



WIC

Overview
of
Women,
Infants &
Children
Program
(WIC)

Administration of WIC

- Federal Regulations Congress & USDA
- State Administered & Reviewed
- Local Delivery of Services

USDA Homepage

- www.usda.gov
- Click Food and Nutrition
- Click Food Assistance
- Click Women, Infants and Children

Utah WIC Program

- www.health.utah.gov/wic
- 1-877-WIC-KIDS

WIC Background 101

- Established 1972 in Kentucky
- Started in Utah in 1976
- Federal funding
 - appropriations program
- Administered by USDA
- Utah - administered through
 - Utah Department of Health
 - Division of Community and Family Health Services

WIC Supporters

- American Academy of Pediatrics
- American Medical Association
- American Dietetic Association
- American Public Health Association
- American College of Obstetricians and Gynecologists

WIC Eligibility Criteria

- Income: At or below 185% of U.S. Poverty Income Guidelines
- State Residency
- Nutrition Risk

Who Is Eligible?

- Pregnant women
- Postpartum women
- Breastfeeding women
- Infants
- Children up to their fifth birthday

Utah WIC...

- 67,000 Utah Participants
- 50 clinics statewide
- 13 local agencies
- 250 staff in local agencies
- 50 RDs
- 70 Lactation Specials

WIC Priority System

- I Pregnant women, breastfeeding women and infants at nutritional risk as demonstrated by blood tests, abnormal growth, or other nutritional or medical conditions.
- II Infants up to six months of age born to program participants who participated during pregnancy, and infants up to six months of age born to women who were not program participants during pregnancy but who would have been eligible as defined in I above.

WIC Priority System

- III Children up to age 5 at nutritional risk as defined in I above.
- IV Pregnant women, breastfeeding women, and infants at nutritional risk because of inadequate dietary pattern.
- V Children at nutritional risk because of inadequate dietary pattern.

WIC Priority System

VI Postpartum women at nutritional risk.

VII Previously certified participants who might regress in nutritional status without continued provision of supplemental foods.

Certification Periods

■ Women

- Pregnant - through pregnancy and up to 6 weeks postpartum
- Postpartum - up to 6 months postpartum
- Breastfeeding - every 6 months up to 1 year postpartum

■ Infants

- until 1st birthday (screen at 5-8 months)

■ Children

- every 6 months until 5th birthday

Benefits Provided by WIC

- **Health screening** of height, weight, amount of iron in blood and head circumference for infants
- **Assessment** of nutrition status and intervention
- **Breastfeeding** promotion, education, equipment, counseling support
- **Nutrition Education** thru Nutritionists, classes
- **Food** Instruments (Pro/Ca/Fe/Vitamins A&C)
- **Referrals** to other community programs such as:
 - Family Planning, Immunization, Smoking cessation

At the WIC Appointment

- Anthropometric data
- Laboratory data
- Medical referral
- Interview



Nutrition Risk Categories

- Current anthropometric
- Laboratory
- Medical conditions (existing/history)
- Nutritional patterns
- Predisposing risks



What is VENA?

- Value
- Enhanced
- Nutrition
- Assessment

A new USDA nutrition assessment process which is client centered

VENA-A New Process

- Paradigm shift in assessment process
- Eligibility focus to Health Outcome focus
- System centered to Client centered
- Advanced skill requirements
- Higher level of resource requirements
- Increased cost requirements

VENA Interview Assessment

- Skill set development-
 - Nutrition
 - Assessment
 - Intervention
- Combined with-
 - Health Determinant Goals
 - Springboard Questions/Statements
 - VENA Templates of Data to Collect
 - VENA Interview Assessment Process

Analysis of Assessment

- Analyzing
- Interpreting
- Critical Thinking
- Problem Solving

Nutritional Status: “A measurement of the extent to which the individual’s physiological need for nutrients is being met.”

American Dietetic Association

Utah WIC Program Feeding Policy

- Promotes and supports breastfeeding as the preferred method of infant feeding
- Provides infant formula as prescribed by a physician for a medical reason
- Protects infant feeding choices made by WIC participants

NWA

“Breastfeeding has been shown to have significant advantages for women and infants. As health professionals have a responsibility to provide services designed to optimize the health of their clients, WIC health professionals are committed to encourage breastfeeding as the preferred method of infant feeding.”

Supporting Breastfeeding

- Breastfeeding classes/materials
- Private one-on-one consults
- Lactation educators
- Resource referrals 70 Certified Lactation Consultants statewide (3 IBCLC)
- Environment clearly endorsing BF
- Lactation conferences/ CERPs
- Electric breast pumps & equipment
- Peer Counselors

Breastfeeding Peer Counselors

- Federal Funding for 3 years (in 2nd year)
- National Training Model
- Utah Expanded to all Agencies
- Mom to Mom Support as “Peers”

Peer Counselors Provide...

- Prenatal BF Support and Basic Education
- Post Partum - Continuum of Support
- Anticipatory guidance
- Non Technical Support
- In Person
- By Phone
- In Groups

Role of the Peer Counselor

- Peer counselors represent the WIC mothers they counsel
- Peer counselors are experienced in breastfeeding
- Peer counselors have the ability to be a friend to the clients

Breastfeeding Promotion and Support

- Breastfeeding education required for each pregnant woman
- Clinic environment clearly supports breastfeeding
- Lactation Educators in all clinics
- Peer Counselors, support groups in many clinics
- Annual inservice for staff
- Equipment

Breastfeeding Equipment

- Electric breast pumps
 - mother-infant separation
 - clinic staff
- Pump kits: electric and manual
- Pedal pumps
- Breast shells
- Supplemental Nursing Systems

Role of WIC RD...

WIC Director WIC Team Leader

BF Coordinator Nutrition Ed Coordinator

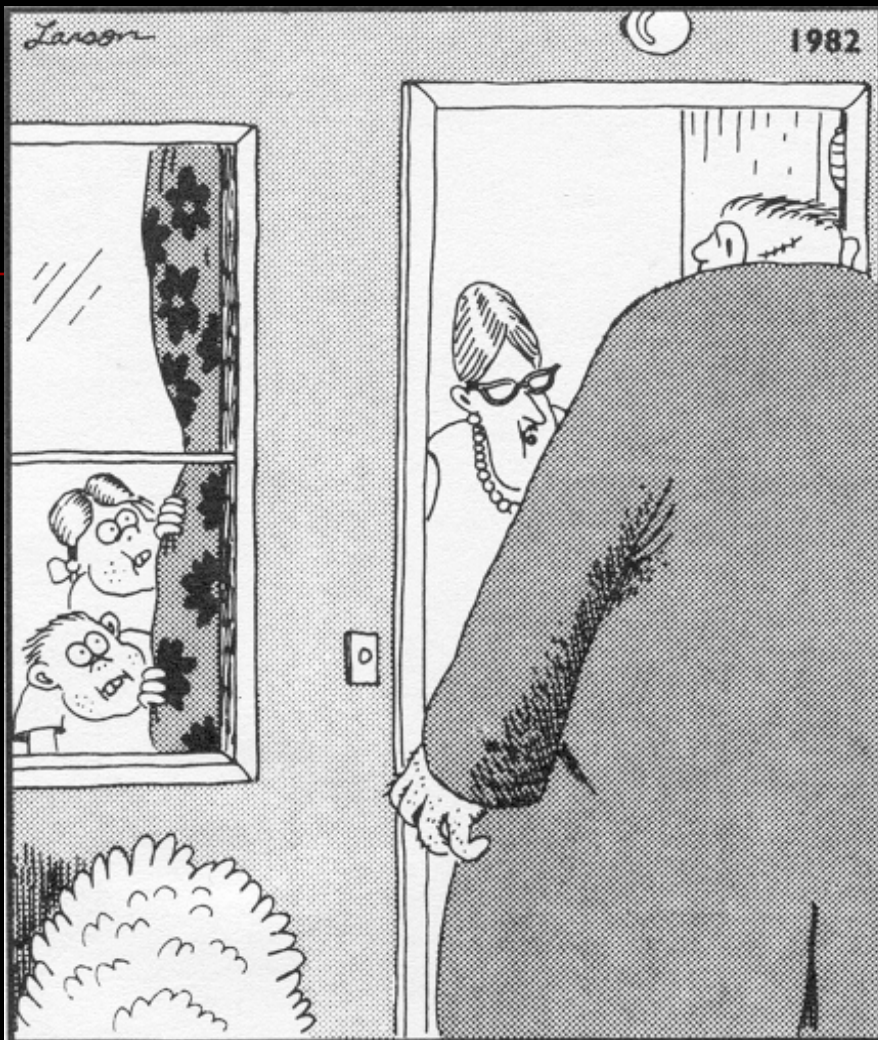
- > 50 RDs statewide
- Annual Nutrition Education Needs Assessment and Plan
- Preceptor training modules
- Assess and counsel all high-risk
- Breastfeeding education and support
- Nutrition class preceptor
- Preceptor dietetics students/interns

Nutrition Education

- Individual assessment and counseling at each certification
- Group nutrition class or individual appointment every 2 months
 - “prescribed” to address client’s nutrition risk
- Dietitian available in every clinic
 - required for high risk care plan and special products!

WIC Nutrition Education

- Must be offered at least 2 times per certification period
- Nutrition education may occur as group classes or individual counseling
- Intended to help participant understand what her and/or their child's nutritional risks mean
- Participants are shown how to improve their dietary habits



“Why, yes ... we do have two children who won't eat their vegetables.”

WIC Foods

- Selected to target nutrients found to be low in diets of women & children
(protein, calcium, Vit A, Vit C, folic acid, iron)
- Address deficiencies found in nutrition surveys
- Nutrient levels designated by federal regulations

WIC Foods

- Milk and cheese
- Eggs
- Cereal (iron-fortified)
- Juice
- Peanut butter and/or dried beans
- Tuna and carrots
 - exclusively breastfeeding women only

WIC Foods

- Iron-fortified infant formula
- Exempt infant formulas and medical foods
(by Rx only)

WIC Works!

More than 70 evaluation studies have demonstrated the effectiveness of WIC

- Improved pregnancy outcomes
- Reduced incidence of anemia in young children
- Cost Effective

National WIC Evaluation

- Conducted for USDA by the Research Triangle Institute and the New York State Research Foundation for Mental Health

National WIC Evaluation

WIC Works

Findings

- an increase in early prenatal care
- increased length of gestation
 - decreased rate of preterm delivery
 - significant increases in birth weight
 - reduced late fetal deaths
 - increased infant head circumferences
 - improved dietary intake of protein, calories and other nutrients

1-877-WIC-KIDS

*Nutrition You
Need When You
Need it Most*

