

At the close of the visit you might:

Offer:

- To provide an in-service training on a topic of their interest, e.g., breastfeeding, peer counseling, therapeutic formula, or more in-depth information about WIC or the WHO growth standards,
- Information about becoming a certified baby friendly practice
- To screen patients for WIC eligibility in the doctor's office

Invite the doctor/health professional to:

- Visit your WIC site
- Speak/present/talk/teach a class to your WIC families
- Collaborate with your agency on how best to reinforce each other's messages and to communicate with each other
- Identify other ways you might partner to optimize health outcomes of his/her patients

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

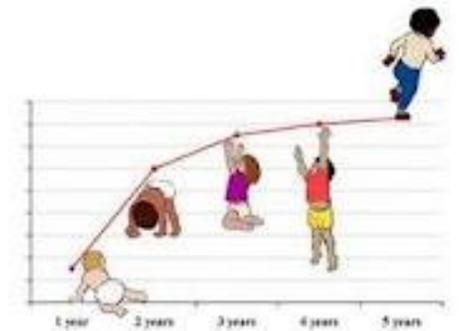


Purpose of 7-minute overview

- Discuss recommendations and adoption of the WHO International Growth Standards
- Compare and contrast infant growth charts (CDC versus WHO)
- Discuss strategies to reinforce consistent messages that help parents understand infant and child growth.

WIC Local Agency TALKING POINTS

Using the WHO Growth Charts to Assess Children from Birth to 2 Years



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.

Familiar with WIC

Ask: What have you heard?

Say: Did you know that California WIC supports and promotes breastfeeding and provides:

-Nutrition education and referrals

-Prescription food vouchers to women, infants and children:



-via 84 local agencies

-by 3,600 local staff

-to over 1.4 million people each month

Almost 60 percent of all infants born in California receive WIC services.



Familiar with WHO Standards/Charts

Ask clarifying questions to find out what standards they are using—

Say: What charts do you use to assess growth and development of infants and children?

Using WHO for infants—birth-2 years of age

Congratulate them for using the recommendations

Say: Great! Then we are both providing consistent messages to the parents and caregivers of infants and children.

Since October 1, 2012 WIC is now using the WHO Growth Standards to assess growth and development of infants from birth to 24 months of age—WIC continues to use the CDC Growth Charts to assess growth and development for children 2-5 years of age

Familiar but not using WHO for infants—birth to 2 years of age

Ask: What are their plans to use the new standards?

Not Familiar with WHO Standards/Charts

Ask clarifying questions to find out what standards they are using—

Say: What charts do you use to assess growth and development of infants and children?

Ask permission to share a brief 7 minute flip chart and discuss what the standards are, who recommends using them, the rationale and possible impact of using them.

If the doctor/health professional agrees, present the flip chart presentation.



Ask: how WIC can work together with them to reinforce the messages they are telling their patients...