



Date: October 15, 2020

To: Health Care Providers Caring for Infants and Children

From: Kari Malone MPH, RDN, CD; State Nutrition Coordinator and Interim Director

**Abbott Is Awarded the Wisconsin WIC Nutrition Program Infant Formula Contract  
Effective January 1, 2021**

WIC is a valued program working to ensure the health of pregnant and postpartum women, infants, and young children by providing nutritional education, nutritious foods, referrals to health and community services, and strong support and encouragement for breastfeeding as the optimal nutrition for infants. Your continued assistance in promoting breastfeeding throughout an infant's first year of life is greatly appreciated. WIC offers a wide range of breastfeeding services, including individualized lactation support, peer counselors, prenatal breastfeeding classes, and help accessing pumps. However, for women who do not fully breastfeed, WIC continues to provide infant formula.

Engaging in an infant formula rebate contract is a federal requirement from USDA. State WIC Programs receive a rebate from the formula manufacturer on each can of formula provided to a WIC infant. The Wisconsin WIC program serves approximately 90,000 participants each month. Last federal fiscal year, over \$2.2 million were recovered from the infant formula rebate contract, providing us additional food dollars and enabling Wisconsin WIC to serve all enrolled eligible participants.

Effective January 1, 2021, Abbott Nutrition has been awarded the infant formula contract for Wisconsin. Contract standard formulas are available without a medical request to partially breastfed and fully formula-fed infants from birth to 12 months of age. A list of these formulas can be found at: [www.dhs.wisconsin.gov/publications/P4/P40077A.pdf](http://www.dhs.wisconsin.gov/publications/P4/P40077A.pdf).

- **Similac Advance** and **Similac Soy Isomil** will be the primary milk- and soy-based formulas replacing Nestle Gerber Good Start formulas.
- **Similac Total Comfort** will be replacing Gerber Good Start Soothe.
- **Similac Sensitive** and **Similac for Spit-Up** will also be available without a medical request.

Wisconsin WIC also offers medical formulas available by request when a formula's composition is part of the treatment for a child's specific medical condition. Requests for medical formulas must be submitted to the local WIC agency via the Wisconsin WIC Request for Medical Formula/Food – Infants and Children form, [www.dhs.wisconsin.gov/forms/f4/f44024d.docx](http://www.dhs.wisconsin.gov/forms/f4/f44024d.docx), and be approved by the local WIC agency dietitian.

Effective January 1, 2021, Enfamil AR will no longer be available from Wisconsin WIC. Infants who are currently on Enfamil AR can remain on it until the provider deems it is no longer needed. Similac for Spit Up will be available for infants with GERD and will be available without a medical request.

Use indications and maximum allowance for all infant formulas and child medical foods can be found on our website, [www.dhs.wisconsin.gov/wic/professionals.htm](http://www.dhs.wisconsin.gov/wic/professionals.htm).

Thank you for your partnership in helping children get the best chance to optimally grow, develop, reach their potential, and enjoy what life has to offer.

Currently Using This Formula	Switching to this Formula – starting 2021
<p align="center"><b>Gerber Good Start Gentle</b></p> 	<p align="center"><b>Similac Advance</b></p>  <p align="center">12.4 oz powder 13 oz concentrate</p>
<p align="center"><b>Gerber Good Start Soy</b></p> 	<p align="center"><b>Similac Soy Isomil</b></p>  <p align="center">12.4 oz powder 13 oz concentrate</p>
<p align="center"><b>Gerber Good Start Soothe</b></p> 	<p align="center"><b>Similac Total Comfort</b></p>  <p align="center">12.6 oz powder</p>
<p align="center"><b>Enfamil AR</b></p>  <p>Infants can receive this if requested before December 31, 2020.</p> <p>Infants who are currently on this can continue to receive it.</p>	<p align="center"><b>Similac Spit Up</b></p>  <p align="center">12.5 oz powder</p> <p>Starting in January 2021, available for infants with GERD without medical request form.</p>
	<p align="center"><b>Similac Sensitive</b></p>  <p align="center">12.5 oz powder</p> <p>Starting in January 2021, available for infants without medical request form.</p>