

The Massachusetts Nutrition Division

**The WIC Program
and a whole lot more!**

Julie Schaeffer, LDN

State Nutritionist

Fall 2018

Today's Agenda

- Overview of DPH
 - Growth and Nutrition Program
- Overview of the WIC Program
 - WIC Services & Foods
 - Breastfeeding Support
 - Nutrition Education
 - WIC Card and More
 - And a Whole Lot More!

MA Department of Public Health

Bureau of Family Health and Nutrition

- Pregnancy, Infancy and Early Childhood Division
- Early Intervention Division
- Division of Children & Youth with Special Health Needs
- Nutrition Division



Nutrition Division

- WIC Program
- Growth and Nutrition Program
- Breastfeeding Initiatives
- PKU Metabolic Food and Formula Program



Growth and Nutrition Program

Multidisciplinary program that serves children with failure-to-thrive.

- Core team includes Registered Dietician, Nurse Practitioner or MD, Social Worker
 - additional staff may include Gastroenterologist, Psychologist, Speech-Language Pathologist, Occupational Therapist
- Provides clinical, nutrition & psychosocial assessments and treatment plans, case management
- Programs in Boston, Brockton, Great Barrington, Lawrence, Lowell, North Adams, Pittsfield, and Worcester

Initial Evaluation

The multidisciplinary team will:

- evaluate medical, nutrition and social history,
- assess health, nutrition status, and developmental skills, and
- develop a treatment plan

Families will receive written recommendations and primary care providers and referring agencies will receive updates.

Ongoing GNP Services

Services can be provided:

- in clinic,
- during a home visit,
- in day care settings, such as Head Start, and/or
- in collaboration with partners, such as EIP

Referrals may include:

- food resources, such as SNAP and WIC
- Early Intervention or SPED services
- additional services, such as speech therapy

Typical Client

- Enrolled at 26 months of age from referral by PCP
- Receives Medicaid, EIP and WIC services
- Complex factors – medical, nutritional, environmental, psych/social factors
- Referred to SNAP and Head Start
- Discharged at 35 months after maintaining positive growth

FEEDING IS COMPLEX.



**IF YOUR CHILD
STRUGGLES TO EAT,
*let us help you.***

For more information, visit:

<https://www.mass.gov/growth-and-nutrition-program>

USDA

Food & Nutrition Programs

- SNAP
- Child Nutrition Programs
 - School Breakfast & Lunch
 - Summer Food Service
 - Child and Adult Care Food Programs
 - **WIC Program**
- Emergency Food Assistance
- Commodity Food Program



What is WIC?

- Special Supplemental Nutrition Program for Women, Infants and Children
- An intervention program to strengthen families
- Influences lifetime nutrition and health behaviors
- Is targeted to high-risk populations



DO YOU HAVE A CHILD UNDER 5?
ARE YOU PREGNANT OR
BREASTFEEDING?

To learn more about WIC
call **1-800-WIC-1007**
or visit www.mass.gov/wic

OFFERING FAMILIES GOOD FOOD
and A WHOLE LOT MORE

wic WIC Nutrition Program
Nutrition Division • MA Department of Public Health
TDD/TTY: 617-624-5992
This institution is an equal opportunity provider.

History of WIC

1964: Food Stamp Program begins

1972: Congress authorizes WIC pilot

1974: First WIC Program in Kentucky

1974: **WIC in 45 states including Massachusetts**

1980: All states have WIC

1983: **MA is the first state to provide supplemental funding**

2009: **WIC Food Package revisions**

Bonus: Saving the Children: The History of WIC (<https://www.youtube.com/watch?v=Ot7FGXdTrY4>)

MA WIC Recent History

2014: Electronic food benefit issuance card begins and “WIC Smart”, on-line nutrition education is launched

2015: “Good Food Project” begins

2017: WIC app available to help shoppers track benefits, find WIC foods, try new recipes

2018: On-line WIC application available at www.mass.gov/forms/apply-for-wic-online

What does WIC offer families?

- Nutrition & health **screening** and **assessment**
- **Nutrition education and counseling**
- **Referrals** to related health and social services
- **Monthly benefits** to purchase specific foods (\$50 - \$80 per month per participant)
- Checks to spend at **farmers' markets**



Who is eligible for WIC?

- Pregnant, breastfeeding, or postpartum, non-breastfeeding women; infants; children up to 5 years of age
- Resident of Massachusetts
- Income - less than 185% of federal poverty level
- Must be at nutritional risk

Fact: All foster children under age 5 are eligible for WIC services.



Current Income Eligibility Guidelines (through June 30, 2019)

Husehold size	Yearly	Monthly	Bi-Weekly	Weekly
1	\$22,459	\$1,872	\$864	\$432
2	\$30,451	\$2,538	\$1,172	\$586
3	\$38,443	\$3,204	\$1,479	\$740
4	\$46,435	\$3,870	\$1,786	\$893
5	\$54,427	\$4,536	\$2,094	\$1,047
6	\$62,419	\$5,202	\$2,401	\$1,201
7	\$70,411	\$5,868	\$2,709	\$1,355
8	\$78,403	\$6,534	\$3,016	\$1,508
For each additional family member add...	+\$7,992	+\$666	+\$308	+\$154

WIC Serves...

- In Massachusetts, approximately 116,000 individuals received benefits last year.
- Approximately half (53%) of all babies born in the US participate in WIC during the first year of life; about 40% of babies in Massachusetts enroll in WIC.

WIC Works for Families

- Pregnant women in WIC seek earlier prenatal care and consume a healthier diet¹
- Less preterm births¹
- Fewer very low birth weight babies¹
- Fewer fetal and infant deaths¹

1. U.S. Department of Agriculture, Food and Nutrition Service, Office of Research and Analysis, Effects of the Special Supplemental Nutrition program for Women, Infants, and Children (WIC): A Review of Recent Research by Silvie Colman, Ira P. Nichols-Barrer, Julie E. Redline, Barbara L. Davaney, Sara V. Ansell, and Ted Joyce. Project Officer Janis Johnston. Report WIC-12-WM. Alexandria, VA; January 2012.

WIC Works for Children

- Children who participate in WIC or whose mothers are on WIC have a greater utilization of health care services.¹
- Positive effect on children's iron levels, decreased incidence of anemia.²
- Potential contributing factor in the 43% decrease in obesity rates among children ages 2 to 5 between 2008 and 2011.³
- Children in WIC have higher vaccination coverage than WIC-eligible children who were not in WIC.⁴

2. Fox, M., Hamilton, W., and Lin, B. Effects of Food Assistance and Nutrition and Health: Volume 3, Literature Review, Food Assistance and Nutrition Research Report No. 19-3, U.S. Department of Agriculture, Economic Research Service; October 2004.
3. Vital signs: Obesity among low-income, preschool-aged children-United States, 2008-2011. MMWR Morb Mortal Wkly Rep. 2013; 62(31): 629-34.
4. Thomas TN, Kosasa MS, Zhang F., Shefer AM. Assessing immunization interventions in the Women, Infants, and Children (WIC) Program. American Journal of Preventive Medicine. 2014 Nov; 47(5): 624-8.

WIC Works for Breastfeeding

- Those who enroll in the 1st trimester are more likely to have ever breastfed than women who enroll in the 3rd trimester.⁵
- WIC Breastfeeding Peer Counseling Program caused breastfeeding initiation to increase by about 27% and the mean duration of breastfeeding to increase by more than 3 weeks.⁵

5. Metallinos-Katsaras E., Brown L., Colchamiro R. Maternal WIC Participation Improves Breastfeeding Rates: A Statewide Analysis of WIC Participants. Maternal and Child Health Journal. 2015 Jan; 19(1): 136-43.

WIC Saves Money

- Every \$1 spent on WIC saves between \$1.77 and \$3.13 in health care costs within the first 60 days after birth.⁶



6. U.S. Department of Agriculture, Food and Nutrition Service, Women, Infants and Children (WIC): About WIC- How WIC Helps: Improved Birth Outcomes and Savings in Health Care Costs. <https://www.fns.usda.gov/wic/about-wic-how-wic-helps#References> Accessed August 31, 2018.

WIC Staff

- Program Director and Senior Nutritionist
- Breastfeeding Coordinator
- Nutritionists
- Nutrition Assistants
- Program Assistants
- Community Coordinator
- Family Support Coordinator (in Community Action Programs only)

Fun Facts: There are 31 local WIC programs that operate 106 sites in Massachusetts.

Overview of WIC Appointment

- Weight and Height Evaluation
- Blood Test for Iron (Hgb/Hct)
- Immunization Screening
- Health Screening
- Nutrition/Breastfeeding Assessment and Counseling
- Explanation and Issuance of Benefits
- Referrals

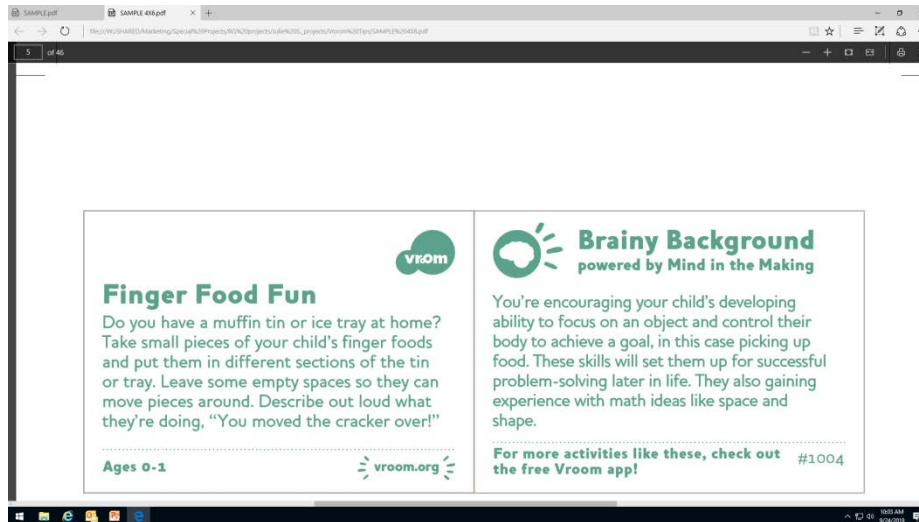
WIC & Act Early Collaboration

- Partnering for regional and statewide trainings
- Enhanced knowledge of staff
 - Launched an on-line training module **Early Intervention and Special Education Services** for nutrition staff
 - In development, on-line module **Learn the Signs. Act Early. The Importance of Developmental Screening**
- Printed CDC/ Act Early materials:
 - Conversation Starter – placemat-sized “Your Child’s Early Development is a Journey” (English and Spanish versions)
 - Concerned About Your Child’s Development & How to Talk With Your Doctor (English and Spanish versions)

Vroom

Simple tools to connect parenting and brain development to meal time, snack time, and play time.

- Fits neatly into every family's busy life
- Conversation cards for a range of age groups (English & Spanish)



Visit www.vroom.org for free resources and tools

WIC Foods



Foods to Appeal to Diverse Populations

- Tortillas
- Brown rice, other whole grains
- Soy beverages
- Tofu and yogurt
- Wide choice of fruits and vegetables for ethnic variety



Fruits and Vegetables

- Participants may choose from a wide variety of fruits and vegetables
- Fresh, frozen and canned allowed
- No added sugar or artificial sweeteners allowed



Fish for Fully Breastfeeding Women

- Chunk **light tuna** packed in water
- Canned fish identified as lower in mercury
 - **Pink salmon**
 - **Sardines**



Food Packages for Infants

- **If used, formula amounts** tied to feeding practice and age of infant
- **No juice**
- **Complementary foods** (infant cereal and baby food fruits and veggies) at 6 months
- option for **fresh produce** at 9 months)
- **Baby food meat** for fully breastfed babies



WIC Foods

- Milk, cheese, soy milk, and yogurt
 - Skim or low-fat milk for women and children > 2 yrs
- Eggs
- Whole grains – brown rice, pasta, bread, tortillas, oatmeal
- Tofu
- Dried beans/peas or canned beans
- Peanut butter
- Canned fish
- Fruits and vegetables
- Cereals
- Juices
- Infant formula, cereals, fruit & vegetables, and meats



Breastfeeding Support and Education



WIC Breastfeeding Promotion Policy

- A minimum amount of funds set aside for breastfeeding education and support; federal food funds can be used to purchase **breast pumps**
- All prenatal women must receive an **unequivocal endorsement of breastfeeding** as the ideal method of infant feeding, unless medically contraindicated
- **Peer Counselor services** are provided to all prenatal and breastfeeding women
- Each local WIC program must have a designated **Breastfeeding Coordinator**

Fun Facts: There are almost 125 highly trained BF experts (Certified Lactation Counselors & International Board Certified Lactation Consultants) employed throughout MA WIC and 67 Peer Counselors.

Provide Breastfeeding Incentives & Support

- Fully breastfeeding mothers receive the most variety and largest quantity of food
- No routine issuance of formula in birth month to help mother build and maintain milk supply
- Fully breastfeeding infants > 6 months receive larger quantities of baby food fruits and vegetables; and baby food meat



Breastfeeding Resources for WIC Families

- Prenatal & Postpartum Counseling, Education and Assessment
- Peer Counselor Program
- Local Program Breastfeeding Coordinators
- Infant Feeding Groups/Breastfeeding Classes/Support Groups/Baby Cafés
- Breast Pump Loan Programs
- Print Materials in Multiple Languages
- Connections with community resources
- Baby-Friendly Hospitals
- Baby Cafes



BF Resources for Providers

FREE CMEs!

Check out the breastfeeding tutorials at www.hriainstitute.org/breastfeedingcme/ for clinicians. These modules provide 3 FREE CMEs (and continuing education credits for RNs and RDs).



Zip MILK

ZipMilk.org



Find local, personalized
resources with your zip code.
**Neighborhood breastfeeding
help is just a click away.**



Massachusetts
Breastfeeding
Coalition
massbfc.org



Baby Cafes

Boston:

- Brookside & Southern Jamaica Plain Health Center
- Codman Square, Boston Medical Center & South End
- Tufts Medical Center

Surrounding communities:

- Worcester at Family Health Center
- Lynn at Lynn Community Health Center
- Malden, Everett & Melrose (Melrose Wakefield Hospital)
- Fitchburg at Fitchburg Community Health Center
- New Bedford & Fall River (Southcoast Obstetrics and Gynecology)

Source: www.babycafeusa.org



The WIC Card and More

- WIC Card
- WIC Shopper App
- On-line Nutrition Education (WICSmart)
- Social Media Presence
 - Facebook
 - Twitter
 - Pinterest

WIC Shopping

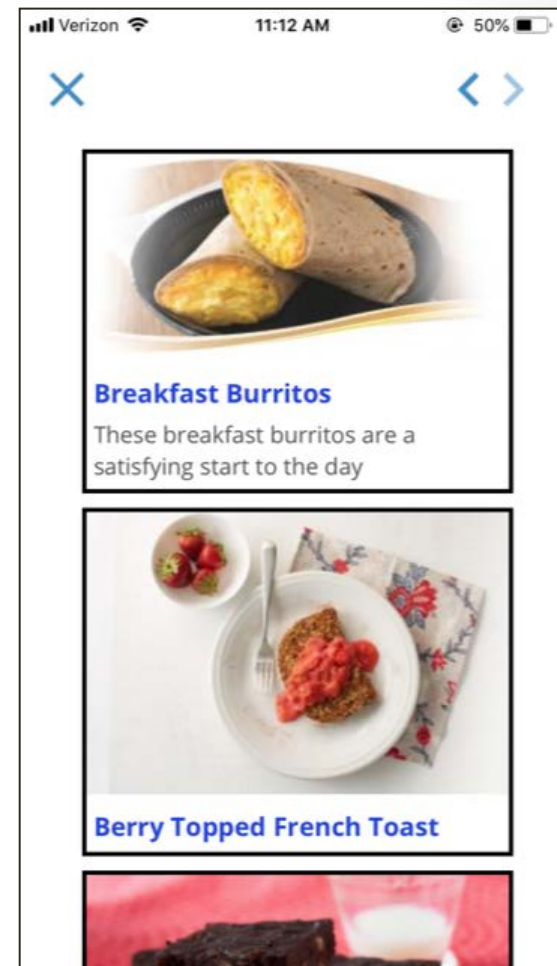
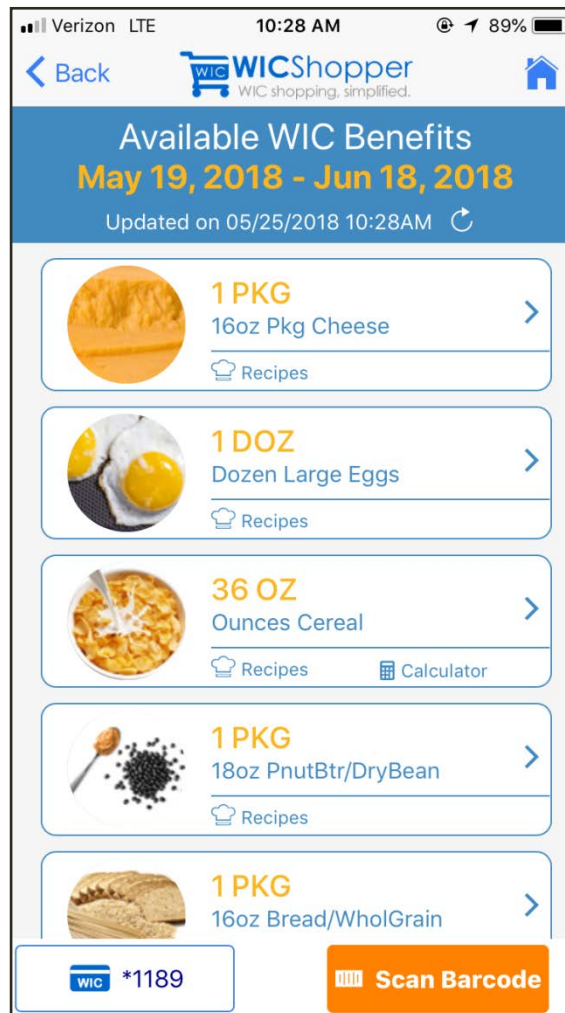


Massachusetts WIC Program

GOOD FOOD *and*
A WHOLE LOT MORE!

0000 1234 5678 9010

WIC Shopper App



Online Nutrition Education: WIC Smart


Preview Lesson: - Google Chrome
wicsmart.jpma.com/design/PreviewLesson.aspx?id=35&sid=1319

Choosing Fast Foods Wisely

A healthier way

How can you make a healthier fast food combo? Change it around!

- Ask for a regular, single-patty hamburger without any mayonnaise or cheese, but with extra lettuce and tomato
- Add a side salad with low-fat dressing
- Order a small side of fries
- Choose water instead of soda



That totals **550** calories and about **22** grams of fat.
That's more like it!

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"A" for early intervention! Children who receive early childhood education go further in their education as adults. <https://www.nih.gov/.../graduates-early-childhood-program-sho...>



Graduates of early childhood program show greater

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Ask Mass WIC_...html

Show all

3:48 PM 3/26/2018

March 2018 Statistics:

- * 2,257 Followers
- * 2,219 Likes

What we post:

- Relevant articles and research on breastfeeding and nutrition
- Recipes
- Recalls
- Local program news

facebook



March 2018 statistics:

- * 2,761 Followers
- * 5,755 tweet impressions

What we post:

- Relevant articles and research on breastfeeding and nutrition
- Recipes
- Recalls
- Local program news



Mass WIC

810
Followers

935
Following

www.mass.gov/wic
We have over 116 sites in Massachusetts / WIC is a nutrition program that provides nutrition & health education, healthy food & other services FREE of charge to families who qualify.



Boards Pins



Learn about MassWIC
8 Pins



Christmas Ideas
38 Pins



Kitchen & Cooking Tips
45 Pins



Wholegrains! The Hea...
39 Pins



Farmers' Market
84 Pins



Got Milk
20 Pins



Fitness For the Whole...
63 Pins



Ask Mass WIC _html

Show all X

3:45 PM
3/26/2018

March 2018 Statistics

- * 810 followers
- * 125 average daily impressions
- * 1,850 pins

Worldwide Audience

- US
- Canada
- UK
- Brazil
- France





WIC DOES offer A WHOLE LOT MORE!

- Happiest Baby on the Block classes
- Safe Sleep Campaign
- The Secrets of Baby Behaviors
- The Good Food Project
- Immunization
- Motor Voter
- Referrals



Happiest Baby Classes

- Educators demonstrate and teach caregivers the skills to calm a fussy baby
- Classes offered at WIC clinic and in community settings
- WIC families receive swaddling blankets, DVD and CD of soothing sounds



Safe Sleep Campaign

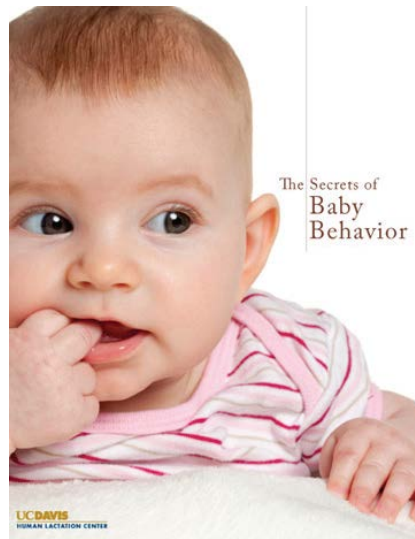
- Mandatory training of all staff
- Educational tool for participants



A vertical poster for the Safe Sleep Campaign. At the top, a large white circle is set against an orange background. Below it, the following text is displayed in green, bold, sans-serif font: "ALWAYS put me on my BACK to sleep for naps and at night." "Keep me NEAR you, but in MY OWN crib, with a firm mattress and a tight-fitting sheet." "DON'T PUT toys, blankets, pillows, or bumper pads in my crib." "NO SMOKING, please!" "BREASTFEED me." "Keep me cool – DON'T OVERHEAT me or the room." Below this text is a green horizontal band containing the text "For more information, visit www.nichd.nih.gov/sids" in white, sans-serif font. To the right of this band is a QR code. At the bottom, an orange band contains the WIC logo, the text "1-800-WIC-1007", and the text "WIC Nutrition Program • Nutrition Division MA Department of Public Health TDD/TTY: (617) 624-5992 • Web: www.mass.gov/wic 'This institution is an equal opportunity provider.'". Below this is a Twitter logo and the text "follow us @MassWIC".

Secrets of Baby Behaviors

- Developed by UC Davis researcher
- Interpreting infant crying, states and cues
- Prevent overfeeding



The Good Food Project

- USDA 2014 WIC Special Project Grant
- Goal is to improve children retention rate
- Currently, 18 programs have implemented this project



GFP Curriculum Guide

Overnight Oats

1. Combine:



1/2 cup oats



1/2 cup low-fat milk



1/2 cup plain yogurt

2. Then add your favorite flavor!

3. Mix ingredients together, cover, and refrigerate overnight for a delicious breakfast or snack!

Peanut Butter & Jelly	1/2 cup sliced strawberries	+	2 tsp peanut butter
Fruity Coconut	1/2 cup chopped fresh or frozen fruit	+	1 1/2 teaspoons lemon juice
Peach	1/2 cup chopped peaches	+	1 teaspoon cinnamon
Apple Pie	1/2 cup chopped apples	+	1 teaspoon cinnamon
Strawberry Banana	1/2 cup sliced strawberries	+	1/2 sliced banana

Dressings, Dips, and Marinades

Store all dressings in an airtight container in the refrigerator for up to 3-4 days. All recipes can also be made by shaking ingredients in a closed glass jar or by using a blender.

Creamy Honey Mustard Dressing

In a medium bowl, combine 1/2 cup plain yogurt, 3 tablespoons Dijon mustard, 3 tablespoons honey, and 2 teaspoons lemon juice. Whisk well and use as a dressing or dip.

Lemon-Yogurt Dressing

In a medium bowl, combine the juice of 1 lemon, 2 tablespoons olive oil, 1 clove chopped garlic, 1 cup plain yogurt, and a pinch of salt and pepper. Whisk well and use as a dressing or marinade.

Fresh Avocado Dressing

In a medium bowl, combine 1/2 mashed avocado, 1 clove chopped garlic, 1/2 cup plain yogurt, 2 tablespoons of lemon juice, 1 tablespoon olive oil, 1 teaspoon of honey or sugar, and 1/4 cup chopped cilantro (optional). Use as a dressing or dip.

Easy Dijon Vinaigrette

In a medium bowl, combine 1 tablespoon Dijon mustard, 2 teaspoons lemon juice, 1/4 teaspoon sugar and 1/4 cup olive oil. Whisk well and add a pinch of pepper. Use as a dressing or marinade.

Curry Garlic Dressing

In a medium bowl, combine 2 tablespoons olive oil, 1 tablespoon lemon juice, 1 1/2 teaspoons curry powder, 1 clove chopped garlic, and 1 cup plain yogurt. Whisk well and add 1/4 cup chopped cilantro, and a pinch of salt and pepper. Use as a dressing, dip, or marinade.

Parmesan Herb Dressing

In a medium bowl, combine 1/2 cup olive oil, 1/2 cup grated Parmesan cheese, 1/4 cup plain yogurt, 1 tablespoon white wine vinegar, and a pinch of pepper. Use as a dressing or marinade.

Tuna Melt

Recipe source: adapted from www.cookingmatters.org

Ingredients

- 2 (5-6-oz.) cans light tuna, packed in water, drained and rinsed
- 1 large or 2 small stalks of celery, diced
- 1/2 medium lemon, juiced
- 1/4 cup low-fat mayonnaise
- 1/4 teaspoon ground black pepper
- 4 slices whole wheat bread
- 1 large tomato, sliced
- 1/2 cup shredded cheddar cheese

Chef Tips

- Tuna salad may be served cold. Try it on a sandwich or over lettuce.
- Add 2 tablespoons diced red or green onion.
- Add 2 tablespoons dried cranberries.
- Add one small apple (diced) or 1/2 cup sliced grapes.
- Try using diced radishes in place of celery.



Directions

1. Turn the oven-broiler on high.
2. In a medium bowl, add the tuna and flake apart using a fork.
3. Add the celery, lemon juice, mayonnaise, and black pepper. Mix well using a fork and place to the side.
4. Lay slices of bread flat on the baking sheet. Place under the broiler for 2-3 minutes until lightly toasted.
5. Flip the slices of bread over and add 1/2 cup tuna salad to each slice. Top with a tomato slice followed by the cheese.
6. Place the open-faced sandwiches back into the oven and on the bottom rack for 5-10 minutes until cheese is melted.
7. Allow to cool slightly before serving.

Serves: 4 • Serving Size: 1 open-faced sandwich • Prep time: 15 minutes • Cook time: 15 minutes
Nutrition Facts Per Serving: 255 Calories, 11 g Fat, 15 g Carbohydrate, 24 g Protein

Brown Rice Bowls – 1 box for 3 Meals!

Prepare a 16-oz box of Regular, Quick, or Instant Brown rice according to the package directions. This will make about 8 cups of rice. Allow it to cool, then cover and store in the refrigerator until needed. Cooked brown rice will keep in the refrigerator for 3 days.

Vegetarian Rice Bowl	Asian Stir Fry Bowl	Taco Rice Bowl
<ul style="list-style-type: none"> • 2 1/2 cups cooked brown rice (reheated) • 1 15.5-oz. can beans (drained and rinsed) • 1/2 cup shredded cheddar cheese • 1/2 medium tomato, chopped • 1 small cucumber, chopped • 1 teaspoon olive oil • Pinch of salt and pepper • Fresh chopped parsley, sliced scallions, and avocado <p>In a medium bowl, combine the brown rice through the olive oil. Season the mixture with a pinch of salt and pepper. Mix well and top with fresh chopped parsley, sliced scallions, and avocado.</p> <p>323 Calories, 7 g Fat, 45 g Carbohydrate, 13 g Protein, 257 mg Sodium</p>	<ul style="list-style-type: none"> • 2 1/2 cups cooked brown rice (reheated) • 1 package frozen Asian vegetable medley • 1 package frozen edamame beans • 1/4 cup low-sodium soy sauce • 1 teaspoon olive oil • Fresh chopped parsley, sliced scallions, and avocado (optional) <p>Microwave the frozen vegetables and edamame beans according to package directions and drain excess water. In a large bowl, mix cooked vegetables and beans through the olive oil. Mix well and top with fresh chopped parsley, sliced scallions, and avocado. Add red pepper flakes for a little spice.</p> <p>294 Calories, 7 g Fat, 45 g Carbohydrate, 15 g Protein, 467 mg Sodium</p>	<ul style="list-style-type: none"> • 2 1/2 cups cooked brown rice (reheated) • 1 15.5-oz. can beans (drained and rinsed) • 2 medium tomatoes chopped • 1/2 cup shredded cheddar cheese • 1-2 tablespoons taco seasoning • 1 teaspoon olive oil • Fresh chopped parsley, sliced scallions, and avocado (optional) <p>In a medium bowl, combine the cooked brown rice through the olive oil. Mix brown rice with fresh chopped parsley, well and top with fresh chopped scallions, and avocado. Also try it with sliced romaine lettuce with whole wheat tortillas on the side.</p> <p>331 Calories, 9 g Fat, 49 g Carbohydrate, 15 g Protein, 269 mg Sodium</p>

Outreach/Education Opportunities

Your staff and families may benefit from:

- Growth and Nutrition Clinics can train on failure-to-thrive
- WIC's Community Coordinator can conduct outreach to your families and help to develop a system for cross- referrals
- Certified Happiest Baby Educators can conduct classes for your staff and families
- WIC Nutritionists can train staff and families on various nutrition topics.



Questions?



Thank you!

Julie Schaeffer, LDN

617.624.6140

Juie.schaeffer@state.ma.us