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Subject: WIC Update October 7 In this Issues..... Play Everyday Slides, SPIRIT Update, Vendor Newsletter, New Nutrition Materials and more
Date: Friday, October 07, 2016 3:00:30 PM
Attachments: [MCH and WIC Sept 2016 Play Every Day.pdf](#)
[October 2016 Vendor Newsletter.pdf](#)
[image010.png](#)
[image011.png](#)

Hi Everyone,



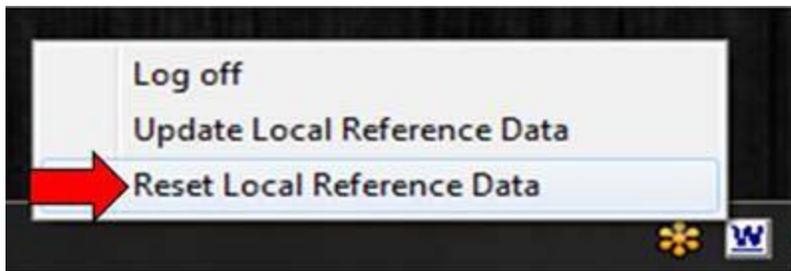
Lots of great things to share in this Friday's Update. Have a great weekend.
Kathleen

1. Conference update

You already received the Civil Rights Slides, the Spirit session slides and the Risk Revision slides. Here are some more in case you'd like to use them with your staff. Please contact Jennifer directly if there are other slides you would like

2.

SPIRIT REMINDER: We cannot express enough, how important it is that you reset your local data every time you log into SPIRIT. This is very important as this action causes SPIRIT to refresh your clinic with the most current information files in the database. Remember , you must right click on the "Blue W" and select "Reset Local Reference Data".



SPIRIT Help Desk Info:

Send all questions, issues and errors to the WIC SPIRIT Helpdesk at wicpsirithelpdesk@alaska.gov or phone them at 907-334-4900. |

3. Nutrition Education Materials Available

We have lots of great nutrition educational materials on health eating for all ages and breastfeeding. Jenny will send pictures in the weekly Friday Updates featuring available materials. Please contact Jenny if you are interested in receiving these items. Here are

some pictures of 3 brochures, we also have several pamphlet series on a variety of topics, and a very cute book great for mothers with kids in stages 8-18 months. Also pictured are three brochures on Iron, mealtime routines, and constipation during pregnancy. If you would like any of these materials or need a specific topic, email or call Jenny at Jennifer.mcallister@alaska.gov or 465-310.

Also, you should receive some boxes from Alaska Litho Printing containing inserts and brochures on Alaska's "Fruits and Vegetables So Good For Me" campaign. These colorful brochures for women, infants, children, seniors, and everyone in between contains ideas for eating more fruits and vegetables and a fun recipe. Please notify Jenny when you receive these boxes Jennifer.mcallister@alaska.gov or 465-3100.



4. October 2016 vendor newsletter –see attached

Nice to Know:

“When the joy goes out of eating- nutrition fails”- advice for nutritionists and those who eat
<http://bedaonline.com/nutritionism/>

Introducing the New WIC Brand

You may have heard about the National Recruitment & Retention Campaign the National WIC Association is organizing. This is a three-year outreach and advertising campaign developed and

designed with our partners, Sullivan and Meredith, to:

1. Increase enrollment of WIC eligible moms,
2. Improve perception of the WIC program, and
3. Retain moms in the WIC program longer.

At the Nutrition Education & Breastfeeding Promotion Conference that took place in Denver at the beginning of September, Sullivan presented the creative work they've done that will serve as a foundation for the larger campaign that will roll out this fall.

If you were unable to attend the conference in Denver, we don't want you to miss out! We've organized two webinars: the first on [October 4th at at 1:30 pm Eastern time](#), the second [October 5th at 3:00 pm Eastern time](#). We hope you will join us to learn more about the new brand, the campaign and what you can do on the local or state level to amplify the campaign.

Register for the [October 4th](#) or [October 5th](#) webinar.

As a sneak peak, the campaign was written about in MediaPost a few weeks ago -- [check it out!](#) Here's a high level overview of timeline for the campaign:

- Digital ads will start mid-November 2016
- Print ads will start in January 2017
- Information will be available in maternity wards, OBGYN and pediatric offices starting in February 2017
- The campaign is currently planned to run through the end of 2018

As we get closer and closer to the campaign rolling out, you will be hearing from NWA more regularly about what to expect and how you - at the local and state level - can engage with the campaign. Stay tuned for updates, toolkits and more webinars over the next few months.