

# WIC Local Agency Conference Call

WEDNESDAY, AUGUST 21, 2024, 8:30-9:30 AM

## Agenda and Summary Notes

### Agenda Items:

- Participant Centered Services (PCS) Training Project – Bernadette Flores and Jill Ondreyka
- New Cultural Toolkits – Sara Wells and Atika Bashari
- WINNIE Pilot Update – Valeesha Halmon, Ramsey County
- Online Shopping Project Evaluation Update – Rachel Freund
- Mead Johnson Formula Update – Jessie Zins
- Conference Reminder – Carole Kelnhofer
- 50<sup>th</sup> Anniversary Reminder – Tina Breitenbach

### Program Updates

#### Participant Centered Services (PCS) Training Project – Bernadette and Jill

They shared a timeline for various PCS activities for the next two years:

- Site visits conducted by Bernadette in May 2024 to learn more about Minnesota WIC.
- Conference sessions in September 2024.
- Webinars on Oct 30, 2024 and January 30, 2025. The target audience is CPAs. Webinars will present information on:
  - Support champion activities
  - Energize PCS
  - Personal skill development (i.e., OARS)
  - Troubleshooting challenges
  - Supporting others (e.g., peer observations, staff meeting activities).
- Champions calls will be held in 2025.
- Regional Trainings are planned for summer 2025.
- Training materials will be ongoing through the contract period with Bernadette and Jill.

#### New Cultural Toolkits – Sara and Atika

[WIC Cultural Toolkits](#) are resources to support staff that work with a variety of different cultures. Ask yourself – how do your own values, codes of conduct, family dynamics and parenting practices benefit or harm the families you work with?

Sara developed the Native American toolkit and Atika the Afghan toolkit.

- Sara and Atika shared background and history in their areas of expertise.
- Each toolkit will include nutrition, breastfeeding, formula, starting solids, parenting practices, holidays among other areas in the toolkits.
- The toolkits will be posted soon, watch the Weekly Update!

**WINNIE Pilot Update** – Valeesha in Ramsey County shared the “adjustment has been going well. Overall questions staff have had are addressed in the training materials.”

Valeesha shared about their preparation and training before rollout. They did the following:

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- Padded clinics in the morning and afternoon. They started 30 minutes later in the morning and ended the day 30 minutes earlier. They also scheduled one extra person in clinic the first two days of rollout.
- Staff prepared by beginning to watch modules last year and reviewed them again 3 months in advance of rollout. They watched them together as a team and discussed similarities and differences with HuBERT. Valeesha stressed having time to work in the training environment and to practice was very helpful. They had a list of scenarios for staff to work on in group settings. Their main theme was that WINNIE is very similar to HuBERT and WINNIE is an enhanced version of HuBERT.
- She commented “staff are liking WINNIE better, it is easier to use, and faster.”
- She also mentioned there were more comments from staff in the [August 1 WINNIE the Scoop!](#)

### **Online Shopping Project Evaluation Update** – Rachel Freund

A participant satisfaction survey was conducted in June and July. Results show overall there is high satisfaction of online ordering. Participants report:

- Satisfaction of 80-90% in terms of saving time, easy to find WIC foods, and easy to pick up their order.
- 64% that used online ordering have used it more than once.
- 14% that have never online shopped before tried WIC online shopping.

The survey will be completed again at the end of August.

### **Mead Johnson Formula Update** – Jessie Zins

The tornado at the Mead Johnson plant on July 9, 2024 has created a potential shortage of AR Reguline and Gentlease. We are monitoring data to determine if we are noticing any trends or issues with supply. Currently we are seeing low usage of the large cans that were recently added for participants to purchase. If you do hear of concerns in your areas, please reach out to your state WIC consultant and let us know. If you do hear of any issues, WIC staff can encourage participants to

- Use large can sizes from larger stores,
- Order formula through MDH if you have issues in your areas.
- Reach out to state WIC consultant if questions about ordering.

If supply of Gentlease becomes a concern an option is for MDH WIC to add Enfamil Sensitive. It is not a formula in our contract which means it will not receive a rebate from Mead Johnson. We are holding on adding it right now since we are not hearing about current supply issues in MN. We will continue to monitor the situation and will share more information if the shortage escalates.

### **Conference Reminder** – Carole Kelnhofer

There are 470 staff registered for the conference. Speakers are currently sharing their presentations with us. They will be available online as a resource during the conference. There will also be six community partner tables at the event. The preconference is now available on our training platform; check the Weekly Update or the [MN WIC 2024 Training Conference](#) page for this and other conference details. Registration for the conference closes September 6.

### **50<sup>th</sup> Anniversary Reminder** – Tina Breitenbach

The celebration is on Sept. 5, from 9:30-11:30 at the Wilder Auditorium in St. Paul. It will have an open house format. There is a presentation portion of the event, and it will be recorded and shared. Presenters include Commissioner Cunningham, Kate Franken, and Vista Fletcher from USDA, a peer counselor from Hennepin, and CPA staff from Ramsey. We are inviting the media for coverage of the event, and there will be WIC clinic tour between 9:30 and 10:15 at Ramsey County Wilder clinic location. We are excited to celebrate this milestone in WIC!

## Questions & Answers

### **Atika did you say all meat is avoided post-partum?**

All meat is generally avoided in postpartum, especially the immediate postpartum period, except for chicken. However, chicken is only introduced after about one week, and it's typically prepared in a simple way, like boiling it with onions and a few condiments.

### **Can you share more about fasting for children in the Afghan culture?**

For boys, fasting typically begins around the age of 12. For girls, it can start as early as 9 years old if they are in good physical health, but it often begins around 12 as well.

### **Is there a way for a coordinator to check to see which team members have registered?**

Yes, please reach out to Carole Kelnhofer or your state WIC consultant for a list.

## Reference – Complete Listing of Hyperlinks

[WIC Cultural Toolkits](https://www.health.state.mn.us/people/wic/localagency/culturaltool.html) (<https://www.health.state.mn.us/people/wic/localagency/culturaltool.html>)

[WINNIE the Scoop!](https://www.health.state.mn.us/people/wic/localagency/infosystem/thescoop.html)

(<https://www.health.state.mn.us/people/wic/localagency/infosystem/thescoop.html>)

[MN WIC 2024 Training Conference](https://www.health.state.mn.us/people/wic/localagency/24conference.html)

(<https://www.health.state.mn.us/people/wic/localagency/24conference.html>)

Minnesota Department of Health - WIC Program, 625 Robert St N, PO BOX 64975, ST PAUL MN 55164-0975; 1-800-657-3942, [health.wic@state.mn.us](mailto:health.wic@state.mn.us), [www.health.state.mn.us](http://www.health.state.mn.us); to obtain this information in a different format, call: 1-800-657-3942.