

# NUTRI-NET NEWS

April 2000

This newsletter is a service of the Nutrition Education Network of Wisconsin. The Network is designed to enhance coordination and communication among agencies and organizations that educate Wisconsin's low income individuals and families about nutrition and food.

*Nutri-Net News* shares brief information about programs and materials that support healthful and enjoyable eating.

Visit our Web site at:  
<http://www.nutrisci.wisc.edu>

## **The Wisconsin WIC Program Revitalizes Nutrition Education**

*Tony Zech, MBA, RD, CD*  
WIC Program Nutritionist/FMNP Nutrition Coordinator

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) in Wisconsin is playing an active role in the nutrition education of its clients and the community. WIC program staff are working to revitalize nutrition education. A \$50,000 mini-RFP (request for proposals) went out to local WIC projects to develop innovative nutrition education activities. The local WIC projects were encouraged to develop creative, fun, and effective nutrition education activities to be provided when clients are receiving their WIC vouchers. In some areas, partnerships might be formed with other community organizations. The selected projects will be working on their activities this year. One of the goals of this effort will be to duplicate the successful activities in other local WIC projects.

The WIC revitalizing effort is being coordinated with national and local partners. The national WIC Director, Pat Daniels, has been discussing the revitalization of quality nutrition services. She has solicited feedback

from WIC staff on how they envision WIC in the future and what should be done to get there. WIC provides its clients with vital social support and has the opportunity to empower them to make healthy nutrition choices in their own lives. In the future, WIC would ideally have excellent physical facilities with lively active waiting areas that develop a sense of community. As part of the revitalization effort, our WIC program is looking at innovative ways to provide positive nutrition education messages.

Nutrition messages can easily be received as negative and restrictive. In

### Subscription Information

*Nutri-Net News* is published quarterly. It can be sent to you by mail or e-mail.

Contact:

Kate Pederson  
WI Nutrition Education  
Network Coordinator  
Nutritional Sciences  
1415 Linden Drive

Madison, WI 53706-1571

Phone: (608) 265-2108

e-mail: [pederson@nutrisci.wisc.edu](mailto:pederson@nutrisci.wisc.edu)

FAX: (608) 262-5860

<http://www.nutrisci.wisc.edu/nutrinet/>

# Nutri-Net News

fact, many people have come to view eating as less enjoyable because they are worried about what “nutrition rule” they are violating. For example, low-income parents may feel bad when they have to purchase canned rather than fresh fruit. Also, many people feel guilty when eating their favorite dessert. Furthermore, poor self-esteem can easily develop among children

who are overweight. One of WIC’s goals will be to put enjoyment back into eating, including the encouragement of



family meals. Nutrition messages will be positive and tailored toward WIC clients and their families. An important aspect of these messages is that they will fit into our goal of developing positive feeding relationships and attitudes.

Examples of planned nutrition education activities include: having children interact with food puppets, coloring books, and tasting sessions; involving parents in cooking demonstrations; and holding sessions to discuss the critical division of responsibility when feeding children, as described by Ellyn Satter.<sup>1</sup> By learning about the taste of foods and other positive aspects of eating, children and their families will be empowered to make appropriate changes for a healthy eating lifestyle. By revitalizing its nutrition education and working toward long-term positive changes, WIC is playing an active role in improving the health of its clients and the community.

<sup>1</sup>Satter, Ellyn. *Secrets of Feeding A Healthy Family*. Kelcy Press, Madison, WI: 1999.

## Wisconsin’s “Food Stamp to Quest Card” Conversion Continues, No-shows Still a Concern

*Gene Holt, Quest/EBT Outreach Manager  
Hunger Task Force of Milwaukee*

Throughout the State, counties are converting food stamp recipients from paper food stamp coupons to the new Wisconsin Quest card (see sample card below). Kenosha, Racine, Dane, and Ozaukee are just some of the counties fully into the conversion.

The approach utilized in each county is similar to the Rock County pilot program described in the January issue of this newsletter. The state sends clients two postcards, one month apart, warning clients that change is coming. A letter sent by the state tells clients when and where to pick up their Quest card and attend a 60-minute training session. (See sample letter, p. 3). However, just like Rock County, other counties are realizing a higher than desired no-show rate for the training sessions.



*Sample Quest card*

# Nutri-Net News

Some of the communities mentioned previously indicate a need for outreach done sooner that involves a greater number of direct contacts with clients, which begin sooner.

For Milwaukee County, local and state officials decided to delay the conversion in the county until later this summer and early fall. The decision to delay was supported by advocates, including Hunger Task Force of Milwaukee, who is assisting the County with outreach efforts.

*It is important to stress to clients that the Food Stamp Program is not ending and the amount of their benefit will not change simply because of the change to Quest.*

Milwaukee County will have a three-month conversion phase beginning in September. Clients scheduled to convert in phase one will receive a blue "training letter" from the State in the latter part of July. As stated earlier, this letter will tell the client when and where to attend Quest Card training. Clients in phase one will attend training in August. Phase two and three clients will receive a blue letter in August and September with training in September and October respectively.

Hunger Task Force of Milwaukee (HTFM) is coordinating outreach among the 83 food pantries and 19 meal sites in our network. We are also working with homeless shelters, public housing sites and elderly nutrition sites. HTFM is developing flyers to enhance client understanding and acceptance of the change. Information for advocates to use to carry out their outreach will also be available.

Though still early, we have found two things that are important to share with other advocates. It is important to stress to clients that the Food Stamp Program is not ending and the amount of their benefit will not change simply because of the change to Quest. For questions about the Quest conversion in Milwaukee County, contact Gene Holt (414) 777-0483 or email at: [gene@hungertaskforce.org](mailto:gene@hungertaskforce.org)



State of Wisconsin  
Department of Workforce  
Development

Name: \_\_\_\_\_ Case Number \_\_\_\_\_  
Address: \_\_\_\_\_ Worker ID \_\_\_\_\_  
Address: \_\_\_\_\_ Primary/Alternate \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_

Dear Client,

The way you will receive your benefits is changing. You will no longer receive paper coupons. Instead you will use your Wisconsin Quest™ card to access your benefits to purchase food products. The amount of your food stamps will not change. You **MUST** come into the training site noted below, at the time and date scheduled, to receive training and pick up your new Wisconsin Quest™ card. Please allow one hour for this training session.

Your appointment is on: Date: \_\_\_\_\_ Time: \_\_\_\_\_  
Place: \_\_\_\_\_

*If you cannot come to this appointment, call \_\_\_\_\_*

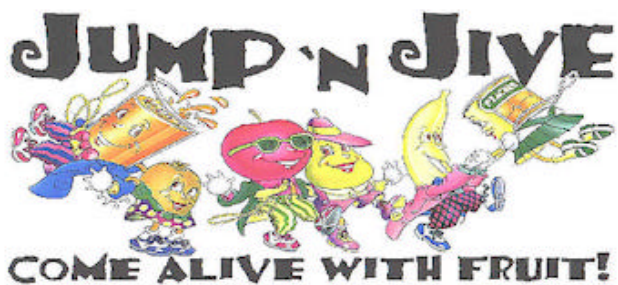
**This is what you MUST DO to continue to receive your food stamp benefits:**

- **Come to the appointment to get your Wisconsin Quest™ card.**
- During the training session you will:
  - **Receive your Wisconsin Quest™ card**
  - Watch a training video and receive training materials
  - Select your Personal Identification Number (PIN)
  - Have the opportunity to practice using a Point of Sale (POS) device
- Please do not bring children to your appointment
- **You Must Bring Your Wisconsin I.D., Driver's License, or other picture I.D., AND this letter to the appointment**
- If you want to make changes to your authorized buyer, contact your worker immediately.
- If you are an alternate payee, your card may be the only Wisconsin Quest™ card issued on this account. Please bring in the identification noted above.

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the DES Equal Opportunity Office at: (608) 267-0921 (voice/TDD).

*Sample Client Appointment Letter*

# Nutri-Net News



Thank you for your responses to the *Nutri-Net News* January newsletter survey. Results from the survey indicate that 57% of the respondents felt the articles were “useful” and 42% felt the articles were “somewhat useful.” The most common use of the newsletter was sharing with coworkers (76%.) Fifty-two percent of the respondents stated that over 50% of their participants served by their program/agency are eligible for Food Stamps. Several respondents offered suggestions for improvement of *Nutri-Net News*. We will incorporate these suggestions in future issues of the newsletter.

Evaluation is complete for ***JUMP ‘N JIVE... Come Alive With Fruit!*** -- the social marketing and nutrition education campaign that was piloted in Rock, Dane and LaCrosse counties during the months of September and October 1999. In summary, the campaign slogan was well liked and understood by the target audience, but can’t in itself be counted upon to influence and change behavior. Nearly half of the participants that were interviewed intended to make favorable behavior changes. However, the very low number of survey participants limited the ability to draw conclusions on whether social marketing, combined with community based education, is successful in promoting more healthful eating behaviors. All agencies/programs involved with the campaign felt that it strengthened the level of partnering between agencies irrespective of a prior history of partnering.

## Network Update

In addition, those agencies/programs indicated that the campaign improved the effectiveness of their nutrition education programs. Overall, partners rated the quality of the materials and opportunity for collaboration between agencies very positively.

### Expansion of Campaign.

The selection committee met March 21<sup>st</sup> to review applications for the second round of the ***JUMP ‘N JIVE...Come Alive With Fruit!*** campaign. We had a great response, with 25 counties and Great Lakes Inter-Tribal Council (GLITC) meeting all the requirements for application approval. The following counties will be collaborating in a multi-agency promotion of the ***JUMP ‘N JIVE*** message for low-income parents and caregivers during the months of October and November 2000:

Ashland	Iron	Price
Bayfield	Juneau	Rusk
Brown	Kenosha	Sauk
Burnett	Marathon	Shawano
Dane	Menominee	Sheboygan
Douglas	Oconto	Taylor
Eau Claire	Oneida	Walworth
Grant	Pierce	GLITC
Iowa	Portage	

### OUR MISSION:

The Nutrition Education Network of Wisconsin facilitates collaborative planning of nutrition education programs at the state and local levels. We promote healthful and enjoyable eating so that Wisconsin’s low income individuals and families receive consistent, positive, relevant, accurate, and effective nutrition messages.

*Nutri-Net News* is one way that the Network shares information and resources to accomplish this mission.