

New WIC

Food

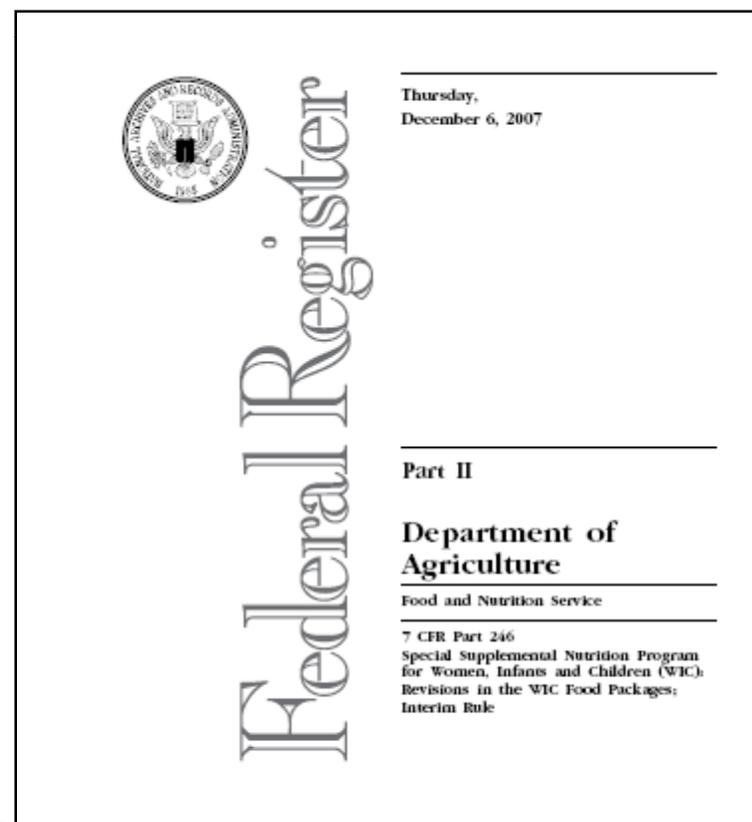


Packages

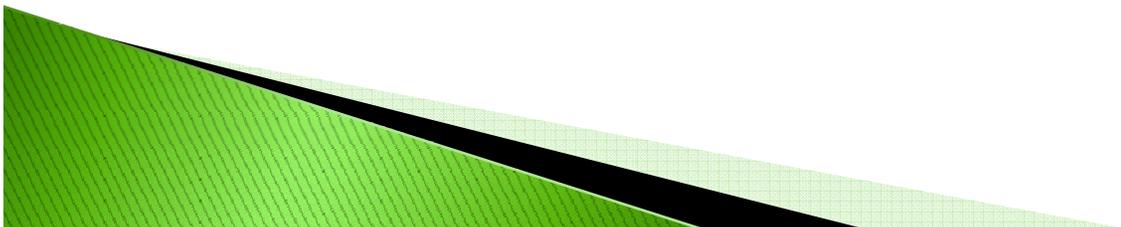
The New WIC Food Package

An Overview

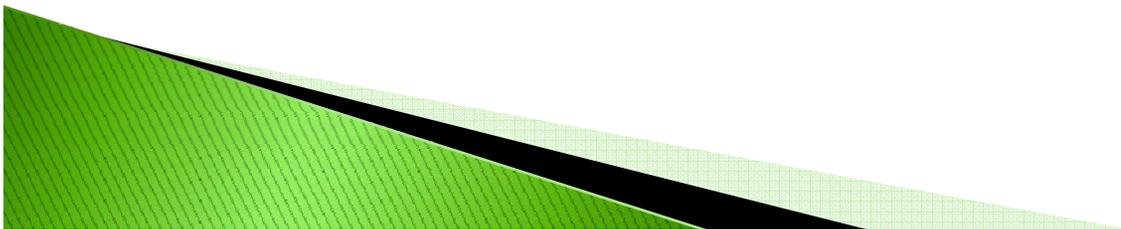
- ▶ On December 6, 2007, an interim final rule revising the WIC food packages was published in the Federal Register



- ▶ The interim final rule revisions largely reflect recommendations made by the Institute of Medicine (IOM)
- ▶ Administrative modifications made to IOM's recommendations were done only when found necessary by USDA to ensure cost neutrality

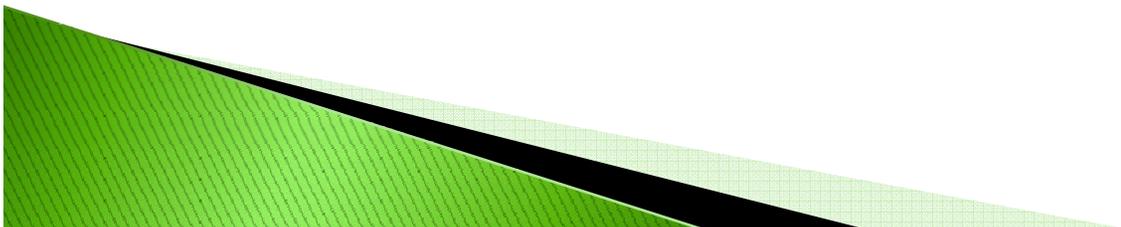


- ▶ The current food packages have not been revised since 1980
- ▶ The new food packages align with the 2005 Dietary Guidelines for Americans and infant feeding practice guidelines of the American Academy of Pediatrics



What Will Change?

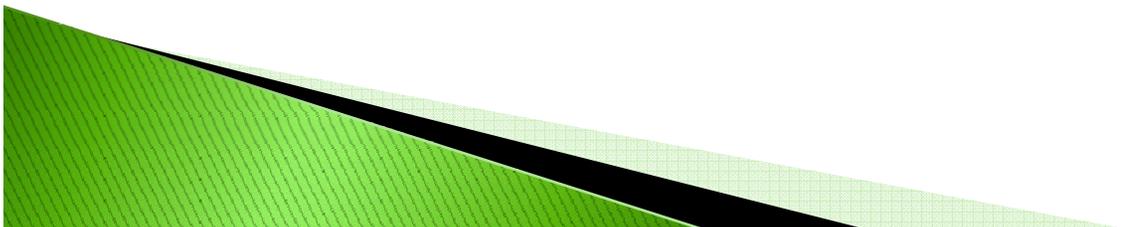
- ▶ There are added food categories to the new food packages and some new options to better meet the needs of the diverse WIC population
- ▶ Some of these changes include.....



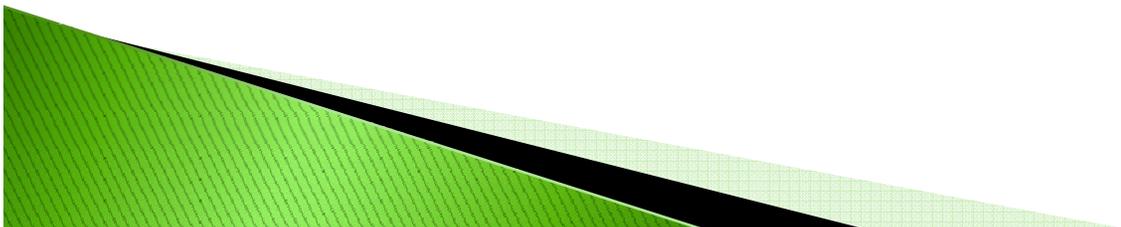
- ▶ Addition of fruits and vegetables



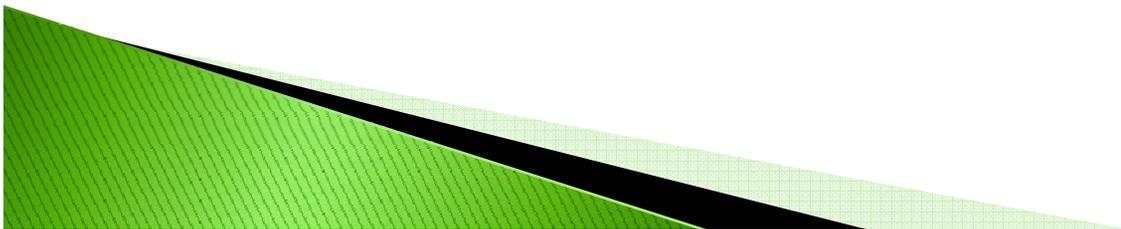
- ▶ Addition of whole grains such as whole grain bread, brown rice, and whole wheat or corn tortillas



- ▶ Addition of baby food fruits, vegetables, and meats

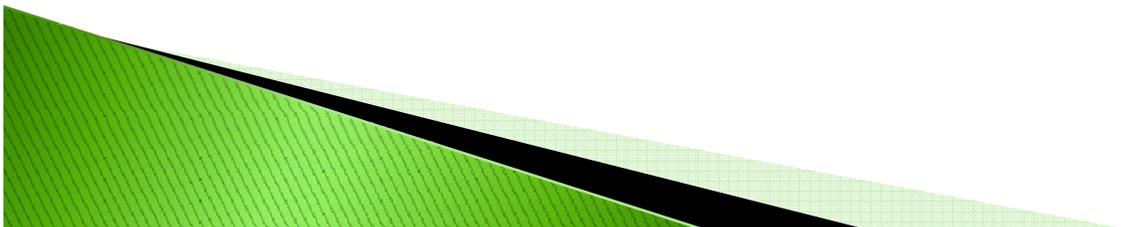


- ▶ Reductions in some food allowances, including milk, eggs, and juice
- ▶ Formula amounts issued will be based not only on the infant feeding type, but on the infant's age

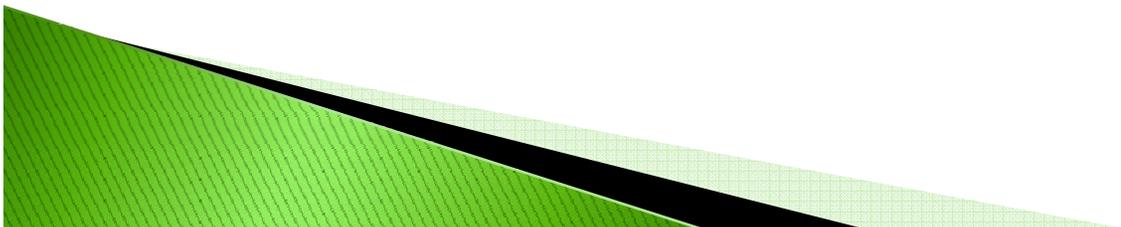


Food Packages

- ▶ There are 7 food packages distinguished by USDA:
 - Food Package I (Infants birth through 5 months)
 - Food Package II (Infants 6 through 11 months)
 - Food Package III (Infant, Child, or Woman with Special Needs)
 - Food Package IV (Child)
 - Food Package V (Pregnant or Partially BF Woman)
 - Food Package VI (Non-breastfeeding Postpartum Woman)
 - Food Package VII (Exclusively BF Woman)



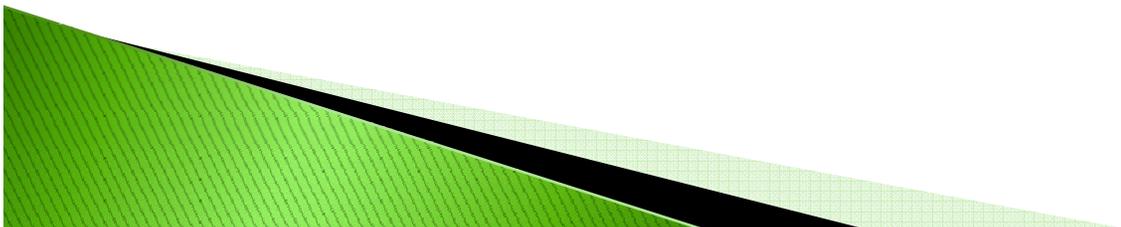
- ▶ There are many regulations that must be learned about these 7 food packages in order to fully benefit both the participant and the Program
- ▶ There will be additional modules that will detail the changes within each food package that must be completed by August 3, 2009



WIC Supplemental Foods

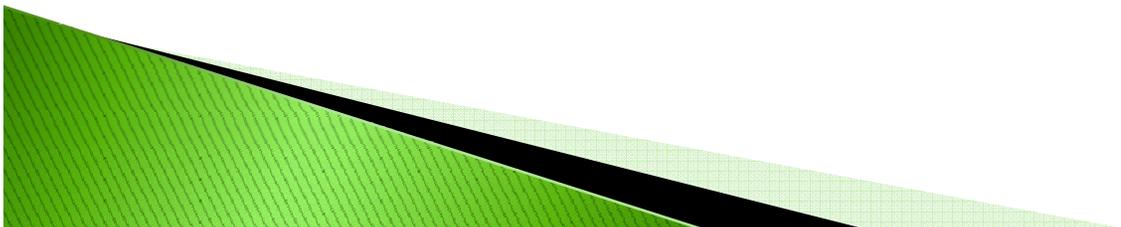
As of October 1, 2009, the supplemental foods available from the Arkansas WIC Program are:

- ▶ Infant formula
- ▶ Infant cereal
- ▶ Infant fruits and vegetables
- ▶ Infant meats
- ▶ Milk
- ▶ Cheese
- ▶ Eggs
- ▶ Juice
- ▶ Cereal
- ▶ Whole grains
- ▶ Fruits and vegetables
- ▶ Beans
- ▶ Peanut butter
- ▶ Canned fish

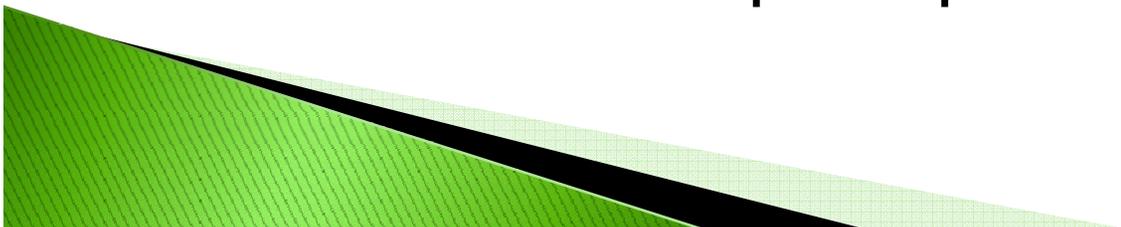


When will this happen?

- ▶ The new food package will be implemented October 1, 2009
- ▶ All food checks printed on October 1, 2009 or later will have the new foods and amounts
- ▶ Checks printed for October in August or September will have the current foods and amounts

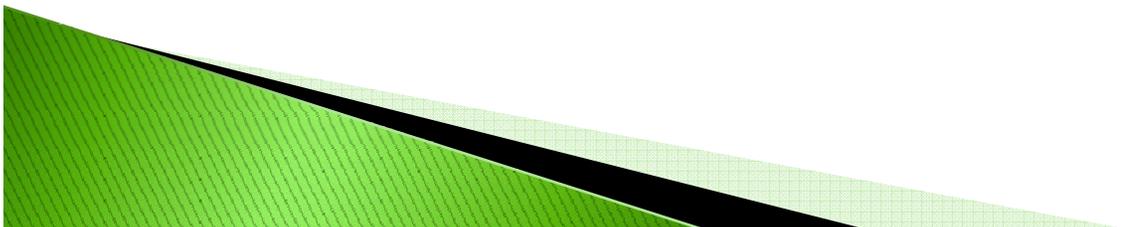


- ▶ Food checks printed prior to October 1, 2009 will still be valid
- ▶ If a participant wants to exchange their old food checks for new food checks, their request must be honored
- ▶ If a participant does not make a request, they will receive new food package checks at their next scheduled pickup

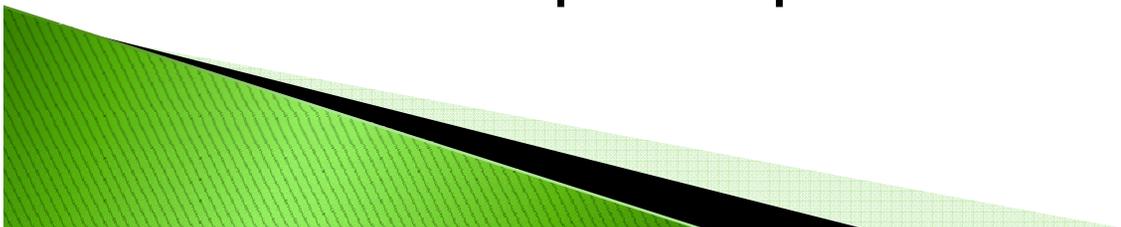


Cash Value Benefit

- ▶ Participants will receive a Cash Value Benefit check in addition to their regular food checks
- ▶ The Cash Value Benefit can only be used to purchase fruits and vegetables
- ▶ The amount of the Cash Value Benefit will be determined by the category of the participant



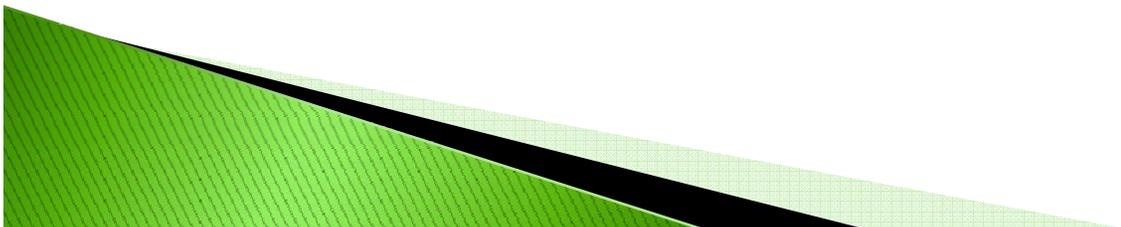
- ▶ The Cash Value Benefit can be used to purchase any fresh fruit or vegetable (except white potatoes) or any frozen fruit or vegetable that meets specifications
- ▶ The Cash Value Benefit cannot be used at the local Farmer's Market
- ▶ The Farmer's Market program will still exist and serve participants as in the past



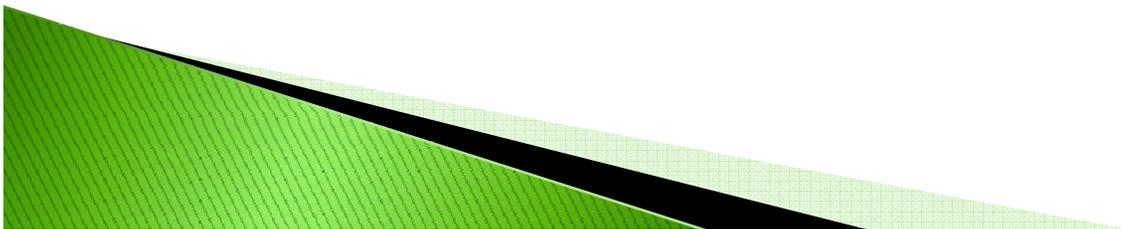
- ▶ The Cash Value Benefit will be a check, but it will look different from the regular food checks
- ▶ Cash Value Benefits will be issued to all children and women, but not to infants
- ▶ Participants will be issued only one Cash Value Benefit per month
- ▶ Participants in the same family may combine Cash Value Benefits to purchase a larger amount of fruits and vegetables



- ▶ If the purchase amount of the fruits and vegetables exceeds the Cash Value Benefit amount, participants will pay the difference for the foods
- ▶ The difference in the costs will be taxed and will be paid in a separate transaction

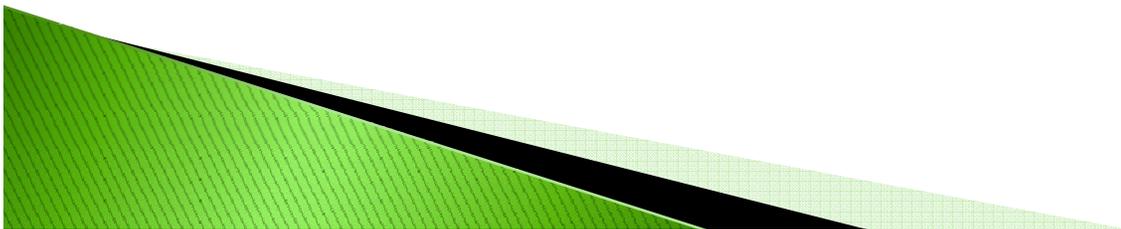


- ▶ If a participant does not want to pay the difference or exceed the dollar amount of the Cash Value Benefit, they may buy a lesser amount of fruits and vegetables. They will forfeit the unspent amount
- ▶ Participants should be encouraged to get as close to the cash value as possible so they receive maximum food benefits



Food List

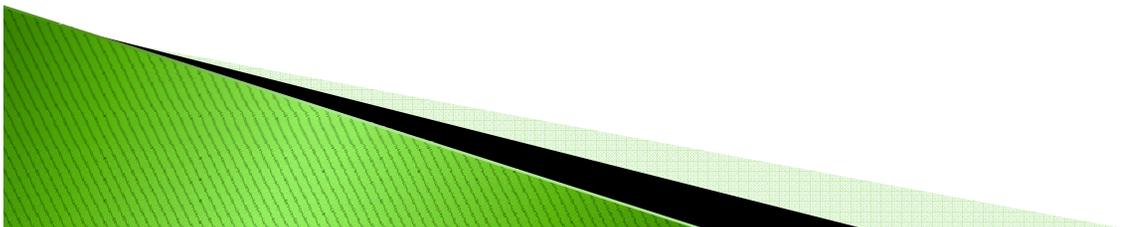
- ▶ In December 2008, the WIC State Office conducted a participant survey to determine which of the eligible food substitutes participants prefer
- ▶ Each question received an average of 4200 responses



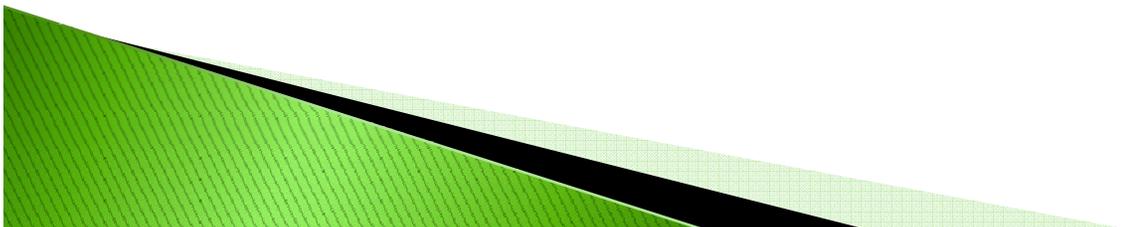
▶ Some of the results:

- 96% of participants who responded said they would not want the option to substitute tofu for part of their milk

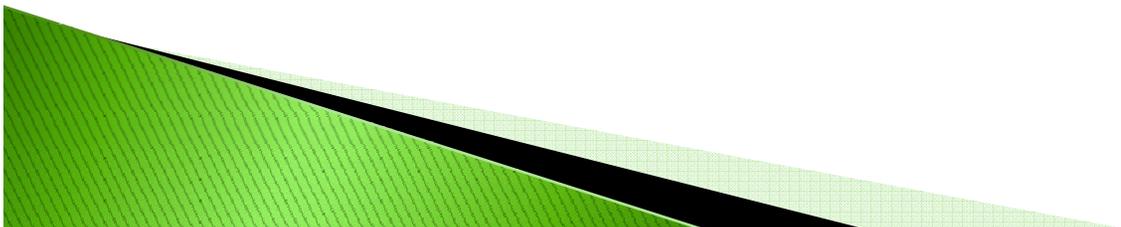
- 78% said they would choose fresh fruits and vegetables if given the option of fresh, canned, or frozen



- 51% would choose oatmeal as their whole grain food and 24% would choose bread
- 29% said they would prefer the option to select between dry beans and canned beans on a monthly basis, compared to 56% who said they would prefer dry beans only, and 15% that said they would prefer canned beans only

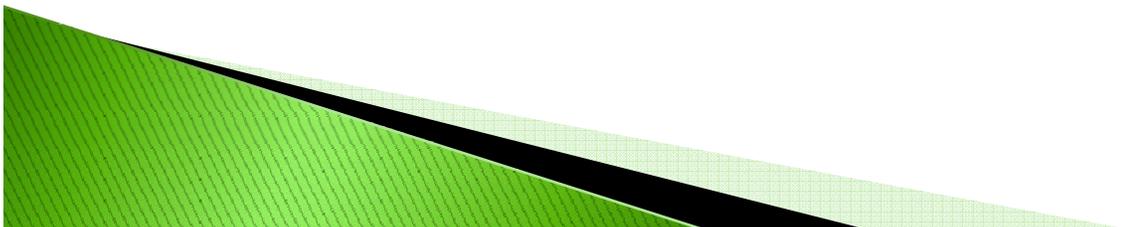


- ▶ Based on the participant survey WIC decided to:
 - Allow a soy beverage as a milk substitute, but not to allow tofu
 - Allow frozen fruits and vegetables as an alternative to fresh fruits and vegetables, but not canned
 - Allow brown rice, oatmeal, whole wheat or corn tortillas as an alternative to whole grain bread, but not bulgur (cracked wheat) or barley
 - Allow participants to choose between dry or canned beans with each food check



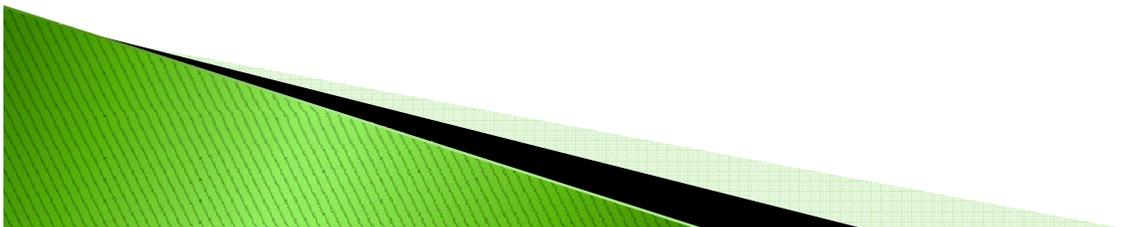
Food List

- The look of the food list will be changing
- Foods will be divided into categories so they are easy for participants to find
- All participants should receive a new food list when they are issued their first set of checks with the new WIC foods
- All old food lists should be thrown away by November 30, 2009



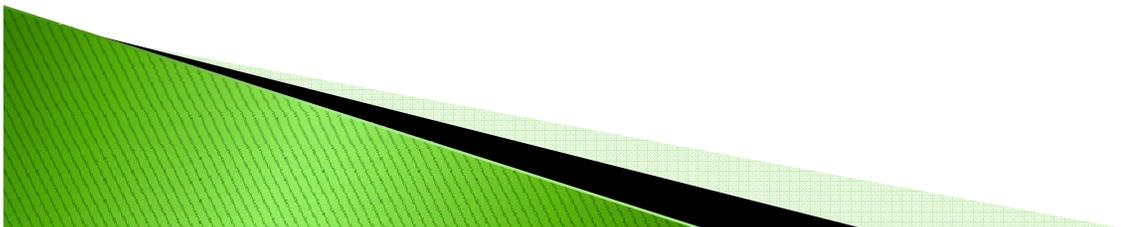
Shopping Guide

- ▶ Participants will be given a WIC Shopping Guide when they receive their first set of WIC food checks with the new WIC foods
- ▶ The Shopping Guide will help the participants receive their full nutritional benefit
- ▶ It will give tips on selecting foods, package sizes, food safety, etc



Tip Sheets

- ▶ Various tip sheets are being designed to help staff through this transition
- ▶ Tip sheets will be provided before the implementation date of October 1, 2009
- ▶ Some of the tip sheets will include:
 - Prorating Table
 - Infant Formula Issuance Tips
 - Levels of Partially Breastfeeding
 - Default Food Package Tip Sheets



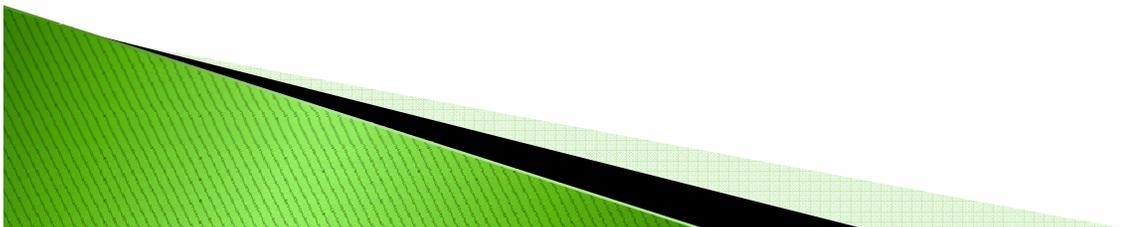
Trainings

- ▶ Before October 1, 2009 all staff will have received training on the new WIC Food Package:
 - CPAs
 - WIC Food Packages: Making the Change Work for CPAs
 - The New WIC Food Packages training modules
 - An Overview
 - Infant Food Package
 - Child Food Package
 - Women's Food Packages
 - Special Needs Food Package



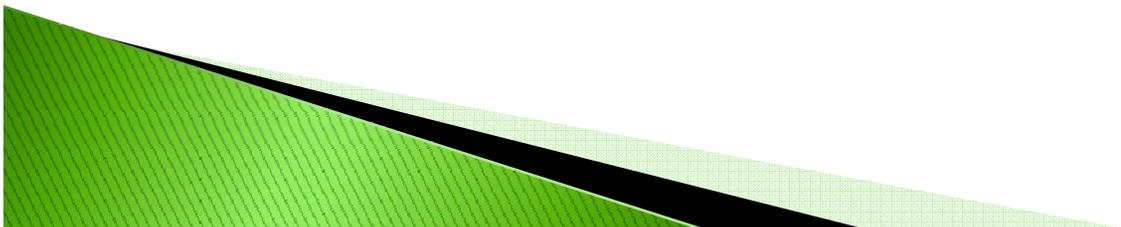
Trainings

- Clerical
 - WIC Food Packages: Making the Change Work for Clerical Staff
 - The New WIC Food Package training module
 - An Overview



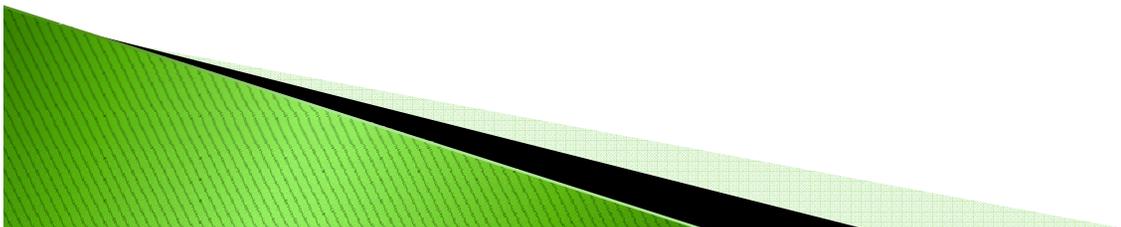
Questions...

1. Scientific recommendations for changes to the WIC food packages were made by _____.
2. There are _____ food packages distinguished by USDA.
3. The new food packages will start _____.
4. Children and women will now receive a separate check for fruits and vegetables. This check is called a _____.



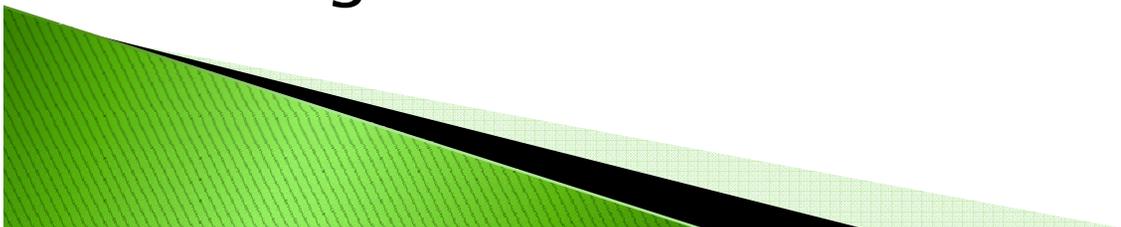
Answers...

1. Scientific recommendations for changes to the WIC food packages were made by **Institute of Medicine (IOM)**.
2. There are **seven** food packages distinguished by USDA.
3. The new food packages will start **October 1, 2009**.
4. Children and women will now receive a separate check for fruits and vegetables. This check is called a **Cash Value Benefit**.



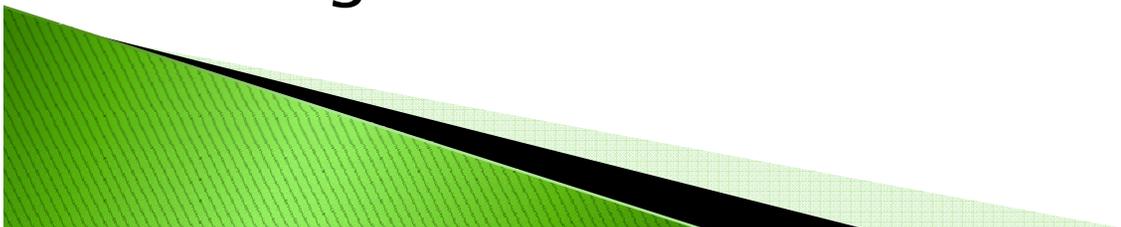
A few more...true or false

5. T or F. Food checks received in September for October and November with the old foods will not be good after October 1st .
6. T or F. Participants can spend their Cash Value Benefits at the Farmer's Market.
7. T or F. Participants may pay the difference between the actual costs of their fruits and vegetables and their Cash Value Benefits.



Answers...

5. T or F. Food checks received in September for October and November with the old foods will not be good after October 1st .
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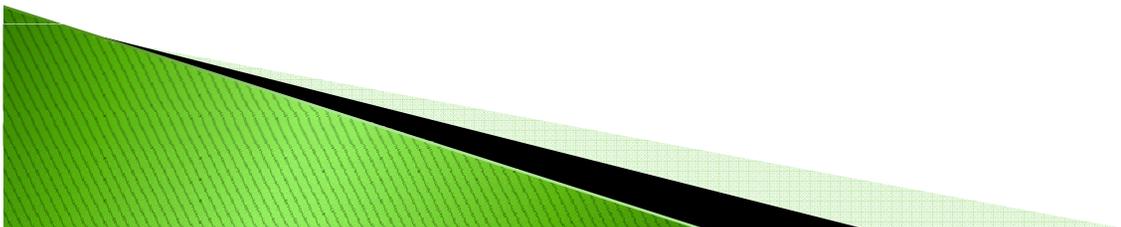




With the new
WIC Food
Packages, we
have an
opportunity to
provide the
food benefits
to promote
improved
health for our
clients.



Take the time to listen to your client so that you can prescribe the right foods. You as an individual can impact not only your clients' present, but their future.



Clients cannot accomplish their full potential without you, and neither can the Program! You make WIC work, and we know you will make the new food packages work too!

