



Memorandum

#14-005

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: January 13, 2014

SUBJECT: Formula Updates December 2013 – Summary of Formula Changes and New Information

Formula Updates Training – December 2013 was presented online via CenturyLink December 16, 2013. The attached slides have been altered since the training because of recent developments involving the contract formula change discussed. The new information can be found in bold below.

Contract Formula Changes

In summary, Abbott Laboratories has changed some of the contract formulas available for rebate from 20 calories per ounce to 19 calories per ounce. These formulas include:

- Similac Sensitive
- Similac Total Comfort
- Similac for Spit Up

The 19-calorie-per-ounce products will be phased into the public market by Abbott over a period of months in 2014. Formulas that are not 20 calories per ounce are not eligible for WIC use without a prescription, according to USDA regulations. Each state chooses whether or not to issue formulas with prescriptions.

On April 1, 2014, the first formula to change will be Similac Sensitive. **At this point the Texas WIC Program has not made a decision about whether Similac Sensitive will be issued at all, or if after April 1, 2014, it will be issued with a prescription. More information will be provided as soon as it is available.**

Similac Total Comfort and Similac for Spit Up are not affected and can continue to be issued until further notice. The first change for Similac Sensitive will be effective April 1, 2014. Beginning with the January 2014 issuance, all participants on Similac Sensitive will require WIC staff to manually change the April 2014 issuance to Similac Advance. Similac Advance will remain at 20 calories per ounce in the 12.4-ounce can and will be the only milk-based formula available without a prescription. Gerber Good Start Soy will also be available without a prescription.

WIC staff should consider this memo to be “standing orders” to convert all participants currently receiving Similac Sensitive to Similac Advance. Formula codes are to be changed as follows:

Current Formula Codes		New Formula Codes	
394	SIMILAC SENSITIVE PWD 12.6OZ →	414	SIMILAC ADVANCE PWD 12.4OZ
411	SIMILAC SENSITIVE CON 13OZ →	388	SIMILAC ADVANCE CON 13OZ
397	SIMILAC SENSITIVE RTU 32OZ →	365	SIMILAC ADVANCE RTU 32OZ

Good Start Protect Re-branded

Good Start Protect has been rebranded and will now be called Good Start Gentle for Supplementation. It will be marketed to breastfeeding moms who are supplementing with formula. Texas WIC has decided not to promote formulas that may provide mixed messages to breastfeeding moms. It is important to notify participants that an alternate formula will be needed beginning the benefit month of April. Good Start Protect will no longer be available for issuance beginning April 1, 2014. However, it may continue to be approved and issued through March 31, 2014.

Staff Resources for the Similac and Good Start Protect Formula Changes

Attached to this memo are the following documents to assist Local Agency staff and participants with the formula changes:

- Instructions for Similac and Good Start Protect Formula Changes
- Breastfeeding Talking Points (Good Start Protect Change)
- Clinic Cheat Sheet for Similac Sensitive to Similac Advance Change
- Staff FAQ Regarding Similac Formula Change
- Participant FAQ Regarding Similac Formula Change
- Bilingual Similac Sensitive Handout/Notice
- Formula Updates: December 2013 Slides

Monthly Formula Update training sessions will be provided through June 2014. The first of these training have been scheduled and are listed below. Please have one representative attend one of the following scheduled training sessions each month:

Formula Updates December 2013 – Summary
of Formula Changes and New Information
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- Monday, January 13, 2013, 12:00 p.m. – 1:30 p.m.
- Wednesday, January 15, 2013, 12:00 p.m. – 1:30 p.m.
- Tuesday, February 11th, 12:00 p.m. – 1:30 p.m.
- Tuesday, February 18th, 12:00 p.m. – 1:30 p.m.
- Tuesday, March 11th, 1:00 p.m. – 2:30 p.m.
- Wednesday, March 19th, 12:00 p.m. – 1:30 p.m.

To participate by phone:

1. Call the CenturyLink toll-free number, 1-877-820-7831.
2. Enter the participant passcode, 5123414576# (including the pound sign at the end of the passcode).

To participate using your computer:

1. Enter the following CenturyLink web address into your web browser exactly as it appears below:
<https://stateoftx-dshs.centurylinkccc.com/CenturylinkWeb/FormulaUpdates>
2. Select the “Guest” tab and enter your name and email address.
3. Select “Join Meeting” and “I am already dialed in.”

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

Participant FAQ Regarding the Similac Formula Change

Use this document as a guide in conjunction with the bilingual flyer when talking to participants about the Similac changes. **Please note that some information presented during the Formula Updates training held December 2013 has changed (see questions # 3, 6 and 7 and the underlined responses).**

Remember to be sympathetic and understanding of the participant's concerns. Reassure participants that WIC will assist them through this process.

General Talking Points

- 1) After April 1, 2014 Similac Sensitive is no longer available.
- 2) Similac Advance will be issued instead of Similac Sensitive for April and later benefits.
- 3) If there are concerns/complaints:
 - a) If your baby tried it before and didn't do well, things should be different now that your baby is older.
 - b) As babies grow, their tummies mature and they can eat a variety of different things with fewer problems.
 - c) You don't need to do anything different now. Just try Similac Advance in April or talk with your doctor about it then.
 - d) This change is beyond WIC's control and will affect other states.

Participant Q&A

- 1) What happened?
 - a) The manufacturer of Similac has made a change to their formula line.
 - b) Some formulas have been re-formulated or changed to make 19 calories per ounce instead of 20 like other formula brands. The manufacturer feels that this change will make it closer to breastmilk according to some recent research.
 - c) WIC regulations require formula to be at 20 calories per ounce.
- 2) So what does this mean to me?
 - a) Starting April 1, 2014 everyone receiving Similac Sensitive will be issued Similac Advance instead.
 - b) Later, participants on some of the other formulas WIC gives (Similac Total Comfort and Similac for Spit Up) will also be changed to Similac Advance.
- 3) I don't want Similac Advance. Why can't I stay on Similac Sensitive?
 - a) Similac Sensitive will be changed and will no longer meet federal regulations. It is not known whether or not Similac Sensitive will be available for Texas WIC issuance after April 1.
- 4) What if I bring in a prescription now? Can I stay on Similac Sensitive then?
 - a) At this time we are not accepting prescriptions for Similac Sensitive. You will receive Similac Advance for April benefits and we request you try the formula at that time.

- 5) My doctor won't like it. You can't change my formula without his permission.
 - a) Since all contract formulas were previously available without a prescription, we are able to make these changes without contacting a physician.
- 6) Well if I can't have Similac Sensitive then I want Gentlease. What if I bring in a prescription for that?
 - a) Good Start Soy is another option and is available without a prescription.
 - b) Requests for non-contract formula will be subject to approval.
 - c) It is not known at this time which standard formulas will be available from Texas WIC in April.
- 7) Why is WIC doing this?
 - a) The manufacturers of Similac have decided to make this change. Unfortunately, the new formulation does not meet existing USDA guidelines. The USDA has mandated that these formulas no longer meet requirements for a standard infant formula, and therefore will require a prescription to be issued. At this time, Texas WIC has not yet determined whether or not Similac Sensitive will be available in WIC with a prescription.

Staff FAQ Regarding the Similac Formula Change

1) What happened?

- a. Abbott reformulated its' milk-based infant formula line.
- b. The following formulas will be changed to 19 calories/ounce instead of 20 calories/ounce.
 - a. Similac Sensitive
 - b. Similac Total Comfort
 - c. Similac for Spit Up

2) Why is this happening?

To make the formulas closer to recent research indicating that breastmilk is closer to 19 calories/ounce than to 20 calories/ounce

3) What does this mean to WIC?

- a. Formulas that are not at least 67 kcal/100mL or about 20 calories/ounce are not authorized for use by the WIC program.
- b. However, WIC regulations allow issuance of formulas that do not meet standard requirements if they are prescribed for a medical need.

4) What does Texas WIC plan to do?

- a. Phase 1 – Move Similac Sensitive participants back to Similac Advance beginning the April benefit month.
- b. Phase 2 – Move Similac Total Comfort and Similac for Spit Up participants back to Similac Advance beginning the June benefit month.

5) How will this be done?

- a. Staff will need to manually change codes for the appropriate benefit months (April or later).
- b. It is not possible for this to be done automatically.
- c. This transition can be done by changing the issuance frequency or by using formula exchange. (See clinic cheat sheet.)
- d. Staff should issue the same form of Similac Advance as was previously issued of Similac Sensitive. (See clinic cheat sheet.)

6) What will happen in April?

- a. **NEW** since the Formula Training was presented on December 16th:
It has not been determined whether Texas WIC will allow Similac Sensitive to be approved and issued with medical documentation.
- b. More information regarding which formulas will be available by prescription after April 1 will be provided at a later date.

7) Will there be a new prescription form?

The State Agency is currently working on developing a new prescription form.

8) Will there be policy changes?

It is still undetermined at this time if there will be changes to policy but it is highly likely. Policy changes take a month or two to develop and get approved. All staff will be notified as soon as possible if there are any changes in policy.

9) What do I tell my clients?

Please refer to the “Participant FAQ Regarding the Similac Formula Change” handout.

10) What materials do I have to help me through this transition?

- a. English/Spanish flyer for the Similac Sensitive to Similac Advance transition for participants
- b. “Instructions for Similac and Good Start Protect Formula Changes”
- c. “Staff FAQ Regarding the Similac Formula Change”
- d. “Participant FAQ Regarding the Similac Formula Change”
- e. “Clinic Cheat Sheet for Similac Sensitive to Similac Advance Change”
- f. “Formula Updates: December 2013” PowerPoint slides
- g. Others for future development: Participant flyer showing all transitioning formulas, updated staff instructions and talking points, healthcare provider communications, updated RX form, vendor news flash and more if needed.
- h. Additional information and training will be provided on any changes to the formula approval process in early 2014.

Breastfeeding Talking Points for Staff

These are especially designed for use when counseling participants who are requesting formula for supplementation. However, they can also be used when counseling any breastfeeding mom of a young infant.

- The American Academy of Pediatrics recommends exclusive breastfeeding (breastmilk only) for about 6 months, followed by continued breastfeeding as complementary foods are introduced, with continuation of breastfeeding for 1 year or longer as mutually desired by mother and infant.
- Any amount of formula supplementation reduces the disease protection provided by exclusive breastfeeding and can decrease a mother's milk supply.
- The first several weeks of breastfeeding "sets" your milk supply. It's as if your baby is "placing his order" for the amount of milk he will need to grow. If you use formula in the early weeks, your milk supply may be "set" at a lower quantity than your baby needs. If you set your milk supply at a high volume, you will have an easier time maintaining your milk supply for as long as you want to breastfeed. And breastfeeding moms can stay on WIC for a full year and get more food. (Optional: Use the Stick to Breastmilk activity from your Breastfeeding Educational Activity Kits or from <http://breastmilkcounts.com/educational-activities.php> to demonstrate this principle)
- Every time you supplement with formula, it sends a signal to your body to make less milk. Breast milk supply works on a supply and demand principle. The more you breastfeed, the more milk you will make. The more you supplement, the less breastmilk you will make. (Optional: Use the Recipe for Breastmilk activity from your Breastfeeding Educational Activity Kits or from <http://breastmilkcounts.com/educational-activities.php> to demonstrate this principle)
- NO formula can compare to a mother's own milk. Use the Does Formula Stack Up activity from your Breastfeeding Educational Activity Kits or from <http://breastmilkcounts.com/educational-activities.php> to d

Instructions for Similac and Good Start Protect Formula Changes

Summary of Similac Sensitive Changes

- 1) Issue benefits for Similac Sensitive for January – March as usual
- 2) If issuing for April, choose a method (issuance frequency change or formula exchange) and issue Similac Advance (see “Clinic Cheat Sheet for Similac Sensitive to Similac Advance Change”)
- 3) Give client the bilingual handout and explain that April benefits will be for Similac Advance.
- 4) Talking Points – see handout “Participant FAQ Regarding the Similac Formula Change” for guidance on how to address participant questions

Summary of Good Start Protect Changes

- 1) Good Start Protect has been re-branded and will be marketed toward breastfeeding moms who are supplementing with formula.
- 2) New name will be Good Start Gentle for Supplementation
- 3) Texas WIC has decided not to promote this message and will no longer authorize Good Start Protect after April 1, 2014.
- 4) Staff Actions beginning January 2nd
 - a. Good Start Protect (formula code 520) may be approved and issued through March 31, 2014 for the benefit months January – March only.
 - b. Families should be informed that an alternate formula will be needed beginning the benefit month of April.
 - c. Good Start Protect will be removed from both the clinic pick list and the vendor APL system as of April 1. Exchanges or changes to a new formula need to occur prior to April 1.
 - d. This means it cannot be purchased even if it is issued to the EBT card for the April benefit month.
 - e. Options:
 - i. Contract formula must be trialed every 3 months. When it is time for a trial offer Similac Advance or Good Start Soy.
 - ii. If contract is not a medical option or if the trial is failed, contact HCP to obtain a prescription for another formula for April and later.
 - iii. More details will be provided during the January training.

**Clinic Cheat Sheet for Similac Sensitive to Similac Advance Change
Instructions When Changing the Issuance Frequency**

394	SIMILAC SENSITIVE PWD 12.6OZ →	414	SIMILAC ADVANCE PWD 12.4OZ
411	SIMILAC SENSITIVE CON 13OZ →	388	SIMILAC ADVANCE CON 13OZ
397	SIMILAC SENSITIVE RTU 32OZ →	365	SIMILAC ADVANCE RTU 32OZ

Benefits in Hand	No Current Month Benefits
<p>January</p> <ul style="list-style-type: none"> • Issue 2 months of Similac Sensitive (February and March) • Change the formula code to Similac Advance • Issue the remaining month (April) 	<p>January</p> <ul style="list-style-type: none"> • Issue 3 months of Similac Sensitive (January, February, and March) • The change will have to be made when they return in March
<p>February</p> <ul style="list-style-type: none"> • Issue 1 month of Similac Sensitive (March) • Change the formula code to Similac Advance • Issue the remaining months (April and May) 	<p>February</p> <ul style="list-style-type: none"> • Issue 2 months of Similac Sensitive (February and March) • Change the formula code to Similac Advance • Issue the remaining month (April)
<p>March</p> <ul style="list-style-type: none"> • Change the formula code to Similac Advance • Issue the remaining months (April, May, and June) 	<p>March</p> <ul style="list-style-type: none"> • Issue 1 month of Similac Sensitive (March) • Change the formula code to Similac Advance • Issue the remaining months (April and May)

**Clinic Cheat Sheet for Similac Sensitive to Similac Advance Change
Instructions When Using Formula Exchange**

394	SIMILAC SENSITIVE PWD 12.6OZ →	414	SIMILAC ADVANCE PWD 12.4OZ
411	SIMILAC SENSITIVE CON 13OZ →	388	SIMILAC ADVANCE CON 13OZ
397	SIMILAC SENSITIVE RTU 32OZ →	365	SIMILAC ADVANCE RTU 32OZ

Benefits in Hand	No Current Month Benefits
January <ul style="list-style-type: none"> • Issue 3 months of Similac Sensitive (February, March, April) • Go in to the Formula Exchange Module and Select APRIL • Change April to Similac Advance 	January <ul style="list-style-type: none"> • Issue 3 months of Similac Sensitive (January, February, and March) • The change will have to be made when they return in March
February <ul style="list-style-type: none"> • Issue 3 months of Similac Sensitive (March, April, and May) • Go in to the Formula Exchange Module and Select APRIL & MAY • Change April and May to Similac Advance 	February <ul style="list-style-type: none"> • Issue 3 months of Similac Sensitive (February, March, and April) • Go in to the Formula Exchange Module and Select APRIL • Change April to Similac Advance
March <ul style="list-style-type: none"> • Not necessary to use FEX in March unless an error was made. • Change the formula code to Similac Advance • Issue all 3 months as Similac Advance (April, May, and June) 	March <ul style="list-style-type: none"> • Issue 3 months of Similac Sensitive (March, April, and May) • Go in to the Formula Exchange Module and Select APRIL & MAY • Change April and May to Similac Advance

ATTENTION TEXAS WIC PARTICIPANT:

Beginning on April 1st, 2014 *Similac Sensitive* will no longer be available to issue. Due to changes to the formula, all infants receiving *Similac Sensitive* will be changed to *Similac Advance*.

Please note that your April formula benefits will be for Similac Advance. If you have any questions regarding the change, please consult with your local WIC clinic.

ATENCIÓN DE TEXAS WIC PARTICIPANTE:

A partir del 1° de abril de 2014, la fórmula para bebés *Similac Sensitive* ya no estará disponible. Debido a los cambios en el contenido de la fórmula, todos los bebés que actualmente reciben *Similac Sensitive* empezarán a recibir *Similac Advance*.

Tenga en cuenta que los beneficios de fórmula para bebés para el mes de abril serán para recibir Similac Advance. Si tiene preguntas sobre este cambio, consulte con el personal de la clínica local de WIC.

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Special Supplemental Nutrition Program for Women, Infants and Children (WIC)

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Programa Especial de Nutrición Suplementaria para Mujeres, Bebés y Niños (WIC)

