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.

The WIC Program: A History of Success (Continue: 🏣



- 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.

Average Monthly Participation Pregnant Women 4,539 **Breastfeeding Women** 1,544 Postpartum Women 4,217 Infants 11,032 Children 22,430 **Total Participation** 43,763 FY 2014

| Food and Nutrition Services | |
|--|--------------|
| | |
| ■ Total Food Benefit Value Per Participant (average monthly) | \$59.70 |
| ■ Total Food Benefit Sperit in the State | \$35,645,548 |
| ■ Nutrition Service Benefits | \$12,332,850 |
| FY 2013 | 7 |

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.

 $Source-Feeding America.\ Mind the\ Meal\ Gap.\ Retrieved\ July 2014\ from\ http://feedingsmerica.org/hunger-in-america/hunger-studies/map-the-meal-gap.aspx$

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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 Maximum Monthly Allowances of Supplemental Foods for Children and Women Food Package VII: Fully Breastfeeding (up to 1 year post-partum) Food Package IV 1 through 4 years Food Package V: Pregn and Partially (Mostly) Breastfeeding (up to 1 year postpartum) 1++ fl oz Food Package VI: Postpartum (up to 6 months postpart 128 fl oz 96 fl oz 16 qt 22 qt 24 qt 16 qt Breakfast cere Cheese Eggs Fruits and N/A 1 dozen \$10.00 in cash value N/A 1 dozen \$10.00 in cash value vouchers N/A 1 lb 2 dozen \$10.00 in cash value vouchers vegetables Whole wheat 1 lb bread * 1 lb (64 ounce canned) Or 1 lb (64 ounce canned) And

| | SNAPS | HOT of | the WIC Foo | d Package | S 1 | |
|---------------------------------------|---|---|---|--|---------------------------------|-----------------------------------|
| Maximu | n Monthly Allowar | ices of Supple | mental Foods For I | nfants In Food | Packages I | , II and III |
| | Fully Forn | nula fed | Partially | Breastfed | Fully I | Breastfed |
| Foods | Food Packages I and III A: 0-8 months B: 4-5 months | Food Packages II and III 6-11 months | Food Packages I and III A: 0 to 1 month B: 1-8 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: 806 fl oz reconstituted liquid concentrate B: 884 fl oz reconstituted liquid concentrate | 624 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 |

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

 - Packaging
 - Ingredients
 - Package Size



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.

Whole Wheat Bread and other Whole Grains* Milk Eggs Cheese Breakfast Cereal Peanut Butter Fruits and Vegetables

Dried and canned beans/peas Canned Fish Baby Food Infant Cereal Juice Infant Formula Soy-Based Beverage*

Tofu*

*State Option

Yogurt*

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
- 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 flower must be primary ingredient. Whole wheat flower and/or Bromated whole wheat flour must be only flous.

*State Option

Milk and Milk Alternatives



Milk

Whole milk for children 12 - 23 months of age

Soy-based beverage

Only

- ✓ Low-fat (1%) or
- √ Non-fat milk (skim)

For women and

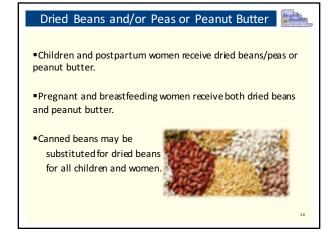
children > 2 years of age

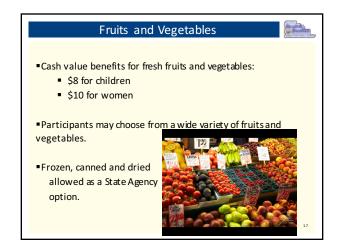
Alternatives at State Agency option

Tofu

Yogurt Cheese











Nutrition Education WIC regulations state that nutrition education should be designed to achieve these broad goals: Requirements stress the relationship between proper nutrition and good health; Local WIC agencies are required to offer participants at least two assist the individual in nutrition education achieving a positive sessions during each 6change in food habits, month period in either resulting in improved an individual or group health and the prevention setting. of health problems.

