



## Memorandum

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**TO:** WIC Regional Directors **#09-037**  
WIC Local Agency Directors

**FROM:** Linda Brumble, Unit Manager **(Original Signed)**  
Nutrition Education/Clinic Services Unit  
Nutrition Services Section

**DATE:** March 6, 2009

**SUBJECT:** New WIC Food Package Education for Moms & Infants

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This memo provides additional instruction for WIC staff for delivery of education regarding upcoming food package changes for pregnant, breastfeeding and postpartum women and infants beginning Wednesday, April 1, 2009. (May, June or July for those still rolling out EBT.) Please discuss this memo with all staff at your next staff meeting.

Six new materials have been developed to accompany new food package education for pregnant, breastfeeding and postpartum women. All of these materials will be automatically shipped to all local agency administrative sites as soon as possible. It is possible that staff may need to start teaching the new group class without all of the materials. Please be on the look out for a WIC Director email update at the end of March.

**The materials are:**

1. ***New Food Packages and The Importance of Exclusive Breastfeeding in the First Month*** group lesson, BF-000-35. Memo #08-164, posted on December 19, 2008 announced that this lesson is a required core class for all pregnant moms April 1, 2009 through September 30, 2009. The final lessons in English and Spanish were mailed out to all local agencies at the end of February and can also be found on the website at: <http://www.dshs.state.tx.us/wichd/nut/bflessons-nut.shtm>. The lesson code will appear in the *Texas WIN Pick List* after March 1, 2009.
2. **WIC Food Packages for Moms & Infants** brochure - This is a new **required brochure to be given to all pregnant moms** starting April 1, 2009.
  - Beginning April 1, 2009 (or as soon as brochures are received if they are received after April 1, 2009) every pregnant participant should receive this brochure during individual counseling at her initial pregnant certification. Participants should be counseled on the importance of exclusive breastfeeding in the first month and food package options available to moms and infants.
  - Pregnant women who were certified prior to April 1, 2009 will receive this brochure as a handout to group lesson BF-000-35 starting in April. The brochure is involved in the class discussion.

The State Agency is currently anticipating that the English and Spanish brochures will arrive to WIC agencies by the end of March. Shipping information will be updated via a WIC Director email on March 25, 2009 along with alternative class teaching instructions, if needed.

A final English PDF of the brochure is currently available to download from the WIC catalog at <http://www.dshs.state.tx.us/wichd/WICCatalog/contents.shtm> under both the breastfeeding and food issuance sections of the catalog. A final Spanish PDF of the brochure will be available to download by the end of this month.



- 3. *The Hospital Experience: What to Expect & How to make it Memorable*** - This brochure is the second of two handouts that accompany group lesson BF-000-35. It provides anticipatory guidance to pregnant moms about what to expect in the hospital and how to advocate for themselves and their babies in order to exclusively breastfeed. The brochure includes a removable *Infant Feeding Plan* that moms can complete and give to hospital staff that expresses the mother's infant feeding goals and desires.

The State Agency is currently anticipating that the English and Spanish brochures will arrive to WIC agencies by early April. Shipping information will be updated via a WIC Director email on March 25, 2009 along with alternative class teaching instructions, if needed.

A final English PDF of the brochure is currently available to download from the *WIC Catalog* at <http://www.dshs.state.tx.us/wichd/WICCatalog/contents.shtm> under both the breastfeeding and *Food Issuance Sections* of the catalog. A final Spanish PDF of the brochure will be available to download by the end of this month.



4. **New Food Packages and *The Importance of Exclusive Breastfeeding in the First Month*** web lesson - This is a web version of BF-000-35 and can be offered as a class option to the group lesson for all pregnant women who prefer it. Pregnant participants who would like to complete the web lesson should be given the following materials to take home.

- *WIC Food Packages for Moms & Infants*
- *The Hospital Experience: What to Expect & How to make it Memorable*
- *Complete Your WIC Class Online—Here's How!*, stock no. 13-06-12216

The English web lesson will be available to WIC participants on April 1, 2009. The State Agency is currently anticipating that the Spanish web lesson will be available in early April or possibly by April 1st.

5. **New WIC Food Packages for Moms & Infants - WIC Staff Teaching Tools** - These are one-page, bilingual (front and back), 8.5 X 11 inch laminated visuals of the three food packages for moms and infants.

- Exclusively Breastfeeding Food Package
- Mostly Breastfeeding Food Package
- Formula Feeding Package

The tools can be used during individual counseling, discussion groups, and small group classes to show food packages side-by-side for comparison purposes. The teaching tools include approximate cash values to help staff market the breastfeeding food packages. The exclusively breastfeeding food package teaching tool also shows visuals of breast pumps and breastfeeding counselor assistance as additional incentives.

The State Agency is currently anticipating that the English and Spanish teaching tools will arrive to WIC agencies by early April. Shipping information will be updated via a WIC Director email on March 25, 2009 along with alternative class teaching instructions, if needed.

Final bilingual PDFs of the teaching tools are currently available to download from the *WIC Catalog* at <http://www.dshs.state.tx.us/wichd/WICCatalog/contents.shtm> under both the *Breastfeeding* and *Food Issuance Sections* of the catalog.



6. ***Food Packages are Changing*** flyer - This bilingual flyer should be given to all moms/guardians of infants starting April 1, 2009 along with a *WIC Food Packages for Moms & Infants* brochure to provide information on how their food packages will be changing. Please use the attached *New Food Package Discussion Points for Moms with Infants* as an education supplement to all infant and postpartum certifications and classes starting October 1, 2009. Moms/guardians of infants who choose to complete an internet lesson should be given the flyer and food package brochure to take home. Bilingual flyers will be mailed to all local agencies by the end of March. A full-sized version of this flyer is also attached at the end of this memo.

**Food Packages Are Changing Starting In October 2009!**

The WIC Food Packages for Moms & Infants brochure explains upcoming changes to the food packages for you and your baby.

Changes to your food benefits will occur at your first food benefit issuance appointment after October 1, 2009. If your baby is less than one year of age at that appointment, you will be asked to choose from the three packages described below.

**Exclusively Breastfeeding Food Package**

- ✱ This is the largest food package for moms and babies.
- ✱ Moms and babies will receive this package for a full year.

**Mostly Breastfeeding Food Package**

- ✱ This package contains less food than the exclusively breastfeeding food package but more than the formula package.
- ✱ This package includes a limited amount of formula. The amount will vary depending on the age of your infant.
- ✱ Moms and babies will receive this package for a full year.

**Formula Food Package**

- ✱ This is the smallest food package for moms and babies.
- ✱ This package includes more formula than the mostly breastfeeding package but in limited amounts. The amount will vary depending on the age of your infant.
- ✱ Babies receive this package for a full year. Moms receive this package for six months.

Please read the WIC Food Packages for Moms & Infants brochure so you will be prepared to choose one of the new food packages at your first appointment after October 1, 2009. If you have questions about the food package changes, please talk to your WIC staff.

**Fruits and Vegetables** because more matters

**Lower Fat Milk** healthier dairy choices

**Whole Grains** for a healthy heart

**Baby Foods** fruits and vegetables

**Soy Milk and Tofu Options** for families that prefer them

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Additional new food package education will be coming out in the next several months to address low-fat milk, whole grains, fruits and vegetables, and more – including a five-part take-home DVD that all participants will receive at their first appointment after October 1<sup>st</sup>, 2009. If a participant asks you a question that you cannot answer, tell the participant they will be receiving more information on new food packages in the next few months.

If you have questions or require additional information about this memo, please contact Tracy Erickson, WIC Breastfeeding Coordinator, Nutrition Education/Clinic Services Unit, (512) 341-4521, or [tracy.erickson@dshs.state.tx.us](mailto:tracy.erickson@dshs.state.tx.us), or Lindsey Randall, Nutrition Education Consultant, Nutrition Education/Clinic Services Unit, at (512) 341-4594, or [lindsey.randall@dshs.state.tx.us](mailto:lindsey.randall@dshs.state.tx.us).

# New Food Package

## Discussion Points for Moms with Infants

Talking points to be added to all infant/postpartum certifications and classes starting October 1, 2009.

Give each mom a copy of:

- *Food Packages are Changing* flyer
- *WIC Food Packages for Moms & Infants* brochure

Optional: WIC staff can use the new *WIC Food Packages for Moms & Infants* WIC staff teaching tools during individual counseling and small classes.

### Discussion points

- WIC food packages are changing for all WIC participants – pregnant moms, breastfeeding and formula-feeding moms, infants, and children.
- If your infant will be less than one year of age on October 1, 2009, these handouts show how the changes will affect your food benefits after October 1<sup>st</sup>.
- You will learn about changes to other WIC food packages in other classes
  - if your infant will be over one year of age on October 1<sup>st</sup>,
  - if you have other children on WIC, or
  - if you are currently pregnant.

The rest of this discussion applies only to women whose infants will be less than 1 year of age on October 1<sup>st</sup>.

- Pages 10 through 15 of *WIC Food Packages for Moms & Infants* show the new food packages for moms and infants.
- Ask participants to turn to pages 10-11 and/or hold up the exclusively breastfeeding food package staff teaching tool. **If you choose the exclusively breastfeeding package on October 1<sup>st</sup>, these are the foods you will get for yourself. If you choose this package and your baby is over 6 months old on October 1<sup>st</sup>, your baby will get the exclusively breastfeeding package for infants.**
- Ask participants to turn to pages 12-13 and/or hold up the mostly breastfeeding food package staff teaching tool. **If you choose the mostly breastfeeding package on October 1<sup>st</sup>, these are the foods you will get for yourself. If you choose this package and your baby is over 6 months old on October 1<sup>st</sup>, your baby will get the mostly breastfeeding package for infants.**
- Ask participants to turn to pages 14-15 and/or hold up the formula food package staff teaching tool. **If you choose the formula package on October 1<sup>st</sup> and your baby is less than 6 months old, these are the foods you will get for yourself. If you choose this package and your baby is over 6 months old on October 1<sup>st</sup>, you will no longer receive WIC food but your baby will get the formula package for infants.**

- Repeat and clarify: **If you choose the exclusively or mostly breastfeeding food package, you will get WIC food benefits for yourself until your baby's first birthday. If you choose the formula food package, you will receive WIC foods for yourself until your baby is 6 month old. If your baby is over 6 months old on October 1<sup>st</sup>, you will no longer receive WIC foods for yourself.**

Remind participants, **You will be receiving more information on food package changes in the next few months in the form of**

- **additional group classes,**
- **web lessons,**
- **brochures,**
- **and a take-home DVD that will explain the changes in detail that you will receive at your first appointment after October 1<sup>st</sup>, 2009.**

If a participant asks you a question that you cannot answer, tell the participant they will be receiving more information on new food packages in the next few months.



# Food Packages Are Changing Starting In October 2009!

The *WIC Food Packages for Moms & Infants* brochure explains upcoming changes to the food packages for you and your baby.

Changes to your food benefits will occur at your first food benefit issuance appointment after October 1, 2009. If your baby is less than one year of age at that appointment, you will be asked to choose from the three packages described below.

## 1. Exclusively Breastfeeding Food Package

- \* This is the largest food package for moms and babies.
- \* Moms and babies can receive this package until baby's first birthday.
- \* This package does not contain infant formula.

## 2. Mostly Breastfeeding Food Package

- \* This package contains less food than the exclusively breastfeeding food package but more than the formula food package.
- \* This package includes a limited amount of formula. The amount will vary depending on the age of your infant.
- \* Moms and babies can receive this package until baby's first birthday.



## 3. Formula Food Package

- \* This is the smallest food package for moms and babies.
- \* This package includes more formula than the mostly breastfeeding package but in limited amounts. The amount will vary depending on the age of your infant.
- \* Babies receive this package until their first birthday. Moms receive this package until their babies are six months of age.



Please read the *WIC Food Packages for Moms & Infants* brochure so you will be prepared to choose one of the new food packages at your first appointment after October 1, 2009. If you have questions about the food package changes, please talk to your WIC staff.





# ¡Los paquetes de alimentos cambiarán después del 1 de octubre de 2009!

El folleto, *Paquetes de alimentos de WIC para mamás y bebés* explica los próximos cambios a los paquetes de alimentos para usted y su bebé.

Se aplicarán los cambios a sus beneficios de alimentos en su primera cita de beneficios para alimentos después del 1 de octubre de 2009. Si su bebé tiene menos de 1 año cuando usted vaya a la cita, le pedirán que escoja entre los 3 paquetes que se describen a continuación.

## 1. Paquete de alimentos: lactancia materna exclusiva

- \* Este es el paquete más grande de alimentos para mamás y bebés.
- \* Las mamás y los bebés pueden recibir este paquete hasta el primer cumpleaños del bebé.
- \* Este paquete no contiene fórmula para bebés.

## 2. Paquete de alimentos: lactancia materna casi exclusiva

- \* Este paquete tiene menos alimentos que el de la lactancia materna exclusiva, pero más que el de la fórmula para bebés.
- \* Este paquete tiene una cantidad limitada de fórmula. La cantidad variará dependiendo de la edad de su bebé.
- \* Las mamás y los bebés pueden recibir este paquete hasta el primer cumpleaños del bebé.

## 3. Paquete de alimentos: fórmula para bebés

- \* Este es el paquete más pequeño de alimentos para mamás y bebés.
- \* Este paquete tiene más fórmula para bebés que el paquete de lactancia materna casi exclusiva, pero en cantidades limitadas. La cantidad variará dependiendo de la edad de su bebé.
- \* Los bebés reciben este paquete hasta su primer cumpleaños. Las mamás reciben este paquete hasta que sus bebés cumplan 6 meses de edad.



Por favor, lea el folleto, *Paquetes de alimentos de WIC para mamás y bebés* para que, en su primera cita después del 1 de octubre de 2009, usted pueda escoger uno de los nuevos paquetes de alimentos. Si tiene alguna pregunta sobre los cambios a los paquetes de alimentos, por favor, llame al personal de WIC.

