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From: Wayne, Kathleen A (HSS)
Sent: Friday, August 27, 2010 3:29 PM
To: HSS DPA WIC Coordinators
Cc: HSS DPA WIC Anchorage; HSS DPA WIC Juneau; 'anrrf@uaa.alaska.edu'; Fitzjarrald, Elinor A (HSS); vanTassel, Robin C (HSS); Bish, Marcey A (HSS)
Subject: WIC Update August 27
Attachments: ASM 09-24 FY 2010 Guidelines for OA and GI Funds.pdf; ASM 09-24 Attachment - Sample OA Request.pdf

Follow Up Flag: Follow up
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Hi Everyone,

We're happy to report that we had another sunny day in Juneau—sorry folks in Anchorage. Have a great weekend.

Kathleen

1. Fall Coordinator's meeting—A WIC coordinators meeting is being planned for November 1-5: first 2 days for programs with BFPC programs and on the third day, other coordinators would be coming into Anchorage. Tentatively, we thought about the following topics: Vendor training and monitoring, PCE mentoring training, and allowing time for AKWICA to meet. Please let us know if there are topics you would like covered at this training.
2. Food Package Corrections: There have been 3 food package corrections in AKWIC recently.
 - Food Package 3723 & 3724, enhanced breastfeeding packages for multiples no longer has pourable juice concentrates on them.
 - Food Package 4200 with 1# cheese, lactose reduced milk for Children < 1year old has ½ gallon whole milk added to the warrant every other month and the monthly quart of whole milk has been taken off. There is no manufacturer that makes whole milk quart sizes of lactose reduced milk at this time.
3. USDA Operational Adjustment Proposals: The FY 11 state funding proposal requests are due to USDA by **September 30, 2010**. Please submit your ideas to Kathleen.Wayne@alaska.gov by September 20th regarding state or local agency proposals. Please remember that these funds are targeted to one-time-only projects and does not include personnel costs. USDA has not provided focus areas, so FY 10 guidelines are attached.
4. Alaska participated in a project called the NATFAN Pre-Food Package Rollout Questionnaire which captured a "snapshot" of the consumption and food frequency patterns of WIC participants prior to the new food package rollout base of a sample of participants from the Municipality of Anchorage, Resource Center for Parents and Children, AK Family Services, Yukon Kuskokwim Health Corporation, Anchorage Armed Services, SE Alaska Regional Health Consortium and the Cook Inlet Tribal Council WIC Programs.
 - To access the data from this survey go to: <http://orin2.tamu.edu>. To log on:
User: Alaska
 - Password: Alaska_Alaska

There you will see data for the Pre-Rollout for Women , Infant and Child Reports.

NATFAN is currently in the process of sending out Post-Food Package surveys to the same agencies to understand the impact that the new WIC foods have had on our WIC participants.

The WIC Works Team has copies of the following outreach materials available for WIC agencies to order free (while supplies last). The materials are from past WIC Works outreach mailings and I have included links below so you can see what the materials look like:

NICE TO KNOW

CDC Learn the Signs Act Early Fact Sheets (English on one side, Spanish on the other)

http://www.cdc.gov/ncbddd/actearly/pdf/hcp_pdfs/FactSheets.pdf

Random assortment of fact sheets – 100 per package

Text4Baby 8.5x11 Mini Posters

African American - http://www.nal.usda.gov/wicworks/Learning_Center/ mailing/HHSPosterAA.pdf

Caucasian - http://www.nal.usda.gov/wicworks/Learning_Center/ mailing/HHSPosterC.pdf

Native American - http://www.nal.usda.gov/wicworks/Learning_Center/ mailing/HHSPosterNA.pdf

Hispanic - http://www.nal.usda.gov/wicworks/Learning_Center/ mailing/HHSPosterSP.pdf

If you are interested in ordering any of these materials, please send an email to wicworks@ars.usda.gov with your address and how many copies you need. We will fill requests on a first come first serve basis.

The [Spend Smart. Eat Smart. website](#) re-launched this week with a fresh, crisp look and new features to better serve site visitors.

User feedback told us that the old website was a great resource for families **looking to eat healthy on a budget**, but that it was hard to find information, and some of that information was not easy to use. The changes to the website and new features directly address these issues, providing a better experience overall.

The most recognizable change to the Spend Smart. Eat Smart. website is the updated look. Visitors will find a new visual identity to the site, with content arranged so the site can be navigated easier than before. Visitors will be able to better find the information they are looking for, whether its tips, recipes or other features.

"3 Easy Steps to Healthy Meals" is the new tagline that encompasses the three main areas that the site is now divided into: Plan, Shop and Eat.

- **Plan:** This section of the website helps families save money on groceries, by providing tips on how to plan ahead to reduce food expenses.
- **Shop:** Finding nutritious items at the store, as well as money-savings tips to use while shopping, is the focus of this section.
- **Eat:** Recipes and tips for saving at home are included here, along with tips to use when eating out.

In addition to the information easily accessible in each of the main areas, the new website also features [online lessons](#) to help families learn more about reading labels and unit pricing. More lessons are planned.

Visitors can start providing feedback with the new site as well, by rating recipes, leaving comments, answering polls and asking questions.

The Spend Smart. Eat Smart. website can be accessed at www.extension.iastate.edu/foodsavings. Other ways to engage with Spend Smart. Eat Smart. staff include visiting the [website's blog](#), which is updated weekly, and [Facebook page](#), or by following updates on [Twitter](#).