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WIC Farmers' Market Nutrition Program

The WIC Farmers' Market Nutrition Program (WIC FMNP) is funded by the United States Department of Agriculture (USDA) and administered through the Department for Public Health. WIC FMNP services will be coordinated through local health departments throughout the state from June 1 through October 30.

The WIC FMNP provides food instruments that WIC participants spend at the 56 approved farmers' markets located throughout Kentucky. WIC provides nutrition education about fresh fruits and vegetables for participants during their WIC visits at their local health department. Each applicant must qualify for WIC benefits.

Farmers are an important part of helping Kentuckians to improve their health through the use of fresh fruits and vegetables in their diet. A diet rich in fruits and vegetables is important for optimal growth, maintaining a healthy weight, and preventing chronic diseases, such as diabetes, heart disease, and some cancers, all of which currently contribute to health care costs in the United States.

The goal of WIC FMNP is to increase consumption of fresh fruits and vegetables among WIC participants and to help the farmer to reap the financial benefit from money spent at the farmers' markets. Food instruments are good for locally grown products only. Locally grown produce is defined as produce grown within the borders of Kentucky.



Ribbon cutting ceremony - Owsley County Farmers' Market

An additional eight markets were approved this year to allow for more places for the participants to be able to use their food instruments. Training sessions were conducted throughout the state by Beverly Salchli, WIC Program Farmers' Market Coordinator and Jessica Hinkle, Senior Farmers' Market Coordinator. Beverly also attended grand openings for the Harrison County Market and the Owsley County Market.

For more information on the WIC FMNP, please contact Beverly Salchli at (502) 564-3827, Ext. 3833 or Beverly.Salchli@ky.gov.

FIT WIC



Dianna Colson, CN, MS
WIC Nutrition Education Consultant

FIT WIC was a multi-state project, funded under the 1999 WIC Special Projects Grant, with a mission to develop programs to prevent obesity in young children receiving WIC services. Kentucky was one of five states privileged to participate in this project. The primary goal of the Kentucky FIT WIC project is to help increase the time young children spend in active play, decrease the time they spend being sedentary, and to teach parents/caregivers the importance of physical activity for young children.

The FIT WIC Kit is a resource for educators of families with young children, including WIC, Head Start, childcare providers, and preschool and playgroup providers. By having the parent or other caregiver, as well as the child, participate in the lesson, we hope to encourage continued participation of the activities at home.

The FIT WIC Activity Kit has activities and suggestions based on the Social Cognitive Theory of Learning. According to this theory, people learn not only through their own experiences, but also by observing the actions of others and the results of those actions. These

materials were developed as a result of focus groups and surveys with WIC participants in Vermont, who specifically discussed parents' perceptions of the needs of physical activity of preschool children. Because of these activities, the FIT WIC Activity Kit was developed, and the Kentucky WIC program adapted their materials to our specific needs.

The FIT WIC Activity Kit, originally produced in 2000, is currently being revised. The FIT WIC Guide for Educators and Parents, a component of the FIT WIC Activity Kit, is almost ready to go to print. It is designed to provide local WIC agencies with a "grab bag" of active play ideas, parent ideas, and resources to help preschool children learn the importance of physical activity at an early age. Included in the kit are Activity CDs, books, beach balls, lesson plans, and activities for children and parents, as well as material on how WIC programs across the state have used the FIT WIC kit over the years.

Many more FIT WIC materials from other states can be accessed in the FIT WIC section of the WIC Works website: www.nal.usda.gov/wicworks.

2011 Kentucky State Fair

The 107th Kentucky State Fair will be held at the Kentucky Exposition Center in Louisville from August 18–28, 2011. The Kentucky Cabinet for Health and Family Services (CHFS) plans to engage hundreds of visitors at this event again this year with interactive displays, featured rotating exhibits with educational activities, and health screenings. The Nutrition Services Branch (NSB) also plans to join in the festivities. Those interested in helping at the State Fair this year please contact Misty Morris by email mistye.morris@ky.gov or phone (270) 252-2693. Once the dates for the NSB exhibit have been

determined, Misty will contact you to determine if any of those times would be convenient. As always, thanks to all the wonderful volunteers who have helped at the State Fair in the past!



Hospital Grade Pump Policies/ PPHR Update

Marlene Goodlett
State Breastfeeding Coordinator

In an emergency revision of the Public Health Practice Reference (PHPR), the breast pump policies and procedures were revised in March. The main revision was the addition of policies and procedures for loaning hospital-grade breast pumps to WIC clients. Last fall, 27 local agencies received hospital-grade pumps. These pumps are for mothers with a valid prescription and need for the hospital-grade pumps.

Other updates include:

- Breast milk storage guidelines;
- Breast pump issuance follow-up schedule;
- Multi-user, hospital-grade breast pumps agreement;
- Instructions for completing inventory logs, informed consent, and checklists; and

- Specifications for manual, single user, and hospital-grade breast pumps.

Another change in the updated PPHR includes the initiation of the WIC-100 form. These forms must be initiated at the health department. Hospitals can no longer complete the WIC-100 forms and issue breast pumps to WIC clients. The local WIC agency that the mom is receiving WIC from must be notified to begin the pump rental process.

These updated policies were covered during the May 18th videoconference. For more information, please contact Marlene Goodlett at marlene.goodlett@ky.gov or (502) 564-3827 ext 3612.

WIC EBT Update

Rhonda Goff
Supervisor, Program Management Section

The WIC Program is continuing to rollout the WIC application associated with the new web-based Clinic Management System (CMS) and issuance of Electronic Benefits Transfer (EBT) cards. Approximately 57,000 WIC participants are currently using the new *eWIC* cards at 592 retailers statewide. The rollout for Pike, Martin, Johnson, Magoffin, Floyd, and Breathitt counties was completed on May 6. The rollout effort for the next phase of counties began on May 17. Upon completion of this latest rollout phase, 81 of 120 counties will have already transitioned to the CMS.

Custom Data Processing (CDP) staff is providing regional training sessions for support staff and health professionals, scheduled in conjunction with the phase of counties set to rollout. Information related to training sessions will be provided to each agency prior to scheduling "Go Live" dates for implementation in the clinic.

The Vendor Management Section has been working with retailers across the state to assist with integration of

their Point of Sale (POS) systems. Our office is also providing training to retailers who are using the XAC device. These sessions are normally conducted in the retailer's home county prior to implementation of EBT. In-store training is also being provided for those retailers who request specific instruction.

Our office continues to receive questions related to Not to Exceed (NTE) prices. Retailers are grouped into peer groups based upon the sales volume and the region of the state. As individual retailers submit prices through their POS device, average prices are calculated for each individual item based on UPC codes. Two standard deviations are added to the average to arrive at the NTE price. Retailers will have the prices adjusted at the time of the transaction and at the point of sale to an amount that does not exceed the NTE amount.

We anticipate the rollout will be completed statewide by the end of December. Notification and expansion plans will be forthcoming to those agencies that have not yet transitioned to the Clinic Management System.

WIC Coordinators Videoconference

The latest WIC Coordinators video conference was held May 18, 2011. Important information was discussed regarding WIC Contract Formula. Information regarding the Pamphlet Library was also presented.

Contract Formula

The new contract for WIC Formula begins July 1, 2011. The primary milk-based formula and formula of first issuance will continue to be Gerber Good Start Gentle (formerly Good Start Gentle Plus). Please continue to follow the challenge protocol outlined in the WIC section of the PPHR for any requests for other formulas. Issuance of contract and non-contract formulas for July 2011 may now be resumed.

Please note Gerber Formula name changes below:

- Good Start Gentle Plus is now Good Start Gentle;
- Good Start Protect Plus is now Good Start Protect;
- Good Start Soy Plus is now Good Start Soy;
- Good Start 2 Gentle Plus is now Good Start 2 Gentle;
- Good Start 2 Protect Plus is now Good Start 2 Protect; and
- Good Start 2 Soy Plus is now Good Start 2 Soy.

Also, note can size changes for Gerber powder formula:

- 12 oz. Good Start Gentle Plus is now 12.7 oz. Good Start Gentle;
- 12 oz. Good Start Protect Plus is now 12.4 oz. Good Start Protect;
- 24 oz. Good Start 2 Gentle Plus is now 22 oz. Good Start 2 Gentle; and
- 24 oz. Good Start 2 Protect Plus is now 22 oz. Good Start 2 Protect.

Gerber has not changed can sizes for their powdered soy formulas.

Remember that a change in can size results in a change in yield. This will cause a change in the number of cans issued per month. "Bridge" counties printing food instruments have already seen this change appear on

food instruments. Clinic Management System (CMS) counties will start to see a change in the number of cans issued per month in July 2011 to reflect this new can size. New preprinted and manual food instruments will be printed for July 2011 with the new name and powder can sizes.

Pamphlet Library

The Pamphlet Library now has the following breastfeeding and nutrition education materials available to order:

- Breastfeeding-Managing Basic Problems (English & Spanish);
- Medications and Breastfeeding (English & Spanish);
- Breastfeeding and the Older Baby (English & Spanish);
- Nutrition During Breastfeeding (Spanish);
- Breastfeeding: Helpful Hints for Nipple Care (Spanish);
- Breastfeeding: Planning Ahead During Pregnancy (English);
- Kentucky Infant Feeding Guide: 4-8 Months (English and Spanish);
- Kentucky Infant Feeding Guide: 9-12 Months (English and Spanish); and
- What If My Baby's Formula Needs to be Changed (English and Spanish).

Remember, many nutrition education materials are available on the Nutrition Services Branch website: <http://chfs.ky.gov/dph/mch/ns>. The 2011 Formula Resource Guide will soon be available on the Nutrition Services Branch website also. For electronic copies of nutrition education materials not currently on the website, please contact Nicole Nicholas at Nicole.Nicholas@ky.gov. For WIC Cookbooks, please contact Christy Young at ChristyL.Young@ky.gov.

The next WIC Coordinators video conference is scheduled for September 21, 2011.



Dates to Remember

June 9–11, 2011

ADA Certificate of Training in Childhood and Adolescent Weight Management

According to the American Dietetic Association, this program "...is designed to produce providers of comprehensive weight management care for children and adolescents who also know when and how to refer patients to other specialists."

This training is open to ADA Members, RDs, and DTRs, and is being held in Lexington, KY at the Griffin Gate Marriott Resort. The Certificate of Training includes 29 hours of continuing education units.

For more information and to register online, please visit: www.cdrnet.org/wtmgmt/childhood.cfm

September 21, 2011

WIC Coordinator Videoconference

The WIC Coordinator videoconference is a staff meeting to train and discuss WIC Program administration, changes, and implementation strategies. The target audience for these videoconferences includes WIC Coordinators, Breastfeeding Coordinators, and Nutrition Education Coordinators. We will notify you closer to the date regarding the plans and agenda for the conference call.

Save the Date

September 26–30

The Laurel County Health Department and the WIC Program will be hosting a Certified Lactation Specialist (CLS) Course at the Laurel County Health Department in London, KY. CEUs will be provided. Registration information will be released soon.

Your WIC Contacts in Frankfort:



- **Branch Office**

General questions regarding Nutrition Services and the WIC Program
(502) 564-3827, Option 5

- **Program Operations**

Income Eligibility and Administrative Policy and Procedures
(502) 564-3827, Option 4

- **Vendor Section**

Vendor related questions and applications
(502) 564-3827, Option 3

- **Food Delivery/Data Section**

Help desk, stop pays, computer issue, auto-dialer, printer and printing problems
(502) 564-3827, Option 1

- **Clinical Nutrition Section**

Special formula approvals, breast pump rentals and nutrition education
(502) 564-3827, Option 2