

# History of Development of New Food Packages

Time for a change...

Good food and more!

Coming soon to 8 WIC agencies, 10,000 WIC families, and 250 stores in New Hampshire.

# WIC Trivia

What is the significance of the following dates? What occurred?

1974

1980

1992

2009

# WIC Trivia

What is the significance of the following dates? What occurred?

- 1974 Beginning of food packages, designed to be rich in 5 target nutrients (vitamins A/C, calcium, and protein)
- 1980 Minor changes made...anyone around then?
- 1992 Only significant changes made to add tuna and carrots for BF women
- 2009 Major food changes take place in NH and nationally!

# Why revise the WIC food packages?

Numerous requests received from WIC Program directors, medical and scientific community, advocacy groups, Congress, and WIC participants too.

Changes in major health and nutrition risk factors by WIC population, such as diets lacking in whole grains and fruits and vegetables, short duration of breastfeeding, overweight and obesity.

Shifts in ethnic composition of WIC population, Hispanics up to 39% nationally and 9% in NH, larger groups of Asians nationally.

# How were new food packages chosen?

Reduce inadequate and excessive nutrients.

Meet Dietary Guidelines for Americans.

Be consistent with AAP recommendations, including BF.

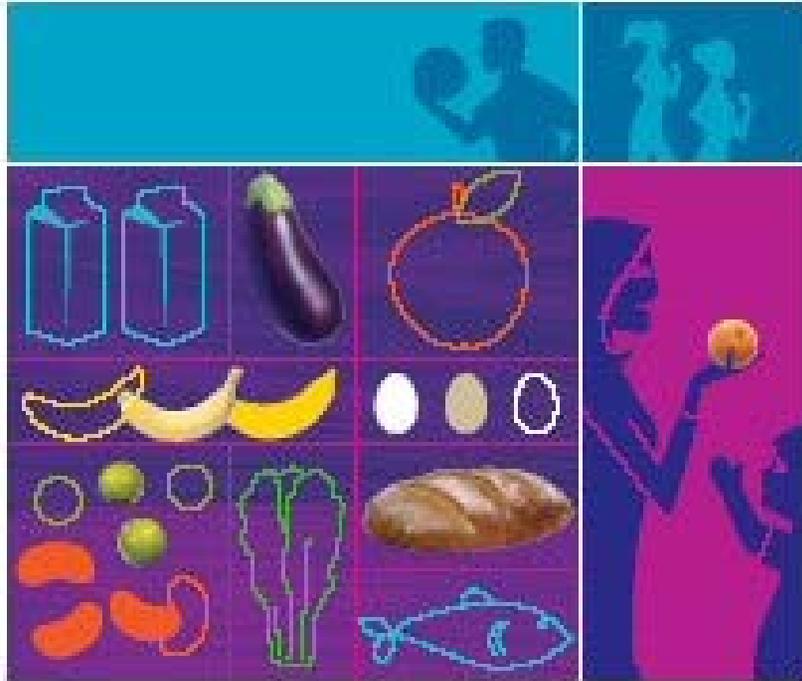
Suitable foods for limited transportation, storage, and cooking.

Readily acceptable, widely available, and commonly consumed.

Consider cultural food preferences.

Provide incentives for families to continue in WIV.

Consider impact on WIC agencies and vendors.



Dietary Guidelines  
for Americans  
2005



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# The WIC Food Package

## Then:

The WIC food packages were designed to supplement participant's diet with foods rich in the target nutrient shown to be lacking in the diets of WIC's target population.

**Vitamin A & C,  
calcium, iron, protein**

## Now:

Targeted to issues of overweight and obesity, to support and protect breastfeeding, to meet the needs of a diverse population, and to balance excess and lack in the current food package such as:

**High fat/saturated fat  
Lack of whole grains  
Fruits and vegetables**

# New Food Package Summary

Key Changes	Key Framing Components
Dairy	Lower the fat.
Fruits and Vegetables	Eat more fruits and vegetables every day.
Grains	Increase whole grains and fiber.
Juices	Drink less juice and sweetened beverages.
Moms and Infants	Babies are meant to be breastfed!

What will this mean for WIC staff  
and WIC families?

**Happier WIC families and  
motivated WIC staff...**



# Special Scenarios and Questions

What if a participant comes in August for vouchers, and then gets Aug-Sept-Oct vouchers. Can they return in October and return their old vouchers and request new vouchers for the new food packages?

# Special Scenarios and Questions

What if a participant misses their late September appointment, and is rescheduled for early October...will they receive the new food packages or old food packages?

# Special Scenarios and Questions

What if a participant's child has their vouchers for August-September-October, and then mom comes in October as a new pregnant woman...does mom receive old food packages or new food packages?

# Special Scenarios and Questions

What if a fully breastfeeding mom has an infant born in early October, and then calls in mid-October to say she had decided not to continue breastfeeding. How would you handle her vouchers?



# Special Scenarios and Questions

What if a mom refuses to offer her 2 year old child low fat or skim milk, are we allowed to provide whole milk?



# Special Scenarios and Questions

Is soymilk available for all children or just older children and what can be offered as an alternative?



# Special Scenarios and Questions

Are there any substitutes allowed for a mother not interested in purchasing the Beech Nut infant fruits, vegetables, and meats?



# Special Scenarios and Questions

How can alternate whole grains be provided to a family?



# Special Scenarios and Questions

Can a family use cash or their food stamp benefits at the grocery store for additional fruits and vegetables?



# Special Scenarios and Questions

How can we explain to a family why their amounts of milk, eggs, cheese, and juice are being reduced?



# Special Scenarios and Questions

May additional cheese and eggs be provided to a participant?



# Special Scenarios and Questions

How are soymilk and tofu provided to women and children?

# Special Scenarios and Questions

Are canned beans and peanut butter available to all client categories?



# Special Scenarios and Questions

Can canned or dried beans be purchased with the cash value vouchers?



# Special Scenarios and Questions

Can a participant choose to select all half gallons and quarts for their milk allotment?



# Special Scenarios and Questions

What are the differences in the fruits and vegetables allowed on the cash value vouchers and the farmers' market nutrition coupons?



# Special Scenarios and Questions

What foods are available for homeless persons or those with limited storage and preparation facilities?



# Special Scenarios and Questions

How do we know that stores will be stocking an adequate variety of fruits and vegetables for families?

