



Memorandum

#12-063

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: June 28, 2012

SUBJECT: Soy Formula Change Transition

Beginning in October 2012, the contract soy-based infant formula issued by Texas WIC will be Gerber Good Start Soy. A new clinic formula table will be downloaded to TWIN toward the end of June. This new formula table will allow the mapping of the current contract soy formula to the new contract soy formula. Participants receiving Similac Soy Isomil will automatically be issued Gerber Good Start Soy in the same form (powder, concentrate or ready-to-use) they currently receive.

Training Information

Attached is a handout entitled *Soy Contract Change – Summary of Key Points for Staff Training*. PowerPoint slides have already been sent out to the WIC Directors. They are also available for download during the online trainings. The trainings are estimated to take about one hour. Dates and times are as follows:

Thursday, July 12	Online training	10:00 am
Tuesday, July 17	IDL training	2:30 pm
Wednesday, August 1	Online training	1:30 pm

Directions for Online Training

- 1) To log in by phone, call **1-877-820-7831** (toll free).
- 2) Enter the participant pass-code: **5123414576 #** (including the # sign).
- 3) To log in via your computer, enter the following webpage URL into your internet browser (Internet Explorer, Firefox, Safari etc.) exactly as listed below (or click on link below) – <http://stateoftx-dshs.centurylinkccc.com/CenturylinkWeb/ContractFormulaChange2012>.
- 4) Click the “Guest” tab; enter your name and email address.
- 5) Click “Join Meeting” and “I’m Already Dialed In.”

Staff Materials

The following staff materials are either attached or in the process of being printed:

1. A one-page color flier in English, Spanish and Vietnamese will be made available for participants and healthcare providers. It will be printed and shipped to local agencies in July.
2. A letter describing the soy contract change will be designed for healthcare providers and will be printed and shipped to all local agencies for outreach purposes. We recommend this information be shared with your local hospitals and healthcare providers.
3. A brief description of the contract change will be created for use in healthcare provider newsletters or other publications. State staff will attend and provide materials at the Texas Pediatric Society conference in September.
4. A handout entitled *WIC Staff Information Sheet, Frequently Asked Questions and Answers Regarding the Contract Formula Change, October 2012* (attached to this memo) is now available for staff reference and use when conversing with participants.
5. The current Texas WIC Food/Formula Medical Request forms will be updated with the new contract information. They will be available for ordering later this summer.
6. Updated returned formula logs have been redesigned and will include the new contract soy formulas. They will be available for ordering later this summer.
7. It is also acceptable for local agency staff to design their own materials. Please send a copy of any locally designed materials to State formula staff before distributing.
8. To help infants adjust to the flavor of a new formula, instructions for transitioning from one formula to another have already been posted on the Department of State Health Services Texas WIC website, <http://www.dshs.state.tx.us/wichd/nut/foods-nut.shtm>. Scroll down to the section entitled Changing to New Formula.

If you have any questions or require additional information, please contact Cathy Plyler, Clinical Nutrition Specialist, Nutrition Education/Clinic Services Unit, at (512) 341-4577 or cathy.plyler@dshs.state.tx.us, or Sandra Brown, Food/Formula Specialist, Nutrition Education/Clinic Services Unit, at (512) 341-4576 or sandra.brown@dshs.state.tx.us.

Attachments

Handout

Soy Contract Change – Summary of Key Points for Staff Training

General Information for Staff

1. Milk-based formulas will continue to be provided by Abbott Nutrition. The contract milk-based formulas that can be offered without a prescription are: Similac Advance, Similac Sensitive, and Similac for Spit Up. Similac Go and Grow Milk will be available by prescription only for children one year of age or older.
2. Gerber Good Start Soy will be provided automatically beginning with the October benefit month. Participants will receive the same form (power, concentrate or ready-to-use) as they received for Similac Soy Isomil.
3. Infants with a medical need for Similac Soy Isomil will need a prescription for any benefit month beginning October 2012 or later.

Options for Informing Participants, Providers and Partners

When informing participants, healthcare providers, and/or other community partners about the change of contract soy formula, use the options below.

1. Determine the number of participants on soy formula with appointments in July, August and September, by running a Foxfire report using Similac Soy Isomil formula codes 389, 390 and 391.
2. Notify participants depending on your local agency clinic size or clinic flow.
 - a. Small agencies may choose to contact participants by phone.
 - b. Larger agencies may choose to make note of these participants and their scheduled appointments. A flier can be provided at benefit issuance.
 - c. Some agencies may mail fliers.
3. In July, August and September, benefit issuance staff can identify when these soy formula codes are issued on shopping lists. They can circle the formula listed in October on the shopping list and explain that why the formula will change.
4. Announcements may be made during class appointments. Staff may ask if any participants are receiving soy-based infant formula, and then an explanation of the change can be discussed verbally with the group affected.
5. In-services or outreach appointments may be made with healthcare providers or other community partners to inform them about the change. The physician letter and /or participant flier may be used for this purpose.

Handout – WIC Staff Information Sheet
Frequently Asked Questions and Answers Regarding the Contract
Formula Change, October 2012

Why do we have to change formulas?

Although breastfeeding is strongly recommended, WIC also offers formulas for those infants who are not exclusively breastfed. Breast milk is the best source of nutrition for optimal growth and physical and cognitive development. Every three to five years, the Texas WIC program takes bids from different formula companies to secure the best price on infant formula through rebates. The higher the rebate, the more babies can be served by the WIC program. For the next contract period, Texas WIC has a split contract for milk-based and soy-based formulas.

Abbott Laboratories won the bid to provide WIC with milk-based infant formula. This means that Similac Advance, Similac Sensitive, Similac for Spit-Up, and the milk-based Similac Go and Grow will remain the milk-based contract formulas offered by WIC. Gerber won the bid to provide WIC with soy-based formula to include Good Start Soy for infants and Good Start 2 Soy for toddlers. So, there's no change in the milk-based formulas, but the soy-based formulas will change from the Similac soy formulas to the two Gerber Good Start soy formulas.

How does Gerber Good Start Soy compare to Similac Soy Isomil?

They are both soy-protein formulas intended for infants birth through 12 months of age. Neither formula contains milk protein or lactose. The most significant difference between the formulas is the form of soy protein. Both contain soy protein isolate; however, in Good Start Soy the protein has been hydrolyzed, or broken down. Good Start Soy contains corn maltodextrin and sucrose as the sources of carbohydrate, whereas Isomil Soy contains corn-syrup solids and sucrose. The oil blends in Good Start Soy are slightly different but very similar to the oil blends in Isomil. The differences between Similac Go and Grow Soy and Good Start 2 Soy toddler formulas are similar to the differences between the two soy infant formulas.

Do I prepare the Good Start soy formulas the same way as the Similac soy formulas?

The Good Start Soy liquid concentrate and powder formulas are prepared the same way you prepare Similac soy formulas. For the powdered formulas, the preparation is one unpacked level scoop to 2 ounces of water. For the liquid concentrate, the preparation is equal parts formula to water, e.g. 3 ounces of liquid concentrate mixed with 3 ounces of water.

Will I get the same amount of soy formula?

Although the container sizes for Similac and Good Start soy formulas vary, in all cases, participants will receive a little more soy formula with Good Start than they did with Similac. Good Start Soy powder in the 12.9-oz. container provides 91 fluid ounces when reconstituted as compared with Isomil in the 12.4-oz. container which provides 90 fluid ounces reconstituted. Participants receiving Good Start Soy powder will receive the same number of containers but more ounces of fluid formula each month than they did with

Isomil powder. For concentrated liquid formula, Good Start has introduced a new smaller container which is 12.1 ounces. Participants will receive more containers per month and more fluid ounces overall. The Formula Maximum Quantity table, updated in 2012, will indicate the number of containers participants will receive of these formulas for each infant feeding option and infant age.

What will happen to my baby when I change soy formulas?

Most babies will not notice the change in formula and will respond well to any of the soy formulas. Because the soy protein in the Good Start formulas is hydrolyzed, some babies may tolerate the Good Start soy formulas better than the Similac soy formulas.

Some babies may show a slight change in the color of the stool or take in a little less formula at the beginning while adjusting to the new flavor. These are normal reactions.

What if my baby has a serious problem after changing soy formulas?

After the formula change, if a baby has more symptoms, such as severe diarrhea, vomiting, or fever, it may be the result of another condition, such as a viral or bacterial infection. The parent should call the doctor or clinic. Also, the doctor should be notified if the amount of formula the baby is taking changes by more than a few ounces a day.

If a baby has been taking Similac Isomil without any problems, it is *highly unlikely* that the baby will have an allergic reaction or any other type of reaction to Good Start Soy. If the baby has any of the following symptoms it is important to talk with the baby's doctor or clinic staff immediately to get an accurate diagnosis and plan for treatment.

- Severe diarrhea
- Dark, tarry stools with blood
- Excessive vomiting
- Skin rash, dermatitis
- Chronic, excessive congestion

Can I go back to Similac Isomil if my baby doesn't like Good Start Soy?

Given enough time and a gradual transition to the new formula, babies will accept and do well on the Good Start Soy formulas. In cases where a medical condition arises, the formula issuance will be handled on a case-by-case basis. The Similac soy formulas will require a doctor's prescription, just like any other non-contract formulas.

How long will we be using Similac milk-based formulas and Good Start soy-based formulas?

The new contract will be in place until October 2015.