

Invitation to Partner

WIC is up-to-date and informed about dynamic new research and cutting edge training such as baby behaviors.

At the close of the visit:

- Thank him/her for their time
- As appropriate reiterate that WIC would like to continue a relationship or partnership with them to plan new ways for WIC and doctors to optimize the health of the patients we serve.

Follow-up:

- Send a thank you card or email when you return to the office.
- Follow-up on any promises in a timely manner.



CA WIC Health Care Partnership

Our Vision:

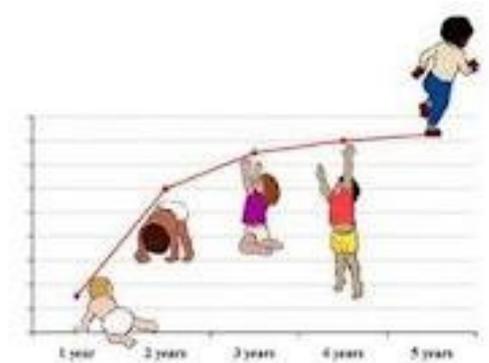
To optimize health outcomes and reduce health care costs for WIC families through collaboration and effective partnerships between WIC communities and providers



Handouts to leave behind:

- American Academy of Pediatrics WHO Growth Standards Position Statement
- CHDP WHO Growth Standards Letter to Providers/PowerPoint Training
- Information about becoming a certified baby friendly practice
- WIC and breastfeeding information
- Other information as appropriate

WIC Local Agency JOB AID Using the WHO Growth Charts to Assess Children

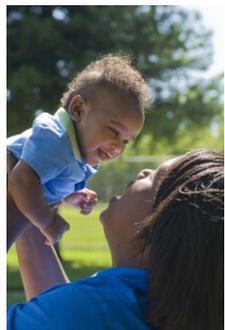


The Recommendation:

Use the World Health Organization International Growth Standards/Growth Charts (WHO IGS/GC) to weigh and measure infants birth—2 years of age; AND, continue to use the CDC Standards for children 2-5 years of age.

Introduction

We look forward to collaborating with the medical community to embrace the WHO Growth Chart standards statewide and to establish the breastfed child as the norm during this important period of childhood growth. The WIC Program wants to educate and counsel parents to better understand the growth of their infants and children, and to fight the obesity epidemic in California hand-in-hand with the health care community. By adopting the WHO growth



standards, we hope to support consistent health messages and encourage continuity of care as an adjunct to the patients' medical home.



Prior to first visit:

Think about and list at least three opportunities or challenges the doctor/health professional may face in their present environment.

Assess how you feel about visiting doctors.

Practice how to overcome negative perceptions about WIC.

Review WHO Growth Standards "Frequently Asked Questions".

Practice what you will say to avoid rambling and be mindful of the time

Identify a few useful resources you might want to leave behind.

At the first visit:

Introduce yourself and in 60 seconds say:

- Who you are
- Where you work
- Purpose of your visit

Sound natural, do not overwhelm with too much information and be mindful of body language.

Possible questions:

- Are you familiar with WIC?
- Are you familiar with WHO International Growth Standards?
- What charts are you currently using to assess growth of infants and children?
- Are you using the WHO Growth Charts for infants 0-24 months of age AND the CDC Charts for children 2-5 years of age?
- Are you using the CDC charts to assess both infants and children?
- Are you using a combination of charts?

As appropriate ask permission to share the 7 minute presentation:

To discuss what the standards are, who recommends using them, the rationale and possible impact of using them

