



WIC's New Food Choices: Making Change Matter

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Supplemental Nutrition Program

- **A national nutrition program for low-income families with young children**

- **Established in 1974 and administered through the U.S. Department of Agriculture**
- **“[Serves] as an adjunct to good health care during critical times of growth and development to prevent the occurrence of health problems and improve health status”**
- **A domestic, discretionary program with funding appropriated annually**





Supplemental Nutrition Program

Eligibility:

- **Income up to 185 percent of poverty**
 - **Example - \$3,184 per month for a family of 4 or**
 - **Enrolled in Food Stamps, CalWorks and/or Medi-Cal**
- **Pregnant, breastfeeding and new mothers, infants and children up to the 5th birthday**
- **Nutritional risk determined through nutrition assessment**
- **California resident**



Supplemental Nutrition Program

In California, the Department of Public Health (CDPH) administers WIC:

- **100 percent federal funds**
- **Provided by 82 local agencies**
 - Half county and city health departments
 - Half community-based organizations
- **Available at 675 WIC centers statewide**

WIC Programs in California





Supplemental Nutrition Program

California WIC Facts:

- **Services to 1.4 million monthly, enrolling:**
 - **Over 950,000 California families**
 - **60 percent of all infants born in the State**
 - **Nearly 80 percent of the estimated eligible population in CA.**
- **1 of 6 WIC participants in U.S. is in CA**
- **\$86 M in food purchases per month**
- **Employs 3,600 professional, paraprofessional and support staff**



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 Assistance**

- Checks to purchase specific foods at any of 3,800 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

 WOMEN, INFANTS & CHILDREN Pay to the order of: WIC AUTHORIZED VENDOR WIC PROGRAM State of California <small>VALID FOR WIC APPROVED FOOD ONLY. VOID IF NOT DEPOSITED WITHIN 45 DAYS OF "FIRST DAY TO USE." NOT VALID IF ALTERED.</small>	MILK/CHEESE/EGG	700-902918001
	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 How much to buy: UP TO: 2 GALLONS MILK, 2 DOZ EGGS (DOZENS ONLY) 2 LBS CHEESE	<small>90-1342 1211</small> EXACT PURCHASE PRICE: <div style="border: 1px solid black; width: 80px; height: 30px; margin: 5px auto;"></div> <small>*MUST NOT EXCEED MAXIMUM ALLOWABLE DEPARTMENT REIMBURSEMENT RATE</small>
AUTHORIZED SIGNATURE (SIGN AT PURCHASE)		

@0700@ 121113423: 0123456789 @



Current Food Package



It's time for a change!

Since 1974 there have been many

- **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**



The IOM Review

In 2003, USDA commissioned the Institute of Medicine (IOM) to conduct a review of WIC foods in two phases:

- **Phase I: Evaluate the diets of the WIC population, and propose criteria for revising the food packages**
- **Phase II: Using information from Phase I to recommend specific changes to the food packages**



The IOM Review

- **Recommendations must be**
 - **cost-neutral, i.e., some current foods were reduced or eliminated so new foods could be added and the total cost of all packages remained the same**
 - **efficient for nationwide distribution and vendor check-out,**
 - **non-burdensome to administer, and**
 - **culturally suitable.**



IOM Recommendations

- **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**



USDA's Rulemaking Process

Proposed Rule Published August 2006

- Largely reflected IOM recommendations'
- Over 46,000 comments received
- In general, proposed provisions garnered broad support.

● Interim Final Rule Published December 2007

- The interim rule has the full force and effect of a final rule.
- The interim final rule allows USDA to obtain feedback on the major changes while allowing implementation to move forward.



Implementation Timeframe

- **Effective Date - February 4, 2008**
- **Implementation Date - August 5, 2009**
 - **Notice of change to October 1, 2009 published in federal register**
- **Interim rule comment period ends February 1, 2010**



Food Package Rules

● **CURRENT FOODS:**

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

● **NEW OPTIONAL 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

- **Revised Food Packages for Infants**
 - **Formula amounts tied to feeding practice and age of infant**
 - **Complementary foods delayed to 6 months**
 - ***Juice eliminated***
 - **Baby food fruits and vegetables added for all infants**
 - **Baby food meat for fully breastfed babies**



Food Package Rules

- **New Food Packages for Partially Breastfed Infants**
 - **Partially breastfed infants receive less infant formula than before to encourage mothers to feed more breast milk to their infants.**
 - **No routine issuance of formula in first month to help mother maintain milk supply.**



Food Package Rules

- **Provide Breastfeeding Incentives and Support**



- **Fully breastfeeding mothers receive most variety and largest quantity of food, including \$10 cash-value voucher for fruits and vegetables.**
- **Fully breastfeeding infants over 6 months receive larger quantities of baby food fruits and vegetables; also baby food meat.**



Food Package Rules

- **Add Fruits and Vegetables**
 - **Cash value-vouchers for fruits vegetables for:**
 - Children - \$6
 - Women - \$8
 - Exclusively Breastfeeding - \$10
 - **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**



Food Package Rules

- **Reduce Juice Amounts for Children and Women**
 - **Reduces quantities of juice for children and women by about half.**
 - **Amounts align with the 2005 Dietary Guidelines for Americans and recommendations of the American Academy of Pediatrics.**



Food Package Rules

- **Increase Whole Grains**

- Adds whole wheat or whole grain bread for children and women.
- Whole grain substitution options:

- Brown Rice
- Soft Corn and Whole Grain Tortillas
- Oatmeal
- Bulgur
- Barley



- **Requires whole grain cereals**

- At least half of the cereals on a State agency's food list must be whole grain.



Food Package Rules

- **Change Milk Amounts and Types**
 - Reduces quantities of milk and cheese for children and women to align with 2005 Dietary Guidelines for Americans.
 - Only nonfat or low-fat milk is authorized for women and children over 2 years.



- Maximum of one pound of cheese.
- Add new milk substitution options:
 - Soy-based beverage
 - Tofu



Food Package Rules

- **Reduce the Quantity of Eggs**
 - Reduces quantity of eggs for children and women to align with 2005 Dietary Guidelines for Americans.
 - One dozen per month.



Food Package Rules

- **Provide Beans or Peanut Butter to all Women and Children**
 - **Substitution option – canned beans**



Food Package Rules

- **Add New Canned Fish Options for Fully Breastfeeding Women**
 - **Continues to allow canned light tuna and allows other canned fish identified as lower in mercury:**
 - **Salmon**
 - **Sardines**
 - **Mackerel**



Food Package Rules

- **Continue to Serve Medically Fragile Participants**



- **Continues to provide exempt infant formula and medical foods.**

- **Now authorizes medically fragile children to receive other WIC supplemental foods in combination with formula or medical foods.**



Food Package Rules

Reinforces Nutrition Education Messages

- **“Eat more fruits and vegetables”**
- **“Lower saturated fat”**
- **“Increase whole grains and fiber”**
- **“Drink less sweetened beverages and juice”**
- **“Babies are meant to be breastfed”**



Impact on Participants

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

Better Nutrition!



Impact on Local WIC Programs

- **Opportunity to re-connect nutrition education to WIC foods**
- **Enhances breastfeeding support activities**
- **Greater flexibility to prescribe foods that are culturally appropriate or that better address health concerns of participants**
- **Responsible for staff training on new foods and promotion of food packages to participants**





Impact on Health Care Providers

- **Patients referred to WIC will receive foods that align with U.S. Dietary Guidelines**
- **Patients referred to WIC will receive education that is consistent the foods received**
- **Medically fragile patients will continue to receive medically prescribed formulas *if not available through Medi-Cal/other insurance***
- **Patients eligible for medically necessary formulas may also receive WIC foods *as prescribed by the health care provider***



California's Process

- 1. Understand the Food Package Rule**
- 2. Gather Information from stakeholders**
 - Participants
 - WIC Staff
 - WIC-authorized Vendors
 - Food manufacturers
 - Other forums and meetings– like this one
- 3. Make policy decisions**



California's Process

- 3. Develop implementation plan**
 - Systems and procedural changes
 - Training – WIC staff, vendors, participants
- 5. Communicate the plan with stakeholders**
- 6. Work with stakeholders and partners**
- 7. Implement by October 1, 2009**
- 8. Provide comments to USDA by February 2010**

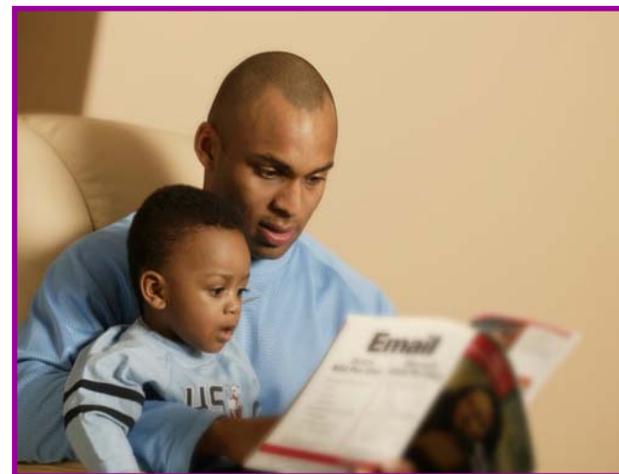
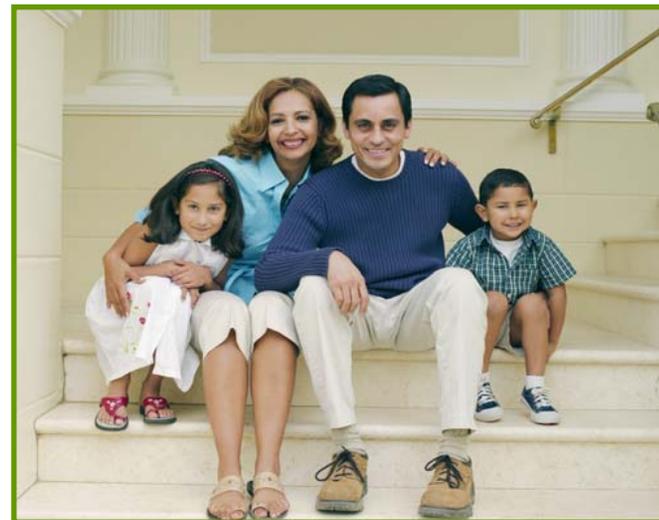


New WIC Food Package





Families--and California--Grow Healthy with WIC



Families grow healthy with WIC