



Regulatory Alert 2012-02 Stakeholder Workgroup

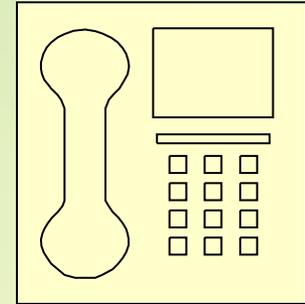
Wednesday, January 23, 2013

10:30 a.m.–12:30 p.m.



Webinar Tools

- *6 mutes and unmutes your phones



- Raise your hand during the feedback periods to ask questions/provide input



- <http://www.cdph.ca.gov/programs/wicworks/Pages/WICRegulations.aspx>



Agenda

- To review the July 5, 2011 WIC Authorized Food List Shopping Guide (WAFL SG)
- To receive Stakeholder input about the WAFL SG



Background

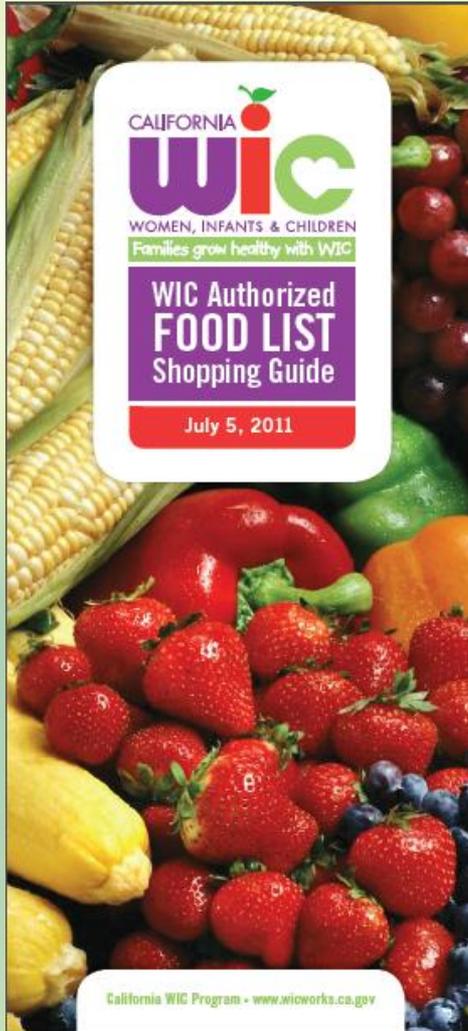
- September 29, 2012: Assembly Bill (AB) 2322 signed into law amended and added sections 123280, 123285, 123312, and 123322 to the California Health and Safety Code.



- Legislation enabled WIC to adopt federal requirements and specified department policies into State regulation through a special regulatory process.



Regulatory Alert 2012-02



- Adopts the July 5, 2011 WIC Authorized Food List Shopping Guide (WAFL SG) into State Regulation, in compliance with AB 2322's clause to establish program requirements for WIC authorized foods.



Process and Timeline



State of California—Health and Human Services Agency
California Department of Public Health

December 31, 2012

REGULATORY ALERT 2012-02

NOTICE OF PROPOSED CHANGES TO THE CALIFORNIA WIC PROGRAM



RON CHAPMAN, MD, MPH
Director and Public Health Officer

EDMUND G. BROWN JR.
Governor

Purpose	For the California Supplemental Nutrition Program for Women, Infants and Children (WIC) to inform WIC stakeholders of the Program's plan to adopt the California WIC Authorized Food List Shopping Guide (WAFLSG) into California regulation, pursuant to Health and Safety Code Section 123322.
Proposed Regulation	The California Department of Public Health (CDPH), which administers the California WIC Program, proposes to adopt the following rule into California regulation via bulletin: The California WIC Authorized Food List Shopping Guide dated July 5, 2011 is the list of authorized supplemental foods for the California Supplemental Nutrition Program for Women, Infants and Children.
Nature of the Regulation	The California WIC Program is adopting the WAFLSG currently in use as the authorized foods. The WAFLSG can be found on CDPH's website at: http://www.cdph.ca.gov/programs/wicworks/WIC%20Foods/WICAauthorizedFoodListShoppingGuide-7-5-2011.pdf.pdf
Reason for the Regulation	Supplemental foods identified by the state must meet the minimum requirements and specifications for foods set out in Title 7 of the Code of Federal Regulations, (7 C.F.R.), Part 246. State WIC programs must identify the brands of foods and package sizes that are acceptable for use. (7 C.F.R. 246.10) The California WIC Program prescribes a selection of authorized supplemental foods to participants to meet the nutrition needs of its participants. Local agencies issue food instruments for the authorized supplemental foods, provide nutrition education and health referrals to assist participants with their food choices. WIC authorized vendors stock WIC authorized foods in order to fulfill food instruments. In order to maintain stability for the approximately 1.45 million WIC Program participants, 5600 vendors, and 84 local agencies, WIC is adopting into regulations the current WIC Authorized Food List Shopping Guide dated July 5, 2011.



Women, Infants and Children (WIC) Program
3901 Lermans Drive, MS 8600, Sacramento, CA 95834
P O Box 997375, MS 8600, Sacramento, CA 95899-7375
19161 928-8500 Internet Address: www.wicworks.ca.gov

- Release Regulatory Alert 12/31/12
- Stakeholder Workgroup Webinar 1/23/13
- Comment period 1/22–2/15/13
- Final action on WIC website
 - no later than 120 days from the end of the comment period



Feedback



Participant Responsibilities

California WIC Participant Responsibilities

Before you shop

- Look at the “First Day to Use” and the “Last Day to Use” printed on your WIC checks to make sure you are taking the right checks to the store.
- Teach your alternate(s) how to shop with WIC checks.
- Have your alternate(s) sign your WIC ID Folder before he or she goes to the store to shop for you.
- Look for the WIC logo to know where to shop.



While you shop

- Separate WIC foods from the other foods you are buying.
- Use the WIC Authorized Food List Shopping Guide to choose WIC approved foods and correct package sizes.
- Buy the full amount of formula printed on the infant formula WIC checks. You cannot buy less of this item.

At the checkout stand

- Group your WIC foods by each check.
- Tell the cashier right away that you are using WIC checks.
- After the cashier writes the price on the check, sign it in front of the cashier. Do not sign your checks before you go to the store.
- Fruits and Vegetables Check – This WIC check has a printed dollar value. If your fruits and vegetables cost more than the amount on the check, you can pay the extra amount.
- You will not receive change from any WIC transaction.

If you have problems at the grocery store

Talk to the store manager if you have a problem at the store. If you still have a problem after talking to the store manager, call your WIC agency at the number listed on the front of your WIC ID Folder or call the State WIC Program if you are still not satisfied. Make sure to report the date, time, store name, the names of the store people involved, and save your store receipt.



Table of Contents

Table of Contents

Each food page is marked with a color on the top corner of the page. By using this system, you can quickly flip to a food category while shopping. Below is a key showing what color is used for each food category and page it is located on.

Helpful Information & Shopping Tips	4-5
 Milk	6
 Cheese and Eggs	7
 Soy and Tofu	8
 Whole Grains	9
 Breakfast Cereal	10-11
 Peanut Butter, Dry Beans, Peas or Lentils, and Canned Mature Beans	12-13
 Bottled Juice and Concentrate Juice	14
 Fruits and Vegetables	15-17
 Infant Cereal, Infant Formula, Fresh Bananas, and Infant Fruits and Vegetables . .	18-19
 Infant Meats and Canned Fish	20

Authorized food items are specific to each individual food category. Each food category is printed in **ALL CAPS** and **PURPLE**, which will be used only for food category names.

While we try to keep the WIC Authorized Food List Shopping Guide up-to-date, changes occur. A current copy may be found and downloaded from the WIC Program website at www.wicworks.ca.gov. If you are a WIC participant, you can also get a current copy from your local WIC agency.

Product artwork changes for **SOY** and **BREAKFAST CEREAL** do not affect product authorization.



This institution is an equal opportunity provider.

Developed by the California WIC Program
 California Department of Public Health
 1-800-852-5770

Edmund G. Brown Jr., Governor, State of California
 Diana Dooley, Secretary, California Health and Human Services Agency
 1/11 ☎ #000000

Effective July 5, 2011



Shopping Tips

Smart Shopping Tips

Here are some tips for stretching your WIC checks and food dollars:

- Buy lower-priced milk and twin-packed milk when available.
- Use grocery store club cards.
- Use store coupons.
- Buy store or generic brands.
- Take advantage of "buy one, get one free" specials.

Helpful Information

ounces = oz pound = lb or #
 16 ounces = 1 pound gallon = gal
 quart = qt and = &

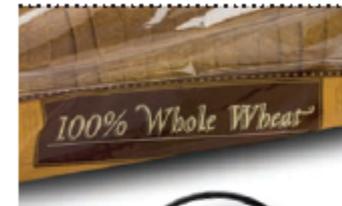
The word "check(s)" refers to "Food Instrument(s)."

Whole Grains – Shopping Tips

Things to look for when buying whole wheat bread or whole wheat tortillas:

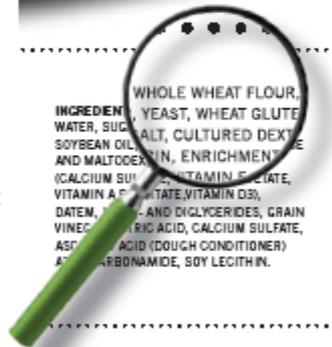
1 Check the Front Label

- Make sure that bread says "100% Whole Wheat."
- Make sure that wheat tortillas say "Whole Wheat" or "100% Whole Wheat."



2 Check the Ingredients

- Make sure that whole wheat flour is the first ingredient listed:



3 Check the Package Size

Net WT 16 OZ
 (1 LB) 454g



Shopping Tips Continued

No Added Sugars – Shopping Tips

Added sugars are not allowed in some WIC foods, such as juice, canned fruits, frozen fruits and vegetables, and dried fruits. Foods lower in sugars help prevent obesity, diabetes, some cancers, and tooth decay. Below is an example for how to buy canned fruits.

CAN BUY

Example: Canned Pineapple

Nutrition Facts

Serving Size 1 Cup (113g)
Servings Per Container 4

Amount Per Serving

Calories 60

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Potassium 90mg	3%
Total Carbohydrate 16g	5%
Dietary Fiber 1g	4%
Sugars 14g	
Protein 0g	
Vitamin C	40%

INGREDIENTS: PINEAPPLE, PINEAPPLE JUICE, CITRIC ACID, ASCORBIC ACID

Check the ingredients for added sugars. Some other names for added sugars are:

- Barley malt
- Brown sugar
- Cane syrup
- Corn sugar
- Corn syrup
- Dextrose
- Evaporated cane juice
- Fructose
- Glucose
- High-fructose corn syrup
- Honey
- Maltodextrin
- Maltose

CANNOT BUY ☹

Example: Canned Pineapple

Nutrition Facts

Serving Size 1 Cup (113g)
Servings Per Container 4

Amount Per Serving

Calories 70

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 10mg	0%
Total Carbohydrate 0g	0%
Dietary Fiber 1g	0%
Sugars 17g	
Protein 1g	
Vitamin A	2%
Vitamin C	100%
Iron	2%

INGREDIENTS: PINEAPPLE, WATER, SUGAR, CITRIC ACID, ASCORBIC ACID

- Maple sugar
- Molasses
- Powdered sugar

- Raw sugar
- Sucrose

Some names for artificial and no-calorie sweeteners, which are also **not** allowed, are:

- Aspartame
- Malitol
- Maltitol
- NutraSweet
- Sorbitol
- Splenda
- Stevia
- Sucralose
- Truvia

Effective July 5, 2011

5



Feedback



Food Category Page Features

- Standard Features
 - Food Category Title
 - Can Buy
 - Cannot Buy
 - Helpful Hint(s) (if applicable)



Example

MILK 

CAN BUY 

Any brand, one (1) gallon size, plain fluid cow's milk. Pasteurized or ultra-pasteurized:

Lower fat milks

- Nonfat (fat free, skim)
- 1% Lowfat (light)
- 2% Reduced fat

The following are allowed if printed on the check:

- **Whole milk**
- **Lactose free milk**
- Half gallons and quarts

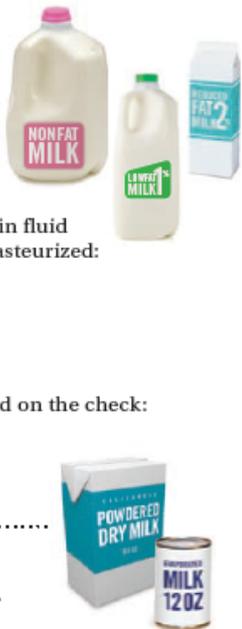
At the store, you can choose the following instead of fluid milk. Fat level as printed on the check:

Evaporated milk
(Available with the lower fat or whole milk check)

- Can buy 5 (12 oz) cans if 1 gallon of milk is printed on your check
- Can buy 8 (12 oz) cans if 1½ gallons of milk is printed on your check

Powdered dry milk
(Available only with the lower fat milk check)

- Can buy 2 (9.6 oz) boxes or pouches if 1½ gallons of milk is printed on your check
- Can buy 1 (25.6 oz) box or pouch if 2 gallons of milk is printed on your check



CANNOT BUY  

- Any other type, flavor, or size of milk
- Acidophilus milk
- Buttermilk
- Calcium-fortified milk
- Flavored milk, such as chocolate
- Goat's or soy milk
- Non-dairy substitutes
- Pint size or glass bottles
- Raw (unpasteurized) milk
- Sweetened condensed or filled milk
- Ultra Heat Treated (UHT) shelf-stable milk
- Organic milk
- Evaporated milk with checks that have 1¼ gallons or 2 gallons of milk printed on them
- Powdered dry milk with checks that have 1 gallon or 1¼ gallons of milk printed on them

Helpful Hint 

To get the most milk, purchase fluid cow's milk.

Feedback



Important Dates

- **February 15, 2013:** Comments are due.
Send them to WICRegulations@cdph.ca.gov.
- Final action on WIC website
 - no later than **120 days** from the end of the comment period



Final Action

www.wicworks.ca.gov

CA.GOV California Department of Public Health CDPH

Skip to: [Content](#) | [Footer](#) | [Accessibility](#)

Search GO
 This site California

Home Programs Services Health Information Certificates & Licenses Publications & Forms Data

en Español

- Su salud en su idioma

Most Popular Links

- Birth, Death, & Marriage Certificates
- Licensing and Certification
- WIC

Quick Links

- About Us
- Decisions Pending & Opportunities for Public Participation
- Diseases & Conditions
- Job Opportunities
- Local Health Services
- Newsroom
- Public Availability of Documents

Related Links

- California Health and Human Services Agency
- Department of Health Care Services (includes Medi-Cal)

Home > Programs > Women, Infants and Children Program

Women, Infants and Children Program

WIC is a federally-funded health and nutrition program for women, infants, and children. WIC helps families by providing checks for buying healthy supplemental foods from WIC-authorized vendors, nutrition education, and help finding healthcare and other community services. Participants must meet income guidelines and be pregnant women, new mothers, infants or children under age five. In California, 84 WIC agencies provide services locally to over 1.45 million participants each month at over 650 sites throughout the State.

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age or disability.

News & Updates

- Savvy Shopper Campaign **!New**
- eWIC Updates (Coming Soon)
- WIC Electronic Benefit Transfer (EBT) System Planning Project
- Breastfeeding Times
latest breastfeeding news from California WIC
- World Health Organization (WHO) Growth Charts
- wichealth.org Online Participant Education Available
- California Baby Behavior Campaign
- Breastfeeding Peer Counseling Program

Program Information

- About WIC & How to Apply
- Welcome to WIC Video
- Contact WIC
- Organizational Chart (PDF, New Window)
- Directions to State WIC Office (Google, New Window)
- Find a Local WIC Agency (New Window)
- List of Authorized Vendors (Excel, New Window)
- California WIC State Plan (New Window)
- WIC Statutes and Regulations **!New**

CALIFORNIA **wic** WOMEN, INFANTS & CHILDREN
Families grow healthy with WIC

Thank you!

