to local agencies
- Food packages available February 24<sup>th</sup> for issuance

## Food Packages – Children Who Need Infant Foods

- Regulations are very specific in what is allowed for children with special medical needs that require infant foods in place of regular foods
- Infant cereal may be substituted for breakfast cereal
- Infant fruits and vegetables may be substituted for the fruit and vegetable check
- Medical Documentation is required
- Infant foods are only available as part of Special Diet food packages
- Infant foods and child foods should not be mixed in the same food package





## Steps for Tailoring the Food Package

Select Special Diet and enter the Medical Documentation &  
Select appropriate formula package

- ▶ Using a package with “No Foods”
  - ▶ **Add Food** to add infant cereal and baby foods
  - ▶ **Add FI** to create a check to put the cereal and baby food on
  - ▶ 3 boxes of infant cereal and 32 jars of baby food can be placed on the same check
- ▶ Using a package that has food
  - ▶ **Remove Food** to remove all non-formula items
  - ▶ **Add Food** to add infant cereal and baby foods
  - ▶ **Remove FI** to delete any blank FI's
  - ▶ 3 boxes of infant cereal and 32 jars of baby food can be placed on the same check

Contact State WIC RD for any special situations

Food Package

Effective Date 03/01/2017 | 7 of 7 | New Edit Delete

End Date: Do Not Auto-Update

**Verified** Special Diet  (Prescribed Formula/Food, Religious Reason) [Documentation](#)

Self-Reported  Details

Model Food Package Child-FP III-Alimentum - Formula Only

View  Full  2/3  1/3 \*FB Issuance 3 Months 1st Day: 1 (Non-Contract)

Food Package Name: Tailored Child-FP III-Alimentum - Formula Only

Category	Item Description	FI1	FI2	FI3	Month	Total
31 Exempt Infant F...	(12.1 OZ) SIMILAC ALIMENTUM - PO...	5	5		All	10
09 Infant Cereal	(8-OZ) INFANT CEREAL WITHOUT F...			3	All	3
12 Infant Fruits and...	(4-OZ) JARS BABY FRUITS/VEG [2 P...			32	All	32

Buttons: Add Food, Remove Food, Add FI, Remove FI



Questions

?



Baby Behavior Update



## Baby Behavior

- New materials available to use as part of nutrition education contacts
- Staff training video's on how to use the materials
- Card options and/or video option
- Staff guides for how to use each option
- Corresponding Journey Nutrition Education Topics/Counseling Points

### What To Expect When Your Baby is Born



**2<sup>nd</sup> Trimester Contact**  
after 20 weeks gestation

### Normal Newborn Behavior



**3<sup>rd</sup> Trimester Contact**  
at last education contact before delivery

## Timing and Messages

### Your Baby Was Born With The Ability To Show You What They Need



**Postnatal Education Contact**  
education contact 1 month following birth

### Infant Certification Visit



## Baby Behavior



## Nutrition Education Contact Cards



## Nutrition Education Card Option

### What To Expect When Your Baby is Born



2<sup>nd</sup> Trimester Contact  
after 20 weeks gestation

### What To Expect When Your Baby Is Born

- Waking
- Sleep
- Cues
- Calming



### Hunger Cues

**EARLY CUES - "I'm hungry"**

- Stirring
- Mouth opening
- Turning head
- Drinking/looking

**MID CUES - "I'm really hungry"**

- Squealing
- Screaming/physical discomfort
- Head to mouth

**LATE CUES - "Calm me, then feed me"**

- Crying
- Physical distress/irritability
- Color turning red

**Time to calm crying baby**

- Cuddling
- Use eye contact
- Talking
- Singing

## STAFF GUIDE

### What To Expect When Your Baby is Born



2<sup>nd</sup> Trimester Contact  
after 20 weeks gestation

#### Baby Behavior Guide

- For staff to use with **CARD** option for baby behavior nutrition education contacts.

### What To Expect When Your Baby is Born

- Waking
- Sleep
- Cues
- Calming

My name is \_\_\_\_\_ and today we will be talking about newborn baby behavior.

Today we will:

- Discuss why your infant needs to wake up often
- Look at the differences between light and deep sleep
- Learn to recognize hunger cues
- Compare ways to calm a crying newborn

#### Intro Question Options:

- Is this your first pregnancy?
- When you hear someone say "I slept like a baby last night," what do you think they mean?
- What do you think it means to "sleep like a baby"?

#### Handout Options:

- Healthy Sleep for Baby
- Crying
- Understanding Your Baby's Cues



#### Why do babies cry?

Crying is one way that babies communicate with you. Although it is stressful to hear a baby cry, crying is normal.

- Crying babies will have jerky movements, tense muscles, stretched out arms and fingers, but with these babies, there are no signs of hunger.
- When babies show you these cues, they are telling you that something needs to be different.
- Using the right technique to calm a baby can help reduce crying and lessen stress
- Ways to calm a baby include:
  - Holding them close, skin-to-skin
  - Repeating the same action over and over, such as speaking softly or singing, gently rocking, swaying or bouncing, massaging back, arms or legs
- Sometimes babies calm down right away, other times it may take longer
- If your baby continues to cry or becomes more upset after several minutes, try something different.

## Nutrition Education Video Option

### What To Expect When Your Baby is Born



2<sup>nd</sup> Trimester Contact  
after 20 weeks gestation



#### Baby Behavior Guide

- For staff to use with **VIDEO** option for baby behavior nutrition education contacts.

### What To Expect When Your Baby is Born Baby Behavior - 2<sup>nd</sup> Trimester Contact (after 20 weeks) (Video Option)

My name is \_\_\_\_\_ and today we will be talking about newborn baby behavior.

Today we will:

- Discuss why your infant needs to wake up often
- Look at the differences between light sleep and deep sleep
- Learn to recognize hunger cues
- Compare ways to calm a crying newborn

Questions?

Intro question options. Are you a first time mom?

When you hear someone say "I slept like a baby last night," what do you think they mean?

What does it mean to sleep like a baby?

What do you think are some reasons why a newborn wakes up often?

There are many reasons why a baby wakes often.

- Newborns wake often because of their small stomach size (eating 10-12 times in 24 hours)
- Newborns wake at night to be fed, if they are hot or cold, and to be soothed
- During the first 6 weeks, baby's sleep will be unpredictable and they will wake up many times during the day and night. This is normal and healthy
- Sleep duration gets longer as your baby gets older
- All babies cycle through light sleep and deep sleep
- And both types of sleep are important for your baby's health

Let's look at a video of infants in **light sleep**.

**PLAY:** Class Clips: Prenatal: Light Sleep

What did you see the baby doing in light sleep?

- Notice these babies are moving around, smiling and have lots of eye movement
- Both of these babies would wake very easily
- When babies are in light sleep, they may also make noises, open and close their eyes and have rapid breathing
- In light sleep your baby is dreaming
- Light sleep is important for brain growth and development

## Materials

- ▶ WIC Directors will be emailed a link to the Staff Training Video's
- ▶ Please view the training videos before using the materials
- ▶ Cards, DVD's and Staff Guides will be sent this week to all Local Agency's
- ▶ One set for each CPA
- ▶ Cards are in a set with ring; Guides 3-hole punched and ready for notebook, etc.
- ▶ Baby Behavior workgroup member will be in contact with each local agency

## Questions?



## Clinic Service & Admin Survey

- ▶ Two components:
  - ▶ Question & Answer
  - ▶ Spreadsheet with Data



## Clinic Service & Admin Survey

### Question & Answer:

- ▶ Outreach, Targeting, Civil Rights
- ▶ Referrals & Community Outreach
- ▶ Clinic Hours
- ▶ Records Retention
- ▶ Program Integrity
- ▶ Training

	Local Agency Comments
<b>A. Outreach, Targeting, Civil Rights Activities</b>	
<b>Local Agency Outreach Plan and Budget</b>	
1. Describe Outreach activities completed in <b>FY16</b>	
2. Describe your Outreach plan for <b>FY17</b>	<i>include activities, locations, timeline and other relevant information.</i>
3. How much will the LA budget for outreach activities for FY17?	<i>include budget category (such as 200.4 Other Supplies) and dollar amount</i>
4. Does your plan include more than one LA or service area? Please explain.	

## Clinic Service & Admin Survey

### Spreadsheet with Data:

- ▶ Homeless/refugee/migrant
- ▶ Participation by Priority
- ▶ Food Cost by Participant
- ▶ Breastfeeding Expenditures

FY 2013 SURVEY	A. 9. How does the agency's participation of special groups compare to the state average? 2014/15			A. 10. How does the agency's percent of races <b>OTHER THAN WHITE</b> compare to the state average? 301 report 9/13	A. 13. What is the unduplicated homeless participation for the LA? FY13 Choo query, see comment for query instructions	B. 1. Did the LA meet the 16th requirement for Nutrition ed expenditures? 1/6 = 16.7% FY13 year end
	Percent of total participants	Total homeless, migrant, refugee	Total participation			
State						
005						
010						
020						
030						

## Clinic Service & Admin Survey

- ▶ Will be Sent in February
- ▶ Conference Call 2 weeks later
- ▶ Due in 60 days



## Outreach/Media Campaign Update

- ▶ WIC National Recruitment & Retention Campaign
- ▶ Three year project
- ▶ Social Media portion has begun
- ▶ Go to this site, enter your zip code, find WIC clinics close to you.

 WIC SIGNUPWIC.COM

- ▶ Share SIGNUPWIC.COM with participants, Outreach partners, and Referral organizations.
- ▶ Labels can be added to current materials. Ask for a master from State WIC Office.

## WIC National Recruitment & Retention

- ▶ A New WIC Logo will begin to show up across the United States.
- ▶ New Colors

New Look

 WIC NEBRASKA

 WIC NEBRASKA

 WIC NEBRASKA



## What to Expect in 2017



### MOM, WE'RE HERE FOR YOU.

WIC gives you access to healthy food, nutrition education and breastfeeding guidance. If you're pregnant, a caregiver, or a mom with a child under 5, you can get the right personalized support for you and your family.

### FOOD. EDUCATION. SUPPORT. YOU GOT THIS.

We have resources, knowledge, and tools to help you be the mom you want to be.



## What Is WIC?

## How do you answer?

### ONE-SENTENCE ELEVATOR PITCH

WIC is a successful public health nutrition program that provides wholesome food, nutrition education, and community support for income-eligible women who are pregnant and postpartum, infants, and children up to five years old.



#### HEALTHY FOOD

- Fresh fruits and vegetables
- Milk, cheese & more
- Cereal and other grains
- Peanut butter, beans & more



#### NUTRITION EDUCATION

- Shopping guidance
- Prenatal nutrition tips
- Kid-friendly recipes
- Personalized nutrition counseling



#### CARE BEYOND WIC

- Immunization services
- Substance abuse counseling
- Domestic abuse counseling
- Social services



## What We Need from You

- ▶ **\*Referred to WIC By:**
  - ▶ **OTHER**
- ▶ Please type in **\*Description**  
e.g.
  - ▶ Online Website
  - ▶ Ad Facebook
  - ▶ Twitter Skype
- ▶ **Family/Friend**
- ▶ **Outreach Organization**
- ▶ **Avoid Using NONE**

**New Family**

Auth Rep: **Mary Hada Lamb** Category: **Pregnant** [Edit](#)  
 Date of Birth: 10/06/1998 (18 y) WIC Status: Pending Cert. End: Last FB:  
 \*FB Issuance: 2 Months

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Family Data  
[New Member / Proxy](#) Investigator:   
 \*Mother's Ed Level: 12th grade \*Printouts Language: English BFP PC:   
 Needs Interpreter:  Preferred Spoken Language:   
 \*Referred To WIC By: Other \*Description: Online Twitter

System Messages Family Alerts

Error Code	Description
9001	Referred To WIC By - Other Description is a required field.

## Questions?



## Diversity Assessments

- ▶ Coming in February
- ▶ **Three different assessments**
  - ▶ *Personal Reflection*
  - ▶ *Services*
  - ▶ *Policies & Procedures*



## Diversity Assessments

- ▶ Survey Monkey
- ▶ Links will be sent to your Journey Email



Questions?



2017 WIC – CSFP Conference

**May 2<sup>nd</sup> & 3<sup>rd</sup> 2017**

**Holiday Inn**

**Kearney, NE**



## 2017 WIC – CSFP Conference

### Conference Topics – Day 1

- ▶ How to Work with Family Members as Interpreters
- ▶ Introduction to Interpreter Ethics and Protocols
- ▶ Strategies for Providers and Bilingual Staff to Work as a Team
- ▶ CPS – Difference Between Poverty & Abuse/Mandatory Reporting
- ▶ Interpreting Interviews & Education Sessions
- ▶ Interpreting Written Forms for Clients
- ▶ Health Disparities & Impact on Breastfeeding
- ▶ Influencing Moms to Exclusively Breastfeed
- ▶ Life Planning
- ▶ Heritage Health & Medicaid

## 2017 WIC – CSFP Conference

### Conference Topics – Day 2

- ▶ Trauma Informed Care
- ▶ Front Desk Etiquette
- ▶ Fats & Lipids – What's New
- ▶ Foster Care
- ▶ Motivational Interviewing
- ▶ Working with Difficult Participants
- ▶ What You Do Matters
- ▶ Vendor Manager Breakfast
- ▶ CSFP Work Sessions

## Upcoming Training

### FEBRUARY 2017

CLC Training	6 <sup>th</sup> – 10 <sup>th</sup>	Boulder, CO
CLC Training	13 <sup>th</sup> – 17 <sup>th</sup>	Des Moines, IA
National WIC Assoc. Leadership Conference	26 <sup>th</sup> – 28 <sup>th</sup>	Washington DC
Clinic Services & Admin Survey Q&A Call	Date TBD	

### MARCH 2017

WIC Webinar	March 31 <sup>st</sup>	10 am – 12 pm
CLC Training	6 <sup>th</sup> – 10 <sup>th</sup>	Salida, CO

### APRIL 2017

National WIC Assoc. Conference	2 <sup>nd</sup> – 5 <sup>th</sup>	Philadelphia
Current Practices of Maternal Behavioral Health	4 <sup>th</sup>	Lincoln
Secrets of Baby Behavior	7 <sup>th</sup>	Lincoln
Behavioral Health Conference	11 <sup>th</sup> – 13 <sup>th</sup>	Lincoln
Minority Health Conference	19 <sup>th</sup>	Lincoln
Nebraska Dietetics Meeting	26 <sup>th</sup> -27 <sup>th</sup>	Lincoln

## Upcoming Training

### MAY 2017

WIC-CSFP Conference	2 <sup>nd</sup> – 3 <sup>rd</sup>	Kearney
CLC Training	22 <sup>nd</sup> – 26 <sup>th</sup>	Sioux Falls, SD

### JUNE 2017

WIC Webinar	30 <sup>th</sup>	10 am – 12 pm
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### JULY 2017

CLC Training	17 <sup>th</sup> – 21 <sup>st</sup>	Cedar Falls, IA
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### AUGUST 2017

CLC Training	7 <sup>th</sup> – 11 <sup>th</sup>	Gillette, WY
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## Upcoming Training

### SEPTEMBER 2017

WIC Webinar  
CLC Training

29<sup>th</sup>  
22<sup>nd</sup> – 26<sup>th</sup>

1 pm – 3 pm

Sioux Falls, SD

### OCTOBER 2017

CLC Training

October 30<sup>th</sup> --  
November 3<sup>rd</sup>

Manhattan, KS

## Thanks for Attending

REMEMBER TO COMPLETE THE  
**ATTENDANCE POLL** BEFORE LOGGING OUT