

April 23, 2009

Dear KHS Provider:

Starting October 2009, California WIC agencies will begin issuing new WIC food packages. To promote the new WIC foods, local WIC agencies in partnership with the health care community and grocers will use carefully researched and planned health messaging strategies designed to promote behavior change and healthy habits everyday. The new WIC food packages closely align with current American Academy of Pediatrics feeding practice guidelines, and the US Dietary Guidelines for Americans. This is the first comprehensive revision since 1980.

The following is a summary of the information physicians should know about the new WIC food packages:

- The changes incentivize breastfeeding in several respects. First, by reducing the formula allowance for partially breastfed infants and secondly, by greatly expanding the amount of food for the breastfeeding dyad.
- Infants 6-11 months old will receive less formula and more baby food items.
- The food allowances for milk, eggs, and juice have been reduced. Juice is eliminated from infant food packages.
- For the first time, fruits and vegetables are available to WIC infants, children, postpartum and breastfeeding mothers.
- Health care providers will be required to document on the WIC referral form both WIC foods and formula issued to medically fragile WIC infants, children, and women. To view the new requirements related to health care providers go to <http://www.fns.usda.gov/wic/regspublished/foodpackages-interimrule.htm> Pages: 68986-68988. Information about the new WIC food packages or the WIC's Healthy Habits Campaign can be viewed at [www.cdph.ca.gov/programs/wicworks/pages/default.aspx](http://www.cdph.ca.gov/programs/wicworks/pages/default.aspx).

Sincerely,

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