



New WIC Foods and Healthy Habits for Life

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California WIC Program
Nutrition and Program Services



This Session will cover...



Overview of new WIC foods



A preview of “Healthy Habits for Life”



Opportunities for partnerships

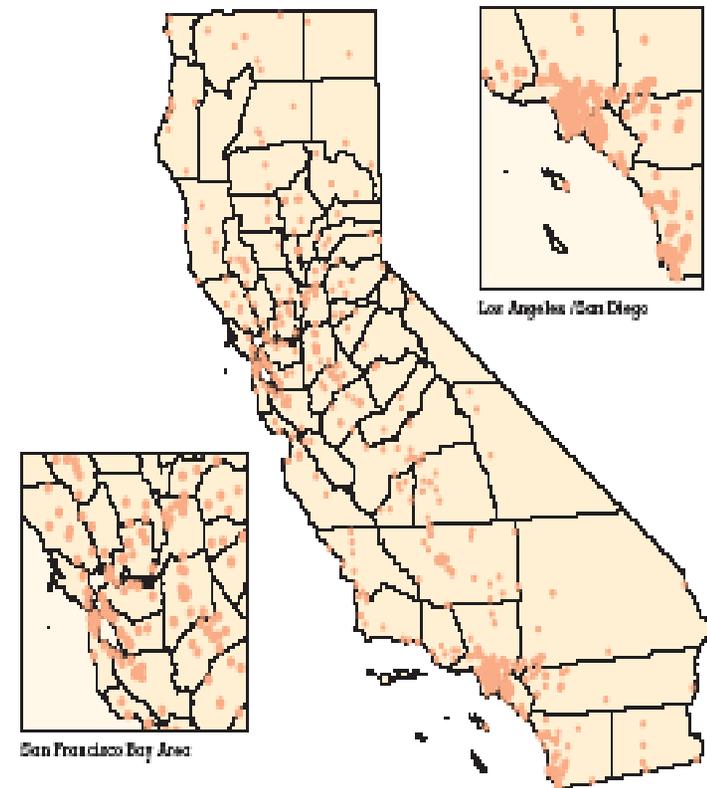


Supplemental Nutrition Program

In California, services are provided

- **Via 82 local agencies**
 - Half local health departments
 - Half community-based entities
 - ITOs contract with the State
- **At 675 WIC centers**
- **By 3,600 local staff:**
 - 800 Nutritionists (mostly RDs)
 - 2,200 nutrition paraprofessionals
 - 600 Other
- **To 1.4 million people per month**
- **To 60 percent of all infants born in the State**

WIC Programs in California



Program Services

- **Nutrition Education and Breastfeeding Support**
 - Individual and group
 - Newest adult learning methods

- **Referrals to Health and Social Services**
 - 92% of infants and children have health coverage



Program Services

- **Food Instruments (“checks”) for healthy foods**
 - Can be used to purchase specific foods at any of 3,900 WIC authorized retail food stores statewide
 - Average value is \$62 per month per participant

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
911515611IP	IVETTE PARTICIPANT	OCTOBER 01 06	OCTOBER 31 06	012345678
 <p>WOMEN, INFANTS & CHILDREN</p> <p>Pay to the order of: WIC AUTHORIZED VENDOR</p> <p>WIC PROGRAM State of California</p> <p><small>VALID FOR WIC APPROVED FOOD ONLY. VOID IF NOT DEPOSITED WITHIN 45 DAYS OF "FIRST DAY TO USE." NOT VALID IF ALTERED.</small></p>		<p>MILK/CHEESE/EGG</p> <p>Kind to buy: *MILK-COW, FLUID PASTEURIZED (GALLONS ONLY) *CHEESE-CHEDDAR, JACK, AMERICAN, MOZZARELLA IN 0.75 LB (12 OZ) OR LARGER *EGGS-AA WHITE, SM, MED, LG</p> <p>How much to buy: UP TO: 2 GALLONS MILK, 2 DOZ EGGS (DOZENS ONLY) 2 LBS CHEESE</p>	<p>700-902918001</p> <p>90-1342 1211</p> <p>EXACT PURCHASE PRICE: <input type="text"/></p> <p><small>*MUST NOT EXCEED MAXIMUM ALLOWABLE DEPARTMENT REIMBURSEMENT RATE</small></p> <p>AUTHORIZED SIGNATURE (SIGN AT PURCHASE)</p>	
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Current Food Package



30 Years– It's Time for a Change!

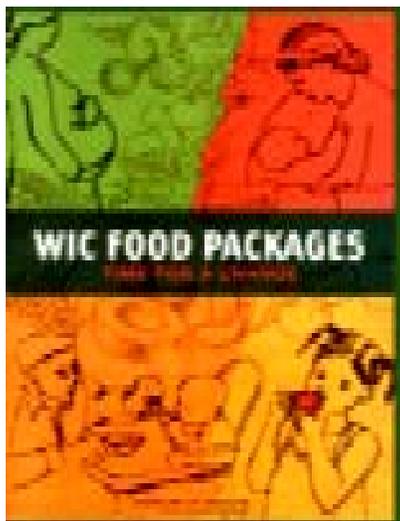
Since 1974 there have been

- **Changes in the WIC program and population it serves**
- **Changes in the food supply and food consumption**
- **Changes in diet-related health risks**
- **Changes in nutrition knowledge and dietary guidance– but...**
- **NO significant changes in the foods WIC provides**



IOM Recommendations, 2005

- **Overarching Themes:**



- **Encourage consumption of fruits and vegetables**
- **Emphasize whole grains**
- **Provide incentives for breastfeeding**
- **Be consistent with current dietary guidance for infants and young children**
- **Reduce saturated fat**
- **Increase participant choice**



Food Package Rule, 2007

- **CURRENT FOODS:**

- Formulas
- Milk
- Cereal (infant & adult)
- Juice
- Eggs
- Cheese
- Dried Beans or Peanut Butter
- Tuna
- Carrots

- **NEW, REVISED FOODS:**

- ***All current foods plus:***

- Fruits and Vegetables
- Whole Wheat Bread or other Whole Grains
- Soy-beverage & Tofu
- Light Tuna, Salmon, Sardines, Mackerel
- Canned Beans
- Infant Foods



Food Package Rules— Infants

- **Revised Food Packages for Formula-fed Infants**
 - **Formula amounts tied to feeding practice and age of infant;**
Half current amount starting at 6 months;
 - **Infant cereal and baby food fruits and vegetables starting at 6 months;**
 - ***Juice eliminated until first birthday.***



Food Package Rule— Breastfeeding Dyads

- **Provide Breastfeeding Incentives and Support**



- **Partially breastfed infants receive less formula to encourage mothers to breast feed more;**
- **Fully breastfeeding mothers receive most variety and largest quantity of food;**
- **Fully breastfeeding infants over 6 months receive larger quantities of baby food fruits and vegetables; also baby food meat.**



Food Package Rules– Women and Children

- **Half the juice for children and women**
- **Adds whole grain breads and other cultural options, such as tortillas, brown rice, bulgur**
- **Adds fish choices for breast feeding mothers**
- **Half the milk and must be low-fat (except for children under two)**
- **Half the eggs and cheese**



Food Package Rules– Women and Children

- **Add Fruits and Vegetables**
 - **Cash value-vouchers (\$6-10) for fruits and vegetables**
 - **Participants may choose from a wide variety of fruits and vegetables—only white potatoes excluded**
 - **Fresh required; frozen and canned allowed as substitutes for women and children and dried for women**



Impact on Participants

- **Provides more diverse and balanced food packages**
- **Provides greater variety and choice**
- **Offers choices consistent with Dietary Guidelines for Americans**
- **Includes more culturally appropriate foods**
- **Supports improved nutrient intakes**
- **Addresses nutrition-related concerns (e.g. obesity, low breastfeeding rates)**

Better Nutrition!



California's Process

- 1. Understand the Food Package Rule (2007)**
- 2. Gather Information from stakeholders (6/2007- 9/2008)**
 - **Participants**
 - **Frontline local WIC Staff**
 - **WIC-authorized Vendors**
 - **Food manufacturers**
 - **Other forums and meetings– like this one**
- 3. Make policy decisions (7-9/2008)**



California's Process

4. **Develop implementation plan (7-9/2008)**
 - **Systems and procedural changes**
 - **Training and Technical Assistance– WIC staff, vendors, participants**

5. **Communicate policy decisions and plan with stakeholders (10-12/2008)**

6. **Work with stakeholders and partners to implement by October 1, 2009**

8. **Provide comments to USDA by 2/2010**



New WIC Food Package



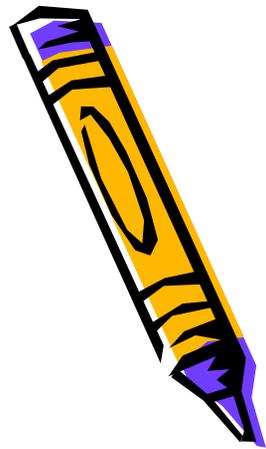
This change is about more...

- **...than WIC changing its foods!**
- **WIC families also go to**
 - school,
 - health care providers,
 - child care centers,
 - grocery stores.
- **A statewide campaign to educate about healthy eating**

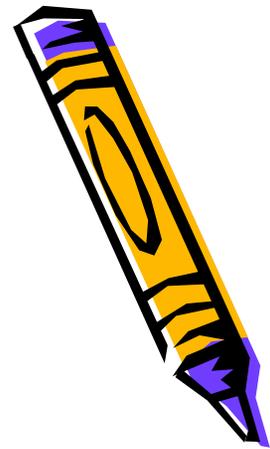


Healthy Habits for Life

- Developed by Sesame Workshop to promote healthy eating and physical activity for preschool-age children
- Based on research, surveys of parents and caregivers and evaluation with children
- Incorporated into Sesame Street program and Sesame Workshop corporate policies



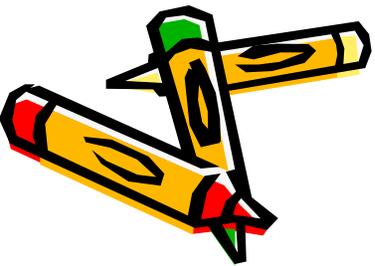
Healthy Habits for Life



- Key Messages:
 - Sometime Foods, Anytime Foods
 - Eat the Colors of the Rainbow
 - Get Moving!

- Uses Sesame Street Characters:

"Elmo is Cool"



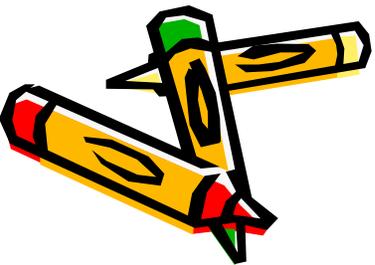
Healthy Habits for Life



- **Materials developed by Sesame Workshop**
 - Downloadable: Parent/caregiver resources from www.sesameworkshop.org
 - Available to purchase: "Get Healthy Now Show" book, DVD and magazine for parents/caregivers
 - Available to purchase or print: Posters

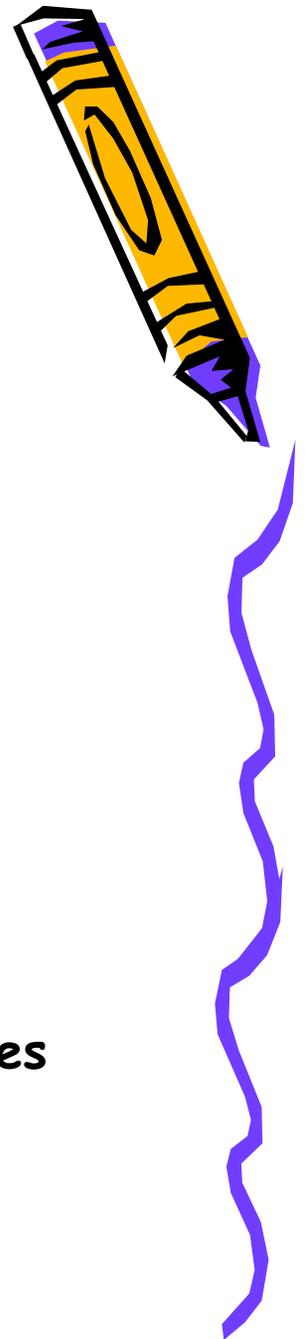
• **Additional Materials Considered**

- More posters: "easy to do"
- Items for retail food stores
- Stickers? Buttons? Other?



Healthy Habits for Life

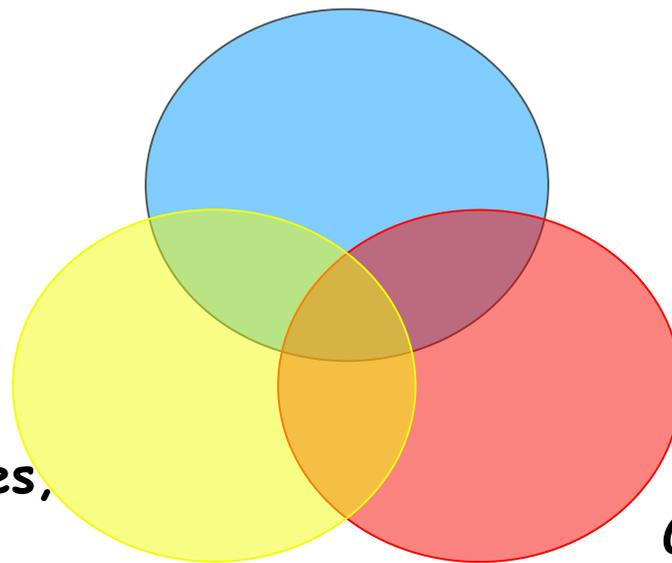
"The California Campaign"



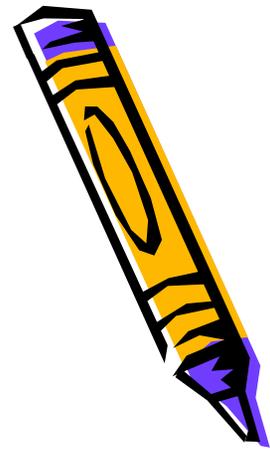
Local WIC Agencies

Doctor's Offices,
Childcare,
Other

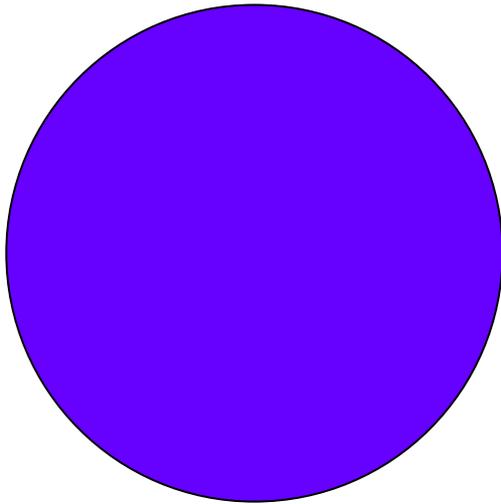
Grocery Stores



Healthy Habits for Life

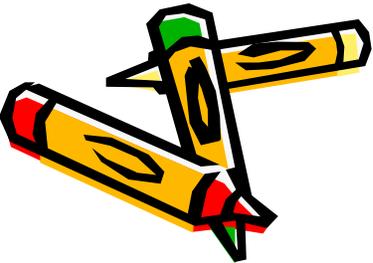


Local WIC Agencies



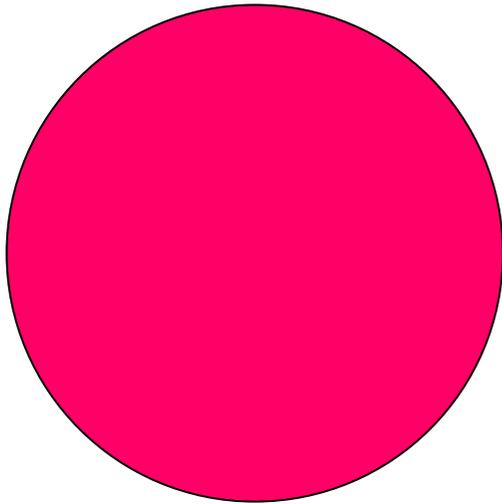
Campaign Topics

- Baby cues & infant feeding
- Eat the rainbow of fruits & vegetables
- Anytime foods, Sometime foods
 - Increase whole grains
 - Choose low-fat milk
 - Fruits and vegetables
 - Decrease juice & sweetened beverages
 - Decrease fat
- How to shop for new WIC foods



Healthy Habits for Life

Grocery Stores

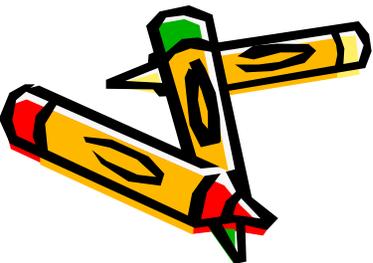
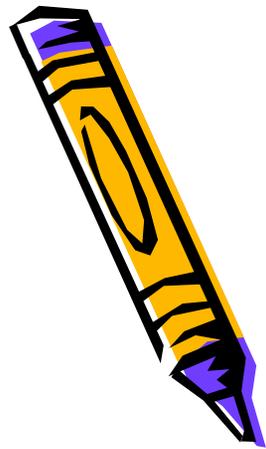


Promotional Materials

- Shelf Talkers/Wobblers
- Floor decals
- Recipes/tips

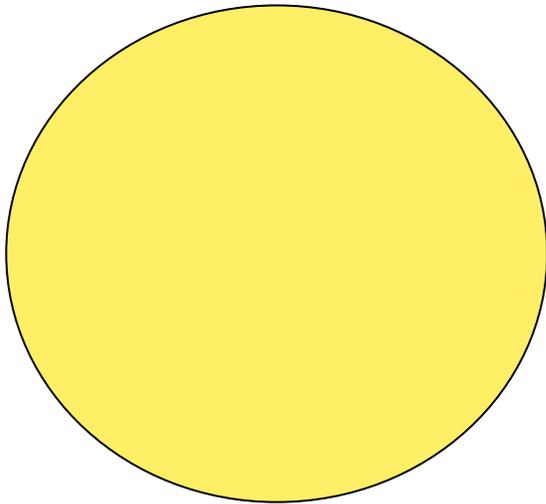
Dissemination

State WIC Office via NWA
Local WIC Vendor Liaisons
Nutrition Network Retail
Coordinators
CA Grocers' Association
CA Retailers' Association



Healthy Habits for Life

Doctor's Offices,
Health Departments,
Childcare, Other

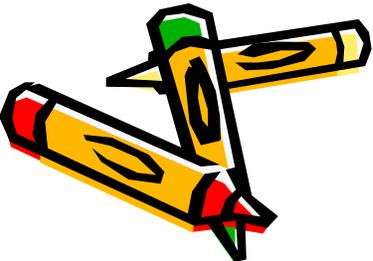
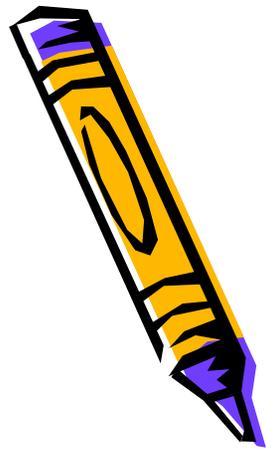


Promotional Materials

- Posters
- Flyers, Pamphlets
- Stickers

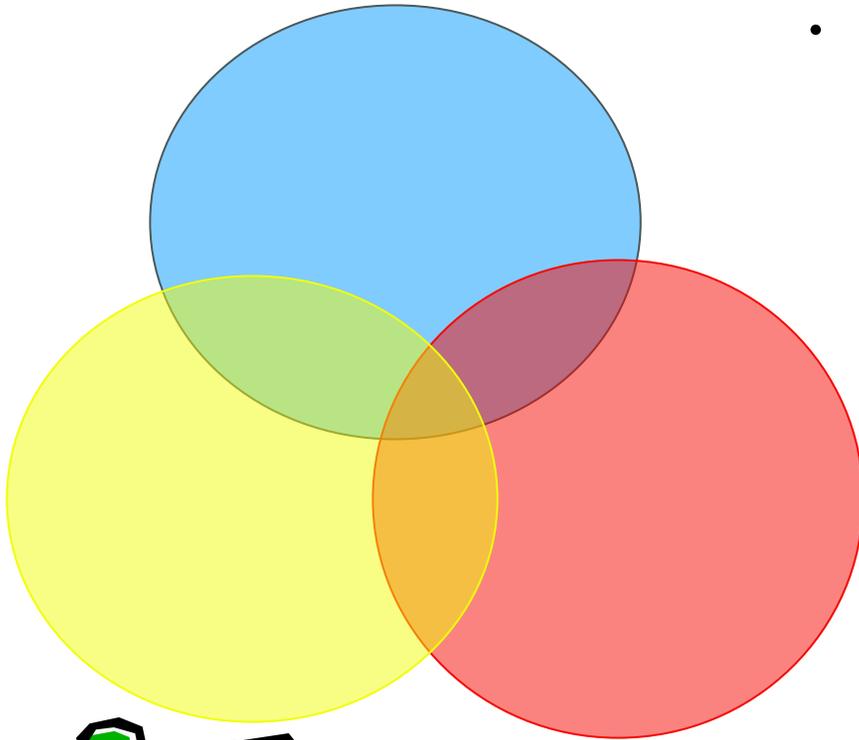
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Local WIC Healthcare Liaisons
Nutrition Network
CA First 5 Association
CA Department of Education



Healthy Habits for Life

Local Partnerships



Staff

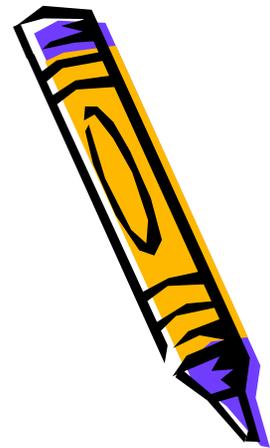
- Employee Wellness
- Training to Educate/Promote the Healthy Habits for Life

Families

- Nutrition education
- Promotion in multiple sites
- See, hear and experience the messages again and again

Promotional Materials

- Posters
- Flyers, Pamphlets
- Recipes/tip sheets
- Stickers

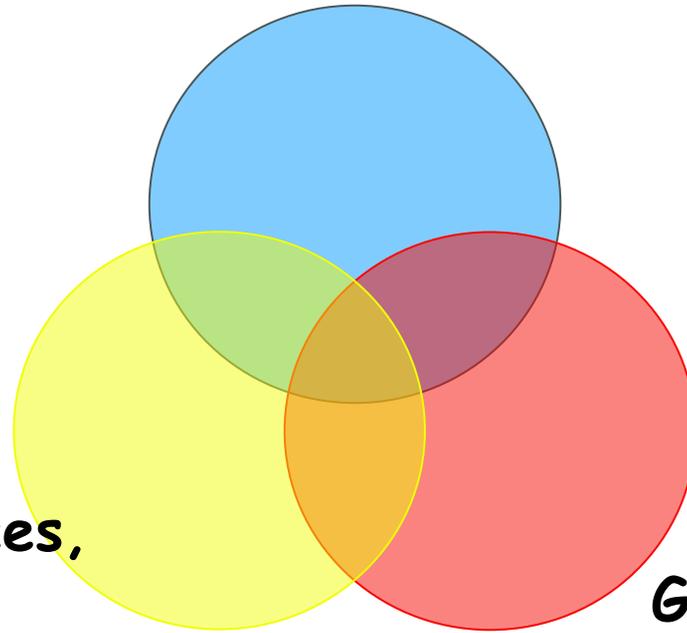


Healthy Habits for Life

"The California Campaign"

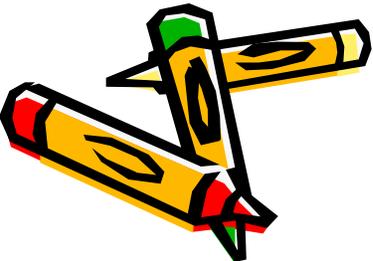
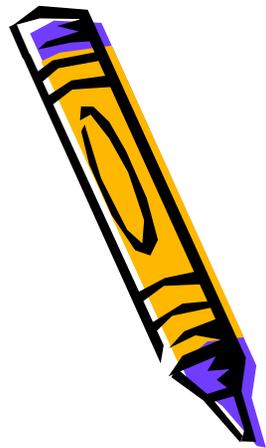
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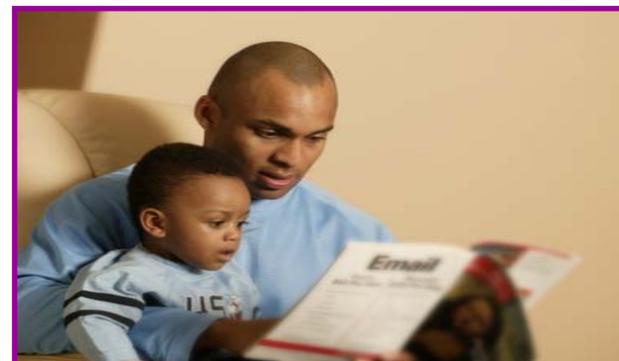
Grocery Stores

WE CAN ALL PARTICIPATE!





Help Families Grow Healthy with WIC



Families grow healthy with WIC