



Intentions Fulfilled: Impact of the New WIC Food Package and What Comes Next

Network for a Healthy California's Statewide Collaborative Meeting
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New WIC Foods - October 1, 2009



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With a little help from friends



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And partnerships with the food industry, stores, healthcare providers— and you!



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In the Aftermath of the Change:

- **What's been going on?**
 - What's happening with staff?
 - What's the impact on retail grocers?
 - Have participants changed how they eat?
 - Maintaining the momentum
- **What's next for WIC?**
 - Outcome of CNWRA;
 - System replacement, EBT and
 - Breastfeeding support.



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Staff Continues Employee Wellness to Achieve WWC Certification

- CWA-WIC Worksite Wellness
 - Goal: To create conditions that inspire employees to use wellness opportunities at work and seek wellness in their lives
 - Ten Steps to a Well WIC Worksite
 - Technical assistance and support available to local agencies
- There are five Certified Well WIC Worksites and more are on the way



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Retail Impact of Food Changes

- California WIC is buying over \$7 million of fruits and vegetables each month
- \$7,500 spent at the first six Certified Farmers' Markets (CFMs) to accept WIC F/V checks
- Eleven more CFMs to come



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Retail Impact of Food Change

- CA WIC is redeeming checks for 1,532,000 pounds of whole grain each month
- CA WIC is buying nearly 5 million containers of baby food each month
- 31% increase in sales – 84% increase in plain fruits and vegetables



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Retail Impact of Food Changes

- More WIC moms are exclusively breastfeeding



- 300,000 fewer cans of infant formula in March 2010 than in September 2009



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Impact on Participants

A very favorable response to the Healthy Habits campaign and the new foods



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Nutrition Education and Food Package Impact Study

- Statewide evaluation
 - Conducted 3 times – Before Healthy Habits education, after Healthy Habits education and after food changes
 - Phone survey of 3,000 WIC families each time
- Key findings after Healthy Habits education
 - Participants recalled the messages
 - Improved intent to make healthy changes
 - Consuming more fruits, whole grains and lower fat milk
- Key findings after Food Package Changes
 - Even more consumption of fruits, vegetables, whole grains and lower fat milk

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WIC Food Package Surveys

- In 2007 and 2010, representative samples of California WIC participants were interviewed
 - Food purchase and consumption habits related to:
 - Cow's milk,
 - Fruits and vegetables
 - Whole grains
 - In 2007, intent to change behavior
 - In 2010, opinions about 2009 WIC Food Package changes and actual behavior



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Methods

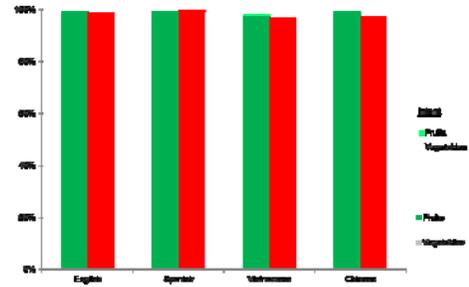
- University students, trained as interviewers, spoke to WIC participants at WIC sites, using laptops with aircards.



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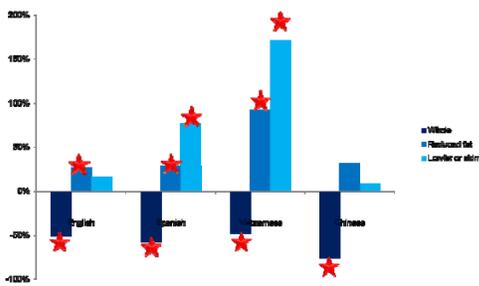
Fruits & Vegetables: WIC Participant Actual Purchase with WIC Checks, 2010



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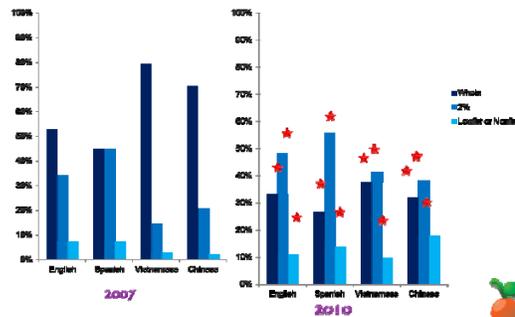
Milk: Percent Change in Fat Level Consumed by WIC Participants by Language, 2007 to 2010



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Milk: Fat Level Consumed by WIC Participants' Child by Language, 2007 and 2010



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Breastfeeding Support

Provide intensive breastfeeding support in first 30 days; no formula "on demand"

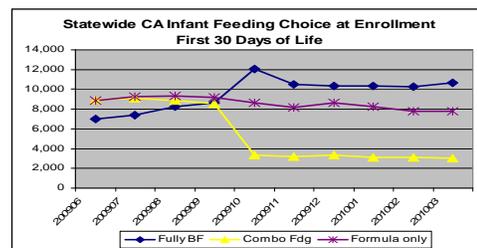
- If formula is requested, intervene with a conversation to find out what's going on— it's often, "The baby cries, I must not be making enough milk"
- Determine health or nutrition need for formula, and
- Determine the least amount of formula needed

Most of the time, with support, full breastfeeding continues

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Impact and Evaluation



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Maintaining the Momentum: Continuing High Quality Materials

- "Let's Cook" cookbook
 - Northeast Valley Health Corp WIC
- "Cooking for Taste and Health" DVD
 - San Diego State University Foundation WIC



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Maintaining the Momentum: Continuing High Quality Materials

- WIC Baby magazines – for WIC participants
- A partnership project – CA WIC, NY WIC, National WIC Association & Meredith Communications
- 5 magazines, English/Spanish, 12 pages
- No advertisements!



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On the WIC Horizon

- National WIC Reauthorization Proposals
 - One-year certification for children
 - Breastfeeding performance bonus
 - Funds for breastfeeding, nutrition education initiatives, evaluation and information technology
 - A requirement for WIC to implement electronic benefits transfer (EBT)



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On the WIC Horizon

- System replacement
 - Planning in progress
 - Looking at systems used in other states
 - Plan to be complete by mid-2011
 - What to expect
 - New system in 3-4 years
 - Web-based and Windows-based
 - More efficient and flexible
 - Electronic Benefits Transfer
 - EBT plan by end of 2011
 - Mostly involving banking system and grocers



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On the WIC Horizon

- Expansion of Breastfeeding Peer Counselor Program from 15 to 50 agencies
- Regional Breastfeeding Liaisons to work in the community on hospital, day care and workplace support



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On the WIC Horizon

Baby Behavior Training for Parents:

Parents believe their babies



- Cry because of hunger
- Wake because of hunger; and
- That formula and cereal will prevent crying and waking

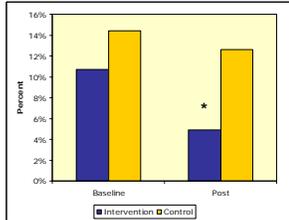
So we're teaching parents how to learn what their newborn babies are "saying" when they fuss or cry or give other cues

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Impact and Evaluation

Fewer infants at 5-7 months at >95th percentile BMI!



* Significant difference between groups at post-intervention: $P < .05$
Percent of infants \geq 95th percentile weight-for-age from 5-7 months by group



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