

WIC Bits

Look for future editions
of WIC E-Bits on the Web!

Illinois WIC Program Update

November/December 2007

Illinois WIC is changing to Enfamil LIPIL®

As you are aware, beginning Saturday, December 1st, WIC participants who receive 3 months of formula food instruments will see Mead Johnson formulas in place of Ross formulas for those food instruments with a beginning date of February 1, 2008. Attached to this message is the WIC Formula change handout (English - Spanish should be out later this week) for participants who would be receiving the food instruments with Mead Johnson formulas. You will be receiving a supply of these handouts in English and Spanish from Mead Johnson in the next week or 2. You can also access this handout from our website at <http://www.dhs.state.il.us/page.aspx?>

Cornerstone Income Data Entry

Now that there has been an adjustment period with the new WIC Program Client Certification Form (pink sheet), please review this information to ensure all staff are correctly entering client income into Cornerstone. Based upon WIC Management Evaluation observations and Cornerstone reports, it has been noted that several local agency staff are still entering either \$0 or \$1 for annual income into the Cornerstone screens (Participant Enrollment (PA03) and/or Program Information (PA15)).

For clients who receive Food Stamps, Medicaid, Temporary Assistance for Needy Families (TANF), or other financial assistance, the Local Agency is required to document and obtain a verbal declaration of income. This dollar amount should be documented on the WIC Program Client Certification Form and also entered into Cornerstone (PA03, PA15) for data collection purposes by USDA. (Reference: IL WIC PPM CS sec.3-1.)

Farmers' Market Nutrition Program in Perry County



Perry County Health Department held their first Farmers' Market event entitled "Eat Local, Eat Fresh!" The event was held Saturday, September 22 at Keyes Park in Du Quoin. The goals of the event were to:

1. Increase participation with Seniors and WIC participants in the Farmers' Market,
2. Increase nutritional knowledge and options by using the Farmers Market, and
3. Increase Du Quoin tourism.

A chef held cooking demonstrations that included fruits/vegetables in the recipes. There were samples (with copies of the recipes) for participants to try, including: vegetable quesadilla, zucchini pancake, sweet potato casserole, bruschetta, and chocolate cake made with pumpkin, to name a few. There were demonstrations of how to use butternut squash, pumpkin, zucchini (all sold at the Farmers Market), which got us thinking of Fall.

There was face painting and coloring pages for the kids, which was a big hit. There were drawings for prizes (holiday world tickets, mums quilts, herb garden, water bottles, etc) and a band played throughout the morning to keep the participants moving. Channel 8 SIU Broadcasting came and taped the whole event for a community show called "In Focus". In all, it was a great event with great participation.

CEDA Success

Free Museum Entry for CEDA WIC Families

The Social Service Corporation in Oak Lawn recently granted the Children's Museum in Oak Lawn \$4,500 to serve economically disadvantaged families. Through a partnership with CEDA WIC Program in Oak Lawn, the Children's Museum in Oak Lawn will admit any mother and her children into the museum at no charge when the mother presents her WIC card at the door.

"I think many of us take the \$3 admission fee for granted, not thinking that it's really a lot of money," said Adam Woodworth, the museum's Executive Director. "But for some families, it is a lot of money. This grant helps to remove an economic barrier for economically disadvantaged families. These children will now have an opportunity to participate in the educational environment offered by the children's museum."



This partnership is a wonderful opportunity for CEDA WIC families. WIC services not only promote healthy eating habits, we also try to encourage well being through being active and learning together. Most importantly, we hope it inspires other agencies to think of untraditional and family focused partnering opportunities in your own community.

Two CEDA WIC participants say "Thanks!"

*I have become a WIC participant about two months ago. I have to admit that I have never received this much sympathy, support and help from strangers before. When I first came to the clinic I was overwhelmed with fear and the uncertainties of becoming a mother, until I spoke with Kamilah (the nutritionist). Kamilah has an amazing personality filled with warmth and kindness, which she easily transfers onto others. I can't express enough just how grateful I am for all the help and support I received at your clinic. Your (CEDA) staff is an amazing group of people. Even though I've never had a chance to meet you, I wanted to thank you for managing such a great clinic and hiring such kind people. It seems almost surreal that in this day and age one can still find people who are willing to offer so much help and support to a complete stranger. Kamilah has gone way past average customer service in order to lessen my fears and worries of becoming a parent. I left the clinic knowing that I am not alone and that I have someone to count on in time of need. Even when I came back with my newborn son I was offered even more help. I just wanted to thank you, and everyone at the clinic for everything. I hope that everything that the clinic does for people doesn't go unnoticed. THANK YOU!!!!!! ******

During the last two years, my family and I have had to endure difficult times due to our financial situation. With a new addition to our family, things got even harder. I was at the point where I realized that I needed help and soon. A friend told me about the "WIC and CEDA" offices in Harvey and that they were there to give assistance to families in need. I walked into the WIC office and received the much-needed help I was looking for. In addition to saving me hundreds of dollars every month on food and groceries, they provided helpful hints on child care, information on other offices where we can receive other benefits, as well as counseling on family planning and other options that I never knew about. I truly believe that WIC and CEDA programs are a blessing to the lives of my family and I and we all thank you from the bottom of our hearts for being here for us in our time of need.

Rapport Building - A Key to Positive Relationships with Participants

Taken from Customer Service Notes for WIC (Volume 4, Issue 6) Learning Dynamics

<http://www.learningdynamics.com/>

Building rapport begins with a positive first impression, when the WIC employee greets the participant with a smile and uses their name. This can be followed by an open-ended question such as, "How are you doing today?"

Communication skills are an important part of building rapport. WIC staff should use active listening techniques to maintain positive rapport with participants. For example, in response to the above question, "How are you doing today?," a participant might give important clues, perhaps describing the difficulties they have faced over the last few days. In response, the WIC employee can then offer a statement such as, "It sounds like you've had a tough last couple of days." By using such a statement, the WIC employee shows that participant they are concerned and listening to her.

It is also important that WIC staff communicate that they are empathizing with participants. Some specific techniques that can be utilized are:

- X Nodding
- X Using words or phrases such as "Okay" or "I see"
- X Making eye contact
- X Taking notes
- X Using positive non-verbal behavior (not folding one's arms or putting hands on your hips)

By building rapport, the WIC staff can establish positive long-term relationships with their clients.

Questions for Reflection:

1. In what ways do you currently build rapport with participants?
2. What can you do to improve the way you build rapport with participants?
3. How can you make your telephone calls with participants more positive, leading to better rapport?