

The New WIC Way: Foods and Focus

Wisconsin's Breastfeeding Promotion and Support

Fact Sheet

The *New WIC Way: Foods and Focus* will bring changes that help WIC actively promote and support breastfeeding through the food packages it provides to participants.

Major Changes to the Infant Foods

Formula Amounts

- Tied to feeding practice and age of infant
- Partially breastfed infants receive less formula to allow mothers to breastfeed more

Introduction of Solids

- Delayed until 6 months of age

Baby Food

- Fruits and vegetables added
- Baby food meat added for fully breastfed babies

Major Changes to the Breastfeeding Women Foods

Fully breastfeeding mothers receive more variety and a larger quantity of foods, including a \$10 Fruit and Vegetable Check. The increased food amount is tied to the increased nutritional needs of the breastfeeding woman.

Partially (Mostly) Breastfeeding (0-1 month postpartum)

The goal is to provide the minimal amount of infant formula while offering counseling and support, in order to help the mother establish a successful milk supply. Wisconsin WIC projects will have the option of providing up to one can of powdered formula to a woman who is mostly breastfeeding during the first month. Issuance would require a complete assessment and instruction on the amount to feed during this time.

New Infant Feeding Categories

With The New WIC Way, there are three infant feeding categories: fully breastfed, partially breastfed (and receiving up to a half package of formula), and fully formula fed.



WIC Food Benefits for Mothers and Babies

	Fully Breastfed	Mostly Breastfed	Fully Formula Fed		
Foods for Babies					
Formula	None	Age of baby	Approx. Amt Maximum	Age of baby	Approx. Amt Maximum
		0-1 month	1 can powder (as needed)	0-3 months	10 cans powder (~29 oz./day)
		1-3 months	5 cans powder (~15 fl. oz./day)		
		4-5 months	6 cans powder (~17 fl. oz./day)	4-5 months	11 cans powder (~32 oz./day)
		6-11 months	4 cans powder (~12 fl. oz./day)	6-11 months	8 cans powder (~23 oz./day)
Baby fruits & vegetables	(36) 2-pk Gerber	6-11 months	(18) 2-pk 3.5 oz. Gerber 2 nd Stage	(18) 2-pk 3.5 oz. Gerber 2 nd Stage	
Infant cereals	24 oz.	6-11 months	24 oz. Gerber	24 oz. Gerber	
Infant meats	(31) 2.5 oz. jars	6-11 months	None	None	
Foods for Mothers					
	Up to 1 year postpartum		Fully Formula Feeding (Up to 6 mos. Postpartum)		
	Fully Breastfeeding	Mostly Breastfeeding			
Breakfast cereal	36 oz. or less	36 oz. or less	36 oz. or less		
WIC check for fruits & vegetables	\$10	\$8	\$8		
Canned tuna or salmon	30 or less oz.	None	None		
Eggs	2 dozen	1 dozen	1 dozen		
Cheese	1 lb. or less	None	None		
Milk	6 gallons	5½ gallons	4 gallons		
Juice	144 or less fl. oz.	144 or less fl. oz.	96 or less fl. oz.		
Whole wheat bread (or substitutes)	1 lb.	1 lb.	None		
Dried beans/peas and/or peanut butter	1 lb. and 18 oz.	1 lb. and 18 oz.	1 lb. or 18 oz.		