KANSAS WIC INFORMATION MEMORANDUM
KANSAS-WIC-I-2017-07

TO: Parent and Sub-Agencies

FROM: Dave Thomason
Nutrition & WIC Services Director

DATE: April 26, 2017

RE: Kansas eWIC News
Breastfeeding: Breastpump End of SFY Ordering
Training: Baby Behavior Refresher - Simple Ways to Calm a Crying Baby
Pediasure Packaging Changes
Nutrition Education – Several New Handouts Available
Nutrition Education – Health eKitchen Recipes have KS Allowed Foods Marked
Nutrition Education – WIC Health Channel Will Continue
Education Hosting Event Opportunity
WIC Advisory Committee: Minutes for 4/18/17 and call for Agenda Items for 7/18/2017
Training: Additional Educational Opportunities. Note May 19 deadline for Topeka New Employee Breastfeeding Training.

Kansas eWIC News
Yes, eWIC is coming to Kansas! The first issue of Kansas eWIC News is included at the end of this memo and is also available on the web site at http://www.kansaswic.org/local_agencies/eWIC.htm (KWIC Focus will be on hiatus for the foreseeable future.)

ACTION REQUIRED: Have all staff read Kansas eWIC News.

Breastfeeding: Breastpump End of SFY Ordering
Check your breastpump and breastpump equipment supplies! No items will be approved for purchase after Friday, May 5 until July 1, due to the end of the state fiscal year. All invoices and reimbursement requests must be to Martha Hagen at the state office by June 1, 2017. Do not include breastpump and equipment costs on your affidavits. These costs must be submitted on the Breastpump Request for Reimbursement Form with a copy of the invoice for payment.
ACTION REQUIRED: Please do not stockpile but place a realistic order. Contact Martha Hagen at martha.hagen@ks.gov for order approval before placing the order.

Training: Baby Behavior Refresher - Simple Ways to Calm a Crying Baby

Clinics should continue to educate parents about baby behavior. The white paper, *Simple Ways to Calm a Crying Baby ...and Have a More Peaceful Night’s Sleep* from Praeclarus Press found [here](#) will refresh staff about baby behavior.

**ACTION REQUIRED:**
Share this link with all staff or print off the white paper and distribute. All staff should read and find one item in the handout that they were reminded to tell parents about baby behavior. Set a staff meeting to discuss *Simple Ways to Calm a Crying Baby ...and Have a More Peaceful Night’s Sleep*. All staff should share the one item they were reminded to share.

Pediasure Packaging Changes

Pediasure Grow & Gain - Abbott Nutrition has announced a change to Pediasure Grow & Gain packaging. There are now many products that are called Pediasure with a “subheading” which further identifies the product. Pediasure Grow & Gain is what in the past was considered to be Pediasure 1.0, a product with 30 calories per ounce. The packaging is changing. There are no changes to the UPC, graphics, name, price, amount per container or formulation. See graphic attachment.

Nutramigen - Mead Johnson has announced a packaging change for Nutramigen 32-ounce Ready-To-Use. There are no changes to the UPC, price, amount per container or formulation – just a new look. See graphic attachment.

**ACTION REQUIRED:**
Share information with staff. Print off attached graphic and share with caregivers of clients who are issued these products. For more information about the family of Pediasure products refer to Appendix 1. Formula Manufacturers and Products.

Nutrition Education – Several New Handouts Available

Breastfeeding twins can be a challenge, but it can certainly be done. A new handout has been posted to the WIC website, titled [Breastfeeding Your Twins](#). This handout provides helpful tips, some of which come from moms who have successfully breastfed their twins. Barb Beier, RD, LD, CBE, one of the Shawnee County WIC dietitians, created this handout – thank you, Barb!

There are also three new handouts available for ordering from the [WIC Publications Order Form](#). The topics of these handouts were identified as high priorities by the Nutrition Education
Committee and were purchased from Nutrition Matters. They are: Sippy Cup, Iron Foods for Moms and Kids and Iron Foods for Older Babies and Toddlers. Staff can view these handouts on the Nutrition Matters website by using the search function at www.numatters.com. Remember, these can be ordered from the state. LAs do not need to order these from the company.

**ACTION REQUIRED:** Share with staff responsible for nutrition education.

**Nutrition Education – Health eKitchen Recipes have KS Allowed Foods Marked**

An added feature on www.wichealth.org is the Health eKitchen. Here clients can find recipes and videos. The SA worked with wichealth staff to identify any ingredients that are allowed as foods on the KS WIC Program. These ingredients will be marked with an asterisk.

**ACTION REQUIRED:** Inform clients about www.wichealth.org and Health eKitchen. Point out that recipe ingredients that may be allowed on their WIC checks are marked.

**Nutrition Education – WIC Health Channel Will Continue**

The SA has decided that the contract for the WIC Health Channel will continue. This service provides video clips on a variety of nutrition and health topics. There are detailed instructions on how to set it up in your clinic in the August, 2016 I Memo. WIC staff can also simply refer clients to the Kansas WIC website www.kansaswic.org or the WIC Shopper App. There is a “WIC Health Channel” access button on the opening page of the Kansas WIC website. No user ID or password is needed for clients. Staff can also use this same method to access the service when they want to view any of the video clips or use a video in a one-on-one setting during an appointment or with multiple individuals as part of a class. A handout for clients and mini-poster is provided in the August, 2016 I memo.

**ACTION REQUIRED:** Inform clients about the WIC Health Channel and how to access it.

**Education Hosting Event Opportunities**

WIC clinics have the opportunity to organize and host two events. This is a great opportunity to learn more in a year when there is no 2017 or 2018 WIC Conference.

- Learn more about postpartum depression. The SA will cover the costs for the Pregnancy and Postpartum Research Center (based in KS City) to come to your community and present the documentary *The Dark Side of the Full Moon* which includes information also on screening, signs and symptoms, how to start the conversation and resources. The SA would like to have one of these screenings in each region of the state and encourages invitations issued to anyone who works with pregnant or postpartum women. Contact Martha Hagen, martha.hagen@ks.gov

- Learn how to talk to employers in your community about supporting breastfeeding employees presented by Brenda Bandy, Kansas Breastfeeding Coalition Executive Director. Arrange for this event by contacting Brenda at bbandy@ksbreastfeeding.org
WIC Advisory Committee: Minutes (4/18/17) & Call for Agenda Items for 7/18/2017
You can find minutes of the April 18, 2017 WIC Advisory Committee meeting on the WIC Advisory Committee page of the Kansas WIC website.
http://www.kansaswic.org/local_agencies/WIC_advisory_comm.html

The next WIC Advisory Committee conference call is Tuesday, July 18, 2017 at 10:00 AM. Please submit agenda items to your WAC representative or Patrice Thomsen by July 6, 2017. 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: Read minutes as desired. Submit agenda items by July 6, 2017.

Training: Additional Educational Opportunities

- **Kansas WIC New Employee Breastfeeding Training** - “Using Loving Support to Grow and Glow in WIC”. All new employees are required to attend Loving Support training. WIC Coordinators may choose to wait and send new employees to the nearest training, as long as the person will have been employed in WIC for less than one year by the time they attend.
  - Topeka – May 31, 2017. **Registration deadline is May 19.** See details in the January 2017 I-memo.
  - Wichita – probably November 2017 (exact date to be determined)

- **Because there is no state-wide or regional meetings planned during 2017, all Kansas WIC nurses and dietitians are to complete “VENA: Connecting the Dots”, Course ID 1067705, preferably by June 30.** See the January 2017 I-memo for full information.

- **Marijuana, Pregnancy and Breastfeeding Clinical Guidance**, Course ID# 1065030 in TRAIN, is from the Colorado Department of Public Health and Environment (CDPHE) and the Retail Marijuana Public Health Advisory Committee. Colorado is one of the first states to legalize marijuana, and the research of health effects of marijuana use is limited. Tasked with creating public awareness, prevention and education strategies, developing resources, and aligning messages, CDPHE created the Retail Marijuana Education program. Additionally, CDPHE manages the Retail Marijuana Public Health Advisory Committee which includes public health and health care professionals, experts in cannabinoid physiology, and scientists. Based on literature reviews, medical professional expertise, and stakeholder input, pregnancy and breastfeeding guidelines were developed. This learning module will disseminate research, review pregnancy and breastfeeding guidelines, and cover additional marijuana safety topics. CME credit is available.
• An online breastfeeding continuing education tutorial titled: “Expanding Pediatricians' Roles in Breastfeeding Support Continuing Medical Education (CME) Online Tutorial” is available. 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

• Lactation Counselor Training Course October 30- Nov. 3, 2017, in Manhattan, KS sponsored by Via Christi Hospital. Training by The Center for Breastfeeding.

**ACTION REQUIRED:** Share information with appropriate WIC staff about these continuing education opportunities. WIC staff is encouraged to attend additional nutrition and breastfeeding trainings and conferences. Consider sending appropriate WIC staff to trainings and conferences according to your local agency training needs and as the local agency budget allows. The SA encourages WIC staff, if appropriate, to also obtain funding through - ADM 11.02.00 Financial Support for Local Agency On-Going Training.

This policy provides information on the possibility of obtaining financial support from the SA for additional training. Be aware that the policy specifies that staff time is not covered in these special funds. Appropriate staff time would be covered under regular WIC funds or other county funds as approved by supervisor. If additional regular WIC funds are needed for staff time, contact your SA lead for guidance.

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

**Items:**

*Kansas eWIC News*

*Pediasure Grow and Gain and Nutramigen Package Changes*
Pediasure Grow & Gain Package Change

There are no changes to the product, UPC, name, price or amount in container.


Nutramigen RTU (Ready-to-Use) Bottle Change

There are no changes to the product, UPC, name, price or amount in container.

Watch for the new packaging in May 2017.
Kansas eWIC News

Dear Kansas WIC Staff,

Welcome to the first issue of Kansas eWIC News for local agencies. We are very excited about this new era of WIC in Kansas and this newsletter is just part of the excitement. For now we have included key topics with general information. We know many of the topics will generate questions. We look forward to answering them. Through future issues we will provide more detailed information. You can count on being fully prepared for the big day when your WIC participants will be using their new eWIC cards at their local grocers!

Warm regards,

David Thomason, Kansas WIC Director

When will eWIC happen?

Shawnee County will pilot eWIC starting September 14, 2017. Pilot lasts for several months. The current plan is to implement eWIC by region starting in January of 2018 and finishing by early summer. There will be more information in future issues of Kansas eWIC News.

What does it mean that the Kansas eWIC system is on-line?

Here are examples of what that means.

- Benefits are not stored directly on the eWIC card. Instead, when staff issue benefits (like printing checks now), the benefits will be kept in an Electronic Benefit Account (EBA) and available for the client to use on the first use date.
- When the client uses the card at the store, there is real-time, on-line, connection via the internet to the client’s account.
- If a client calls to report the loss of a card, staff can immediately inactivate the card, which will not allow further access to the benefits.
- In certain situations, policy will allow staff to issue benefits without the client being in clinic.

Key Dates

September 14, 2017
Pilot begins in Shawnee County
Summer of 2018
Roll-out complete

Terms

EBT/Electronic Benefit Transfer – the general term used by WIC and other programs for paperless issuance and use of program benefits.

eWIC – The WIC-specific term for EBT

Benefits – The term WIC will use instead of “checks”. E.g. Staff will Issue benefits instead of issuing checks.

EBA/Electronic Benefit Account – The combined (aggregated) food benefits for an entire family unit.

Cardholder – The name of the person to whom the eWIC card is issued. The Cardholder name will always be the Participant or the Caregiver name – so the Cardholder will be the woman herself or the Caregiver of an infant/child. (Cards will not have a printed name or signature.)
What is the Kansas eWIC Card like?

There will be just one eWIC card issued per family with all the benefits for the family accessed through it. **Exception:** There will be a separate card for each infant or child identified as in foster care. These clients will have their own Electronic Benefit Account (EBA).

Anyone with the cardholder’s Personal Identification Number (PIN) can use the card. No form of identification will be needed at the store. Staff will be trained to encourage clients to pick a PIN that is easy to remember and never write it on the card or keep it with the card. Client education materials will include what to do if they forget their PIN.

The front and back of the Kansas eWIC card is shown below. There will be no client name or signature on the card.

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Key to Success

Help Your Clients Use the WIC Shopper App Now

We’ve had the WIC Shopper App since September of 2016. Right now a client can use it to scan a barcode to see if a food is WIC approved in Kansas. There are other great education links like recipes.

Once eWIC is implemented, the WIC Shopper App will be one of the ways a client can check their benefits. (If someone does not have a Smartphone, there will be other ways to check their WIC benefits.)

**Staff are encouraged to help clients use the WIC Shopper App now. Help them download it and point out the current features.**

See these I-Memos for more details.

**August 2016** – Detailed information.

**October 2016** – How much data does using the app take?

See the [new eWIC webpage](#) for WIC Shopper App resources.

Thanks to:

- Sedgwick County for the postcard-sized master that can be printed and cut to be the WIC Shopper App on one side and WIC Health Channel on the other.

- Johnson County for the English/Spanish resources.
What does it mean that the whole family’s benefits are aggregated in one EBA?

Just like now, staff will still assign individual food packages. At the certification appointment, staff will print out a document that shows all the benefits separated by family member and a list of the combined benefits for the entire group, i.e. a “shopping list”.

A client can buy however much they want at one trip to the store. Along with their receipt for items purchased, the remaining benefits will also print out.

All members of the family will have the same first and last use dates. Like now, the first use date will depend on when the client is certified (not the first day of each month.) And like now, there is no carry over of benefits.

How will new family members have the same first and last use dates as existing members? A new member of a family group will have benefits prorated between the time of their certification and the next first use date of the group benefits. (KWIC will automatically pro-rate – no staff figuring.)

When clients go to the store, how do they know what benefits they have available to buy that day?

Clients will be able to check their benefits in multiple ways such as:

- Using the KWIC Client Portal,
- Using the www.ebtEDGE.com website,
- Using the WIC Shopper App,
- Looking at a Receipt from a previous store visit that has remaining benefits, and
- Checking at the store before they start to pick up their WIC foods. E.g., Go to the Customer Service Desk, swipe their card and get their available benefit list printed.

We’re on an exciting journey together.

Keep watching for more information.

What will training be like?

Details about training will be presented in future issues of Kansas eWIC News. Here are a few key points.

Staff will not have to travel for training except for right before a clinic’s implementation, staff will go on a store visit to practice using an eWIC card to gain experience that will help staff understand how everything works and to be able to share this with clients.

Training will be a combination of methods such as printed information, live or recorded webinars, Q & A conference calls, and possibly using KS TRAIN. We plan the training to be flexible so staff will not have to complete it all on the same day.

New eWIC information to be added to kansaswic.org website.

You can find eWIC related information on a new eWIC webpage located on the “Information for WIC Local Agencies” webpage. In the future, the website will be further modified with information for clients and vendors.