

The New WIC Food Packages

Time for a change



Why revise the WIC Food Packages?

Changes have occurred in the major health and nutrition risks faced by WIC's target population, including:

- Diets lacking in whole grains, fruits and vegetables
- Short duration of breastfeeding
- Overweight and obesity



Summary of Major Changes

- Revises infant food packages
- Adds fruits and vegetables
- Adds whole grains (cereals, bread)
- Reduces some food allowances, including milk, eggs and juice

Reinforce 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"



Revise 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 for infants
- Baby food meat for fully breastfed babies



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 >6 months receive larger quantities of baby food fruits and vegetables; also baby food meat.



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 fruits and vegetables
- Participants can pay for amounts over the cash value voucher with SNAP benefits or cash/debit/credit



Add Whole Grains

- Whole wheat and whole grain bread for children and women
- At least half of the cereals on a State agency's food list must be whole grain



Reduce Juice Allowance for Children and Women

- Reduces quantities of juice for children and women
- Amounts align with the 2005 Dietary Guidelines for Americans and recommendations of the American Academy of Pediatrics

Reduce Milk and Dairy Allowances

- Reduces quantities of milk and cheese for children and women to align with 2005 Dietary Guidelines for Americans.
- Adds option of soy-based beverage



Only Skim or Low-Fat Milk



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

Reduce Quantities of Eggs

- Reduces the quantity of eggs to align with 2005 Dietary Guidelines for Americans



Add New Canned Fish for Fully Breastfeeding Women

- Continues to allow canned light tuna (no albacore)
- Allows other canned fish identified as lower in mercury
 - Salmon



Other changes...Legumes

- Adds legumes (beans or peanut butter) to food package for postpartum women to improve the intake of iron, folate, Vitamin E, and fiber.



Continue to Serve Medically Fragile Participants

- Continues to provide exempt infant formula and medical foods
- Now authorizes medically fragile participants to receive other WIC supplemental foods



Teamwork Assists in Implementing New WIC Food Package

From February 2008 until implementation October 1, 2009, several players will make this expansive program improvement a success in WV.

- Congress and USDA
- Medical Community and Referring Agencies
- WIC Vendors and Participants
- WIC Administrators and Employees

Questions?

