



**KANSAS WIC INFORMATION MEMORANDUM**  
**KANSAS-WIC-I-2014-06**

**TO:** Parent and Sub-Agencies

**FROM:** Dave Thomason  
Nutrition & WIC Services Director

**DATE:** March 21, 2014

**RE:** Change in Ordering Process for WIC Client Program Booklets  
WIC Advisory Committee – Request for Agenda Items for 4/23/2013 Meeting  
Training: New Employee Breastfeeding Training, Topeka, June 3, 2014  
Kansas Baby Behavior Campaign – Other Health Professionals Invited – Credit Card Payments Are Now Accepted  
*KWIC Focus* – Saving Client Services Reports as an Excel Spreadsheet  
Training: Educational Opportunities

**Change in Ordering Process for WIC Client Program Booklets**

WIC Client Program Booklets may be ordered when a LA has a limited supply available. Local Agencies are asked not to have an excessive number of booklets sitting in storage. Please remember, the client program booklets are for clients and not for outreach purposes. Please order booklets only as needed from the online website now available through Brush Art. The document is included with this memo, which is also attached, explains the procedure for ordering the Spanish and English versions of the WIC Client Program Booklet. Local Agencies will need an ID and password which is provided on the first page of the instructions. The client program booklets will no longer be ordered from the SA and that option has been removed from the publications order form. Other materials will be posted on the Brush Art website as they become available. There are several links to the Brush Art WIC Materials website on the Kansas WIC website, they include; the [Local Agency main page](#), the [Nutrition Education main page](#), and a link on the [Forms/Administrative Materials page](#).

**ACTION REQUIRED:** Notify all staff of process change.

**WIC Advisory Committee – Request for Agenda Items for 4/23/2013 Meeting**

The next WIC Advisory Committee conference call is April 23, 2014 at 10:00 AM. **Please submit agenda items to your WAC representative or Patrice Thomsen by April 7, 2014.**

You can find your representative name and contact information on the [WIC Advisory Committee](#) page of the Kansas WIC website. As a reminder, questions about policy implementation should be directed to your agency's assigned state staff member.

**ACTION REQUIRED:** Submit agenda items by April 7, 2014.

**Training: New Employee Breastfeeding Training, Topeka, June 3, 2014**

Every local WIC staff person is an important part of a mother's breastfeeding support team. The next Kansas WIC New Employee Breastfeeding Training ("Using Loving Support to Grow and Glow in WIC") is set for Tuesday, June 3, 2014 in Topeka.

**Registration is through Kansas TRAIN. <http://ks.train.org>**  
New employees should already have set up a KS-TRAIN account, but if needed, see [Using KS-TRAIN for WIC Training](#) for basic instructions to set up a new KS-Train learner account.

- **Search for Course # 1032999.**
  - **Registration deadline is May 23.**
  - Cancellations received prior to the deadline will be refunded.
  - Cancellations received after the deadline will not be refunded & will be billed if not paid.
  - Payment is due the day of training but late payment may be arranged. Call for approval. Do not delay registering on KS-TRAIN to wait for your business office to prepare payment.
- 
- Who should attend?
    - All WIC staff members are to complete the New Employee Breastfeeding training within one year of WIC employment. It is acceptable to wait for the next training as long as the person will have been employed in WIC for less than one year by the time they attend. "All WIC staff" means all staff members who interact with WIC clients, including Breastfeeding Peer Counselors. The training is geared for new employees. However, any staff member who has missed earlier training should attend.
    - Space permitting, we will allow non-WIC staff such as Healthy Start Home Visitors to attend at a higher registration fee.
  - **Registration fee is \$20 for WIC staff and \$40 for non-WIC staff.** Continental breakfast, lunch and snacks will be provided.
  - Training will last one full day. Registration begins at 7:30 AM. Sessions begin at 8:00 AM and end at 4:30 PM.

- Location: **Ramada Topeka West**, 605 SW Fairlawn, Topeka, KS 66606. Phone: 1-785-272-8040 [Maps & Directions](#) (*This is a different location than in the past. The facility formerly was a Holiday Inn Holidome.*)
- We will apply for continuing education credit for nurses and licensed dietitians.
- Overnight lodging will only be reimbursed for staff whose normal workplace is > 30 miles away. There is no block of sleeping rooms reserved, but attendees can call the Ramada, state you are attending the Kansas Department of Health and Environment training on June 3 and ask for the State rate (\$85). Or see some other hotels on the Topeka Convention & Visitors Bureau's website. <http://www.visittopeka.com/hotels/>
- See more details in registration information on Kansas TRAIN.

The next New Employee Breastfeeding Training will be scheduled in November of 2014 in Wichita. Coordinators may choose to wait and send new employees to the next training as long as the person will have been employed in WIC for less than one year by the time they attend.

**ACTION REQUIRED:** Inform appropriate staff. As appropriate, register for the 2014 New Employee Breastfeeding Training in Topeka by May 23. Contact Patrice Thomsen at [pthomsen@kdheks.gov](mailto:pthomsen@kdheks.gov) or 785-296-1189 with questions or the need to register late.

**Kansas Baby Behavior Campaign – Other Health Professionals Invited – Credit Card Payments Are Now Accepted.**

Kansas WIC is excited to be able to open our Kansas Baby Behavior Campaign training to other interested health professionals. **Please share this information with others.** The State Agency is also publicizing to others, but this is a great opportunity for Local Agencies to reach out to establish or reinforce collaboration connections.

Several trainings will be available in Kansas in 2014 at a low cost with continuing education included. To learn where trainings will take place and to register go to Kansas TRAIN at <http://ks.train.org> log in and search for **Course ID # 1048763**. Or use this link:

**[WIC: 2014 Kansas Baby Behavior Campaign Regional Training \(1048763\)](#)** Never signed up using KS Train? Check here for more information - [“Using KS TRAIN for WIC Training.”](#) **If you already have a KS-TRAIN account - do not create another account!!!**

KS WIC is offering this training at \$20 for all attendees to encourage all health professionals working with new parents to share this information. A payment form can be printed from KS TRAIN during the registration process or from the [Kansas WIC Training page](#) of the Kansas WIC website. This form is designed to help you process your payment for training by check or credit card and people need to register using KS TRAIN and **not** simply send the payment form. Note: multiple staff members can be listed on one payment form.

**ACTION REQUIRED:** Please share this opportunity with other health professionals.

Was your agency waiting to pay for WIC staff with a credit card? You can pay now. The payment form in KS TRAIN has been revised to accept credit cards and is also available on the [Training page](#) of the Kansas WIC website.

### **KWIC Focus – Saving Client Services Reports as an Excel Spreadsheet**

This month's issue of *KWIC Focus* is included at the end of this memo and is also available on the web site at [http://www.kansaswic.org/local\\_agencies/kwic\\_focus\\_newsletter.html](http://www.kansaswic.org/local_agencies/kwic_focus_newsletter.html).

**ACTION REQUIRED:** Have all staff read *KWIC Focus*.

### **Training: Educational Opportunities**

- **2nd Annual Delivering Change Perinatal Education Conference.** Friday, July 18. Junction City. A day of perinatal education sponsored by the Geary County Perinatal Coalition. There will be a range of topics addressing maternal and infant health and breastfeeding. Contact Jill Nelson at 785-238-9787 with for questions. More information to come. [www.deliveringchange.org](http://www.deliveringchange.org)
- **Kansas Nutrition Council Annual Conference** – April 24, 2014, at Four Points by Sheraton, Manhattan, KS. See information included with this memo.
- **Kansas Dietetics Association Annual Conference** – April 25, 2014, at Four Points by Sheraton, Manhattan, KS. See the KDA website for agenda and registration details. <http://www.eatrightks.org/annual-conference> Early bird rate of \$185 in effect prior to April 3. (Student, Retired, and Non-member rates are also available.) Contact Four Points by Sheraton by April 3<sup>rd</sup> to reserve a hotel room at the special rate for the KDA conference.
- **Parenting from the Heart** A parenting and breastfeeding conference Saturday, April 26<sup>th</sup>, Grace Baptist Church, 2901 Dickens Avenue, Manhattan, Kansas. Register [HERE](#) or by mail. Sponsored by La Leche League of Manhattan, KS
- **DHHS Webinar Series - WIC and HIV/AIDS Webinar Series (Repeat of information in an email sent to WIC Coordinators on 2/26/2014)** Region VIII of the Department of Health and Human Services and the Mountain Plains Region of the USDA Food and Nutrition Services have partnered to present a series of webinars targeting WIC and MCH programs across the nation as they are committed to ensuring that health issues related to women, infants, and children are addressed. Webinar 1: “WOMEN, WIC, AND HIV – WHY AND WHY NOW?” was held March 12. You can still participate in the remaining webinars.  
[Click here to Register for upcoming webinars](#)

### **Caring for the Maternal and Child Health Population living with HIV/AIDS**

Wednesday, April 9, 2014, 2:00-3:30 CT

Learn more about the latest medical and nutritional therapies for HIV/AIDS treatment in the Maternal and Child Health Population!

**Best Practices: Addressing HIV/AIDS in the WIC Clinic and Community**

Wednesday, May 14, 2014, 2:00 – 3:30 pm CT (Note the date was incorrect on our email notification.) Learn more about WIC agencies actively involved in HIV/AIDS initiatives around the country!

To learn more about the National Women and Girls HIV/AIDS Awareness day, please click: <http://www.womenshealth.gov/nwghaad/>

- **KS WIC Glow and Grow Breastfeeding Training** Each new WIC employee is required by USDA to attend this training. For more information, see the [Training page](#) of the Kansas WIC website. Space permitting, we will allow attendance of non-WIC staff. Consider inviting other non-WIC staff such as Healthy Start Home Visitors.  
**Spring 2014 – Topeka, June 3, 2014 and Fall 2014 – Wichita (Dates to be determined)**
- **National WIC Association Annual Education and Networking Conference and Exhibits.** May 18-21, 2014, Pittsburgh, PA. Regular registration fee until April 15. (Remember all Kansas local agencies are NWA members and pay the member rate.)  
<https://www.nwica.org/events/info/annual-education-and-networking-conference-exhibits>
- **National WIC Association 2014 Biennial Nutrition Education and Breastfeeding Conference and Exhibits.** September 8-10, 2014, Atlanta, GA. Regular registration fee until August 8. (Remember all Kansas local agencies are NWS members.) <https://www.nwica.org/events/info/nwa-2014-biennial-nutrition-education-and-breastfeeding-conference-exhibits>
- **WIC Breastfeeding Basics**, a one hour online course from the WIC Works Resource System is now approved for 1 credit for dietitians, nurses and lactation consultants. WIC Breastfeeding Basics is the first WIC Works course to offer CERPs. You'll need to create an account, etc. Check it out today at <http://wicworks.nal.usda.gov/wic-learning-online>
- **An Online Breastfeeding Continuing Education Tutorial: Expanding Pediatricians' Roles in Breastfeeding Support: Continuing Medical Education (CME) Online Tutorial** There is no charge for this tutorial. To access the program, click on or cut and paste this link into your browser: <http://www.northeastern.edu/breastfeedingcme/index.html>



**ACTION REQUIRED:** Share information with appropriate WIC staff about these continuing education opportunities. Consider sending appropriate WIC staff according to your local agency training needs and as the local agency budget allows. If appropriate, refer to [ADM 11.02.00 Financial Support for Local Agency On-Going Training](#) for information on the possibility of obtaining financial support from the SA. Notice the policy specifies that staff time is not covered in these special funds.

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If you have any questions regarding this memo, please contact the state staff member assigned to your agency.

Attachments: Instructions for Brush Art materials website

*KWIC Focus*

Kansas Nutrition Council conference information



Welcome to the WIC Materials website. On this site you will be able to order WIC materials for your agency. Below is a step-by-step guide to use the site and order materials.

**Login information:**

**Brush Art WIC Materials Web address:** <http://www.brushartwicmaterials.com>

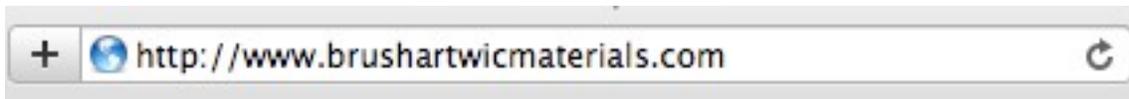
**State:** Kansas

**Username:** kansas

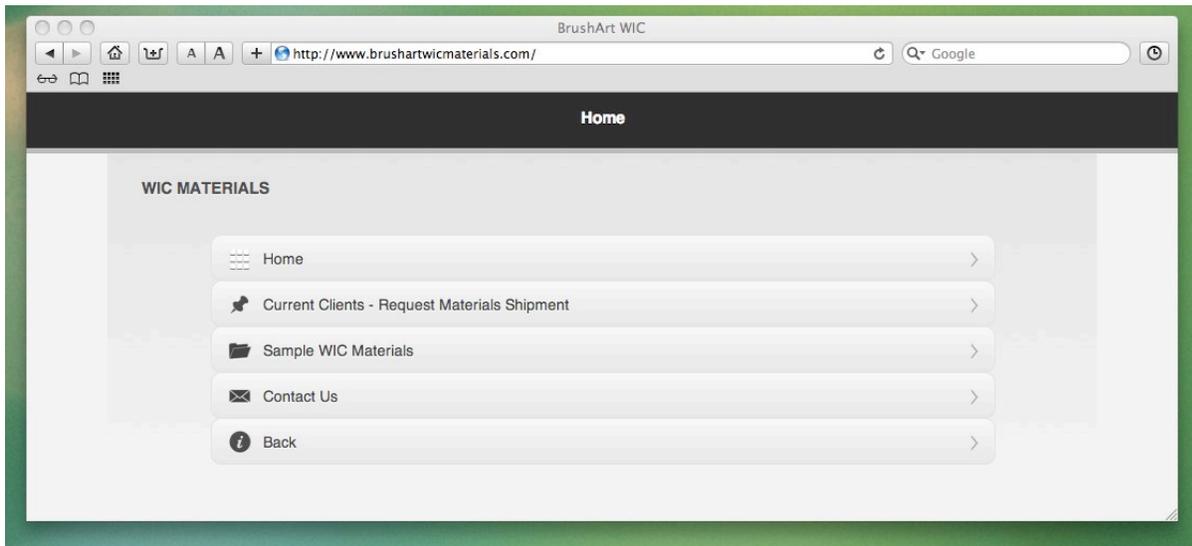
**Password:** sunflower

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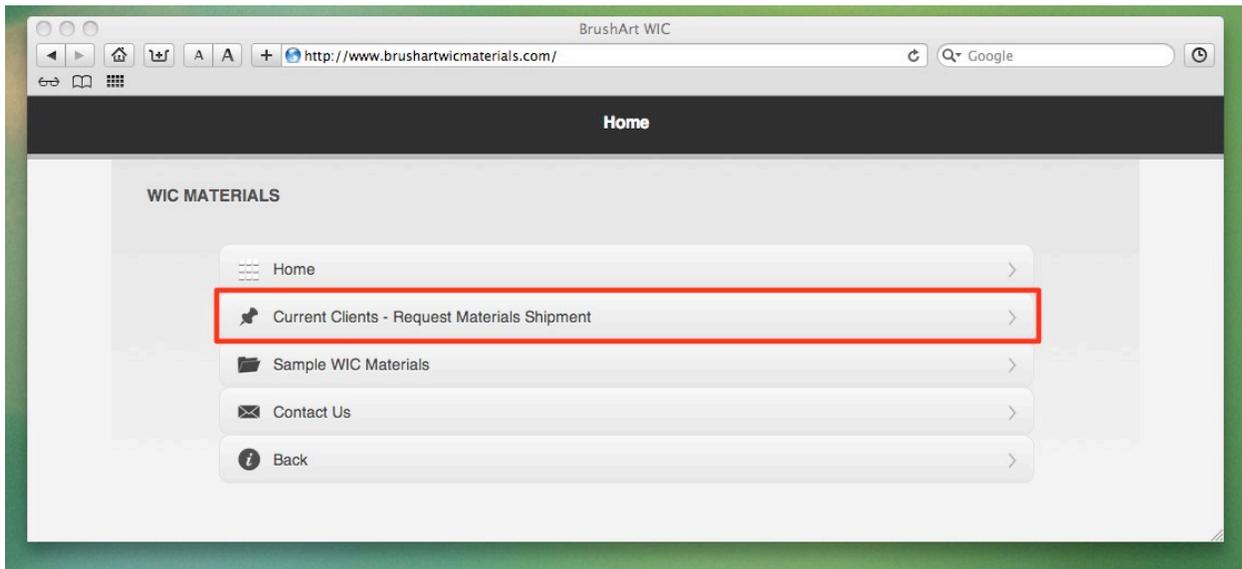
**Step 1:** Go to [www.brushartwicmaterials.com](http://www.brushartwicmaterials.com) in your web browser.



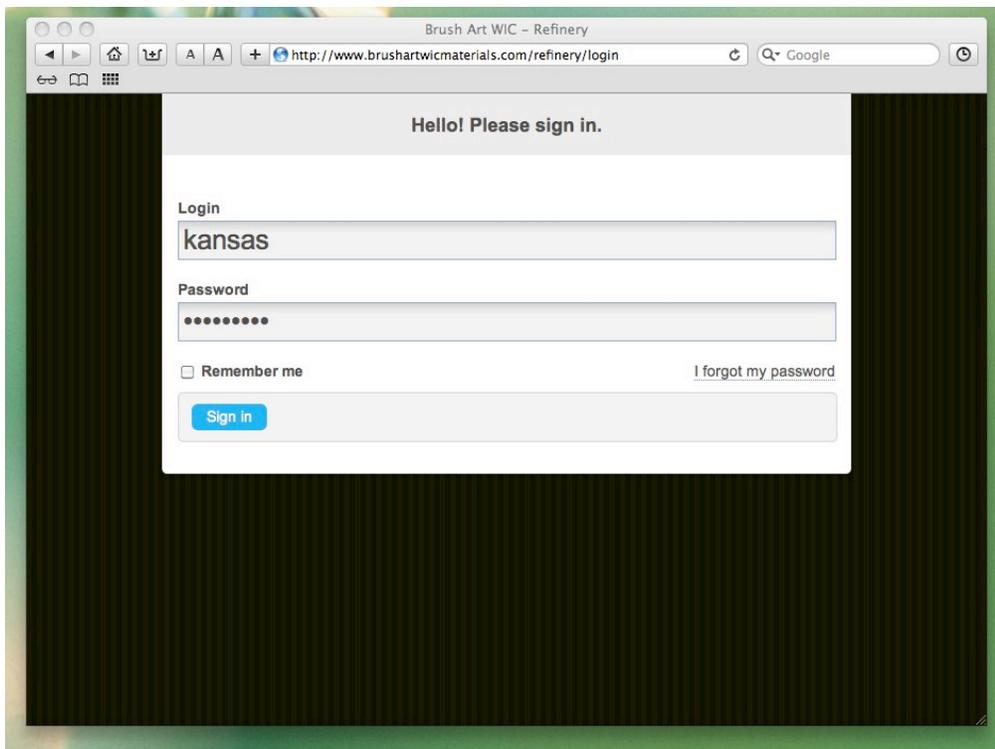
**Step 2:** You will be brought to our Home screen.



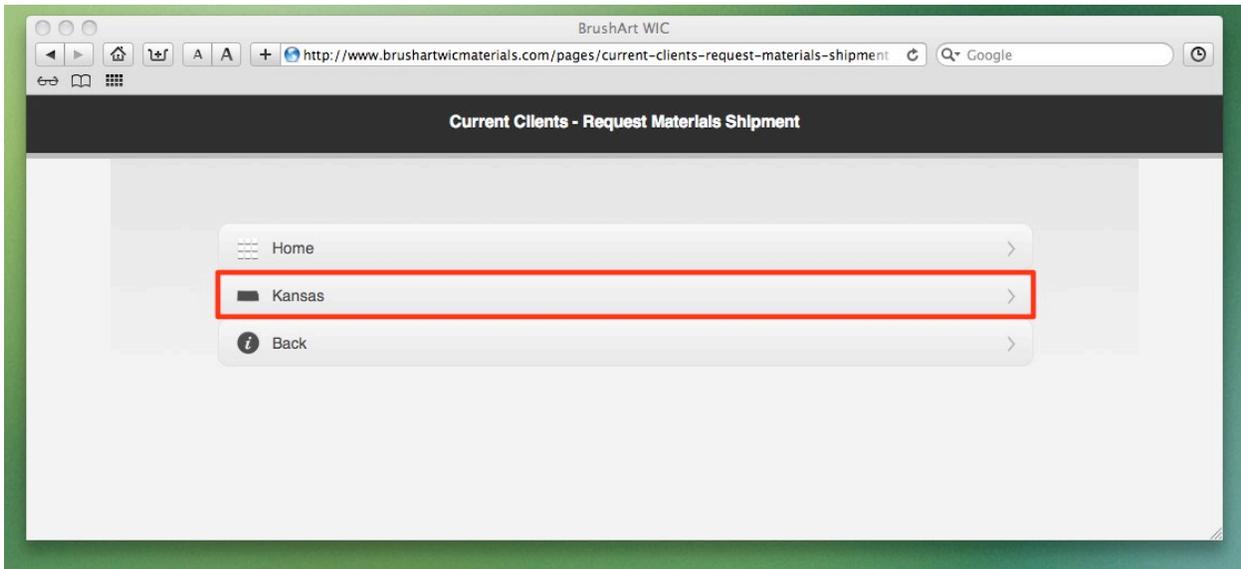
**Step 3:** Click “Current Clients – Request Materials Shipment” button



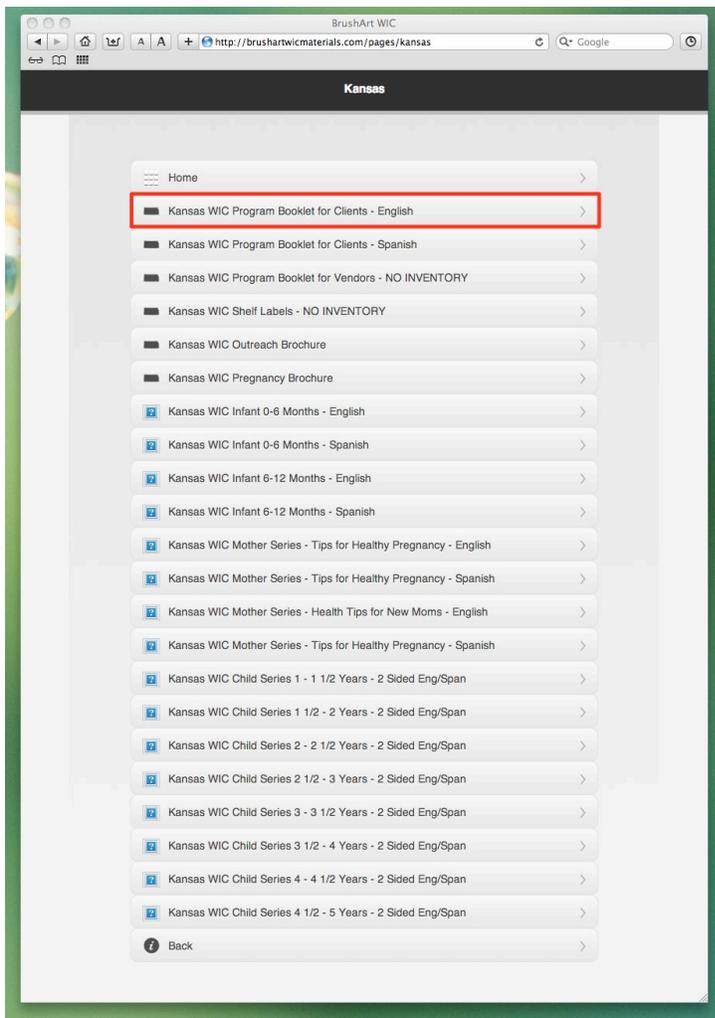
**Step 4:** Enter your login and password.



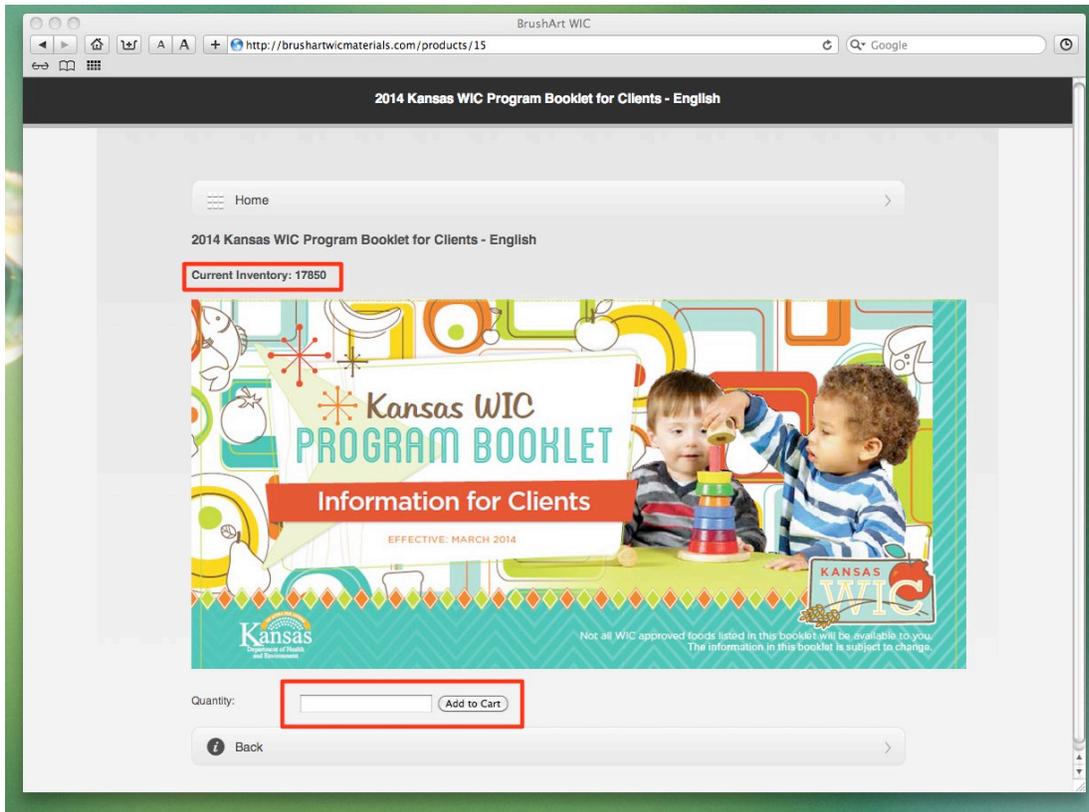
**Step 5:** Select your state button.



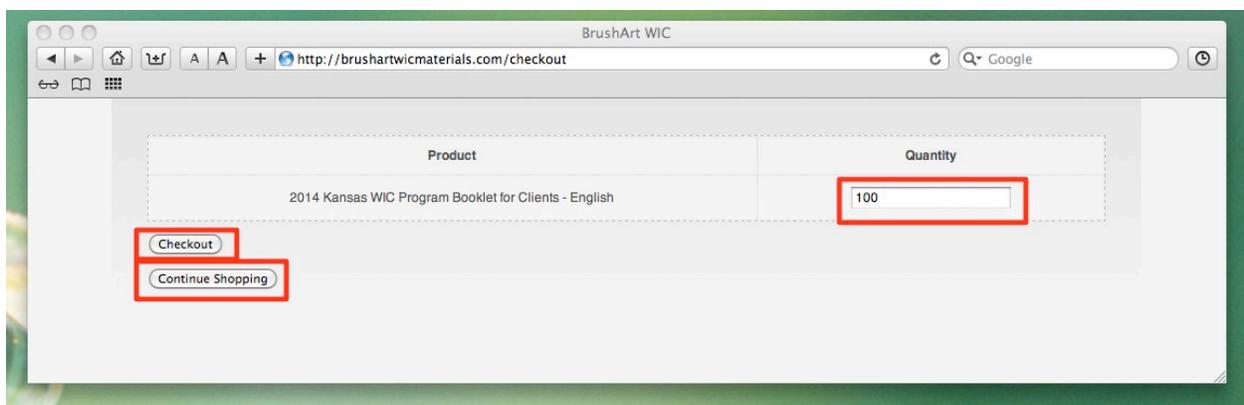
**Step 6:** All of your state's available materials will be listed. Select the material you would like to order.



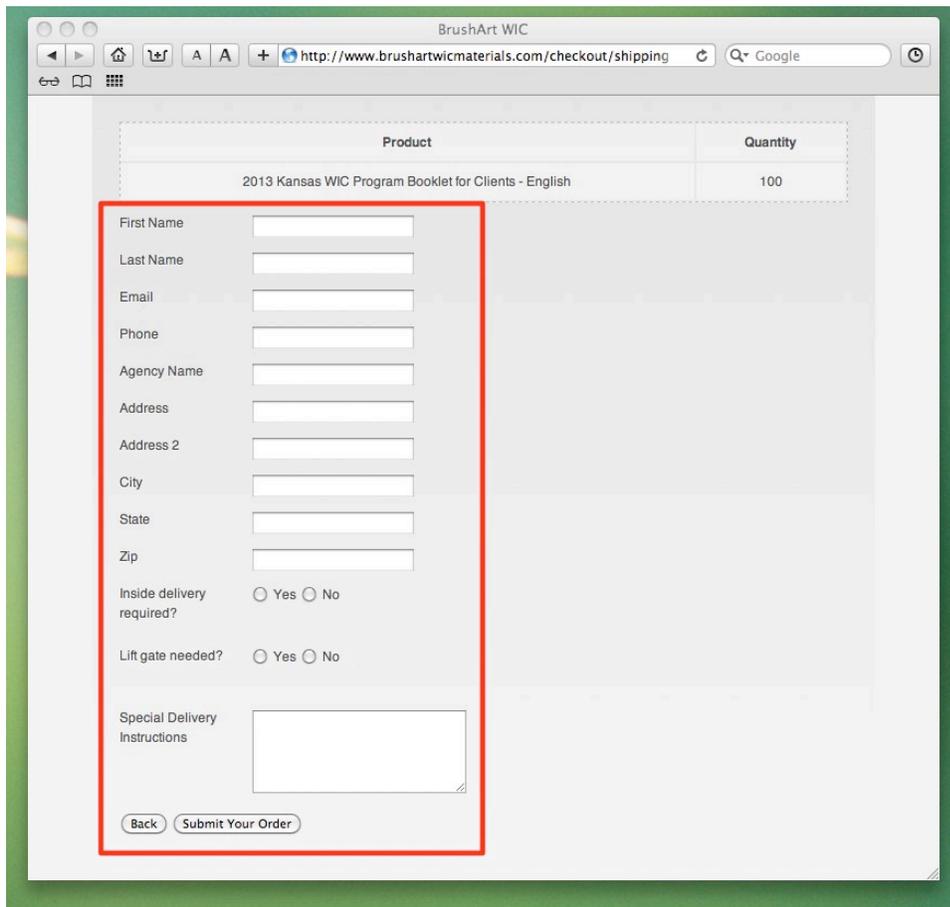
**Step 7:** The brochure you have selected will be pictured. Please review the image to ensure it is the brochure you would like to order. Above the picture the “**Current Inventory**” will be displayed. Once an order has been placed the inventory will automatically adjust. Below the picture there is a box to enter the quantity you wish to order. Enter your desired amount and click “**Add to Cart**”.



**Step 8:** You will be taken to your cart. Here you will confirm your quantity. To place your order: Click “**Checkout**” button. Or to continue shopping for additional items: Click “**Continue Shopping**”.

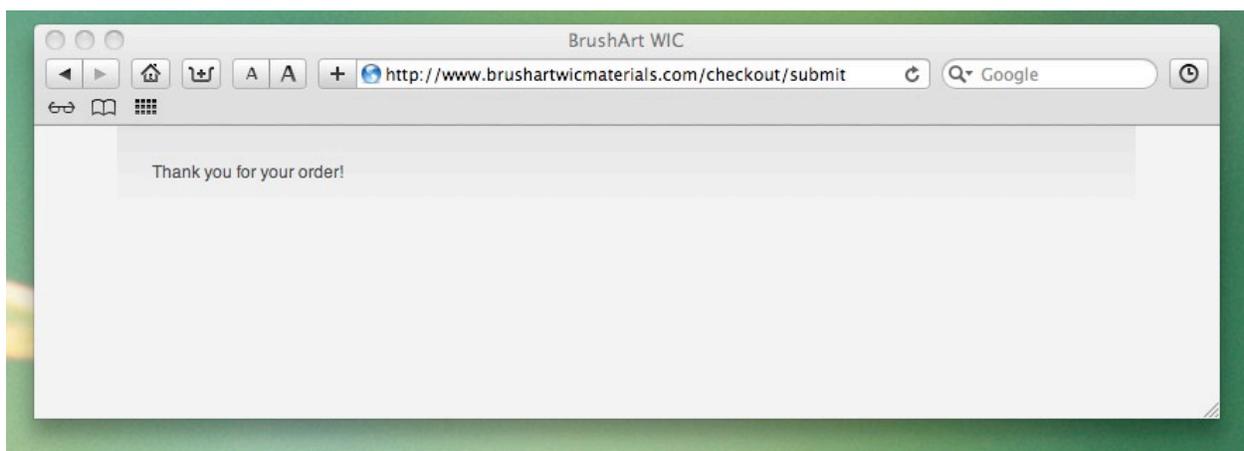


**Step 9:** Once you have checked out – you will be taken to the shipping page. Here you will need to fill out ALL of the fields. This step is very important to ensure your materials get delivered to the correct location.



The screenshot shows a web browser window with the URL <http://www.brushartwicmaterials.com/checkout/shipping>. The page displays a shipping information form. At the top, there is a table with two columns: "Product" and "Quantity". The product listed is "2013 Kansas WIC Program Booklet for Clients - English" with a quantity of "100". Below the table, the form includes the following fields: First Name, Last Name, Email, Phone, Agency Name, Address, Address 2, City, State, and Zip. There are also two radio button options: "Inside delivery required?" (Yes/No) and "Lift gate needed?" (Yes/No). At the bottom of the form, there is a "Special Delivery Instructions" text area and two buttons: "Back" and "Submit Your Order". A red rectangular box highlights the entire form area.

**Step 10:** When you have filled out all of the correct shipping information: Click **“Submit Your Order”**. This will then submit your order to be processed and your order is complete! *Please allow 7-10 days for the arrival of your materials.*



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If you have questions or comments please contact:

**Adrian Webb**

[awebb@brushart.com](mailto:awebb@brushart.com)

Office: 785.454.3383

**Julie Brush**

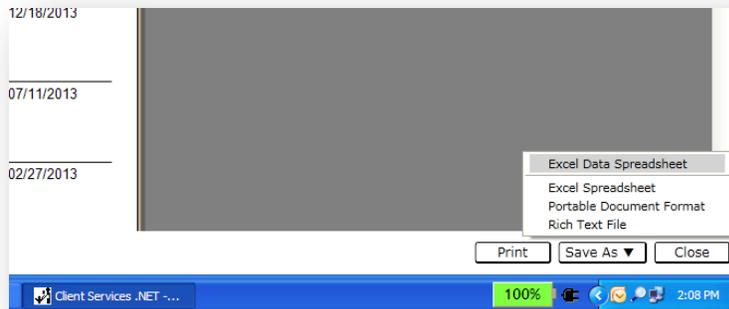
[juliebrush@brushart.com](mailto:juliebrush@brushart.com)

Office: 785.454.3383

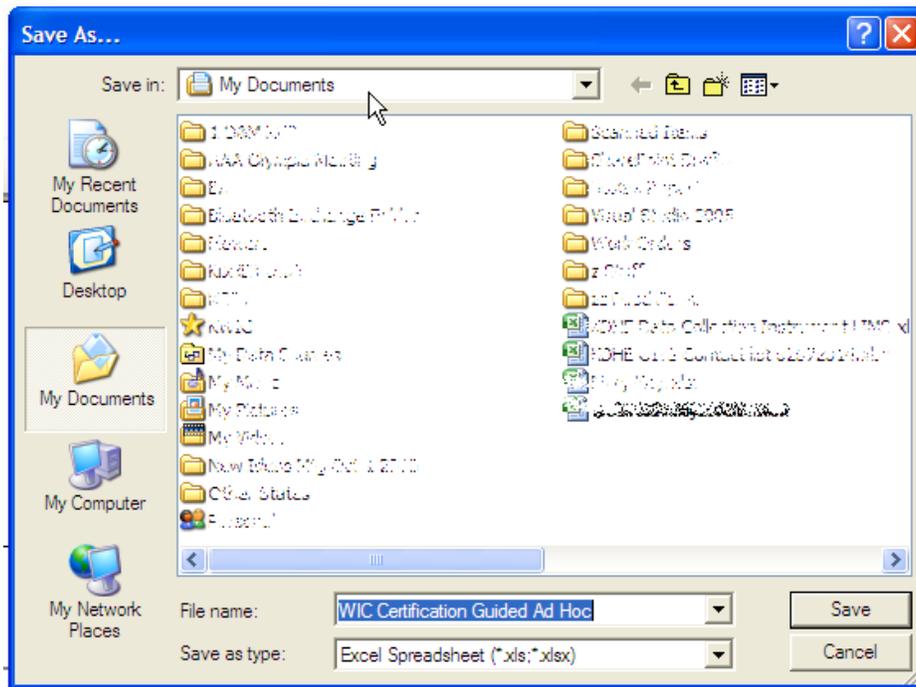


Question	Answer
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When working with reports in Client Services, use the **Excel Data Spreadsheet** selection to save the report in a much more user friendly version. Click the Save As button at the bottom of the screen and select Excel Data Spreadsheet.



A Save As box will come up and be sure to look and see where the document is being saved. In the box below, this document will be saved in the My Documents folder. The information generated from the report in Client Services is now saved as an Excel Spreadsheet to your computer.



**2014 Kansas Nutrition Council  
Conference**

***Discovering Collaborations  
& Creating Connections in  
the Little Apple!***



**Thursday, April 24<sup>th</sup>, 2014  
Four Points By Sheraton  
530 Richards Drive  
Manhattan, Kansas**

Join us in the “Little Apple” to discover collaboration opportunities and create connections to build bridges through nutrition education!

## Conference Schedule

- 8:00 Welcome
- 8:10 Keynote Speaker- Kathryn Hoy, MFN, RD, Cornell University, Center for Behavioral Economics  
***The Food Environment: Cues that Drive Behavior and Influence Choice***
- 9:25 Kevin Sauer, PhD, RD, LD, KSU Center of Excellence for Food Safety Research in Child Nutrition Programs  
***Current Food Safety Research Update from Kansas State University***
- 10:25 Refreshment Break Sponsored by Kansas Pork Association
- 10:35 Janeal Yancey, Ph.D., Research Assistant at the University of Arkansas, Sponsored by KS Pork Assoc.  
***Regulation or Marketing Hype: What’s in a Food Label?***
- 11:50 Jill Ladd, RD, LD, Kansas State Department of Education and Jodi Drake, Pratt County Extension Agent  
***Nutrition Education Collaboration between Extension and Kansas Team Nutrition***
- 12:35 Lunch sponsored by Kansas Beef Council
- 1:15 KNC Business Meeting
- 1:45 Arkansas Share Our Strengths Organization, Sponsored by Midwest Dairy Council  
***Speaking about the Cooking Matters Class and additional Share Our Strengths programs***
- 2:35 Break Out Sessions
1. Option 1: School Nutrition Track
    - a. Kathryn Hoy, Cornell University Center for Behavioral Economics  
***Smarter Lunchrooms Movement***
  2. Option 2: Community Nutrition Track
    - a. Rachel Pollock, speaking about the New Roots for Refugees Program
    - b. Shannon Krueger & Common Ground Kansas Panel  
***To Fear? Or Not to Fear? The GMO Question.***
  3. Option 3: General Track
    - a. Cindy Johnson, Kansas State Department of Education, Child Nutrition & Wellness  
***Powerful Presentations***
- 3:40 Kansas Spotlight
- ***Smart Snacks in Schools***- Jill Ladd, RD, LD, Kansas Team Nutrition Project Director
  - ***WIC Update***- Julie Ornelas, RD, LD, Bureau of Family Health, Nutrition and WIC Services
  - ***KNC Mini-Grant Awardee Presentation***- Leah Charles and Hanna Temple, AmeriCorps Interns
  - ***KNC Member Spotlight***- Open Forum
- 5:15 Closing Remarks and Evaluations
- 6:00 Kansas Dietetic Association Networking Event at Kansas State University Hale Library (see last page for details)

**\*\* 7 hours of Continuing Education have been applied for with CDR, Kansas Dietetic Licensure, AAFCS and SNA.**

# 2014 KNC Conference Registration

## Instructions

- To register by mail, complete this form and return it to: Karen Matson, 21905 Onaga Road N, Onaga, KS, 66521
- Make Checks Payable to: Kansas Nutrition Council (Federal Tax ID #48-0937840)
- Registration and payment accepted on day of conference.
- Purchase orders not accepted.
- Refund Policy: The conference fee will be refunded for refund requests received before April 1. After April 1 refunds will be made at the discretion of the KNC Board. "No Shows" are non-refundable. Please note that refunds will be made after the conference.

## Participant Registration Information (MS Word Enterable)

Name:

Title:

Mailing Address:

City:

State:

Zip:

Phone:

Email:

## Participant Registration Fee

Conference Registration (includes lunch, morning snack, handouts and KNC newsletter).

Attendee: Early Bird (postmark by April 1) \$85.00

Regular (postmark after April 1) \$95.00

Student\*: Early Bird (postmark by April 1) \$35.00

Regular (postmark after April 1) \$45.00

*\*This special rate is offered to students in memory of Carol Oberle, a long-time KNC member.*

## To assist us with planning, please indicate your preference of break out sessions

Option 1: School Nutrition Track : **Smarter Lunchrooms Movement**

Option 2: Community Nutrition Track

***New Roots for Refugees Program and To Fear? Or Not to Fear? The GMO Question.***

Option 3: General Track: **Powerful Presentations**

## Lunch

Yes, I would like a Vegetarian Meal

## More Conference Details.....

A block of rooms has been reserved for the conference with a reduced room rate of \$85.00/night at Four Points by Sheraton, 530 Richards Drive, Manhattan. Call (785) 539-5311 to make a reservation and request the group rate for Kansas Nutrition Council.

For questions about the conference contact Kelly Chanay at [kchanay@ksde.org](mailto:kchanay@ksde.org).

# Conference Session Descriptions

## **Kathryn Hoy- *The Food Environment: Cues that Drive Behavior and Influence Choice***

When it comes to food choices, we may be as much what we see as what we eat. Everything from what and how much we eat to whether or not we enjoy it are affected by cues all around us. Even our perceptions of the people making and serving the meal can be affected. Drawing from research conducted in lab settings, homes, restaurants and schools Cornell Food & Brand Lab researcher and Behavioral Economics Center Manager, Kathryn Hoy, MFN, RD, CDN will discuss how psychology and environment impacts eating behavior. We will also have some hands on activities that will give us a chance to experience some of these everyday pitfalls. Attendees should hopefully be better equipped to identify and deal with the daily traps that can lead us towards less healthy decisions in our diets, especially in terms of food choices and portion sizes.

## **Kevin Sauer- *Current Food Safety Research Update from Kansas State University***

This presentation will inform the audience about current food safety research being conducted at Kansas State University in the Department of Hospitality Management and Dietetics. Specifically, national research being conducted by the Center of Excellence in Food Safety Research in Child Nutrition programs in addition to applicable findings about food allergy management best practices, the food safety behaviors of parents of young children, and other studies will be shared. Applications and implications for nutrition practitioners will be discussed.

## **Janeal Yancey- *Regulation or Marketing Hype: What's in a Food Label?***

Confused by food labeling? You're not alone. Join Janeal Yancey, Ph.D., Research Assistant at the University of Arkansas and blogger at MomAtTheMeatCounter.blogspot.com, to sort through what's regulation and what's marketing in the labeling of milk, eggs, beef and pork. Dr. Yancey will also define terms like antibiotic free, no hormones added, organic, natural and more. Session sponsored by the Kansas Pork Association, in coordination with Kansas Beef Council.

## **Jill Ladd & Jodi Drake- *Nutrition Education Collaboration between Extension and Kansas Team Nutrition***

Discover collaboration opportunities to integrate Team Nutrition education curriculum into schools and nutrition education programs.

## **Arkansas Share Our Strengths Organization- more session details coming soon!!!**

Learn about the innovative and creative Cooking Matters Class that helps families shop for and prepare healthy meals on a budget and additional nutrition education programs that have been implemented by the Arkansas Share Our Strengths Organization.

## **Kathryn Hoy- *Smarter Lunchrooms Movement***

In an effort to reach out and provide resources to schools across the nation, the Smarter Lunchrooms Movement has assembled a set of Best Practices which are effective at creating an environment that nudges kids towards making healthful choices. These Best Practices are solution based principles which focus on specific aspects of the school meals and will be discussed during this session.

## **Shannon Krueger and Common Ground Kansas Members- *To Fear? Or Not to Fear? The GMO Question***

Genetically Modified Organisms (GMOs) get a lot of press, but what exactly are they? Women working directly on the farm will answer your questions about biotechnology on Kansas farms and what it means for the food we feed our families.

## **Rachel Pollock- *New Roots For Refugees***

New Roots for Refugees was started by Catholic Charities in partnership with the Kansas City Center for Urban Agriculture, to help refugee women start their own small farm business growing and selling vegetables. New Roots for Refugees empowers refugees to take charge of their own futures here in the United States.

## **Cindy Johnson- *Powerful Presentations***

Learn simple techniques for creating and delivering powerful presentations.

## **Kansas Spotlight**

During this session each speaker will spend approximately 20 minutes sharing information about successful nutrition education programs occurring in their respective programs. The KNC Member Spotlight will give an opportunity for all members present to highlight any particularly effective nutrition education efforts with which they have been involved.

## **Kansas Dietetic Association Networking Event**

All KNC members are invited to attend the KDA networking event, Flatter Than a Pancake, presented by Roger Adams, Associate Professor & Rare Books Librarian, Kansas State University Libraries. Visit <http://www.eatrightks.org/annual-conference> to register or contact Angie Lanigan at [anglanigan@gmail.com](mailto:anglanigan@gmail.com) with questions.