

# Nutrition Fact Sheet

Up-to-date nutrition information  
for the health care professional

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## Wisconsin WIC Formulas and Medical Foods for Infants and Children

### **Breastfeeding is the Norm for Feeding Infants**

The Wisconsin Women, Infants and Children (WIC) Program actively promotes and supports breastfeeding as the norm for infant feeding. Breastmilk provides superior nutrition and immunological benefits, and fosters close parent/child relationships. For more information on breastfeeding and some of its many benefits, go to:

<http://aappolicy.aappublications.org/cgi/reprint/pediatrics:115/2/496.pdf>  
<http://www.aap.org/breastfeeding/>  
<http://dhfs.wisconsin.gov/health/Nutrition/Breastfeeding/>  
<http://www.usbreastfeeding.org/>  
<http://www.4woman.gov/breastfeeding/>  
<http://www.babyfriendlyusa.org/eng/>  
<http://www.perinatalweb.org/content/view/194/>

### **WIC Contract Formulas**

When a mother decides to breastfeed partially, or not to breastfeed, WIC provides infant formula. Because the various standard formulas are nutritionally equivalent, Federal WIC Regulations require States to contract with one manufacturer for the routine provision of iron-fortified standard infant milk- and soy-based formulas (at least 10 mg iron/liter at a dilution of approximately 20 kcal per ounce). The contract must be awarded to the bidder that provides the lowest net wholesale cost. In Wisconsin, food cost savings through rebates total more than \$28 million per year. Rebates support almost 40,000 of 136,000 WIC participants each month.

The contract through December 31, 2009 (plus an optional one-year extension) is with Nestlé USA, Inc., for three Good Start® formulas: milk-based with DHA & ARA (Gentle Plus and Protect Plus, which contains probiotic cultures) and soy-based with DHA & ARA (Soy Plus).

The 2 milk-based contract formulas contain 100% partially hydrolyzed whey as the protein source. Enfamil LIPIL and

Similac Advance contain whey and casein, though physiologically significant differences have not been clearly demonstrated among the various formulas.

### **We request your assistance to:**

- Actively promote and support breastfeeding as the norm for feeding infants prenatally, at birth, at hospital discharge, and throughout the first year of life.
- When breastfeeding is contraindicated or the mother refuses, recommend a WIC contract formula. If a hospital nursery provides different formulas, encourage parents to buy a contract formula on their own until the infant can be enrolled in WIC, and assure parents that changing formulas upon entry into WIC is acceptable.
- Assure caregiver(s) who use or plan to use formula know how to select, prepare and store formula properly.

### **Noncontract Standard Formulas NOT Provided**

The Wisconsin WIC Program does NOT provide standard infant formulas from other manufacturers. No convincing evidence exists to support the use of one company's standard infant formula over another's with respect to allergies or gastrointestinal problems. By not providing these formulas, WIC saves over \$5 million annually, which is used to enroll more participants in WIC.

If a parent requests a non-contract formula for a claimed intolerance to Good Start®, options include:

- refer to a lactation consultant to reinitiate breastfeeding;
- assure appropriate feeding practices;
- suggest a different Good Start® formula;
- recommend the caregiver purchase the desired formula on their own or with FoodShare benefits until ready to try a Good Start® formula again; or
- determine if a diagnosed medical condition indicates the need for an exempt formula (see next section of this Fact Sheet).

## Exempt Formulas for Infants, and Formulas and Medical Foods for Children

When needed for the treatment of a specific diagnosed medical condition, WIC offers the following:

- Infants (birth to first birthday): Similac NeoSure DHA & ARA, Enfamil EnfaCare LIPIL, Similac Alimentum DHA & ARA, Enfamil Nutramigen LIPIL with Enflora LGG, Enfamil Pregestimil LIPIL, Enfamil AR LIPIL, Neocate Infant, and Elecare Unflavored.
- Children (one through four years of age): the 4 contract standard formulas, the exempt formulas for infants listed above, Elecare Vanilla, Pediasure, and whole milk (for 2-4 year olds).

For information on Wisconsin WIC-approved formulas and medical foods, go to <http://dhs.wisconsin.gov/wic>, WIC formula information for [health care providers](#).

### We request your assistance as follows:

- To prescribe an exempt formula for infants; a formula or medical food for children; or whole milk to a child 2-4 years of age, complete the required components of the WIC Prescription/Clinical Data form. Access the most current versions at WIC formula information for [health care providers](#), or obtain copies from your local WIC Program.

### Formula/Medical Food Quantities Provided

The maximum reconstituted quantities of formula/medical foods and regular foods WIC can provide vary by age and reconstituted amounts of the various products:

Infants: Birth-3 months: up to 27-29 fl oz/day; 4-5 months: up to 30-32 fl oz/day; and 6-11 months: up to 21-23 fl oz/day. In addition, infants may receive, as tolerated, infant cereal and baby foods starting at 6 months of age. (Note: 6-11 month olds who cannot consume baby foods may receive up to 30-32 fl oz formula/day.)

Children: Up to 30 fl oz/day. In addition, children may receive, as tolerated, milk, eggs, juice, legumes (dry or canned) or peanut butter, cereal, 100% whole wheat bread (or brown rice, soft corn tortillas, or whole wheat tortillas), and fruits and vegetables. Amounts of formula/medical food and other foods must be tailored to address the infant or child's nutritional needs.

## Needs Beyond WIC

WIC cannot meet formula/medical food needs when:

- the quantity needed exceeds WIC maximums,
- the product is not provided by WIC,
- the family chooses not to participate in WIC, or
- the family is not income-eligible (i.e., greater than 185% of the federal poverty line or not participating in another program that would make the child adjunctively eligible for WIC), or the child is 5 years of age or older.

Other sources for medically needed formulas and medical foods are:

- If the family has private insurance, contact that insurance provider.
- For an exempt formula needed in the treatment of a congenital or metabolic disorder, contact the UW Waisman Center Biochemical Genetics Clinic, Madison (608/263-5981); the American Family Children's Hospital Cystic Fibrosis Center, Madison (608/263-8555); the Children's Hospital of Wisconsin Metabolic Clinic, Milwaukee (414/266-2245); or Marshfield Clinic (715/387-5480).
- If the child is on Medicaid/BadgerCare Plus and is enrolled in a Medicaid/BadgerCare Managed Care Organization (MCO), contact that MCO.
- If the child is on Medicaid/BadgerCare Plus, but is not in a Medicaid/BadgerCare MCO (i.e., is fee-for-service), contact the Wisconsin Medicaid Program's provider services (1-800/947-9627 or 608/221-9883).
- Contact the manufacturer (or representative) for samples (e.g., Mead Johnson's Helping Hand Program, Nestlé's Compassionate Care Program, Abbott's Patient Assistance Program, or Nutricia's Neocate Assistance Program).

The Regional Children with Special Health Care Needs Centers can help families and providers with information, referral, follow-up, outreach, and technical assistance to meet the needs of children with special health care needs. ([http://www.dhfs.wisconsin.gov/dph\\_BFCH/cshcn/WI\\_CS\\_HCN\\_MAP.htm](http://www.dhfs.wisconsin.gov/dph_BFCH/cshcn/WI_CS_HCN_MAP.htm) )

### Thank You for your Support of the WIC Program

For more information, contact your local WIC Project; call the Hotline (1-800/722-2295 or 608/266-9960), or visit the WIC web site at <http://dhs.wisconsin.gov/wic/>.

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The health standards promoted by the WIC Program are endorsed by the Wisconsin Medical Society.



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