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## Did You Know?

- WIC is available in all 50 states, 34 Indian Tribal Organizations, and the District of Columbia.
- WIC is also available in American Samoa, Guam, Northern Mariana Islands, Puerto Rico, and the Virgin Islands.
- These 90 WIC agencies administer the program through approximately 1890 local agencies and 9,000 clinic sites.

Reference: USDA,  
Food and Nutrition  
Service

([www.fns.usda.gov/wic](http://www.fns.usda.gov/wic))

## Kentucky Breastfeeding Awareness Month

August is Breastfeeding Awareness Month in Kentucky, and the World Alliance for Breastfeeding Action (WABA) has declared August 1–7 to be World Breastfeeding Week. This year's theme is "Understanding the Past—Planning the Future." The theme celebrates the 20th World Breastfeeding Week and 10 years of WHO/UNICEF's Global Strategy for Infant and Young Child Feeding.

For more information on World Breastfeeding Week (WBW), please visit [worldbreastfeedingweek.org](http://worldbreastfeedingweek.org). Click on the "downloads" page, where you can access the WBW calendar, poster, and action folder. In addition, the publisher of the *Journal of Midwifery & Women's Health* is offering free access to their special issue on breastfeeding. This information will be available on the downloads page until the end of August 2012.



**Understanding the Past -  
Planning the Future:**  
Celebrating 10 years of  
WHO/UNICEF's Global Strategy  
for Infant and Young Child Feeding

August is also the 20th Annual Kentucky Breastfeeding Awareness Month. We will be celebrating with various events across the state, from the Big Latch On event in Bowling Green to the Breastfeeding Walk in Danville to the Rock and Relax at the Kentucky State Fair. For a list of additional Breastfeeding Month activities in Kentucky, please see "Important Dates" on page 2.

For more information, contact Marlene Goodlett at [Marlene.Goodlett@ky.gov](mailto:Marlene.Goodlett@ky.gov) or (502) 564-3827 ext. 3612.

# Jackson County Farmers' Market

The Jackson County Farmers' Market had its grand opening on Tuesday, June 26. There was live music, taste testing, and prize drawings. Children were given \$4 worth of free money to purchase items at the market. Many WIC participants were present with their families, and were purchasing items with their WIC Farmers' Market Nutrition Program food instruments.



*Vendors sell local produce at the Jackson County Farmers' Market.*

The Health Department provided information on the WIC Farmers' Market Nutrition Program (WIC FMNP) and on the Breastfeeding Peer Counselor Program. There was a crowd for several hours and some booths sold out of everything they brought for sale.



*Customers select from a variety of local produce.*

Anyone with questions regarding the program, or with requests for visits to their markets from the WIC FMNP Coordinator can contact Beverly Salchli, at 502-564-3827, Ext. 3833 or [Beverly.Salchli@ky.gov](mailto:Beverly.Salchli@ky.gov).

## Important Dates

**August 3, 2012**

**Big Latch On**

10:00 am

Bowling Green, KY

Louisville, KY

[www.biglatchon.org](http://www.biglatchon.org)

**August 4, 2012**

**Big Latch On**

10:00 am

Lexington, KY

Louisville, KY

Owensboro, KY

[www.biglatchon.org](http://www.biglatchon.org)

**August 4, 2012**

**Breastfeeding Walk**

8:00—10:00 am

Danville, KY

[Elizabeth.Pope@ky.gov](mailto:Elizabeth.Pope@ky.gov)

**August 7, 2012**

**Breastfeeding Picnic**

4:30—7:00 pm

Frankfort, KY

[SallyJ.Brunner@ky.gov](mailto:SallyJ.Brunner@ky.gov)

**August 16-26, 2012**

**Rock and Relax at the Kentucky State Fair**

Louisville, KY

[www.kystatefair.org](http://www.kystatefair.org)

# Program Management Section Updates

## WIC Training

Program Management Staff has developed a PowerPoint training presentation on WIC policies and procedures. The training covers multiple topics, including program eligibility, Verification of Certification (VOC), certification periods, adjunct eligibility, and proof codes. The training was designed to provide guidance to local health department support staff. To date, WIC Program Management staff have presented the training to three districts and have received very positive feedback. If you would like more information, or would like to schedule this training, please contact Rita Hatcher at [rita.hatcher@ky.gov](mailto:rita.hatcher@ky.gov) or Traci Hayden at [tracib.hayden@ky.gov](mailto:tracib.hayden@ky.gov). We look forward to hearing from you!

## Do you know?

- A new form for ordering eWIC Cards/FI Inventory is available. Contact Lori Mullins at [WIC.HELPDESK@ky.gov](mailto:WIC.HELPDESK@ky.gov) or 502-564-3727, option 1 for more information.
- The Health Care Providers pamphlet has been updated, and notification will be sent when the pamphlet is available at the Pamphlet Library.
- The local agency Internal Review forms have been updated and were distributed to WIC Coordinators on June 27, 2012. Make sure you use the most recent form when performing the internal review. Random patient samples can be requested by contacting Chris Taylor at [chris.taylor@ky.gov](mailto:chris.taylor@ky.gov).



## Coming Soon to the "TRAIN" Near You

WIC Program Management staff are developing a TRAIN module to assist local health departments that provide orientation training to staff members who are new to the WIC Program. We anticipate the training will be available by mid-August.

## Kentucky is Participating in the Altarum Institute Study

Altarum is a nonprofit institute that is conducting a focus group study in Kentucky. The study will be looking at participant redemption patterns prior to, and after implementation of, Electronic Benefit Transfer (EBT) to determine what impact EBT has had on participants and vendors. The Franklin County Health Department and two sites in the Louisville Metro Health Department, L&N and South Central Neighborhood Place, have recruited participants for this study. The participants will be asked questions about their experiences using the eWIC card to shop for foods. Vendors will also be interviewed about the implementation of EBT.

The results will inform future state EBT planning efforts and help states to prepare for implementation issues. A report will be submitted to and published by the USDA Food and Nutrition Service, Economic Research Service.

## Did You Know?

In Kentucky, there are 61 WIC agencies, 148 WIC sites, and 896 WIC vendors.

# Formula Updates

Nestle Nutrition has recently released three new products: Gerber Good Start Nourish, Gerber Good Start Premature 24 High Protein, and Gerber Good Start Soothe.

Gerber Good Start Nourish is a 100% whey protein partially hydrolyzed formula designed for premature infants following discharge from the hospital. The product contains 22 kcal per fluid ounce and is available in 12.6 oz powder cans and 3 oz nursers. This product should be available for retailers to order now. Issuance of Gerber Good Start Nourish formula requires a valid prescription/completed Certificate of Medical Necessity Form (WIC-200) and local agency approval.

Gerber Good Start Premature 24 High Protein is a 100% whey protein, partially hydrolyzed formula designed for premature infants who need additional calories and protein. The product is available in 3 oz nursers. It should be available now for pharmacies to order. Issuance of Gerber Good Start Premature 24 High Protein formula requires a valid prescription/completed Certificate of Medical Necessity Form (WIC-200) and local agency approval.

Gerber Good Start Soothe is a routine infant formula designed to help relieve excessive crying and colic. It is a low lactose product (30%) that contains 100% whey protein, partially hydrolyzed. It

also provides the probiotic *L. reuteri*. The product is available in a 12.4 oz powder can.

Due to the addition of Good Start Soothe to the KY WIC Formulary, the WIC Policies for Prescribing Food Packages (Challenge Guidelines) have been updated. The updated policy can be found attached to WIC Memo No. 3-2012. If Good Start Soothe is not available on retail shelves in your area, the agency should follow the Challenge Guidelines in the January 2012 WIC Section of the PHPR. Once the product is available on retail shelves in your area, the latest Challenge Guidelines must be implemented.

The table below contains the Good Start Soothe Food Package Codes.

Good Start Soothe Package Type	Food Package Code
Partially Breastfeeding	NP8
Fully Formula Fed	NF11
Child Food Package III	N31

If you have questions, or need further assistance, please contact Jennifer Alvis at (502) 564-3827, ext. 4127.

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Women, Infants and Children.

