

NEW WIC Food Packages for Mom and Baby

Breastfeeding is best for babies and moms and WIC's new food packages provide incentives to breastfeed. Many pregnant women on WIC will be affected by these food package changes. We need to inform and support these women. The more breastmilk a baby gets, the healthier the baby and mom will be. We can also use the breastfeeding food package as an incentive for moms to continue to exclusively breastfeed for as long as they can.

Our key infant feeding messages are:

1. Healthy habits begin at birth: Breastfeed me!
2. Hold me! Love me! Feed me!
3. Start feeding me baby foods around six months.

Overview of the New Food Packages for Mom

	Exclusively Breastfeeding	Partially Breastfeeding	Minimal Breastfeeding	Non Breastfeeding
Milk (gallons)	5 gal + 1 quart	4 ½ gal + 1 quart	3 gal + 1 quart	3 gal + 1 quart
Cheese (pounds)	2	2	1	1
Eggs (dozen)	2	1	1	1
Juice (11.5-12 oz concentrate)	3 (or two 64 oz shelf stable)	3 (or two 64 oz shelf stable)	2 (or one 64 oz shelf stable)	2 (or one 64 oz shelf stable)
Breakfast Cereal (ounces)	36	36	36	36
Whole Grains (pounds)	1	1	0	0
Dry Beans and/or Peanut Butter	2 lbs or 1lb and 18 oz	2lb or 1lb and 18 oz	1lb or 18 oz	1lb or 18 oz
Canned Fish	30 oz			
Fruits and Vegetables (Cash Voucher)	\$10	\$8	\$8	\$8

1. Exclusively breastfeeding moms will receive more food, more variety, breastfeeding support and services and nutrition education for up to 1 year postpartum.
2. Partially breastfeeding moms will receive breastfeeding support, nutrition education and food for up to 1 year postpartum.
3. Moms who are minimally breastfeeding will receive a food package similar to the non-breastfeeding package and will receive foods until 6 months postpartum. They will receive breastfeeding support and nutrition education for the entire 12 months postpartum.
4. Moms who do not breastfeed will receive foods and nutrition education until 6 months postpartum.



Mom is:	each month:	Birth-1 month	1-3 months	4-5 months	6-12 months
Exclusively Breastfeeding	Mom gets	Exclusively Breastfeeding ackage →			
	Baby gets	Mom's priceless breastmilk!			Priceless breastmilk 3 boxes of infant cereal 64 (4 oz) jars or 37 (two 3.5 oz) twin-pack baby fruits and vegetables 31 (2.5 oz) jars of baby food meats
Partially Breastfeeding	Mom gets	Partially Breastfeeding package →			
	Baby gets	Priceless breastmilk	Priceless breastmilk Up to 4 cans of formula	Priceless breastmilk Up to 5 cans of formula	Priceless breastmilk Up to 4 cans of formula 3 boxes of infant cereal 32 (4 oz) jars or 19 (two 3.5 oz) twin-pack baby fruits and vegetables
Minimal Breastfeeding	Mom gets	Minimal Breastfeeding package →			Empty package
	Baby gets	Priceless breastmilk Up to 9 cans of formula	Priceless breastmilk Up to 9 cans of formula	Priceless breastmilk Up to 10 cans of formula	Priceless breastmilk Up to 7 cans of formula 3 boxes of infant cereal 32 (4 oz) jars or 19 (two 3.5 oz) twin-pack baby fruits and vegetables
Non-breastfeeding	Mom gets	Non-breastfeeding package →			Disqualified
	Baby gets	9 cans of formula	9 cans of formula	10 cans of formula	7 cans of formula 3 boxes of infant cereal 32 (4 oz) jars or 19 (two 3.5 oz) twin-pack baby fruits and vegetables

