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Kentucky Kangaroo Care Initiative

The Kentucky WIC Program and the University of Louisville Hospital Center for Women and Infants presented the Kentucky Kangaroo Care (KY KC) Initiative to birthing hospitals in Kentucky this fall. The Kentucky Kangaroo Care Initiative seeks to improve breastfeeding rates in newborn infants by promoting skin-to-skin contact with the mother in the hours immediately following birth and throughout the hospital stay. Kangaroo Care also encourages fathers to practice kangaroo care to facilitate bonding with the baby.

In late 2007, the University of Louisville Center for Women and Infants began placing full-term healthy infants in Kangaroo Care with their mothers immediately after birth in order to increase breastfeeding rates. As a result, breastfeeding rates have risen dramatically from the mid 50% range to the current consistent rate of 74%. With a commitment to “creating the knowledge to heal,” the University of Louisville Hospital (ULH) developed a Jumping into Kangaroo Care Toolkit to share their successful program with other birthing hospitals. Recently, six other Kentucky birthing hospitals implemented KC using the ULH Toolkit with great results.

This fall, the University of Louisville Hospital provided their KC Program free to all Kentucky birthing hospitals with funding sponsored by the Kentucky WIC Program. “Train the Trainer” workshops were held in seven locations throughout the state from October 18th through November 29th. Hospital KC champion teams learned how to use the KC Toolkit, which includes a 35 minute professional training DVD, a nine minute patient education DVD, and a CD-ROM that includes support materials. In addition, an emphasis was placed on simple but accurate reporting of breastfeeding data in order to truly reflect the improvement in infant nutrition as a result of implementing this standard of care.

We are excited to facilitate the implementation of Kangaroo Care in hospitals throughout Kentucky. By introducing the evidence based practice of Kangaroo Care in all Kentucky birthing hospitals, we truly can make a positive impact on breastfeeding rates and improve the health outcomes of mothers and infants!

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Kentucky WIC EBT-NTE

Not To Exceed (NTE), is the maximum amount that the Kentucky WIC Program will pay for a specific food item (identified by UPC) redeemed at a store in a specific Peer Group. Stores are segregated into twelve (12) Peer Groups based upon sales volume and region.

Sales	Region		
Class I - Less than \$200k	West	Central	East
Class II - \$200k to \$1.5 million	West	Central	East
Class III - \$1.5 million to \$8 million	West	Central	East
Class IV - Greater than \$8 million	West	Central	East

By utilizing these Peer Groups, stores are only compared to other, similar stores. In the first example below, you can see that the NTE prices for Borden’s Milk and Sunups Eggs at Class IV stores (sales >\$8 million) are different from those of Class I stores (sales <\$200k) in the same region. The second example shows NTE prices for Borden’s Milk and Sunups Eggs at Class IV stores in Eastern Kentucky vs. prices at Class IV stores in Western Kentucky.

Eastern KY	Borden’s Milk	Sunups Eggs
Class I store	\$9.74	\$2.79
Class IV store	\$4.18	\$1.73

Class IV Store	Borden’s Milk	Sunups Eggs
Eastern KY	\$4.18	\$1.73
Western KY	\$6.29	\$2.48

So how does the Kentucky WIC Program calculate those NTEs? First, EBT captures the store’s shelf price for each item purchased. NTE software divides this data into “buckets” based on the UPCs of the products and the Peer Groups of the stores where

the products were purchased. An average redemption price is calculated for each Peer Group, and for each product, using the previous three months’ data, and then a standard deviation of the data is calculated. Finally, the NTE for the Peer Group and product combination is set to the average value plus two standard deviations. This NTE algorithm can be applied in two ways:

1. Based on the price charged for a specific product or UPC (e.g., the price for every 15 ½ oz box of Cheerios purchased at any store in the Peer Group is used to calculate the NTE for this item).
2. Based on price charged for all products within a subcategory designation, regardless of UPC (e.g., every box of cereal within the same subcategory purchased at any store in the peer group). NTE is calculated as per unit of measure; e.g., ounces for cereal. The NTE for a specific product; e.g., 15 ½ oz. cereal, is then calculated as the NTE per ounce multiplied by the number of ounces.

The following is an example of how NTE is used:

1. A Class IV store in Eastern Kentucky requests \$4.25 for a gallon of Borden’s milk.
2. The WIC Direct system compares the \$4.25 requested to the \$4.18 NTE value for the Class IV Eastern peer group.
3. The amount that is recorded in the settlement due to the store, based on this transaction is reduced by \$.07 to \$4.18.
4. The approval message to the store indicates that WIC will only pay \$4.18 for the milk.
5. On the next settlement, the store is reimbursed \$4.18 for the gallon of milk.

NTEs have been an excellent tool for cost containment for the WIC Program. An analysis of 3 months of redemption data in a pilot area showed that 11.6% of all items submitted for approval and reimbursement (not including Cash Value Benefits) were reduced because of NTE exceptions. The average amount of the NTE reductions was \$.22, resulting in a total savings to WIC of approximately \$32,000.

Formula Update

Recently, Mead Johnson, Abbott Nutrition, and Nestle Nutrition have made changes to their formula packaging and/or formulation. Memos concerning these changes were sent out in August of this year. Since these changes can be critical to WIC participants, we are summarizing some of those formula updates here.

Enfamil Gentlease Powder

The 12.4 oz can of Enfamil Gentlease Powder should now be available on retailer shelves. If this size can is available in your area, participants receiving Enfamil Gentlease will need to be transitioned to the new food package code. Please see the memo dated August 3, 2011, for more information and for detailed information on updated package codes.

Enfagrow Toddler Products

The Enfagrow Toddler Formula line is now classified by FDA as a "Milk Drink". Due to this new classification, Enfagrow Toddler products are no longer Kentucky WIC approved products. Participants on the Enfagrow Toddler products should be transitioned to an appropriate formula or medical food at their next WIC visit.

Similac Sensitive for Spit-Up Powder

Similac Sensitive for Spit-Up Powder was expected to be on retailer shelves in October 2011. Participants currently receiving the ready-to-feed Similac Sensitive for Spit-Up due to the powder shortage should be transitioned to the powder form unless the qualifications for issuance of ready-to-feed formula outlined in the WIC Section of the PHPR have been met.

Similac Advance with Early Shield

Similac Advance with Early Shield will have a minor formulation change. The new formulation will contain 75IU per 100Kcal of Vitamin D to assist younger infants to meet the recommended 400 IU per day of Vitamin D. The reformulated products will begin shipping in the fall of 2011.

EleCare Products

- EleCare (product without DHA/ARA) is being discontinued. EleCare DHA/ARA will add the word "Infant" to its label to make it clearer that this product is for use with infants under the age of one.
- EleCare Vanilla will be renamed EleCare Jr. Vanilla to make it clearer that this product is for children over the age of one. EleCare Jr. will also be available in an unflavored version.

Vital Jr./PediaSure Peptide

Vital Jr. has been renamed PediaSure Peptide 1.0 Cal. See the memo dated August 8, 2011 for detailed information and package codes.

Abbott Nutrition is also introducing a new product, PediaSure Peptide 1.5 Cal. This product is currently not a WIC approved product.

Good Start Gentle and Good Start Soy

Gerber Good Start Gentle and Good Start Soy liquid concentrate and ready-to-feed packaging have changed. The 13 oz. liquid concentrate can has been replaced by a 12.1 oz. tetra brick that reconstitutes to 24.2 fluid ounces. The 32 oz. ready-to-feed can has been replaced by a four pack of 8.45 oz. tetra bricks, for a total of 33.8 fluid ounces. The new containers have begun shipping and should already be available at your local retailers. Please refer to the memo dated August 11, 2011, for detailed information and package codes.

All changes concerning these products will be addressed in the next revision of the Kentucky WIC Formula Resource Guide and WIC Section of the PHPR.

If you have questions, please contact the WIC office at (502) 564-3827, extension 4100.

State Fair

The 107th annual Kentucky State Fair kicked off August 18 and continued until August 28, 2011, in Louisville. This year, the Nutrition Services Branch (NSB) exhibit theme was “MyPlate,” which was unveiled June 2, 2011, and proved to be a very timely topic.

Foodscape items; i.e., landscapes made of food, accented the display. Thanks go to Debbie Lentz, who provided baskets of very interesting and unusual fresh fruits and vegetables. These conversation pieces encouraged fairgoers to explore and discuss healthy diet choices with the registered dietitians.

“Name that Veggie! Test Your Vegetable IQ” was another activity that gave visitors the chance to discover some fun facts about veggies such as “What is the leading vegetable crop in the U.S.? A

model of this vegetable serves as the basis for a toy named after it.” Answer: Potato.

A special thank you to all the great volunteers who helped to make this year’s exhibit on August 18th and 19th a success. The volunteers were: Debbie Lentz (Bullitt County Health Department); Lynette Renner (Cumberland Valley District Health Department); Natalie Love and Lori Williams (Louisville-Metro Health Department); Monica Smith (Northern Kentucky Health Department); Vernessa Autry (Park DuValle Community Health Center); Shalaka Gupte and Joanne Jones (U of L Children and Youth Project); and Connie Howell and Nancy Merk (NSB).

The 2012 Kentucky State Fair in Louisville is set for August 16th through 26th!

Peer Counselor Update

The USDA Food and Nutrition Service unveiled an updated training curriculum to assist local and state agencies with the implementation of successful and sustainable peer counseling programs in the Special Supplemental Nutrition Program for Women, Infants and Children (WIC).

The updated training curricula, Loving Support through Peer Counseling: A Journey Together, reflects current science and breastfeeding management techniques with revised manuals for peer counselors and managers.

The journey theme reminds us that this will be a new experience for the peer counselors, the WIC moms, and the WIC agency staff. This theme provides many opportunities for a fun learning environment with activities and visuals that help peer counselors remember key teaching points by linking them to experiences and familiar visual analogies.

The training update was provided by Cathy Carothers and Kendall Cox, IBCLCs with Every

Mother. Using the interactive relational approach, this design allows for flexible learning and strengthens the connection between trainer and peer counselors to enhance learning and retention. The presentation platform is highly visual and allows flexible navigation, so the trainer can respond to specific questions and share videos or picture stories to meet targeted individual learning needs of peer counselors. This approach complements the participant focused style used by WIC by allowing the peer counselors to set learning priorities.

The interactive relational approach used in the curriculum focuses on two powerful evidence-based learning techniques: highly visual imagery and navigation that allows for interactive learning.

The Nutrition Services Branch will be providing additional information in the future about implementing the updated training curriculum. For more information, contact Nancy Merk, State Breastfeeding Peer Counselor Coordinator, at nmerk0001@kctcs.edu.

eWIC Tips and Reminders

Items to Review or Provide to the Participant:

- How to select a PIN (Personal Identification Number).
- Give the participant a Kentucky eWIC Pamphlet.
- Have the participant sign and date the eWIC Rights and Responsibilities form.
- Give the participant a list of participating stores (if needed).
- Remind the participant that the shopper must tell the store cashier they are using an eWIC card.
- Explain how to use the card at the store.
- Explain how to do a balance inquiry at the clinic.
- Explain that the participant should request a balance inquiry at the store, if they do not know the card balance.
- Explain if they cannot purchase a food that appears on the Approved Food List, to report it to clinic staff.
- Keep card and PIN secure.
- If a new card or PIN is needed, the participant must return to the clinic for a replacement.
- **Please remind participants to bring their eWIC card with them to each WIC appointment.**

How do I order eWIC materials?

- **eWIC Benefit Cards** - eWIC Cards can be ordered from the WIC Help Desk. 877-597-0367 or 502-564-3827, Option 1 or @ WIC.HELPDESK@ky.gov
- **eWIC Cardholder** - eWIC Cardholders are stocked at the Pamphlet Library. These are available in

English and Spanish, and are packaged 100 per box.

- **eWIC Benefits Card Pamphlet** - eWIC Pamphlets are available in English and Spanish, and are now being distributed from the Pamphlet Library. The pamphlets are packed 100 per package. These will no longer be available on the CDS 880 WIC Forms ordering screen.
- **Pamphlet Library** - All Pamphlet Library orders may be mailed or faxed to (502) 227-7191. The ordering form and instructions are available at <http://chfs.ky.gov/dph/info/lhd/LHDforms.htm>

How do I order replacement paper rolls for the Balance Inquiry Device:

- Online Supplier -www.thermalpaperdirect.com
- Part #191-T, 50 Rolls per case
- Specs on paper: 2 ¼" width, 85" length roll of Thermal Paper

Please note: Replacement paper can be ordered through any supplier as long as paper specifications are met.

If you have the most current version of the eWIC Benefits Card Pamphlets (5/2011), you no longer have to use the green folder (refer to memo dated 10/15/11).

The new Kentucky WIC Approved Food List has been distributed and is dated 10-1-2011 to 9-30-2012.

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