



What Is WIC?

WIC is the nation's premier public health nutrition and breastfeeding program.

In San Diego County, there are more than 50 Registered Dietitians and 100 lactation educators on staff to serve WIC participants.

WIC shares your goal of helping our children learn how to eat well and how to create healthy habits for life!



What Does WIC Provide?

- Nutrition education and counseling
- Breastfeeding support and information
- Checks for nutritious foods
- Referrals to community resources



WIC's Key Messages

1. WIC encourages access to healthy foods
2. WIC encourages breastfeeding
3. WIC helps families make healthy choices
4. WIC encourages appropriate infant/toddler feeding
5. WIC helps to increase physical activity



WIC Has Changed!

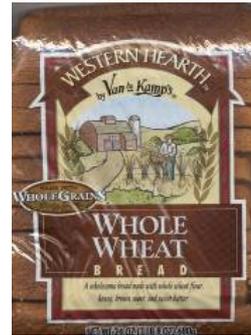
WIC is strengthening its commitment to healthy eating and active living!

WIC is partnering with pediatricians for obesity prevention.



WIC Encourages Access to Healthy Foods

For the first time since WIC began in 1974, the food package has been updated.



WIC Encourages Breastfeeding

- You can breastfeed—WIC can help!
- You can get breastfeeding off to a good start, and make plenty of milk!
- WIC knows the secrets of baby behavior—hunger cues, sleeping patterns, body language!



WIC Encourages Breastfeeding

- Avoid all bottles in the first month, unless medically necessary, to ensure successful breastfeeding
- Speak with your pediatrician before introducing any formula in the first six weeks of the baby's life
- When doctors recommend formula for breastfeeding babies in the first month of life, a WIC RD will be available to assess and follow the baby



WIC Encourages Breastfeeding

Breastfeeding Services

- Breastfeeding Help Line (business hours)
- Counseling with Certified Lactation Educators (CLEs)
- Breastfeeding moms' support groups
- Lactina pump loans, free manual pumps, free back to work pumps, cotton pads, lanolin, DVDs, books, etc



How can pediatricians work with WIC to encourage breastfeeding?

Pediatricians can reinforce these messages:

“Babies are meant to be breastfed”

“Babies need to breastfeed a lot in the early weeks!”

“Cuddling your baby is important!”

“Start solid foods around 6 months!”

“Breast milk is all baby needs for the first 6 months!”



How can pediatricians work with WIC to encourage breastfeeding?

When supplementation is necessary for breastfed newborns, we can all help the mom to understand:

- *How long she should continue to give it*
- *How much supplement is recommended*
- *How to return to fully breastfeeding*
- *There is nothing “wrong” with her milk*





**What questions do
you have about
WIC's Breastfeeding
Services?**



Therapeutic Formulas

- WIC does not receive funding to provide any therapeutic formulas for infants with medical conditions.
- Therapeutic formulas should be provided by health insurance, Medi-Cal, CCS, or Regional Center.
- WIC can provide the first month supply with a completed Rx from the doctor while parents get the paperwork filled out for other provider access.



How can you work with your patients to obtain therapeutic formula?

- Let the parents know you are going to request the formula from their medical plan.
- Let the parents know it is their responsibility to follow up on the formula approval from their medical plan.
- Make sure you give the parents the completed WIC Pediatric Referral Form so WIC can issue one month's supply of formula as a bridge for the parents.





What questions do you have about Therapeutic Formulas?



WIC Pediatric Referral Form – *please see handout*

Section I: Instructions for Pediatric Referral Form

Provide a Hgb or Hct lab result that was completed during the last 12 months.

The local WIC agency will provide this information.

After doctor discusses breastfeeding with the mother, check the box that reflects the breastfeeding plan.

State of California – Health and Human Services Agency
 Office of the Director of Public Health

WIC Pediatric Referral

SECTION I: Complete this section to assist the patient with WIC eligibility, WIC services, and appropriate referrals. When a therapeutic formula is prescribed, complete both Section I and II (forward to www.wicworks.ca.gov).

PATIENT NUMBER: _____ DATE OF BIRTH: _____

CURRENT (enter in years) or CURRENT (enter in weeks) WEIGHT: _____ MEASUREMENT DATE: _____

HEMOGLOBIN OR HEMATOCRIT TEST (required every 12 months when breastfed and every 6 months when formula fed)

LEAD TEST (recommended at 1-2 years of age): _____ mcg/dL

IMMUNIZATIONS are up-to-date: Yes No Not available

COMMENTS:

HEALTH PROFESSIONAL NAME: _____

HEALTH PROFESSIONAL SIGNATURE: _____

PROVIDER NUMBER: _____ TODAY'S DATE: _____

HEALTH CARE PROVIDER NAME AND SIGNATURE OR OTHER EQUIP: _____

WIC Agency: _____ WIC ID #: _____

WIC refers children to their health care provider for blood lead levels at age one year or older.

Doctor checks a qualifying condition to substitute soy milk and tofu for milk and cheese. If the "Other" box is checked, please write a specific qualifying condition. Personal preference is not a qualifying condition.

Include doctor's signature or signature stamp.

Complete the back of the page when a therapeutic formula is prescribed.
 Developed by the California WIC Program in February 2010.

Section II: Instructions when Therapeutic Formula Is Required

Section II is only completed if a therapeutic formula or medical food is prescribed.

If "Allergy" is checked, identify the type of allergy. If the "Other" box is checked, provide the specific diagnosis.

When a therapeutic formula is prescribed, check all WIC foods that should NOT be given to the patient.

SECTION II: Complete ALL boxes below when therapeutic formula is prescribed. Incomplete information may delay issuance of WIC foods.

DIAGNOSIS: Prematurity PKU or other CND or other Dysphagia Food allergy: _____ Other: _____

FORMULA / MEDICAL FOOD: _____

DURATION: _____ months AMOUNT: _____ oz / day

This prescription is: New Refill

NOTE: The patient will receive 15 quarts of cow's milk in addition to therapeutic formula unless Do Not Give is checked for cow's milk (see WIC Food Restrictions).

COMMENTS:

HEALTH COVERAGE: Write the patient to the health plan or Medi-Cal for a medically necessary formula or medical food. WIC only provides these products when they are NOT a covered benefit by the patient's health plan or by Medi-Cal.

Provide patient's health insurance information: _____

Check action taken: Submitted justification to health plan Submitted justification to insurance

WIC FOOD RESTRICTIONS: The patient will receive WIC foods in addition to the formula prescribed. Please check all foods listed below that are not appropriate for diagnosis.

Category	WIC foods	Do Not Give	Restriction/Comment
Infants (0-12 mo)	Butter/oil		
	Whole milk, vegetable		
	Cheese		
	Eggs		
	Peas and lentils		
	Wheat/gluten*		
	Beans		
	Vegetable protein		
	Alfalfa		

* If the patient has a food allergy, check the appropriate box(es) in the "Allergy" section.

QUESTIONS: Call 1-800-949-9615 or 1-800-852-6710. Health coverage info: Go to www.sos.ca.gov click Health Coverage when click WIC contacts for MCL.

Refer patient to his or her health plan for all medically necessary formulas and medical foods. The doctor must provide medical justification to prevent formula donations.

Write the name of the medically necessary formula or medical food that is prescribed for the diagnosis identified above.

Questions: Call the California WIC Program at (916) 928-8652 or email MD-WIC@cdph.ca.gov
 Developed by the California WIC Program in February 2010.



How can pediatricians work with patients to ensure WIC receives necessary information?

- Put the most recent version of the WIC Pediatric Referral Form in the office computer “favorites”!
- Make sure the form is completely filled out, signed, and dated before giving it to parents.

This will ensure the parents have what they need to bring to their WIC appointment.





**What questions do
you have about
the WIC Pediatric
Referral form?**



WIC Helps Families Make Healthy Choices

- WIC obtains a BMI every six months for each 2-5 year old child on the program.
- WIC shares BMI information with parents about their children's weight.
- Counselors spend time in a motivational interview developing a personal plan for the child.



WIC Helps Families Make Healthy Choices

- Counselors encourage parents to choose their goal for attaining and maintaining optimal body weight for the child.
- WIC recommends that parents share their goal with their pediatrician.
- WIC counselors review the goals with the parent every six months, and change or update the goal chosen by the parent.



How can pediatricians make WIC work for their patients?

- Pediatricians can ask the parent what the chosen goal is, and reinforce it as a positive step for the child and the family!
- Pediatricians can use the WIC Pediatric Referral Form as a tool of communication with the WIC counselor, or contact the local agency as needed.





What questions do you have about WIC and BMI?



WIC Encourages Appropriate Infant/Toddler Feeding

- Develop healthy habits for life! Parents are the teachers!
- Eat a rainbow! Eat more fruits and vegetables!
- Make half your grains whole grains!
- Lose the fat, keep the vitamins! Drink low fat milk!
- Limit juice intake, increase water intake!
- Discontinue bottle use after the first birthday!



WIC Helps to Increase Physical Activity

- WIC includes activity messages in many classes and handouts.
- WIC gives Sesame Street DVDs to show exercises and dances with Elmo (available in multiple languages).
- WIC discusses less computer/TV time and more family playtime.
- WIC discusses physical activity options individually when a child is identified as having a high BMI.



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Questions or Comments?

Other ideas for how we can collaborate
to help moms and babies
live healthier lives?

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Where can I refer my patients?

American Red Cross WIC
800.500.6411

North County Health Services WIC
888.477.6333

San Ysidro Health Services WIC
619.426.7966

Scripps Mercy WIC
619.260.3400

SDSU Foundation WIC
888.999.6897

