



Now that you've gotten a glimpse of the WIC program and certification process, we can focus on the WIC approved food packages. You'll see how food packages are aimed at addressing emerging health threats, increasing diversity of available foods, and supporting breastfeeding goals.

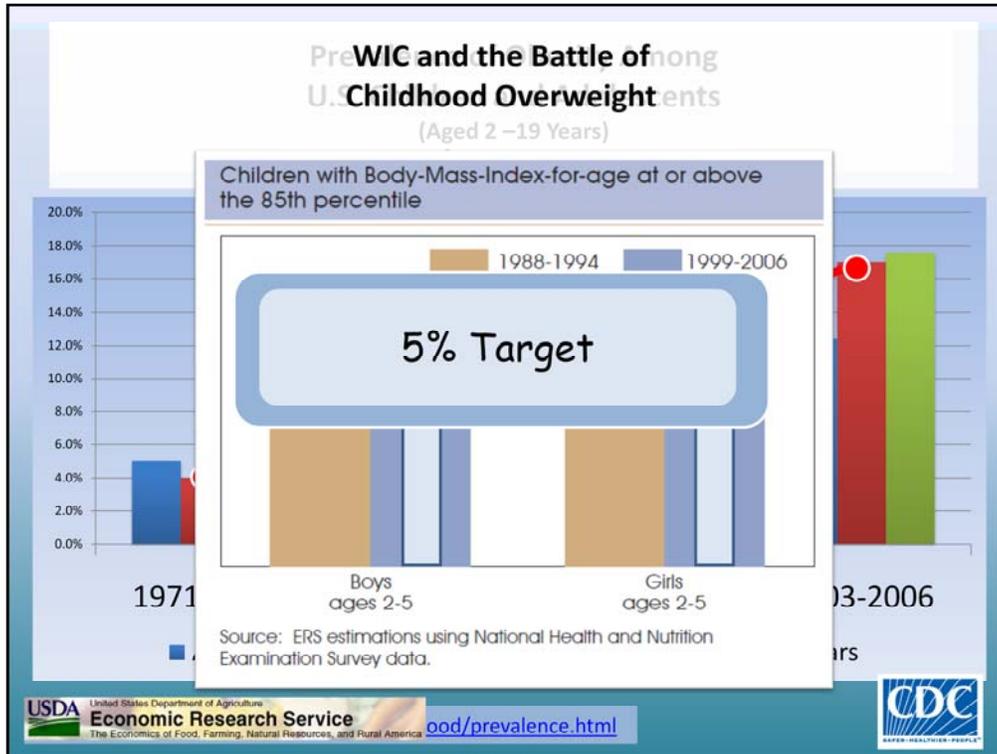


What is a food package?

A “Food package” is the list of authorized foods WIC participants are eligible for on a monthly basis during their certification period. Federal WIC Regulations specify the types and maximum quantities of foods that are provided to WIC participants. States select the specific foods and design the system by which they will be provided.

At the time of certification, the CPA selects a model food package that is appropriate for the participant’s age and nutritional needs. The CPA chooses allowable alternatives and can also tailor the package when necessary. In cases where there are special dietary needs, a prescription-required food package is issued.

Let’s now take a closer look at why the WIC food packages are designed this way.



Notes: Graph from <http://www.cdc.gov/obesity/childhood/prevalence.html>
Other source: <http://www.ers.usda.gov/Publications/EB13/EB13.pdf>

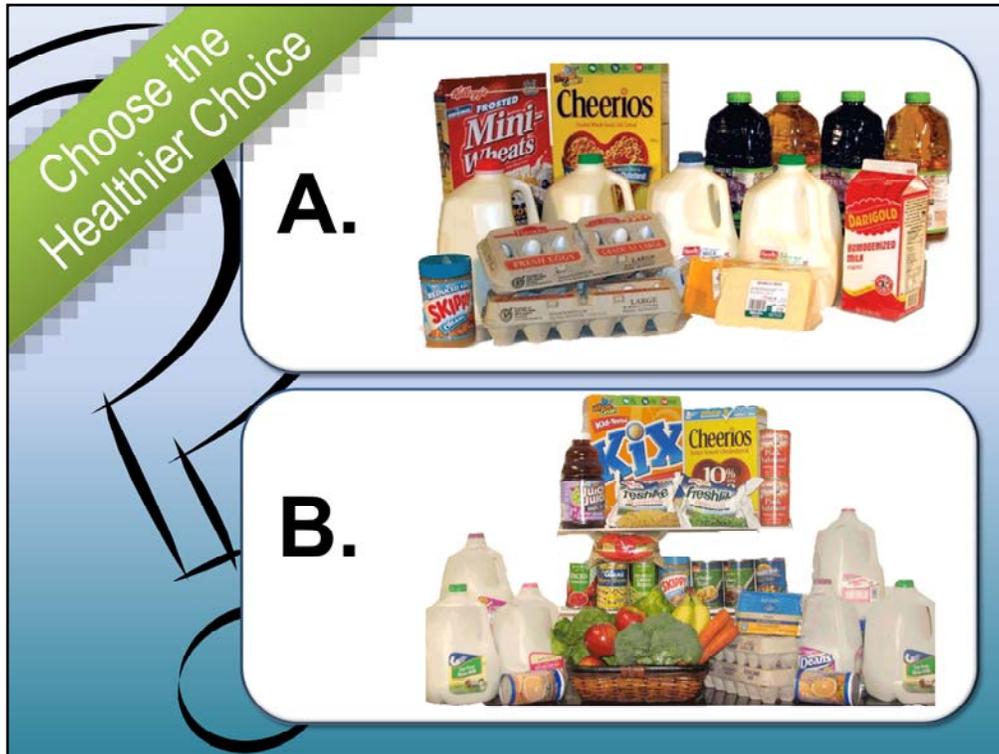
Script:

According to a 2009 USDA study, “Over one in five young children, ages 2 to 5, are at risk of being overweight—meaning their Body-Mass-Index-for-age is at or above the 85th percentile.”

Healthy People 2010, the national health promotion and disease prevention initiative, called for a target obese and overweight prevalence of 5%. The most recent NHANES data showed that for children aged 6 to 11 years and 12 to 19 years, the prevalence of overweight was more than three times this target.

Risk factors for heart disease, such as high cholesterol and high blood pressure, occur more frequently in overweight children and adolescents compared to children with a healthy weight. Also, overweight adolescents have a 70% chance of becoming overweight or obese adults.
(http://www.surgeongeneral.gov/topics/obesity/calltoaction/fact_adolescents.htm)

Reversing these upward trends requires significant change. WIC’s food package and nutrition education program are aimed to help.



WIC does its part by providing nutritious foods to its participants.

To understand this, let's take a look at two different food packages for fully breastfeeding women.

Which food package appears to be the healthier choice?

Click "A" or "B" to make your selection. The next slide will reveal the correct answer.

The correct answer is:

B.



Fully Breastfeeding Package for Women

Breastfeeding Support	Cereal: 36 ounces
Milk: 6 gallons	Fish: 30-oz. canned
Peanut butter: 18-oz. container	Juice: 3 (12-oz.) frozen or (48-oz.) fluid
Whole grains: 1 pound	Eggs: 2 dozen
Cheese: 1 pound	Beans: 1 pound or 4 (14-16 oz.) cans
Fruits/Vegetables: \$10.00 total + Farmers' Market check	

And the correct answer is....*drum roll* B.

What you see here is an example of the WIC food package for fully breastfeeding women. Emphasis is placed on whole grains, fruits, vegetables, while also offering options such as whole wheat tortillas, and brown rice. .

Did you know that fully breastfeeding women receive more food? WIC does this to encourage breastfeeding. You'll learn more about this later.



Fully Breastfeeding Package for Infants

0-5 months Mother provides breast milk – the ultimate and only food source baby needs during this time	6-11 months Infant Cereal: 24 oz. Gerber infant cereal Baby Fruits/Vegetables: 64 (4.0 oz) jars Beechnut Stage 2 Baby Meats: 31 (2.5 oz) jars
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This is the food package that a fully breastfeeding mother would receive for her infant during the year following the child's birth.

Take a moment to review these details before moving on.



Did you know that infants who are bottle fed drink different amounts of formula during their first year? WIC takes this into account while also encouraging breastfeeding through its practice of only offering one can of formula in the first postpartum month under special circumstances - then increasing the amounts thereafter.

For older babies, WIC follows the Academy of Pediatrics recommendations for readiness for solids and how to transition stages and types of baby foods.

Let's explore the reasons behind what is offered in a WIC food package:

Nutrient recommendations & dietary guidelines:

We know a lot more about nutrient requirements and recommended daily food consumption allowances have been substantially revised. WIC food packages were originally designed using the Basic Four Food Groups but are now based on the Dietary Guidelines for Americans.

Food supply and dietary patterns:

Nowadays, we have more food available and a wider variety of fresh produce at reasonable prices and in more locations. The way Americans choose to eat and spend their food dollars has also changed. WIC food packages help participants make healthier food choices and stretch their food dollars.

Major health risks:

As previously mentioned, excess body fat and physical inactivity are major contributors to serious health problems. WIC food packages for women and children provide foods that are 1) low in saturated fat and cholesterol, 2) high in whole grain fiber, and abundant in 3) fruits and vegetables.

Changing demographics of WIC population:

WIC food packages provide a **variety** of foods to support a WIC population that is increasing in numbers and diversity.

Academy of Pediatrics infant feeding practices:

WIC food packages are consistent with the American Academy of Pediatrics recommendations regarding infant feeding.

Support of breastfeeding:

The food packages for breastfeeding infant-mother pairs provide incentives for continued breastfeeding by providing less formula for partially breastfed infants, and additional quantities and types of food for breastfeeding mothers.

So... as you can see WIC provides food packages that meet nutritional needs while also encouraging breastfeeding.

WIC Food Package Challenge Overview

Mom and Baby WIC Food Packages 2/09

New food packages for moms:

	Fully Breastfeeding	Mostly Breastfeeding	Some Breastfeeding	Fully Formula Feeding
Milk (gallons) Low fat & Fat free	6 gal	4 gal	4 gal	4 gal
Cheese	1 lb	-	-	-
Eggs (dozen)	2	1	1	1
Juice (11.5-12 oz frozen or 46-49 oz containers)	2	3	2	2
Cereal	10 lbs	10 lbs	10 lbs	10 lbs
Fruits (100% whole and unsweetened or frozen or whole)	10 lbs	10 lbs	10 lbs	10 lbs
Vegetables (100% whole and unsweetened or frozen or whole)	10 lbs	10 lbs	10 lbs	10 lbs
Dried Beans/Peas or Lentils	10 lbs	10 lbs	10 lbs	10 lbs
Canned Beans/Peas or Lentils and/or Peanut Butter	10 lbs	10 lbs	10 lbs	10 lbs
Canned Fish (tuna or pink salmon)	30 oz	30 oz	30 oz	30 oz
Fruit and Vegetable Check	\$10	\$8	\$8	\$8

New food packages for babies:

Feeding Choice	Birth to 1 month	1 thru 3 months	4 thru 5 months	6 thru 12 months
Mostly Breastfeeding	1 to 1 can powder	1 to 5 cans powder	1 to 6 cans powder Formula	1 to 4 cans powder Formula
Some Breastfeeding	Mom gets: N/A Baby gets: N/A	Some BF Package Priceless Breastmilk! 6 to 10 cans powder	Some BF Package Priceless Breastmilk! 7 to 11 cans powder	No Food Package Priceless Breastmilk! 5 to 8 cans powder Formula

Here's how to play

- Download a copy of the WIC Food Package Reference [Click to Download \(Food Package.pdf\)](#) ← Keep it handy!
- Go to the next slide to begin the challenge quiz
 - Score 100% to be declared a Food Package Overview master!
 - All questions refer to the WIC food package guidelines

Now that we've covered the basics on WIC food packages, you're invited to take the WIC Food Package Overview Challenge.

Use the information you've learned so far **and** the WIC Food Package Reference sheet provided through the link on this slide to answer some questions about food packages.

Go to the next slide when you're ready to begin.

The screenshot shows a quiz interface titled "WIC Food Package Overview Challenge". It indicates "Question 1 of 5" and a "Point Value: 10". The question asks: "What quantity of eggs may a **fully breastfeeding mom** receive per month?" and instructs the user to "Click the oval 'SUBMIT' button after making your selection." There are four radio button options: "1 half dozen", "2 dozen", "1 dozen", and "No eggs are allowed". At the bottom, there is a "PROPERTIES" section with settings for passing/failing, leaving the quiz, and viewing slides after the quiz. It also includes navigation options: "Goes to Next Slide" and "Goes to Next Slide At any time Unlimited times". There are two buttons: "Properties..." and "Edit in Quizmaker".

Questions:

How many dozen eggs may a fully breastfeeding mom receive per month?

What is the fruit and vegetable check allowance for a fully formula feeding mom whose baby is 5 months old?

In a monthly food package, how many 4 oz. jars of Beechnut baby food does a baby receive whose mom is **mostly breastfeeding**?

How many gallons of low fat or fat free milk would a mother of 9 month old baby receive if the mother falls under the "some breastfeeding" category?

What quantity of whole wheat/whole grain foods is a pregnant woman eligible to receive?

What is a food package?

Why are the food packages designed the way they are?

Close this window, then continue to the next module

How would you describe a food package to someone who is unfamiliar with WIC? Why are the food packages designed the way they are?

After you've had a chance to think about these questions, please close this window and continue to the next module.