# Central District

# Meeting Minutes

May 17, 2016

1. Call to order

Camille Roland called to order the regular meeting of the Central District at 1:05pm on May 17, 2016 at 930 Wildwood, Jefferson City.

1. Roll call

Camille Roland conducted a roll call. Paula, Nancy, and Tracy by conference phone line. Bridgette, Erin, Debbie, Rose, D’Anne, Katie, Mary Lou, Rita, Betty, Sue, Dorothy, Avis and Julie were present

1. Guest Speakers
2. Victoria Warren-E-Cigarettes

E-cigarettes also called ENDS. Advertised as safe. Not recommended by FDA as a smoking cessation device. Sends Nicotine to the brain. One cartridge is the equivalent of one pack of cigarettes. Comes in 1000’s of unique flavors. Sold in mall kiosks and vapor shops. In a future email, this presentation will be emailed to the group

1. Jason SeeHusen –WIC Inventory tracking/Fixed Asser Manager

Jason gave updates on processes for tracking state issued equipment. Computers, Laptops, breast pumps, signature pads etc. Attached to this email is Jason’s presentation

1. Sybil Schlater-Caseload Analysis

Overall,WIC participation decrease in 2015. Nationwide, 8 percent. Possible reasons for the decrease have been discussed, such as transportation issues, better economy, resulting in families not needing WIC services, some people may have dropped off, because of milk change from 2 percent to skim or 1 percent. Full WIC packages are not being redeemed. Bridgette mentioned that families are not using their full Fruits/Vegetables voucher even though can use own money for the difference. This presentations will be attached in a following email. Feel free to email Sybil for your own agencies reports. Can also pull redemption reports.

1. Camille Roland-Missouri WIC Association update-

Conference update, contracts being finalized with hotel. Expect new survey and registration information in the WIC updates. Asked the group for feedback, questions, concerns and comments. regarding Missouri WIC Association membership. We are looking to expand the group. We want to know what possible barriers are keeping people from joining. Send all fee back to Camille. Would like to hear from everyone in the next couple of weeks.

1. D’anne Ward-Social Media Update- D’Anne shared some exciting and positive news with update on social media. The budget for social media has doubled. For 2017, there is no limit to the budget. The State is taking creative measures to reach WIC participants. WIC info toolkits to be sent to WIC info health providers, local la leche leagues and other baby friendly organizations. Coming soon, in waiting rooms of doctors office, on the magazines there will be WIC magazine wraps, some with the theme of Thrive to Five, encouraging participation past age 1. These will be in offices of doctors that take Medicaid. Verbal food insecurity survey to be introduced during doctor visits A facebook campaign will start in hopes of reaching female participants, ages 16 and older. The Pandora outreach will target participants 18-39 with children under 5. The Pandora ad will run until October. How to videos on the WIC experience will hopefully released in July. A video was shot as Casa De Salud in St. Louis. Information included were how to redeem a WIC voucher in addition to the WIC experience at the store. D’Anne also included that there is a task force within the state office that is taking on the task of updating the DHSS WIC page. Changes to the tabs and navigation changes will make it user friendly. People will be able to access the WIC information easier without having to search the entire dhss site. D’Anne shared that something new will be starting for our WIC kids, birthday cards will be sent out by local agencies for the children. State will pay for the postage. Please email D’Anne any further questions.
2. Bridgette Henderson-Vendor update- Annual training for cendor will be coming up . Gail Ponder is now in Bridgette fomer position. Susan Guerrant coordination CEUs and UPC’s for E-WIC. Door decals, shelf and new food labels for vendors, now to be called retaillers have been mailed to stores. The WIC is bigger and more noticeable for easier shpping. Signs and labels are not red, white and blue. Possible fraud alert, Bridgette shared that in Eastern district, a copied WIC folder, on regular paper was found by retailer, with 2 signatures on insides, so please keep an eye open and be mindful, that this is going around.
3. Additions, Adjournment and thanks. –Presentations will be emailed along with or following the minutes email. Also, a google survey will come in the next week to see which dates and times works best for our August meeting, which will be by phone. Meeting adjourned at 4:02pm.