

The WIC Program: A History of Success (Continued) 

- 2009 – Interim Food Package Rule introduced fresh fruits and vegetables, whole grains and infant foods as part of the WIC food package. In addition, mothers who breastfed received a larger WIC food package.
- 2013 – eWIC Electronic Benefits Transfer system replaced paper vouchers statewide.
- 2014 – WV, along with NC, VA and AL implemented a web-based State Agency Model Computer System, Crossroads.

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The WIC Program: A History of Success (Continued) 

- 2014 – Final Food Package Rule introduced:
 - 1) Increase in child benefit for fresh fruits and vegetables to \$8;
 - 2) Ability to receive soy milk without medical documentation;
 - 3) Whole grains expanded to whole wheat pasta;
 - 4) Standardized skim/1% milk for children over 2 and women. Cheese is not automatically provided as of January 1, 2015; and
 - 5) White potatoes are allowed in cash value benefit (CVB) as of July 1, 2015.

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Average Monthly Participation 

<u>Pregnant Women</u>	4,539
<u>Breastfeeding Women</u>	1,544
<u>Postpartum Women</u>	4,217
<u>Infants</u>	11,032
<u>Children</u>	22,430
Total Participation	43,763

FY 2014

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Food and Nutrition Services 



- Total Food Benefit Value Per Participant (average monthly) \$59.70
- Total Food Benefit Spent in the State \$35,645,548
- Nutrition Service Benefits \$12,332,850

FY 2013

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Healthy Eating

The WIC food package helps combat food insecurity, and contributes to healthy diets which aid in reducing obesity and chronic disease.

22% of West Virginia children are food insecure.*

*Food insecurity refers to a lack of access, at times, to enough food or nutritionally adequate food.

Source – Feeding America. Mind the Meal Gap. Retrieved July 2014 from <http://feedingamerica.org/hunger-in-america/hunger-studies/map-the-meal-gap.aspx>

Supplemental Foods

- The food package is supplemental. It is not intended to meet the total nutritional needs of the participants.
- There are seven (7) different food packages depending on the category of the participant:
 - infants through 3 months;
 - infants 4 through 12 months;
 - children or women with special dietary needs;
 - children 1 to 5 years old;
 - pregnant and partially breastfeeding women;
 - nonbreastfeeding postpartum women; and
 - pregnant with multiple fetuses or fully breastfeeding women.

Maximum Food Allowed Drives Package Size

SNAPSHOT of the WIC Food Packages¹

Maximum Monthly Allowances of Supplemental Foods for Children and Women

Foods	Children		Women	
	Food Package IV 1 through 4 years	Food Package V: Pregnant and Partially (Mostly) Breastfeeding (up to 1 year postpartum)	Food Package VI: Postpartum (up to 6 months postpartum)	Food Package VII: Fully Breastfeeding (up to 1 year post-partum)
Juice, single strength ²	128 fl oz	144 fl oz	96 fl oz	144 fl oz
Milk ²	16 qt	32 qt	16 qt	24 qt
Breakfast cereal ³	36 oz	36 oz	36 oz	36 oz
Cheese	N/A	N/A	N/A	1 lb
Eggs ⁴	1 dozen	1 dozen	1 dozen	2 dozen
Fruits and vegetables	\$10.00 in cash value vouchers	\$10.00 in cash value vouchers	\$10.00 in cash value vouchers	\$10.00 in cash value vouchers
Whole wheat bread ⁴	2 lb	1 lb	N/A	1 lb
Fish (canned) ⁵	N/A	N/A	N/A	30 oz
Legumes, dry or canned and/or	1 lb (#4 oz canned) Or	1 lb (#4 ounce canned) And	1 lb (#4 ounce canned) Or	1 lb (#4 ounce canned) And
Peanut butter	18 oz	18 oz	18 oz	18 oz

Maximum Food Allowed Drives Package Size

SNAPSHOT of the WIC Food Packages¹

Maximum Monthly Allowances of Supplemental Foods For Infants In Food Packages I, II and III

Foods	—Fully Formula fed—		—Partially Breastfed—		—Fully Breastfed—	
	Food Packages I and III A: 0-3 months B: 4-5 months	Food Packages II and III 6-11 months	Food Packages I and III A: 0 to 1 month B: 1-3 months C: 4-5 months	Food Packages II and III 6-11 months	Food Package I 0-5 months	Food Package II 6-11 months
WIC Formula	A: 408 fl oz reconstituted liquid concentrate B: 484 fl oz reconstituted liquid concentrate	484 fl oz reconstituted liquid concentrate	A: 1 can powder B: 364 fl oz reconstituted liquid concentrate C: 442 fl oz reconstituted liquid concentrate	312 fl oz reconstituted liquid concentrate		
Infant cereal	24 oz			24 oz		24 oz
Baby food fruits and vegetables		128 oz		128 oz		256 oz
Baby food meat						77.5 oz

¹ Refer to the regulatory requirements at <http://www.fns.usda.gov/wic/benefitsandservices/foodpkg.htm> for the complete provisions and requirements for infant formula and infant foods in the WIC food packages.

State Approved Food List

- WV WIC Program Approved Food List will be reviewed at a minimum of every two years. The next update will become effective July 1, 2015.
- Foods are assessed based on:
 - Availability
 - Cost
 - Packaging
 - Ingredients
 - Package Size



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WIC Provides Health Foods

WIC food packages align with the Dietary Guidelines for Americans and the infant feeding practice guidelines of the American Academy of Pediatrics.

<ul style="list-style-type: none"> Whole Wheat Bread and other Whole Grains* Milk Eggs Cheese Breakfast Cereal Peanut Butter Fruits and Vegetables Yogurt* 	<ul style="list-style-type: none"> Dried and canned beans/peas Canned Fish Baby Food Infant Cereal Juice Infant Formula Soy-Based Beverage* Tofu*
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*State Option

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Criteria for Food


- At least one half of the total number of breakfast cereals on the State Agency's authorized food list must have whole grain as the primary ingredient plus all cereals must contain a minimum of 28 milligrams of iron per 100 grams of dry cereal and not more than 21.2 grams of sucrose and other sugars per 100 grams of dry cereal (6 grams per oz.).
- Juice must contain at least 30 milligrams of vitamin C per 100 milliliters of juice.
- Whole wheat bread and other whole grains* include: brown rice; soft corn and whole wheat tortillas; oatmeal; bulgur; barley; and whole wheat pasta. Whole wheat flour must be primary ingredient. Whole wheat flour and/or Bromated whole wheat flour must be only flours.

*State Option

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Milk and Milk Alternatives

<p>Milk</p> <p>Whole milk for children 12 - 23 months of age</p> <p><i>Only</i></p> <ul style="list-style-type: none"> ✓ Low-fat (1%) or ✓ Non-fat milk (skim) <p>For women and children > 2 years of age</p>	<p><u>Alternatives at State Agency option</u></p> <ul style="list-style-type: none"> Soy-based beverage Tofu Yogurt Cheese
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Dried Beans and/or Peas or Peanut Butter

- Children and postpartum women receive dried beans/peas or peanut butter.
- Pregnant and breastfeeding women receive both dried beans and peanut butter.
- Canned beans may be substituted for dried beans for all children and women.



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Fruits and Vegetables

- Cash value benefits for fresh fruits and vegetables:
 - \$8 for children
 - \$10 for women
- Participants may choose from a wide variety of fruits and vegetables.
- Frozen, canned and dried allowed as a State Agency option.



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Baby Food

- Infant fruits and vegetables for infants 6 – 12 months.
- Infant meats for fully breastfed infants 6 – 12 months.
- Infant cereal for infants 6 – 12 months.



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Canned Fish (Fully Breastfeeding Women)

- Canned light tuna (no albacore)
- Other canned fish identified as lower in mercury by State Agency option:
 - Salmon
 - Sardines
 - Mackerel



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Nutrition Education

WIC regulations state that nutrition education should be designed to achieve these broad goals:

Requirements


Local WIC agencies are required to offer participants at least two nutrition education sessions during each 6-month period in either an individual or group setting.

- stress the relationship between proper nutrition and good health;
- assist the individual in achieving a positive change in food habits, resulting in improved health and the prevention of health problems.

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Electronic Benefits Transfer

- WIC participants can shop for just a portion of monthly benefits at one time; average is 4.3 shopping trips/month.
- eWIC provides more confidentiality at the grocery store.
- eWIC allows for faster and smoother checkout.
- WIC participants can check benefits on their eWIC card by calling Customer Service (1-888-220-9555), checking the receipt from the store, or logging into the participant portal at <https://www.wichousehold.wv.gov/>.



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EBTShopper Mobile Phone App



HOW IT WORKS

- 1) Download "EBTShopper" from the app store.
- 2) Register your WIC card.
- 3) Your current benefits are loaded every time you open the app!
- 4) Scan while you shop to ensure the products you want are WIC eligible!

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WIC Resources Online



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Participant Web Portal

The screenshot displays a web portal interface. At the top, there is a header with the text 'Participant Web Portal' and a small graphic of a building. Below the header is a login section with fields for 'User Name' and 'Password', and buttons for 'Forgot Password?' and 'Login'. A 'Go Back' link is also present. The main content area features a 'Welcome to WIC Program!' message. To the left, there is a section titled 'WIC' with a brief description and a bulleted list of program goals. To the right of the welcome message are two prominent buttons: 'Am I Eligible?' and 'Register'. At the bottom of the page, there is a copyright notice: 'Copyright © 2011, State Department of Health Services - All Rights Reserved.' and a footer with the number '24'.

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Refer to the full WIC regulations at www.fns.usda.gov/wic for the complete provisions and requirements for foods in the WIC Food packages.

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