



CLINIC LAGNIAPPE

LOUISIANA WIC's Clinic Staff Newsletter



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IMPORTANT DATES:

- May 25 – 27, 2021
LA WIC Virtual
Conference

WELCOME TO CLINIC LAGNIAPPE!

A message from LA WIC Nutrition Operations Manager, Leslie Lewis

Thank you for your dedication to the Louisiana WIC Program (LA WIC). As a staff member at a WIC Clinic, you are a critical partner in ensuring WIC participants receive nutritious foods that improve the health of participating families. With your help, WIC participants benefit from long-lasting positive impacts such as reduced infant mortality, increased access to primary and preventive health care, and improved academic achievement. We also want to recognize and thank vendors for their essential role in providing support and services to our participants and communities in the face of unprecedented challenges due to the ongoing COVID-19 public health response.

Our goal is that the bi-monthly Clinic Lagniappe Newsletter will strengthen the partnership between LA WIC State Agency and clinic staff by keeping you informed of changes in program processes and policies, by celebrating and highlighting clinic successes, and by providing you with the resources and support you need to be successful.

The newsletter will automatically be sent to the Regional leadership team and clinic supervisory staff, but we strongly encourage you to share it with all WIC clinic staff. Check out Page 4's Join Our Mailing List section to find out how you can register additional email addresses to receive this newsletter directly.

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After you've had a chance to read through this issue, we'd love to get your feedback. What did you like? What didn't you like? What topics would you like to see covered in future issues? On page 4 of this issue there is a section titled "We Want Your Feedback!" that you can use to share your thoughts with us. Please help us improve by letting us know how we're doing.

Again, thank you for your unwavering dedication and support!

Leslie Lewis
LA WIC Nutrition Operations Manager

STAFF UPDATES

Louisiana WIC Website

The Louisiana WIC website has new added features and content, including:

- ❖ **Clinic Staff Page**
The [Clinic Staff page](#) will feature the most up-to-date information and resources for clinic staff. You can find the new Clinic Staff page under the WIC Community tab.
- ❖ **WIC Pre-Application** – Potential participants may complete an online application to assist with determining eligibility. Pre-Applications are forwarded to Regional Nutritionists to route to the appropriate regional WIC Clinics. The Pre-Application can be found on the "How To Apply" page.

Did You Know?

What is VENA?

Celia Bridgeforth, MPA, RDN, LDN
Nutrition Education/ Exempt Formula Program Manager

Valued Enhanced Nutrition Assessment (VENA) is a participant-centered, health-outcome based approach to WIC nutrition assessment. VENA puts the needs of the participant and the goal of a healthy outcome at the core of WIC nutrition services. The VENA approach supports WIC goals by emphasizing the relationship between nutrition, physical activity, and health. Most importantly, the VENA approach highlights assisting individuals at nutritional risk in achieving healthy dietary and physical activity habits to improve nutritional status and prevent nutrition-related problems. The Louisiana WIC program requires all Competent Professional Authorities (CPAs) and High-Risk Nutritionists to implement the VENA approach when conducting nutrition assessments with WIC participants. In December 2020, the Food and Nutrition Services (FNS) updated the VENA guidance.

The following concepts were highlighted in the updated VENA guidance:

- Focus on participants' capacities, strengths, and developmental needs; not solely on the problems, risks, or negative behaviors.
- Engage participants in the dialogue, information exchange, listening, and

feedback in order to translate the assessment into action and customize the nutrition services provided.

- Foster an ongoing partnership between CPAs and participants that is built on trust and mutual respect through open, honest, and respectful communication.
- Ongoing staff training on nutrition assessment skills will improve CPAs' confidence and proficiency as they continue to apply participant-centered approaches to the assessment process.
- Quality improvement efforts that include direct observation of assessment practices are essential to evaluating the implementation of VENA.

VENA Approach to WIC Nutrition Assessment



The updated VENA guidance also features tools to support the implementation of the VENA approach. To discover the updated VENA guidance visit VENA: [Value Enhanced Nutrition Assessment in the Special Supplemental Nutrition Program for Women, Infants, and Children \(WIC\) \(usda.gov\)](#)

Resource: www.wicworks.fns.usda.gov

Clinic Spotlight – National Nutrition Month

Congratulations, Crescent City WIC National Nutrition Month Winners



Crescent City WIC clinic collaborated with Healthy Blue and Winn Dixie to celebrate National Nutrition Month NOLA Style! Four lucky WIC participants received a \$100 grocery-shopping spree and nutrition tour!

The “Making Groceries, Making Healthy Choices” nutrition tour demonstrated to WIC participants how to stretch their WIC dollars by using the store’s rewards program and coupons when purchasing their WIC benefits.

The nutrition tour also highlighted the fresh produce available to participants to purchase with their WIC cash value benefits. The Crescent City Family Service Curbside WIC & Food Pantry also highlighted National Nutrition Month with the addition of great nutrition education resources for WIC participants! Congratulations to the brilliant Crescent City WIC staff for going the extra mile for our WIC participants to celebrate National Nutrition Month!



Crescent City WIC National Nutrition Month Shopping Spree

Contract Clinics Corner

Packing Slips for Exempt Formula

Beginning in October 2020 for all WIC exempt formula orders, Louisiana WIC Contract Agencies/Sites must submit exempt formula proof of purchase documentation – packing slips – to the State Agency within **three business days** of formula shipment receipt. Please follow these steps when submitting your formula packing slips.

Step 1: Verify shipment matches information on the packing slip.

Step 2: Email a copy of the packing slip to

LAWICFinance@la.gov and cc Celia.Bridgeforth@la.gov.

In the subject line include the complete contract agency name, site name, formula company name, and PO number.

Example:

Access Health Louisiana, St. Tammany Community Health Center, Abbott, PO# 033333

If formula received is damaged or items are missing, please be sure to file claim with vendor company within 1-2 business days to receive replacement product or a credit. Be sure to cc LAWICFinance@la.gov and Celia.Bridgeforth@la.gov on the email. Use same subject line format, as requested above, in order for State Agency staff to associate it with the appropriate invoice order. For questions or comments, please contact Tiffany Franklin at Tiffany.Franklin@la.gov.



LAWIC Trivia

The Departments of Agriculture and Health and Human Services released the 2020 -2025 Dietary Guidelines for Americans in December 2020. Can you identify a new addition to the 2020 - 2025 edition of the Dietary Guidelines for Americans?

[Click here](#) to submit your response to the trivia question. Staff that submit the correct response will be entered in a raffle to receive a nutrition education resource prize pack.

Meet Your State Agency Team

Nutrition Services

The LA WIC State Agency Team are here to assist you with clinic operations. Your Clinical Supervisor or Regional Nutritionist should be your first point of contact but if you have further questions, State Agency is here to help for questions related to WIC clinic policies and procedures, breastfeeding support, outreach, LAWIN, exempt formula, and nutrition education.

LA WIC State Agency Team provides support to 106 clinics throughout the state. The contact information for each team member is listed below.

Nutrition Services <i>Area of Responsibility</i>	State Agency Team Member	Contact Information
Program Management	Leslie Lewis, Nutrition Operations Program Manager	Leslie.Lewis@LA.GOV
	Kate Andrus, Program Manager	Kate.Andrus@LA.GOV
Management Evaluations	Sheneda Jackson, Program Manager	Sheneda.Jackson@LA.GOV
	Patty Abraham, Program Monitor	Patty.Abraham@LA.GOV
Complaints, Disputes, Civil Rights and Fraud Investigations	Wendy Terrell, Program Manager <i>Primary Contact for Disputes, Civil Rights and Fraud Investigations</i>	Wendy.Terrell@LA.GOV 225-342-7900
	LaNaya Carter, Program Monitor <i>Primary Contact for Complaints</i>	LaNaya.Carter@LA.GOV 504-568-3018
Breastfeeding Services and Peer Counseling Program	Tara Landry, Program Manager	Tara.Landry@LA.GOV
	Jana McDonald, Peer Counseling Program Manager	Jana.McDonald@LA.GOV
LAWIN and WIC Education	Barbara Cerniauskas, Program Manager	Barbara.Cerniauskas@LA.GOV
	Jessica Farris, Program Monitor	Jessica.Farris@LA.GOV
Nutrition Education and Exempt Formula	Celia Bridgeforth, Program Manager	Celia.Bridgeforth@LA.GOV
Program Outreach	LaNaya Carter, Program Monitor	Lanaya.Carter@LA.GOV

We Want Your Feedback!

We'd love to hear from you! Send us your thoughts, comments, and suggestions.

What did you like about this newsletter? What topics would you like to see covered in future issues? [CONTACT US](#)

Join Our Mailing List

This newsletter will automatically be sent to Regional Nutritionists to share with WIC Clinic Managers. WIC Staff may also sign-up to receive this newsletter directly by registering. If you would like to join the **WIC Clinic Lagniappe** mailing list, [click here](#).