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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 2,200 local agencies and 9,000 clinic sites.**

Reference: USDA,
Food and Nutrition
Service

(www.fns.usda.gov/wic)

National WIC Association Powerfully Represented in DC

On March 2, 2010, Kiran Saluja testified on behalf of the National WIC Association (NWA) before the Committee on Education and Labor at the House of Representatives in Washington, DC.

Kiran Saluja is the Deputy Director of the Public Health Foundation Enterprises WIC Program in Irwindale, California, the largest local WIC agency in the nation. Ms. Saluja is also NWA Past Breastfeeding Committee Chair.

Ms. Saluja's testimony focused on NWA's strategies for breastfeeding promotion, support and advocacy. Ms. Saluja discussed the importance of peer counselor funding, the problems associated with direct marketing of infant formula and the need for funding of breast pumps to support working mothers.

Perhaps the most captivating portion of her testimony came when she discussed what she termed "breastfeeding-broken hospitals." Using examples from her own WIC clinic in Los Angeles County, Kiran described situations where WIC mothers who want to breastfeed and are confident they will be successful are "systematically undermined" at every step during their hospital stay.

This in turn leads to frustration of WIC staff when they see how hospital practices and policies of these "breastfeeding-broken hospitals" affect the mother's confidence and

desire to breastfeed. She went on to describe how many of these mothers arrive at the WIC clinic already formula feeding, thus further compromising their milk supply.

Ms. Saluja described NWA's proposal for addressing the "breastfeeding-broken hospitals." The recommendation suggests all hospitals that receive Medicaid funds must adhere, at a minimum, to policies that do not sabotage breastfeeding and, at best, initiate steps to become Baby Friendly.

Representative George Miller, D-CA, chairman of the House Education and Labor Committee, was moved by Ms. Saluja's testimony. The Chairman stated that he was "stunned by [Ms. Saluja's] description of breastfeeding-broken hospitals" and promised to take NWA's suggestions to the Chair of the House Energy and Commerce Committee as well as the Chair of the House Ways and Means Committee. Together, these committees can work towards helping hospitals become baby-friendly!

To read Kiran Saluja's testimony on behalf of NWA visit: <http://edlabor.house.gov/documents/111/pdf/testimony/20100302KiranSalujaTestimony.pdf>. For a listing of NWA's breastfeeding legislative priorities visit: <http://www.nwica.org/sites/default/files/2010%20Reauthorization%20Agenda.pdf>.

New Staff Members

Please welcome new staff members to the Nutrition Service Branch:

Jennifer Wyatt has joined the staff as the Clinical Nutrition Supervisor. Jennifer is a Registered Dietitian who has seventeen years of experience. She comes to us from the Lexington-Fayette County Health Department where she was in various positions with the WIC Program and the last five years were as Manger of Health Promotion. Her e-mail is JenniferL.Wyatt@ky.gov and her phone number is 564-3827 Ext. 4127.

Nicole Nicholas has joined the staff as the Nutrition Education Coordinator. Nicole is a Registered Dietitian who has eleven years of experience. She comes to us from Lexington-Fayette County Health Department as WIC Team Leader. She will be responsible for formula changes, the Formula Guide, nutrition education for WIC, nutrition education materials, formula approvals, monitoring and training of assigned local Health Departments. Her e-mail address is Nicole.Nicholas@ky.gov and her phone number is 564-3827 Ext. 3856.

Christy Burnett has joined the staff as the Office Support Assistant II for the Clinical Nutrition Section. Christy started with us through a Temp Agency and was brought on full-time. Christy is responsible for all of the secretarial duties within the Clinical Nutrition Section. Her e-mail address is Christy.Burnett@ky.gov and her phone number is 564-3827 Ext. 4100.

Lori Mullins has joined the Food Delivery Section and works with the Help Desk, system reports and user manuals. She comes to the section with six years experience with state government. Her e-mail address is LoriI.Mullins@ky.gov and her phone number is 564-3827 Ext. 3844.

Eric Cheung has also joined the Food Delivery Section. Eric has experience in the private sector of six years. Eric is working with auto dialer installation and questions as well as all hardware related issues for WIC Program such as the EBT stand beside systems. Eric can be reached at Eric.Cheung@ky.gov or 564-3827 Ext. 3794.

Cash Value Benefits

Cash Value Benefits (CVBs) provide fresh fruits and vegetables to WIC participants. These food instruments have a maximum benefit amount. If a WIC participant purchases a quantity of fresh fruits and vegetables which exceeds the maximum amount, they may pay the difference. The WIC program cannot be charged an amount that exceeds the maximum amount of the Cash Value Benefit.

In reviewing food instruments with fresh fruits and vegetables, the Vendor Management Section has determined that some vendors are redeeming these food instruments for an amount exceeding the

maximum. Effective March 15, 2010, the WIC program's contracted bank is rejecting these food instruments.



CVBs which are rejected by the bank for the above reason will require a new "Pay Exactly" amount to be entered. These food instruments will be revalidated by the local agency and resubmitted for payment.

Questions concerning this process may be submitted to Joe Wilson at joe.wilson@ky.gov or by phone at (502) 564-3827 ext 3839.

Did you know?

WIC Learning Online is a series of 18 online training modules for all levels of staff working in the WIC program.
www.nal.usda.gov/wicworks/WIC_Learning_Online

National WIC Association Breastfeeding Summit

The National WIC Association (NWA) held the National WIC Breastfeeding Summit on March 9, 2010 in Washington, DC. Representatives from the USDA, along with Undersecretary, Honorable Kevin Concannon and the Acting Deputy Surgeon General, Rear Admiral David Rutstein, were among the panelists providing an overview for increasing exclusivity for breastfeeding in our nation. Discussions included information on peer counseling strategies, funding, partnerships, improvements to the WIC breastfeeding food packages and incentives to states to improve breastfeeding incidence and duration. Best practice models were demonstrated by State WIC Directors and State Breastfeeding Coordinators, along with first-hand testimony from breastfeeding mothers and peer counselors.

NWA recognizes that WIC agencies across the nation are working hard to promote and support

breastfeeding as the first choice for infant feeding. NWA also recognizes the ongoing commitment of WIC Program staff to improving and sustaining breastfeeding rates. WIC is the only national public health nutrition program that comprehensively addresses the importance and advantages of breastfeeding for both mother and child.

The Breastfeeding Summit participants helped to identify and develop components for the national strategic plan for Breastfeeding in the WIC Program.



WIC Forms and Reports Retention Schedule

The chart below shows the retention schedule of common WIC forms and reports. Questions concerning the retention schedule may be submitted to Rhonda Goff at Rhonda.Goff@ky.gov or by phone at (502) 564-3827 ext. 3851.

Report Number	Form/Report	Retention
WIC-NP	Statement of No Proof	Per medical record requirements
WIC-52	WIC Issuance Sheet	Per medical record requirements
WIC-53	Voter Registration Rights and Preference Form	Two (2) calendar years
WIC-54	Notice of Ineligibility Form	Per medical record requirements
	Internal Review	Five (5) years
	VOC Forms and Labels	Per medical record requirements
	ICT Label	Per medical record requirements
	Proposed WIC Site Application	Retain copy in local files
	Outreach Announcements/News Releases	File in agency/site outreach file
	Local Agency Batch Control Form	Retain form for six (6) months
	Monthly Count of Unused Food Instruments/ Cash Value Benefits Inventory Form	Retain for one (1) year
	Food Instruments/Cash Value Benefits	Original stubs are retained per medical record requirements. NCR copy is retained for six (6) months.
	Formula Inventory Form	Maintain documentation for one (1) year
	Breast Pump Log	Three (3) Years
	WIC Numbered Policy Memo	3 - 5 Years
	WIC Memos (unnumbered)	Agency discretion

Health Awareness Calendar

April

April 24 - May 1 National Infant Immunization Week

National Center for Immunization and Respiratory Diseases
Centers for Disease Control and Prevention

www.cdc.gov/vaccines/events/niiw/default.htm

24 - 25
2010 March for Babies
March of Dimes Foundation
www.marchforbabies.org

May

1 - 31 National Physical Fitness and Sports Month

President's Council on Physical Fitness and Sports

www.fitness.gov
fitness@hhs.gov

2 - 8 Children's Mental Health Awareness Week

National Federation of Families for Children's Mental Health

www.ffcmh.org

June

1 - 30 Home Safety Month

Home Safety Council

www.homesafetycouncil.org/homesafetymonth

info@homesafetycouncil.org



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