

Fresh Choices in WIC



CaCoon Webinar
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Fresh Choices in WIC



- WIC
 - organizational overview
- WIC Food Package Changes: *Fresh Choices*
 - Medical Documentation
- Building successful WIC partnerships

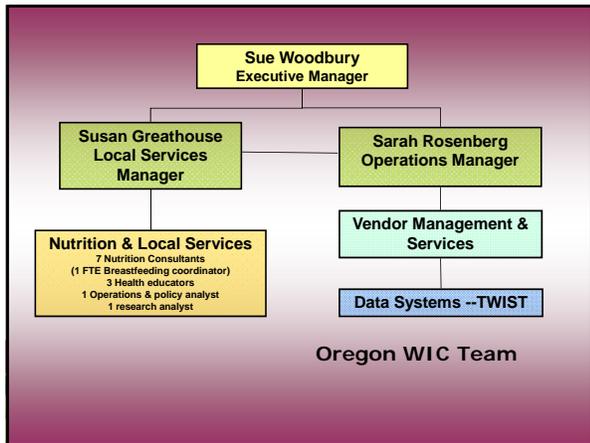



Fresh Choices in WIC



It's about
Fresh Choices in WIC
 Arriving August 2009



Background

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) is preparing for the biggest transformation the program has seen in over 30 years.

The WIC food packages will be changing based on the recommendations of the Institute of Medicine, the latest nutrition science, and the 2005 Dietary Guidelines for Americans.



Oregon WIC — Healthy foods. Healthy messages. Healthy families.

Fresh Choices in Oregon

- Focus will be on participant services and changes to the foods offered.
- Oregon WIC has adopted the project name **Fresh Choices** to reflect the major changes that are coming.
- Oregon WIC is excited about the opportunities that **Fresh Choices** will bring to WIC families. **Fresh Choices** focuses on *healthy foods* and *healthy messages* as the foundation of *healthy families*.



Oregon WIC — Healthy foods. Healthy messages. Healthy families.

Goal and objectives

Goal: To provide a food package that is consistent with Dietary Guidelines.

Objective 1: To increase whole grain and fiber consumption.

Objective 2: To increase fruit and vegetable consumption.

Objective 3: To decrease saturated fat in the diet.

Objective 4: To continue to support breastfeeding.

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Healthy foods

- Addition of “new foods”
- Potential for more culturally appropriate foods
- Reduction in high sugar and high fat products



Oregon WIC — Healthy foods. Healthy messages. Healthy families.



Add fruits and vegetables

- Cash value-vouchers (\$6, \$8, or \$10) for fruits and vegetables for children and women

- Participants may choose from a wide variety of fresh and frozen fruits and vegetables



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Add whole grains

- Whole wheat bread for children and women
- Alternative whole grain options:
 - Brown rice
 - Soft corn tortillas



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Add new milk and dairy alternatives

Soy-based beverage*

**Medical documentation is required for children with a qualifying condition to receive soy-based beverage as an alternative to milk.*



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Qualifying conditions for children to receive soy beverages

- Milk allergy
- Severe lactose intolerance
- Vegan diet



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Reduce milk and dairy allowances

Reduces quantities of milk and cheese for children and women to align with 2005 Dietary Guidelines for Americans.



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Only skim or low-fat milk

Only skim or low-fat milk is authorized for women and children over 2 years of age.



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Revised food packages for infants

- Introduction of foods delayed to 6 months
- Baby food fruits and vegetables for infants
- Baby food meat for fully breastfed babies
- Juice eliminated
- Formula amounts tied to feeding practice and age of infant



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Healthy messages

- Alignment with Dietary Guidelines
- Consistent with Oregon WIC's Key Nutrition Education messages
- Collaborative efforts with community partners to promote similar messages



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Healthy families

Changes to the WIC food packages, combined with a focus on key nutrition messages and participant centered services, will allow WIC to better support the foundation for health and nutrition of all WIC families.



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Medical documentation for 2009 new food package

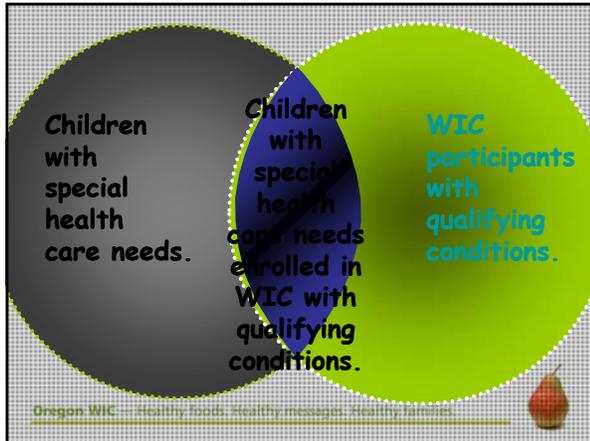
All food package changes will be implemented August 1, 2009

Medical documentation will now be required for:

- medical formula/foods
- modifications to supplemental foods
- milk substitutions

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Key food package/ Medical documentation messages

- Infants, children and women can receive up to a full food package **in addition** to medical formula
- Milk substitutions:
 - Children will need medical documentation to receive soy milk, women do not
 - Children(>2 years) and women receiving medical formula/foods can receive whole milk for additional calories

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Medical Documentation Requirements

- Participant name & date of birth
- Qualifying condition/medical diagnosis for issuance
- Length of time for prescription
- Name of formula/medical food
- Name & signature of health care provider
- **Date of prescription***
- **Contact information for HCP***
- **Amount of formula needed per day***
- **Name of authorized foods***
- **Prescribed amounts of foods***

**New technical requirements*

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Implementation Timeline

- December-April: Train, educate local agency nutritionists and staff
- March-July
 - Train, educate health care providers and partners
 - Integrate new documentation

August-December: Assess, correct, educate

As a provider, how can I support WIC?

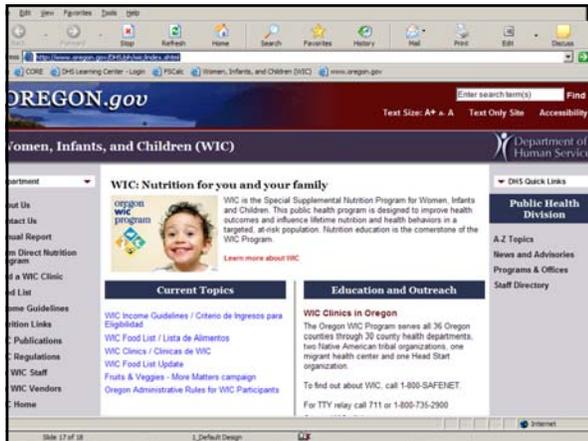
- Reinforce the key nutrition messages.
- Remember, no changes to WIC foods until August, 2009.
- Contact your local WIC Coordinator or State Nutrition Consultant with questions about the changes.
- Stay informed at: www.oregon.gov/DHS/ph/WIC
- View and comment on the interim rule www.fns.usda.gov/wic/regspublished/foodpackages-interimrule.htm

WIC + Partners= Success

- Example: Providence Home Medical Equipment
- Problem: ordering of specialty formula/foods, especially in rural areas
- Solution: medical formulas/foods can be delivered to participant's home
- Method: form is completed by the WIC clinic and faxed to Providence HME
- Additional win-win: health care provider as second signer on participant WIC card

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WIC & CaCoon

- How can the WIC team partner with you to provide healthy foods, healthy messages and support our shared families to become healthy families?

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Thank you!

- Candy, Nancy, Joan, Corrie and the CaCoon/CDRC team



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