

The New WIC Way: Foods and Focus

Wisconsin's Implementation of the Interim Food Rule

Fact Sheet

The *New WIC Way: Foods and Focus* will bring changes that better meet the needs of WIC participants. The new food packages and educational messages align with the 2005 *Dietary Guidelines for Americans* and infant feeding practice guidelines of the American Academy of Pediatrics. It promotes WIC as the premier public health nutrition program with a strong focus on breastfeeding as the normal way to feed babies.

Major Changes to the WIC Foods

New foods

- Fruits and vegetables (fresh, frozen, canned)
- 100% whole wheat breads
- Baby foods -- fruits and vegetables for all infants and meat for exclusively breastfed infants

New alternatives

- Soy beverage for milk (when those meeting nutrient requirements are available)
- Brown rice, soft corn or whole wheat tortillas for whole wheat bread
- Canned beans for dried beans
- Canned salmon for canned tuna

Different quantities

- Quantities of milk, eggs, and juice are reduced for women and children.
- Quantities of foods are higher for breastfeeding women and women pregnant with multiples.
- Quantities of infant formula are reduced for breastfed and older infants.
- Quantities of infant formula are different from the current amounts to better match the amounts recommended for babies during their first year of life.
- Cheese has been eliminated for children and most women.
- Combinations of formulas or liquid medical foods and all the regular WIC foods are allowed for women and children with qualifying medical conditions, and the quantities of foods are increased.
- Several special formulas covered by BadgerCare Plus (when prescribed for treatment of diseases or medical conditions) are eliminated.



Major Changes in the Focus of Education

Consistent with the *Dietary Guidelines for Americans*

- Shift from the prevention of nutrient deficiencies to more promotion and support of breastfeeding and the prevention of obesity and other chronic diseases.

Consistent with the American Academy of Pediatrics and other professional infant feeding recommendations

- Increased focus on breastfeeding as the norm for feeding infants.
- Introduction of complementary foods at six months of age instead of four-five months of age.
- Modification of formula amounts based on the age of the infant.
- Additional baby fruits and vegetables make up for the different amounts of formula.

Focus on current public health issues

- Increased education on the selection of fruits, vegetables, and whole grains.
- Increased focus on breastfeeding support by trained breastfeeding peer counselors, and more incentive for continued breastfeeding, including less formula to partially breastfed infants and additional quantities and types of food for breastfeeding mothers.

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- The new foods are more consistent with the nutrition education messages provided to WIC participants, i.e., --"eat more fruits and vegetables"; "lower saturated fat"; "increase whole grains and fiber"; "drink less sweetened beverages and juice"; and "babies are meant to be breastfed."

Cultural diversity

- More participant choice, including tortillas, brown rice, soy-based beverage (when available retail), canned salmon, and a wide choice of fruits and vegetables.

Wisconsin WIC Implementation

- The new food list assures that the foods on the Wisconsin list are available, acceptable, affordable, and easy to select.
- Education and training materials will be available for WIC staff, participants, and vendors.
- New food packages will be issued to families starting in August 2009.